

A Celebration Every Day

Value and Consistency Make Crane Lake a “Wine For All Reasons”

BY ALIA AKKAM

Once the swirl of holiday celebrations commences, the demand for bubbly naturally rises. But when Champagne isn't in the budget, consumers nationwide like to know an affordable, quality alternative awaits. Delivering on this is Bronco Wine Company's Crane Lake Sparkling and Spumante selections which are available in both 750 mL (SRP: \$8.99) and 187 mL (\$3.99) sizes. The price appeal and convenient packaging options have garnered interest not just seasonally, but year-round, helping propel Crane Lake's impressive growth—the portfolio features 17 different varietals—to make it one of the country's hottest brands.

“This year, sales of Crane Lake will top over two million cases. The four best-selling varietals for Crane Lake—Chardonnay, Cabernet Sauvignon, Merlot and Pinot Grigio—have depleted over 100,000 cases,” notes Joey Franzia, national sales manager. “Larry Rocha, Crane Lake's winemaker, has

a keen sense for crafting wines that have the correct varietal flavor profile and appeal with consistency year after year.”

A Wine for All Reasons

With its new ad campaign flaunting the tag line, “A Wine For All Reasons,” currently running in 12 markets, Crane Lake has successfully positioned itself as an everyday wine. “We capture the vision and essence of the brand by reminding consumers of emotional occasions and how appropriate Crane Lake is as part of the celebration,” says Jack Boland, president and owner of Baker Street Advertising, the San Francisco-based agency that created the campaign. “The visual demonstration is to show glasses that range from very formal to very casual; truly a wine that is appropriate for any occasion.”



An extensive portfolio is one way of amplifying the campaign's mission. One recent—and popular—addition to the line-up is the strong-selling Moscato, and

Sweet Red, typically served chilled, which is gaining regional momentum. Originally, Sweet Red launched in just two markets, Memphis and Omaha, but is expected to have representation in all 50 states by the end of the year. “Consumers have often stated a desire for dryer style wines, but sweeter styles are showing national strength in sales,” Franzia points out.

A Look Ahead

In 2011, Franzia is determined to bring Crane Lake to more restaurant accounts. “On-premise sales are also a growing pattern for Crane Lake, with about 12% representation. Crane Lake is featured as a by the bottle, by the glass pour and/or banquet wine in over 14,000 restaurants across America. I would like to see this number hit 20,000 restaurants in 2011,” he comments.

While Franzia is content with the strength of the current portfolio going into 2011, he explains that Crane Lake is “always looking to expand varietal selections that mainstream consumers want. Consumption patterns can vary from year to year, and our primary goal is to listen to the consumer; the consumer is always right.” ■

