VALOTRU

WINE BUSINESS & COMMERCIAL STRATEGY



We turn good wines into businesses that grow.

THE CONTEXT

Making a good wine is only the beginning.

MORE SUPPLY
More wineries and more wine competing for the same spot on the shelf and on the wine list.

LESS CONSUMPTION
Consumption is falling, which means choosing precisely where and how to compete.

MARGINS UNDER PRESSURE
Importers and distributors are trimming portfolios and demanding brands that move.

Landing an importer **is not the same as developing a market.**

HOW WE THINK

Data + Street

Data
Sales, depletions, prices, SKUs, channels and competition.

Street
Direct validation with importers, distributors, sales reps and buyers.

Judgment
Which product works, in which channel, at what price and for which customer.

Execution
Concrete plans, with owners, indicators, measurement and follow-up.

The numbers show what is happening.
The street explains why.

OUR SERVICES

A clear path: from diagnosis to results.

1

Commercial Diagnostic

What is happening, and why?

Determine what works, what does not, why, and where the main commercial opportunities are.

2-3 weeks

2

Growth & Recovery Strategy

Where and how will we grow?

Build the commercial plan to grow, recover volume or improve performance.

4-6 weeks

3

Commercial Activation

How do we make it happen?

Turn the plan into real commercial movement, with a selective presence in the market.

Planning + 12 months

4

Strategic Wine Advisory

How do we make better decisions?

Add senior commercial judgment to management's decisions, without becoming an operational department.

Monthly advisory

TARGETED SOLUTIONS

for specific needs.

1. Portfolio & Pricing Review

An expert, focused read of the portfolio and prices by channel. Ideal as a first step.

Fixed fee

2. Importer & Distributor Assessment

Assessment of the current importer, its distributor network and its strengths by channel.

Fixed fee

3. Importer & Distributor Search

Search for and introduction to commercial partners in target markets.

Base fee + success fee

4. Sales Force Training

Training for sales teams: product, relationships and execution.

Fee per program



WHO IS BEHIND IT

PABLO PICCOLO

Founder & Managing Director

More than 20 years in the commercial side of the wine business, 15 of them working the United States market from the inside: importers, distributors, chains, independent stores and restaurants.

CATENA ZAPATA
UNITED STATES

TRIVENTO
CONCHA Y TORO GROUP · LATIN AMERICA

LET'S TALK

Call me and we will do a first assessment of your case together.

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