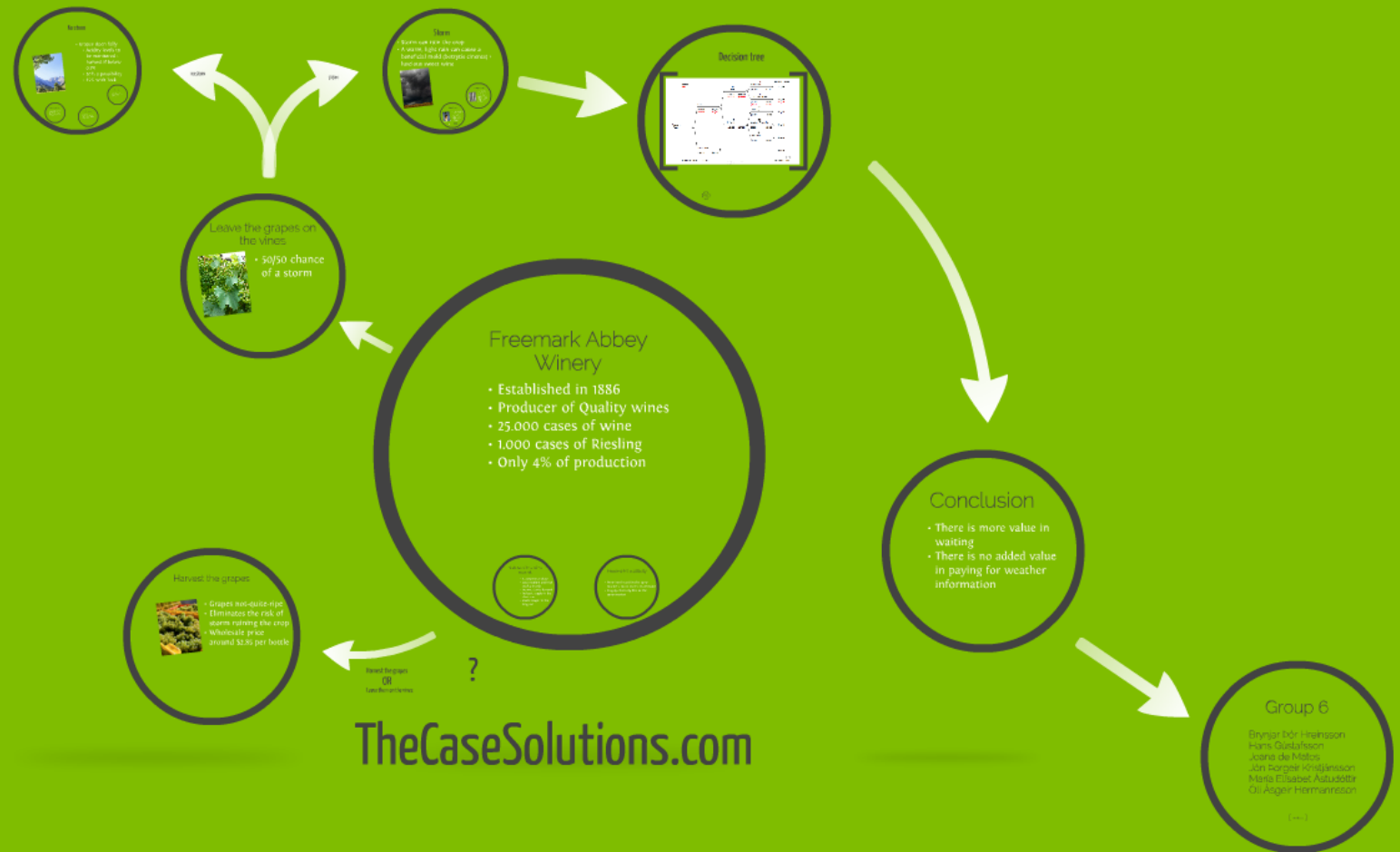
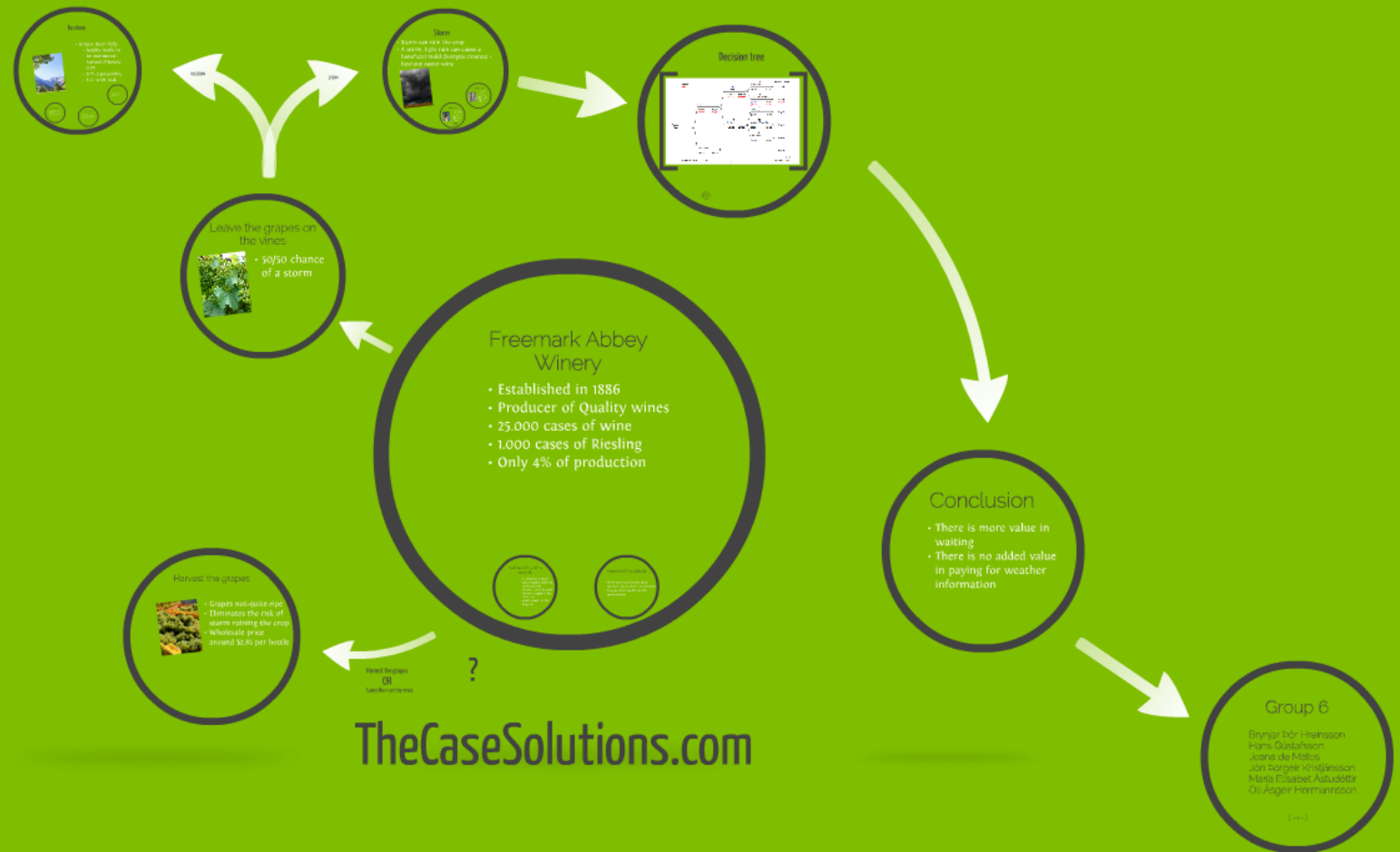


Freemark Abbey Winery



TheCaseSolutions.com

Freemark Abbey Winery



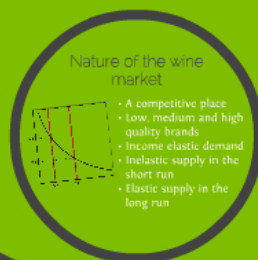
TheCaseSolutions.com

Freemark Abbey Winery

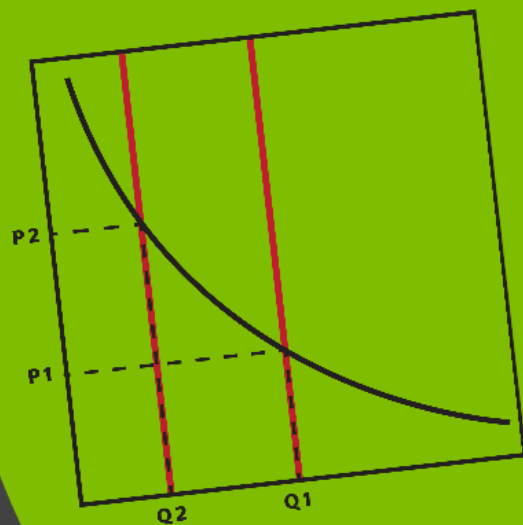
- Established in 1886
- Producer of Quality win

Freemark Abbey Winery

- Established in 1886
- Producer of Quality wines
- 25.000 cases of wine
- 1.000 cases of Riesling
- Only 4% of production



Nature of the wine market



- A competitive place
- Low, medium and high quality brands
- Income elastic demand
- Inelastic supply in the short run
- Elastic supply in the long run

Freemark's elasticity

- Premium brand in the wine market > more elastic in demand
- Supply elasticity like in the wine market



Harvest the grapes

OR

Leave them on the vines