

Uncorking Le Marche: A Business Model for Empowering Local Wine Producers

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Introduction

Le Marche's wine region is a hidden gem in Italy, with its unique terroir and diverse grape varieties. However, the region has yet to reach its full potential in terms of international recognition and economic growth.

To address this issue, we propose a business model that focuses on collaborative projects and a related wine app. By working together with local wineries, tourism agencies, and technology companies, we aim to create a sustainable ecosystem that benefits all stakeholders involved.



Le Marche has 20 DOC(G) and one IGT.

- **Verdicchio di Matelica Riserva DOCG:**

The Verdicchio di Matelica Riserva DOG is a white wine made with at least 85% Verdicchio grapes, blended with up to 15% of other white grapes. It has a straw-yellow hue, a ripe fruit aroma, and is full-bodied with a good structure.

Verdicchio di Matelica is produced in the Esino valley, from Metalica to Fabriano in the Ancona province.

It can be consumed as an appetizer or with seafood, fish, and pasta in a vegetable or seafood-based sauce.

- **Conero DOCG**

Rosso DOG is one of five DOC wines from Marche. It has a deep ruby color, a pleasant and long-lasting scent, a balanced, dry and full-bodied flavor. Rosso Conero Riserva is made only from Montepulciano grapes and is rare, produced in a small area of Marche.

Conero DOG wine is suitable for both grilled and roasted dishes.

The Moroder Winery's Dorico Rosso Conero Riserva DOC has been praised by many prestigious publications and was the first wine from Le Marche to receive the prestigious Tre Bicchieri accolade from Gambero Rosso, Italy's most respected wine guide.

- **Rosso Piceno DOC**

Rosso Piceno DOC, a red wine, is grown in a large area in eastern Marche, spanning three provinces: Ancona, Macerata, Fermo and Ascoli Piceno. The wine has a deep ruby red color, which fades to a garnet shade over time.

Pairing cured meats with pork or beef dishes served with a red sauce is very popular.

Market Analysis

Before developing a plan, it is important to conduct a thorough analysis of the market. This includes identifying the target audience, analyzing consumer trends, and studying the competition.

Based on the market analysis, it is clear that there is a growing demand for high-quality, artisanal wines from lesser-known regions. Le Marche has the potential to fill this gap and establish itself as a premium wine destination.



Creating a Unique Brand Identity

To stand out from competitors, we need to create a unique brand identity that represents the spirit of Le Marche. This includes developing a logo, website, and social media presence that showcases the beauty and diversity of the region.

We will also create educational materials that help consumers understand the unique characteristics of Le Marche wines and why they should choose them over other options. By creating a strong brand identity, we can build trust with consumers and establish ourselves as a leader in the market.



Marketing Strategy

To promote Le Marche wines, a multi-channel marketing strategy is recommended. This includes leveraging social media platforms, partnering with influencers and bloggers, participating in wine festivals and competitions, and organizing tasting events.

In addition, collaborations with local restaurants and hotels can help create a complete wine tourism experience, showcasing the region's culinary traditions and natural beauty.



Sustainability and Community Development

Promoting Le Marche wines should not come at the expense of the environment or the local community. It is important to prioritize sustainability and responsible practices in all aspects of the business model.

This includes supporting small-scale, family-owned wineries, promoting organic and biodynamic farming methods, and investing in infrastructure and education programs that benefit the community.



Collaborative Projects

Collaborative projects are at the core of our business model. By bringing together local wineries, tourism agencies, and technology companies, we can create innovative products and services that cater to the needs of modern consumers.

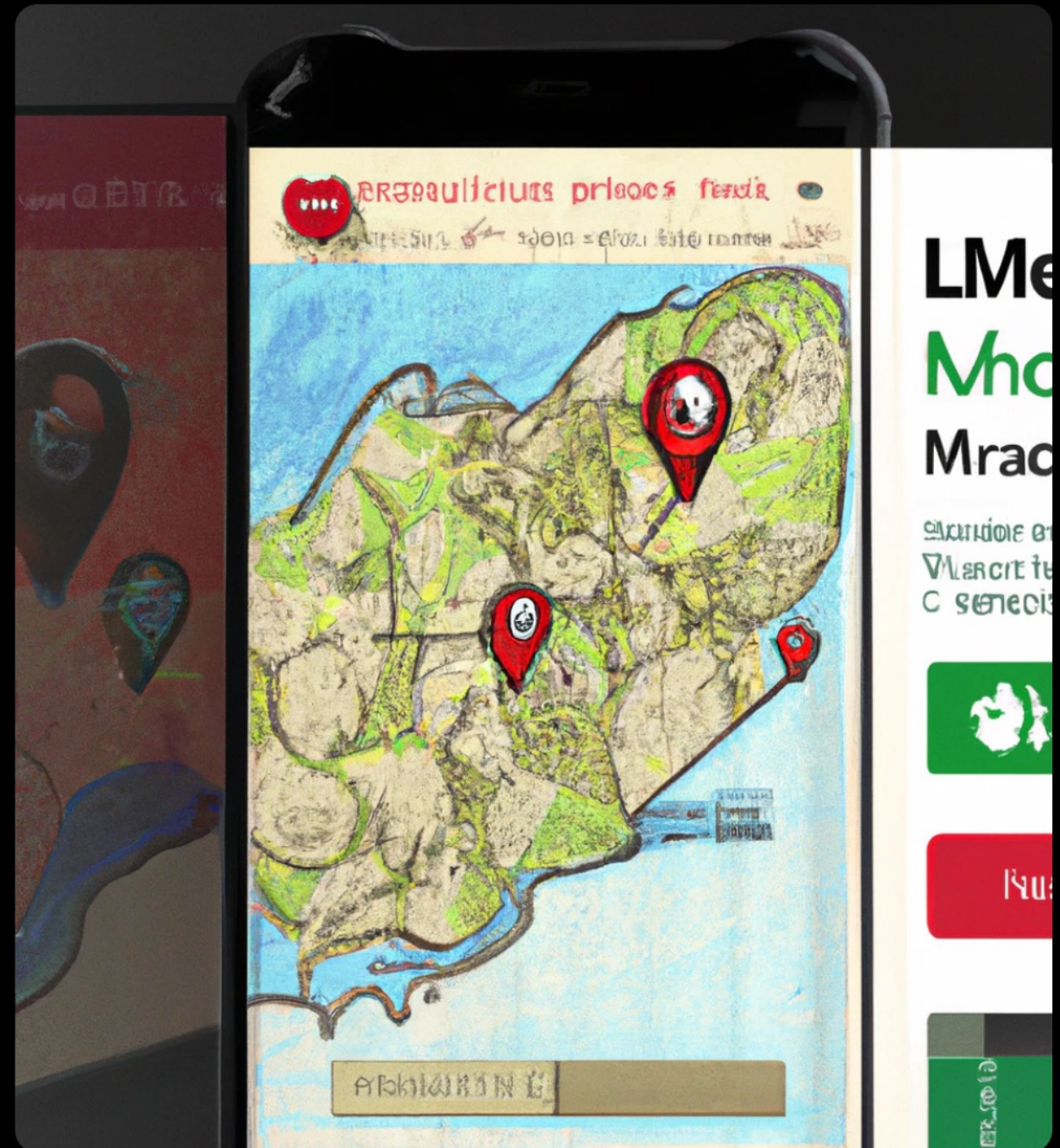
For example, we can develop wine tours that combine traditional vineyard visits with virtual reality experiences, or create a wine club that delivers customized bottles based on individual preferences. These projects not only increase revenue for local businesses but also enhance the overall experience for tourists and wine enthusiasts.



Related Wine App

In addition to collaborative projects, we propose the development of a related wine app that serves as a one-stop-shop for all things Le Marche wine. The app can provide information on local wineries, tasting notes, food pairings, and even allow users to purchase wines directly from the producers.

Furthermore, the app can incorporate gamification elements such as quizzes, challenges, and rewards to engage users and create a sense of community. By leveraging the power of technology, we can connect consumers with local businesses and promote the region's unique wine culture.



Benefits for Wineries

Our business model offers numerous benefits for local wineries. By participating in collaborative projects, wineries can access new markets, gain exposure, and improve their brand image. They can also benefit from shared resources such as marketing campaigns, distribution channels, and technology infrastructure.

Moreover, the related wine app provides wineries with a direct line of communication with consumers, allowing them to gather feedback, build loyalty, and increase sales. By embracing innovation and collaboration, wineries can thrive in a competitive global market.



Benefits for Tourism Industry

The tourism industry in Le Marche can also benefit from our business model. Collaborative projects can create new and exciting experiences for tourists, which in turn can lead to increased tourism revenue and job opportunities. The related wine app can serve as a valuable tool for travel planning and enhance the overall visitor experience.

Furthermore, by promoting sustainable tourism practices and highlighting the region's cultural and environmental heritage, we can attract a more discerning and responsible type of tourist. This can lead to long-term economic and social benefits for the region.



Social Media Strategy

Social media is a powerful tool for promoting LeMarche wine region. We will create a comprehensive social media plan that includes regular posts on Instagram, Facebook, and Twitter, highlighting the beauty of the region and the quality of its wines.

In addition, we will run targeted social media ads to reach potential visitors who are interested in wine tourism. These ads will feature stunning images of the region and highlight the unique experiences that visitors can have in LeMarche.



Influencer Marketing

Influencer marketing is an effective way to reach new audiences and generate buzz about LeMarche wine region. We will partner with influencers who have a strong following in the food and travel industries to showcase the region's wines and local cuisine.

These partnerships will include sponsored blog posts, social media takeovers, and other content collaborations. By leveraging the reach and influence of these influencers, we can introduce LeMarche wine region to a wider audience and encourage them to visit.



Budget Allocation

Of the \$20,000 budget, we will allocate as follows:

Brand identity: \$1,500

\$8,000 to social media advertising,

\$4,000 to influencer partnerships,

\$4,000 to event planning and execution.

\$2,500 for the Wine App

This budget breakdown will allow us to maximize our impact across all three key areas while staying within our overall budget constraints.

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Conclusion

In conclusion, our business model offers a holistic approach to promoting Le Marche's wine region. By fostering collaboration and innovation, we can create a sustainable ecosystem that benefits all stakeholders involved. The related wine app serves as a powerful tool for connecting consumers with local businesses and promoting the region's unique wine culture.

We believe that our business model can serve as a blueprint for other wine regions around the world, demonstrating the power of collaboration and technology in driving economic growth and cultural exchange.

