**HYPOTHETICAL MANTEIV WINE COMPANY**

Owners: Pete and Jill Parcells

Legal name: Manteiv Wine Company

Operating trade name: Manteiv Wine Cellars

Bottling trade name: Manteiv Winery

Legal Organization: Limited Liability Company

Location: Dry Creek Valley, Sonoma County, California

Brand names: Manteiv

 LongBin

Wine produces and prices: Product Release Price Wholesale Price

 Manteiv Estate Cabernet $48 $30

 Manteiv Hudson Chardonnay $40 $25

 Manteiv Zinfandel $32 $20

 Longbin Red Blend $24 $15

 Manteiv Chardonnay $24 $15

 Manteiv Carignane $16 $10

Winery type: Bonded winery

Winery capacity: 5,000 cases per year

Employees: Winemaker, vineyard manager, two cellar rats, seasonal workers

Vineyard size: 10 acres

Vineyard varieties: Cabernet Sauvignon, Zinfandel, Petit Verdot

Wine club: 3,000 members

Distribution and sales: Direct to consumer sales at winery tasting room

 Direct to consumer sales from phone and internet orders

 Direct to consumer sales to wine club members

 Direct to retailer sales in California

 Sales through distributors in California, Virginia, Georgia, Florida, Michigan, Illinois, Oregon, Washington