



Whispering Oaks

The Difference is in Our Roots

Who is Whispering Oaks?





Where are they now?

Customer/Product Relationship

- *Feel like home, part of the family*
- *It's their day, personalize it, adjust for wants and needs*
- *Start to finish*



What do they offer?

Product

Private events

Public events

Fundraisers

Wine



Price

starting site fee for wedding receptions during peak season \$ 4,500.00

starting site fee for wedding receptions during off-peak season \$ 4,000.00

Wine \$12-22

SPEAKEASY OVERVIEW



SMALL EVENT VENUE

Located adjacent to our public tasting room on the lower level, our small event venue, 'The Speakeasy', makes the perfect location for smaller celebrations such as showers, anniversaries, rehearsal dinners and birthday's.

WHISPERING OAKS VINEYARD



BOOK WEDDING BEFORE

1/31/2020 AND SAVE!

**BOOK YOUR WEDDING
BEFORE 1/31/2020...**

If you sign a contract and place a deposit for your wedding date before January 31, 2020 we will add a COCKTAIL HOUR in the SPEAKEASY plus our SODA PACKAGE for FREE!! This is a \$450.00 value - so **BOOK NOW** and **SAVE!!**

**AND RECEIVE
\$450.00 IN
SERVICES FOR
FREE!!**

[Home](#)

[Speakeasy](#)

[Upcoming Events](#)

[Wedding Inquiry](#)

[Rental Inquiry](#)

[Holiday Inquiry](#)

[2020 Open Wedding Dates](#)

Book Wedding Before 1/31/2020 and save!

**BOOK ONE OF
REMAINING 2020
DATES...**

**AND SAVE
\$1000!!**

Micro Environment

Suppliers: they grow their own grapes, ferment their own wine



Macro Environment



Money Maker



Avg. \$28.8 K spent per wedding in PA in 2018

Trends: 2018 5.5 per thousands of people in PA

Pennsylvania - (State) Average Wedding Cost per Wedding Last 5 Years



Marriage rate in Pennsylvania from 1990 to 2018 (per 1,000 inhabitants)





Event Competition Examples (anywhere in the area where events could be held)

-Iron Front (Lewisburg)

-Frost Valley Country Club (Danville)

Winery Side (organizations and business who could take away their business clientele)

-Spyglass Ridge (Sunbury)

-Dalvino Wine Company (Sunbury)

-Shade Mountain Winery (Middleburg)

Where do they want to go?



Segmentation

- *Geographic: Local residents*
- *Demographic: Middle-class*
- *Psychographic: Brides*
- *Behavioral: Family-oriented*



Targeting

Most Important Targets:

- Prior customers (part of the family)
- Brides: those looking for a wedding venue
- Winery events: Women, 25-45
- Couples, (ex: valentines day event)
- Local sport teams



Positioning

- *Family friendly location*
- *Emphasis on family and connections*
- *“The Difference in Our Roots” tagline*
- *Focus on the creation of memories and experiences*
- *Family Friendly event location that isn't so high class it excludes people, while still holding firm a sense of classiness or elegance*
 - *“Simple but elegant”*



DIFFERENTIATION



- WEDDINGS, SHOWERS
 - YOUNG WOMEN
- BIRTHDAYS
 - MILESTONE BIRTHDAYS
 - WEALTHIER FAMILIES
- LOCAL EVENTS, OUTDOOR BBQ NIGHT SERIES, SEASONAL THEMED NIGHTS, ETC.
 - ALL AGES AND COMMUNITY MEMBERS
 - THOSE WHO LIKE TO SOCIALIZE
- CAMPS
- FUNDRAISERS (5K, TOYS FOR TOTS)
- WINE AS A PRODUCT FOR RESTAURANTS
- WINE AS A PRODUCT FOR CUSTOMERS