

WINERIES & VINEYARDS

Tailored business solutions for the grape-growing and wine-making industry

We understand your winery or vineyard is more than just your business, it's your life. That's why at MNP, we believe in creating a lasting relationship with you. We do this by providing services and advice with one simple goal in mind — to help your winery or vineyard succeed. We have spent considerable time and effort to develop a thorough understanding of the British Columbia wine and wine grape industry. We believe this is the only way we can truly understand and anticipate the needs and opportunities of your winery or vineyard.

Identifying key steps you can take today to enhance your operation is essential to your continued success. We will help you discover new opportunities and provide solutions for five key areas – customers, operations, people, finances and succession.

Customers

- Develop a plan to identify and target your ideal customers
- Focus on the sales channels that will maximize your winery's profits
- Identify key factors such as per winery visitor that drive sales growth and help you measure them
- Design and implement a system to capture customer data which will help drive future sales

Operations

- Accurately track your cost of production per acre or per bottle
- Develop a system to monitor and manage your key production activities in real time
- Pinpoint and correct inefficiencies within your grape and wine production processes
- Ensure you take full advantage of all government assistance and tax benefits available to grape growers and wineries

People

- Demonstrate to your team how their efforts contribute to making your business a success
- Develop a report and reward system that motivates your team to focus on activities that drive the profitability of your vineyard or winery
- Gather feedback from your team on how they view their work experience
- Recruit the best industry talent and retain your key employees

Finances

- Assess your performance against industry benchmarks
- Predict the effect of various strategies on future profitability, cash flow and financial position
- Develop accurate projections and budgets, whether you are just starting up or looking at expansion
- Model the effect of a change in your operations so you can decide on the best financing options

Succession

- Develop and implement a comprehensive plan for the succession of your business to the next generation or to members of your existing team
- Identify the factors that will maximize the value of your vineyard or winery so you can groom your business for a potential sale
- Plan in advance to minimize taxes to you and your estate

ABOUT MNP

MNP is a leading national accounting, tax and business consulting firm in Canada. We proudly serve and respond to the needs of our clients in the public, private and not-for-profit sectors. Through partner-led engagements, we provide a collaborative, cost-effective approach to doing business and personalized strategies to help organizations succeed across the country and around the world.

