

# VINTNERS ADVANTAGE

## The Wine Group Achieves the Benefits of Total Integration with VINTNERS ADVANTAGE

The Wine Group, a privately-held San Francisco-based wine company, was founded in 1981 through a management buyout of the wine assets of Coca Cola Bottling Co. of New York. It produces flagship brands such as Franzia, Big House, Glen Ellen, Corbett Canyon, Foxhorn, Fish Eye and Mogen David, and through its Underdog Marketing group, sells a handful of niche brands.

Following its \$134 million acquisition of the Almaden and Inglenook wine labels from Constellation Brands, the company is now California's second-largest wine producer and was recently listed by Wine Business Monthly as one of the 30 largest wine producers in the United States.



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--Dan Zastrow, Vice President of Supplier Development at The Wine Group

### Challenge: Connecting disparate bulk wine tracking software systems

The Wine Group acquired Golden State Vintners--one of the most successful makers of premium bulk wine products in the United States. Involved in every aspect of the wine production industry, Golden State received the majority of its revenue from supplying well known labels with premium bulk wine. The company produces its own private labels and surprisingly, is also the second largest producer of brandy in the United States.

After the completion of the Golden State Vintners acquisition, The Wine Group had nine facilities operating on two disparate bulk wine tracking software systems. Brent Nielsen, Vice President of Information Systems at The Wine Group explained, “We needed over-all management of all our [bulk] wine inventory systems in one cohesive software package.”



“We’ve got you covered.”

## **Solution: VINTNERS ADVANTAGE SOFTWARE Integration and Management Provides Scalability Required for Extended Growth of Thriving Wine Business**

From the onset, The Wine Group had a grower payment module in place which did not tie into the wine tracking module. The Vintners Advantage software successfully integrated a number of associated database systems for grape receipts and grower payables but added the functionality of an accounts payable system into one cohesive database. Modular continues to provide professional services and additional functionality as the company continues to evolve and consolidate resources.

Lisa Corbett, President of Modular explains, “We started working with The Wine Group four years ago with twelve months of research and implementation. Our software is a complete winery management solution that integrates with existing applications and is scalable. As their business grows, we readily adapt new modules and additional infrastructure that lends itself to greater efficiencies.”

Corbett continues, “We are also very proud of being 100% compliant with the homeland security bioterrorism law. We provided that service at no additional charge from the beginning, but it has been a huge undertaking as it required the capability of tracking additives by lot number so that both vineyard lots and cases could be tracked.”

Dan Zastrow, Vice President of Supplier Development at The Wine Group commented, “One of the great benefits of having MIS is that Modular has extensive and long-term [wine] industry understanding. The Vintners Advantage software has the capability to help us consolidate the two systems. Now we have the ability to track our wine all the way from the grower down to the specific case the wine goes into.”

With the implementation complete, full functionality became apparent to The Wine Group’s end users. Nielson added, “The cost/value relationship versus Modular’s competitors was much better and that was a big factor in the decision to use Vintners Advantage.”

Headquartered in San Ramon, California, Modular Information Systems has been providing quality Winery Software solutions for nearly 15 years. Through partnerships with Microsoft and IBM, the twenty-three year old company provides complete integrated software and hardware solutions for wineries and growers, starting in the vineyard and carrying all the way through to retail and wholesale sales.

Specifically designed for managing the **Winemaking Process**,

**VINTNERS ADVANTAGE** offers **Unlimited Benefits.**

# VINTNERS ADVANTAGE

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