

State of the Washington Wine Industry February 2024



› Issues for discussion

OverSupply vs. UnderDemand

Bifurcation

M&A

› Oversupply vs. Underdemand

Change how we frame the problem

Too Many grapes or not enough Wine Sales?

How Can Growers affect Demand?

Go Vertical

Broaden National Distribution Platform

Focus Growth on most distinctive areas

Tale of Two Industries

Few large producers, 1000 Small Producers

Fewer than 400 Vineyards, over 1000 Wineries

National Sales Struggle, While DTC maintains

DTC vs. National Distribution (FOB)

Get Tactical – How do we grow brands Nationally

Who do Buyers Want?

Medium to large size wineries with National Platform

Highly Profitable small to medium size wineries

Niche Vineyards in highly desirable areas

Distressed Assets at deep discounts

Strategic Pieces to fill out an individual business's puzzle

What do Buyers Want?

Profitability

Clean Financial Statements

Healthy vineyard assets in most desirable areas

Bench of talent to continue to operate post acquisition

Relevance, proof of concept beyond PNW

› Thank You



Thank You!

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- Wine Industry Mergers & Acquisitions
- Hospitality Mergers & Acquisitions
- Financial Modeling and Strategic Planning for the industries
- Based in Walla Walla with team members in Seattle and Portland