

# Wine Entrepreneurs

The makers of the wine business area

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ALEXANDER SCHRECK  
CARSTEN M. STAMMEN

# WINE ENTREPRENEURS

THE MAKERS OF THE WINE BUSINESS AREA



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WINE ENTREPRENEURS

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BUERO MEDIENAGENTEN

## Cover design

Many agencies come up with a beautiful design. Working out the right design that is based on a consistent communication concept is something else altogether. This is the challenge that Medienagenten, who are responsible for the cover, face every day - time and again.

### Medienagenten: a one-stop advertising agency that lives and breathes wine

It was in 2001 when, amid the vineyards of the German region of Vorderpfalz, the Medienagenten advertising agency was set up. Over the years its rhythm started to be increasingly determined by the seasons of vine pruning, the ProWein wine fair and bud break.

Today Medienagenten is considered by the industry as Germany's leading advertising agency for wine. Apart from established and renowned top wineries such as von Othegraven, Egon Müller - Scharzhof, Bassermann-Jordan or Künstler, its clients in Germany and Europe include newcomers, people from outside the industry and those who think outside the box. Its staff consists of approximately 20 permanent employees. Trainees engaged in winery business studies ensure a lively exchange of ideas. Freelancers supplying scripts, photos and film footage provide creative support.

The consulting process starts with a workshop where Medienagenten work directly and intensively with the client in order to develop ideas, products and distill the essence of the company. The design is then based on the focus themes that are targeted to the needs of the client. After all the media have been used, a leitmotiv runs through all areas of communication, and the brand, which is always focused on the individual, can be experienced across all media. The PR team of Medienagenten works closely with editors, journalists and bloggers and advises its clients to ensure consistent and authentic external communication.

Not only vintners but also restaurateurs, sommeliers, journalists and wine merchants appreciate the in-depth consulting and, in particular, the good network offered by the agents. For its stand-alone and strong brand communication, Medienagenten was awarded the Red Dot Award in 2009 (Weingut Diehl) and in 2010 (Weingut von Othegraven); the agency also received the descom Design Award handed out by the Design Forum of the Federal State of Rhineland-Palatinate in 2012 (Weingut Pflüger) and in 2014 (Weingut Hörner).

The events that are organized by Medienagenten, such as „Winerotation“ during Pentecost, show that the agency feels genuinely passionate about wine: „What truly matters to us is engaging with the vintners and living a wine culture that consists of more than just wine tastings. There are so many wonderful and different wines to discover. Ideally they should be enjoyed with good music and in the company of relaxed people.“ This is how Managing Director Christoph Ziegler summarizes the idea behind the event; but equally it could be the agency's mission statement.

[www.medienagenten.de](http://www.medienagenten.de)

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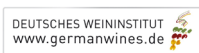




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BUERO MEDIENAGENTEN





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Economist , Author, Speaker  
Publisher & Initiator of  
WINE ENTREPRENEURS

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Alexander Schreck is himself a businessman, and for over 10 years he deals with psychology and communication in the marketing and sales area. The economist and NLP trainer (DVNLP) works for years, with his network, with winemakers, wine dealers and media experts, and among other things, he is the manager of Wein-Plus Solutions GmbH. He manages the Internet site [weinmarketing.org](http://weinmarketing.org) and is active as a lecturer for the Deutsches Weininstitut, as well as other organisations and associations. In 2013, Schreck published the book “Weinmarketing – Das Praxishandbuch” (Wine Marketing – the Practical Book), which received the Gourmand Prize “Best Winebook for Professionals”.

ALEXANDER SCHRECK

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# CARSTEN M. STAMMEN

Wine Journalist, Writer, Wine Taster  
Editor WINE ENTREPRENEURS

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**C**arsten M. Stammen is a specialised journalist (DJFV) and writer concentrating on wine, as well as the hospitality and service industry. After his graduation in restaurant service and tourism business administration, he has been working for over 10 years in the areas of communication, training, and event management. Currently, he is online editor and taster at Vicampo.de, and was previously editorial manager and taster at Wein-Plus. He also blogs on his Internet site vinolog.de and holds lectures, tasting events, and seminars about wine. Stammen has also already participated in “Weinmarketing – Das Praxishandbuch”.

He lives near Frankfurt am Main.

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CARSTEN M. STAMMEN



# FOREWORD

# FOREWORD

Prof. Dr. Ruth Fleuchaus  
Vice President, Heilbronn University

Dear readers,

Businesspeople are a special category of people. Even if they all pursue different goals or interpret the concept of “success” in a different way, there are properties which they have in common. To be a businessperson – that means to sniff out opportunities, realise ideas, and enjoy responsibility. However, being a businessperson also means to have diligence, courage, willingness to take risks, perseverance, and stamina. But above all, it also means a lot of passion for your own work.

But what constitutes successful entrepreneurship in the world of wine? A world that is as fascinating as it is heterogeneous. In the first part of this book you'll find out, to a great extent, how people and makers in this world work, what unites them and what connects them. The life circumstances of their livelihoods, and what special features have marked their characters.



Entrepreneurship in the wine business has many facets. Hardly any area is comparable to the wine area, with respect to the diversity of the options of formation. The second part of this book tells about many examples of being successful, but also about quite different livelihoods in the wine business. You'll read about different characters and resumes, about taking over companies and lateral entrants, about successful winemakers and world-renowned personalities whose names are negotiated as brands. You'll also read about merchants and service providers, who create new things with innovative and creative ideas. They all represent an enormous business potential, whose thinking and acting determines our business area. With them, innovations can be advanced, and jobs can be created. They maintain the structures in the area, and ensure forward-looking changes. And they create jobs and preserve cultures and traditions.