

Profile number

102531

Winery Marketing and Advertising

Located in

Spain

Personal data**Sector**

Service industry

Type of company

Advertising agency

Legal entity:

Sole Proprietorship

Type of transaction

(Legal) merger

Life phase enterprise

Full-grown

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information**Turnover last financial year**

Confidential

Asking price

€ 0 - € 100.000

Earnings before taxes

Confidential

Company history/background

Many wonder how the company was born, and others what motivated me to embark on this adventure. I can say with complete certainty that growing up in a land of wines and wineries has played a significant role in all of this, and above all, that among my fondest memories are the wonderful moments shared with the people of the countryside and the afternoons spent strolling through the streets of my city, the aroma of wine filling the air.

I can definitely say that I love everything in a bottle of wine, and especially what lies behind it, which, unfortunately, few people know. I've learned that behind every drop of wine there are so many things that give it its true flavor, things that only a few have taken the time to look at.

Now there are many wineries that need this recognition, from the largest to the smallest in rural Spain, so we are going to highlight their efforts, bring each of their wonders closer to everyone and show the good wine they have, giving enough reasons for everyone to want to visit them and above all taste their wines.

However, the challenge lies in conveying the message to convince others that they are pure magic, and that's what we've got to do. We are Salvador, Marina, and José, founders of the first company dedicated to online marketing for wineries that uses social media to boost the winery and online sales, creating a community within the world of wine.

We love our work, we love what we do, and being passionate about your culture makes the result of our efforts always beautiful, because when we enjoy what we do, we see you enjoying it too.

Unique selling points

The Vinnatea Community is the platform where we'll showcase your best wines and the most spectacular images of your winery. A place where customers will have the opportunity to share their experiences with the flavor of your wines.

It's becoming increasingly clear that image-sharing social networks have enormous potential for online marketing. In fact, one of them, Instagram, has become one of the most popular in the world, and its user base grows daily. We know that this has changed the way we communicate and also the way we shop.

Our goal is to be remembered.

Therefore, our team will work to promote the winery on social media and on our website, where we will interact directly with your target audience.

Other

For wine lovers and those interested in wine culture. For those who want to recognize the value and art of winemaking.