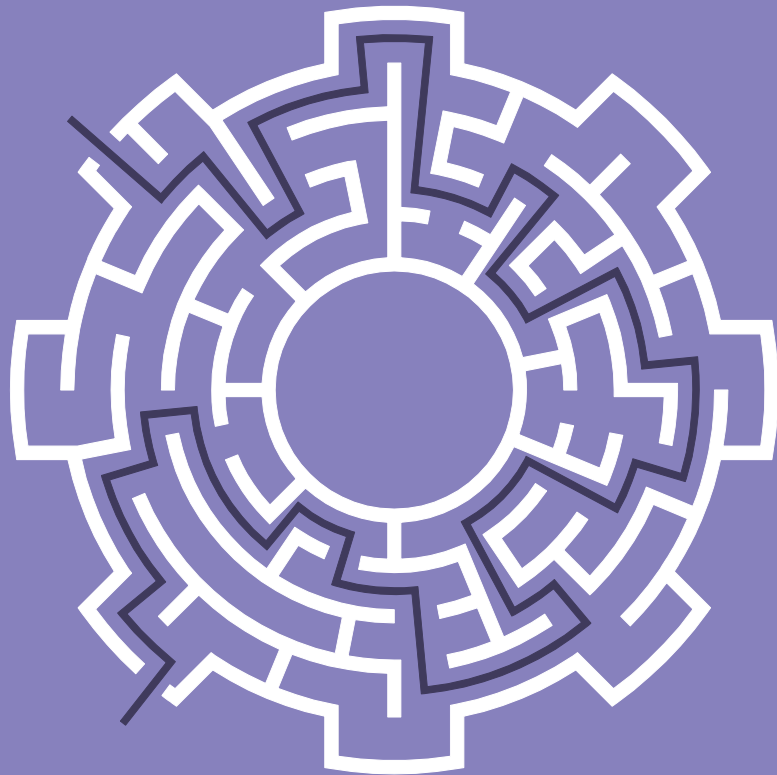


Find the right clients? *Know how.*

With funding from Austria, we helped Licorna Winehouse, a Romanian wine producer, to develop the online tools and event materials they needed to more than double their business and to expand abroad.



Wine producer, Romania

We helped Licorna Winehouse (www.licornawinehouse.ro), a wine producer from Romania, to develop the online tools and event materials they needed to more than double their business and to expand abroad.

Licorna Winehouse (Frei Andy SRL) is a boutique winery (capacity 400,000 litres per year) located in one of the most important wine regions of Romania, Dealu Mare. The family business was set up in 2004 by Virgil Harabagiu, on the site of a historical winery founded in 1909. The first Licorna wines were launched in 2014, after 10 years of development (from vine planting to wine bottling), more than €2.5 million in investments and the involvement of Gabriel Lacureanu, a prestigious oenologist.

When he founded the company, the owner had a vision of becoming a brand name in the premium wine sector, so reaching out to premium and international clients was paramount. To achieve this, Licorna needed to increase visibility, both online and offline at prestigious wine fairs.

We connected the company to Centru de Promovare si Publicitate, an



By developing the right tools for online and offline promotion, Licorna Winehouse was able to reach the right clients and double its business.

experienced marketing consultant. The consultant:

- Audited the company's online presence and drafted a digital marketing strategy
- Provided the company with professional photographs
- Developed a new company website, with an incorporated e-shop that was only made available to premium corporate clients, on an exclusive membership basis
- Created visibility materials for national and international wine fairs.

One year after the project's completion, the company more than doubled its turnover and sales. The new website was one of the main drivers of this business boom, a channel for receiving requests for winery tours (which lead to contracts with two local travel agencies) and even export requests (1,200 bottles of wine sent to Belgium). Licorna attended a considerable number of wine fairs and tasting events, where the new visibility materials were a great success - as were Licorna wines, under Gabriel Lacureanu's signature, winning several gold medals at wine competitions.

"This project came at just the right moment for us", said Gabriel Lacureanu, company manager. "It helped us get to the right people and places, and to put our best foot forward. Now our wines can get the exposure and the clients they deserve."

Those clients can now enjoy Bon Viveur, Licorna's limited edition premium wines, developed especially for them.

www.ebrd.com/knowhow
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Turnover
x2.4

Bottles sold
x2.2

Events attended
30+

Total project value
€4,800

Client contribution
€2,400