

SevenFiftyDaily

The business and culture of drinks

The New Rules of Wine Importing

Wine importers are adapting to volatility with sharper logistics, closer partnerships, and tighter cash management



Operational discipline—not portfolio growth—is emerging as the defining strategy for wine importers in today's market. Photo courtesy of Tribeca Wine Merchants.

At Vintus, a premium and luxury importer with a multi-country roster, the execution conversation returns to first principles. Michas describes fine wine sales as inherently high touch, which requires understanding and enthusiasm from sales teams. In his view, success depends on removing the logistical obstacles that kill momentum, including out-of-stocks, backorders, late arrivals, and delivery or allocation hiccups that make planning difficult for sales teams and accounts.

"There's a generation of trade and consumers that we need to engage directly in order to share our burning passion for fine wine, and that happens face-to-face," says Michas.



Alexander Michas, the president and COO of Vintus, sees the current environment as a sorting mechanism that rewards focus and follow-through. Photo courtesy of Vintus.