



SUPPLIER HANDBOOK 2009

Cream Wine Company

Founded in October of 2001, Cream Wine Company is owned and operated by partners Mark Payne and Andy Pates. Born from a need for a small, focused and progressive boutique wine service that professionally bridges the gap between vineyard and consumer, Cream has organically grown over the years to be recognized as one of the nation's leading artisan wine distributors, importers and marketers.

[The Cream Team](#), a staff of 19 wine professionals, warehouse staff and drivers, is committed to excellence in service. Our ever-expanding core customer list is comprised of the top restaurants and key retailers in the State. Cream's thoughtful, balanced and portfolio contains comprehensive, regional selections of some of the finest estates and winemakers on the planet. Many are leaders in natural, organic and biodynamic viticulture and winemaking practices, to which we are strongly committed. We have developed a unique concept called *Small Batch* that refers to the sales and marketing of our small production American wines from California, Oregon and Washington. Our import partners are true specialists and are regarded by the industry as leaders in their respective categories.

Cream uses a Chicago-based, temperature-controlled warehouse and our own temperature-controlled delivery trucks. We insist on using refrigerated trucks with preferred freight companies to move wine from your winery or storage facility to our warehouse.

The Cream Team

Partners

Andy Pates and Mark Payne

General Manager

Marc Dornan

Sales and Marketing

Director of Marketing/Purchasing/Brand Management – Vanessa Hanson

Director of On-Premise Development – Christophe Bakunas

Director of Corporate and Chain Retail – Deborah Johnson-Bell

Matthew McCammon – Sales, City/Key Accounts On-Premise

Shane Salois – Sales, City and Near North Suburbs

Dan Fullick – Sale, City/Education

Katie Ebzery – Sales, City

Dustin Ryan – Sales, Western Suburbs

Jason Munoz – Sales, Western Suburbs, Downstate Key Accounts

Kurt Yost – Sales, North & Northwest Suburbs

Support Staff

Accounts Receivable/Customer Service – Sarah O'Connor

Customer Service/Project Assistant – Moe Grier

Warehouse Manager – Eric Houghton

Events/Market Visits

Trade Shows

American Small Batch Portfolio Tasting – is held annually the third week of April. It is the culmination and ultimate showcase of our American ~~fine~~ collection and is recognized by the trade as one of the Midwest's premier fine wine events. Small Batch winery owners, representatives, winemakers and vineyard managers present new and current releases to Illinois' top restaurant and retail buyers. Focused seminars, market visits and restaurant and retail events involving our Small Batch producers are common the week of the Portfolio Tasting, as well as throughout the year.

Import Portfolio Tasting –Complements the Small Batch Portfolio Tasting and is held in September every other year. Cream's balanced and thoughtful collection of top global artisan winemakers has become our calling card in one of the greatest wine markets in the world. Our first Import Portfolio Tasting in September 2006 was a fantastic event showcasing current and/or upcoming fall releases to Illinois top restaurant and retail buyers/customers. We strongly encourage you to attend, as well as extend and invitation to your winery principals, winemakers and representatives.

Monthly Tastings – is a focused wine tasting event created for our staff and trade highlighting a particular region, category or supplier. The first Monday of every month consists of a morning Cream staff tasting and an afternoon trade tasting at Cream with our customers. If you would like to participate in one of the First Monday's please reach out to Andy Pates or Vanessa Hanson for scheduling.

Market Visits

We value the time and effort of winery or supplier personnel spent in the Illinois market. If you would like to work the market January through October we require at least one month's notice in advance in order to organize a successful visit. There are many opportunities to increase brand awareness and expand distribution, such as, key account visits, retail tastings, bottle signings, trade/educational seminars, visits to chain account to taste current releases, restaurant and Cream staff trainings, luncheons, evening events and/or consumer events. Let us know exactly how you would like to spend your time (and money) while you are in Illinois. Contact Vanessa Hanson with select dates and we will do our best to accommodate your expectations. The wines presented during a market visit must be available, on a purchase order or the samples sent to the Cream office prior to the visit. Please include the technical sheets, POS, pricing and availability.

Wine buyers and/or restaurant and retail staff enjoy learning about the information that makes wineries unique such as, the history of the winery, the winemaking philosophy, and region/vineyard specifics, in addition to the wines. Remember to focus on these areas when visiting accounts, not just on hard selling, and feel free to bring any sales material (including maps). While visiting accounts, we request you do not quote pricing in front of a customer or make deals directly with the customer.

Hotel Recommendations

Embassy Suites Chicago (600 N. State Street, 312.943.3800)
Omni Chicago Hotel (676 N Michigan Avenue, 312.944.6664)
Hyatt Regency (151 E. Wacker Drive, 312.565.1234)
Hilton Garden Inn (10 E. Grand Avenue, 312.595.0000)
Courtyard by Marriot downtown (30 E. Hubbard Street, 312.329.2500)
Palmer House Hilton (17 East Monroe Street, 312.726.7500)
Crowne Plaza Metro (733 W. Madison, 312.829.5000)
Hotel 71 (71 E. Wacker Drive, 312.346.7100)
Westin River North (320 N. Dearborn Street, 877.866.9216)
Westin Chicago (909 Michigan Avenue, 312.943.7200)
Drake Hotel (140 East Walton Place, 312.787.2200)
The Blake Hotel (500 S. Dearborn Street, 312.986.1234)
The Peninsula (108 E. Superior Street, 312.337.2888)

The Burnham, The Allegro, Hotel Monaco (we receive a Cream winemaker 'Global Business Program Rate' at three of our favorite Chicago hotels, managed by The Kimpton Group. Visit www.kimptonhotels.com and click Reservations. Select the city and hotel, then, click the "Rates and Reservations" button. Select the arrival and departure dates, number of adults and number of rooms. Enter GBP0016 in the Corporate ID field. Click 'Search'. The hotel will display the GBP rate and room types.

Links to Airports/Public Transportation

The Chicago Airport System – www.ohare.com

Links to Public Transportation - www.metrotransit.com / www.transitchicago.com

Supplier

New Supplier Information

The State of Illinois requires you license and register your company as a Non-Resident dealer. A Non-Resident Dealer's License shall allow the shipment and warehousing of alcoholic liquor in this State from any point outside of this State, and to sell such alcoholic liquor to Illinois-licensed distributors and to no one else in this State; provided the non-resident dealer registers with the Illinois Liquor Control Commission each and every brand of alcoholic liquor it proposes to sell to Illinois licensees during the license period. The cost of the license is \$90 for less than 500,000 gallons combined plant total, or agent thereof AND/OR Primary U.S. Importer exporting less than 500,000 gallons into Illinois yearly, or agent thereof. The cost of the license is \$270 for a manufacturer of 500,000 gallons or more per year combined plant total, or agent thereof AND/OR Primary U.S. Importer exporting 500,000 gallons or more into Illinois yearly, or agent thereof.

REQUIRED: In addition to the application ([click link to download application](#)) and its supporting files, you must provide the ILCC with copies of your Federal Basic Permit ([click on link to download application](#)) and all Federal Label/Bottle Approvals ([click on link to download application](#)).

New Item (SKU) Creation

Cream uses rich content to drive print, email and Internet marketing. In order to maintain this level of high maintenance service to the trade and our customers, we require specific information on each wine/item before Cream places a purchase order. Please send Vanessa Hanson via email the following information in advance of its release:

Name of item/proprietary name, vintage, vineyard, appellation, grape(s), pricing, availability, press and upc. We also request you send technical sheets, POS, and pertinent high res graphics (wine label, bottle image, vineyard image). We will not place a purchase order without this information.

Calendar of Releases & Pricing

Cream requires a calendar of releases and set pricing for each calendar year. We cannot accept any mid-vintage price increase for domestic or imported wines. Any increase in price may result in discontinuation.

Terms/Samples

Cream requires a minimum of 60-day payment terms and an additional 2% discount off of fob (regardless or extra deal or special discount) for general sample usages. Bad damaged bottles, market visits and mutually agreed upon promotions, focus, events and functions are to be covered 100% by the supplier.

Depletion Reports

We generate detailed depletion reports that are available to our suppliers and sent via email at the end of every month. Please contact Marc Dornan at mdornan@creamwine if you would like to receive this report on a monthly basis.