

12-15-1972

Letter to Dr. Konstantin Frank from Arnulf Esterer, 1972

Arnulf Esterer
Markko Vineyard

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December 15, 1972



markko
vineyard

Dear Dr. Frank:

On Wednesday evening, December 13, 1972, I introduced your wines to Mr. Stanley Fishbein. Mr. Fishbein is the owner of Vintage Wines LTD., 200 Conant St., Pawtucket, Rhode Island 02860. This was during a large wine tasting at the Naval Base. He had heard of your wines and was also interested in distributing them.

He distributes in three states, Massachusetts, Connecticut, and Rhode Island. He is only a distributor of wine and premium wine, so he has no salesmen selling other things like beer and whiskey. He seems to have a good group of salesmen and he could have them do much to have retailers move more of your wine.

After talking with George Mathiesen about your marketing problems, I think his thoughts are sound and they would help your sales very much. In principal you should have an exclusive distributor in each state or marketing area. This distributor should stock your wine in sufficient quantity to supply his area for one or two months. This should be no less than two or three hundred cases and maybe much more. He should also be responsible for selling wine to the retailers, helping them with displays, and helping to promote Vinifera Wine Cellars. When you grant the exclusive right to a distributor for your wines in a area you then have some say on how he should perform. If he does not meet his sales quotas you then can switch to another distributor. Having the exclusive right to distribute your wine is a privilege you alone can grant and withdraw.

I gave Mr. Fishbein one bottle of your '68 Riesling, and one bottle of your '68 Chardonnay, I think he would like a little more so that each of his salesmen have a taste before they go out and recommend retailers stock and sell your wine. He seems to be a young and aggressive man. Said he would decide by January 15. They are too busy with the Holidays Now.

— established 1968 —
Sincerely,

