

# New Technology Helps Top California Winery Cut Costs 24% Annually

## ORGANIZATION

South Coast Winery, the largest winery in Temecula and winner of the California State Winery of the Year award, is a 38-acre winery and resort destination located in the heart of Temecula's Wine Country. It has been producing premium wines since 2003.



## CHALLENGE

Ordering labels for wine proved to be a challenge even more daunting than some of the decisions that go into fine winemaking. Jon McPherson, a South Coast Winery winemaker, found himself in a feast or famine position as he tried to “guesstimate” how many labels to order, too far in advance, to meet his previous supplier’s deadlines. His challenges included:

1. Often ordering more labels than needed just to get a good price, so he sometimes wound up with an excess amount of labels.
2. The risk that information on the labels would change before he could actually use the labels that had been pre-ordered, causing waste.
3. A label printer’s deadline for orders was several weeks before the winery actually needed them, increasing the chance that the label information—i.e. alcohol content or blend content – could change at the last minute, and the labels would be useless.

## SOLUTION

Labeltronix’ Lean Label Solution allows South Coast Winery to order just the right number of wine labels, so the labels will arrive at just the right time for bottling and shipping. By switching to Labeltronix’ Lean Label Solution, South Coast Winery received the following benefits:

1. Reduced costs since smaller quantities of labels could be cost-effectively ordered, also reducing waste and the chance of ordering too many labels.
2. Reduced costs since South Coast Winery can now get labels in just a few days instead of waiting weeks to get their labels which reduced the chance of having labels that they could not use.
3. Increased flexibility, since South Coast can now wait until closer to the bottling date to receive labels and can order only what they really need, allowing them the time and opportunity to make last minute changes to their labels without worrying about waste.

## RESULTS

With the new way Jon McPherson can order labels for South Coast Winery, he has reduced waste by 90% and his total labeling costs - on an annual basis - are reduced by 20%.

*“I was a little skeptical at first, when I heard I didn’t have to buy all my labels at once just to get the great price I was looking for. But with Labeltronix it’s true, their lean labeling has enabled me to increase my flexibility and lower my label costs,” says McPherson, South Coast Winery winemaker.*

*“Here at South Coast Winery, we’re very picky about how our labels look. The quality of [Labeltronix] labels is excellent, and I can get the labels in just days instead of having to wait weeks,” he says.*

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