WSWA LEADERSHIP DEVELOPMENT SERIES

ANATOMY OF AN IMPORT: PRODUCT JOURNEY, BUYING HABITS, AND BUSINESS CHALLENGES IN 2021

BROUGHT TO YOU BY THE WOMEN'S LEADERSHIP COUNCIL
M O D E R A T O R S

JENNIFER ENGEL
WLC Advisory Board Member
SVP National Accounts, On-Premise

DINA OPICI
WLC Advisory Board Member
President
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Q & A

UNFORTUNATELY, WE CAN ONLY ACCEPT WRITTEN QUESTIONS SUBMITTED THROUGH THE ZOOM APP.

PLEASE FIND THE “CHAT” BUTTON AT THE BOTTOM OF YOUR SCREEN TO BRING UP A CHAT BOX AND SUBMIT YOUR QUESTION.
PANELISTS

SONIA DAVENPORT
Director of Consumer Insights

ALLISON LEAVITT
Managing Director

CRISTINA MARIANI-MAY
CEO
**CHIANTI CLASSICO AND CHIANTI**

*Two different DOCG appellations in two different production territories*

**Chianti production zone:**
a vast area covering about 14,000 ha (34,500 acres), by more than 3,500 estates located in the provinces of Arezzo, Florence, Pisa, Pistoia, Prato and Siena.

**Chianti Classico production zone:**
A zone of 7,200 ha (17,800 acres) that includes the whole territories of the municipalities of Castellina in Chianti, Gaiole in Chianti, Greve in Chianti and Radda in Chianti and parts of those of Barberino Tavarnelle, Castelnuovo Berardenga, Poggibonsi, San Casciano Val di Pesa.
CHIANTI and CHIANTI CLASSICO
Both DOCG - Two different production codes

<table>
<thead>
<tr>
<th>Classification</th>
<th>Weight (tons/ha)</th>
<th>Alcohol Min. (natural)</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chianti “Annata”</td>
<td>11</td>
<td>10,50 %</td>
<td>from 1st of March (year after harvest)</td>
</tr>
<tr>
<td>Chianti Superiore</td>
<td>9.5</td>
<td>11,50 %</td>
<td>from 1st of September (year after harvest)</td>
</tr>
<tr>
<td>Chianti Riserva</td>
<td>9.5</td>
<td>12,00 %</td>
<td>2 years</td>
</tr>
<tr>
<td>Chianti Classico “Annata”</td>
<td>7.5</td>
<td>11,50 %</td>
<td>from 1st of October (year after harvest)</td>
</tr>
<tr>
<td>Chianti Classico Riserva</td>
<td>7.5</td>
<td>12,50 %</td>
<td>2 years (min. 3 months in bottles)</td>
</tr>
<tr>
<td>Chianti Classico Gran Selezione</td>
<td>7.5</td>
<td>13,00 %</td>
<td>30 months (min. 3 in bottles)</td>
</tr>
</tbody>
</table>
In the Vineyard:
- Grapes are picked late September. As you saw, the Chianti territory is spread out, but the grapes for Superiore are from Montalcino. Chianti Superiore requires 70-100% Sangiovese. (Slightly more restrictive for Chianti Classico region where minimum is 80%)
- Yield regulations of 9.5 tons/ha for Chianti Superiore (lower, at 7.5tons/ha for Chianti Classico DOCG)
- Chianti DOCG allows 10% white varietals where Chianti Classico DOCG does not allow any

Release Dates:
Chianti Superiore typically undergoes stainless steel fermentation and can be released the first of September following harvest with a required minimum natural alcohol of 11.5%  
- Chianti Classico can release the first of October  
- A Riserva requires a higher alcohol and longer aging as well as additional time in bottle

Transport:
Shipping and transportation delays have caused massive backups at the ports. GORI has requested less product be held there because of the crowding. The winery ships product to the GORI warehouse multiple times a week to keep up with orders.
Mission:

Negotiate competitive rates and services for our members, offer best in class cargo insurance, and provide value added services to benefit our membership.
WSSA has over 700 members located across the globe.

79 members were added in 2020 alone – the majority from the tariff-impacted locations of United States and Northern Europe.
Life of an Import PO

1. PO received
2. PO reviewed, processed
3. PO sent overseas with handling instructions
4. Pick up coordinated with supplier
5. Forwarder provides status information as to readiness, discrepancies etc
6. Forwarder arranges booking
7. Booking advise sent to all parties
8. ISF data provided / filed
9. Sailing confirmed
10. Documents sent to all key parties
11. Prior Notice transmitted 5 days prior to arrival
12. Customs Entry and FDA Customs Release
13. Arrival status monitored and updated
14. Final delivery arranged
THE PERFECT STORM

- Tariffs
- COVID
- Shipping Crisis
- Impact differentials
TARIFFS: REACTION AND ADJUSTMENTS

- Tariff shock
- Reduction in volume
- Closures/lost jobs
- Uncertainty/surges
NOW: SUSPENSION IN TARIFFS/CHAOS IN SHIPPING

- COVID bounce back
- Global shipping meltdown
- Increased shipping costs
- AGAIN, tariff uncertainty
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