

# FORTUNE



# WINES

# F O R T U N E

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C A B E R N E T   S A U V I G N O N

Cellared and Bottled By **Chateau Diana Winery Healdsburg**, California.

Fortune 8 wines celebrate the history and success of Chinese culture in America. This Wine is precisely crafted with centuries of years of wine making experience in our vineyards in California. Its majestic grace and unwavering beauty welcome all who deserve Fortune.

The quality of Fortune 8 wines is to bring families together to cherish their virtuous quality of life, freedom, fortune, and good health.

Fortune 8 wishes everlasting health, prosperity, and success upon those who experience it.

CHEERS FOR FREEDOM AND FORTUNE

3 7/8"

# FORTUNE



CABERNET SAUVIGNON

2016

CALIFORNIA

3 1/2"

# F O R T U N E

CABERNET SAUVIGNON

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CHEERS FOR FREEDOM AND FORTUNE

ALC. 13.0% BY VOL. 750 ml. Contains Sulfates

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



3"







FOUNDED IN 1981, CHATEAU DIANA IS A FAMILY-OWNED WINERY IN THE DRY CREEK VALLEY NEAR HEALDSBURG, CALIFORNIA. ESTABLISHED BY TOM AND DIANE MANNING, THE WINERY IS NOW OWNED BY THEIR SON AND DAUGHTER, COREY AND DAWN, FOLLOWING THE TRADITIONS, STANDARDS, AND VALUES SET DOWN BY THEIR PARENTS.

PROUD OF OUR GROWING TEAM, ALL OF WHOM ARE CONSIDERED PART OF THE “EXTENDED FAMILY,” EVERYONE WORKS IN CONCERT TO MAKE THE FINEST QUALITY WINES WITH A CONSUMER-FRIENDLY FOCUS. OUR CLOSE ALLEGIANCE WITH OUR NATIONWIDE DISTRIBUTION PARTNERS IS A VALUABLE ELEMENT OF THE SUCCESS OF OUR SIGNATURE WINE BRANDS – 1221, BLACK OAK, CHATEAU DIANA, OUR CRAFT WINES AND OUR BARREL-AGED RED BLENDS.

OUR INVITING TASTING ROOM, IN THE HEART OF THE PICTURESQUE AND PRESTIGIOUS DRY CREEK AREA, OFFERS OUR EXCLUSIVE “707” WINES, REPRESENTING THE BEST OF OUR ESTATE.

FOR FURTHER INFORMATION ON VISITING OR PURCHASING OUR WINES, PLEASE SEE THE LINKS ABOVE.



CHATEAU DIANA

FAMILY OWNED AND OPERATED

[ABOUT](#)

[WINE CLUB](#)

[HUNGRY](#)

[VISIT](#)

CHATEAU DIANA WINERY WAS FOUNDED IN 1981, BUT ITS BEGINNINGS WERE CRAFTED ALONG A CAREER PATH THAT WOULD TAKE TOM MANNING, AND LATER, HIS YOUNG FAMILY ON A COAST-TO-COAST JOURNEY.

TOM WAS ORPHANED AS A CHILD AND RAISED BY HIS AUNT. THOUGH HE NEVER FINISHED HIGH SCHOOL, HE WAS A HARD WORKER FROM THE AGE OF 14. SALES SEEMED TO COME NATURALLY TO TOM AND HE MOVED THROUGH THE SALES RANKS OF VARIOUS COMPANIES. EVENTUALLY, HE FOUND A NATURAL FIT WITHIN THE WINE INDUSTRY.

WITH HIS YOUNG WIFE DIANE AND HIS EXPANDING FAMILY, TOM LIVED IN VARIOUS STATES, EVENTUALLY SETTLING IN BEAUTIFUL NORTHERN CALIFORNIA. RESIDING FIRST IN SAN FRANCISCO, TOM WAS LUCKY TO BE INVOLVED IN THE EARLY DAYS OF A RAPIDLY GROWING WINE RETAILING GROUP, TRADER JOE'S. THE OWNER PERSONALLY SELECTED TOM TO DEVELOP NEGOCIANT WINE BRANDS.

WITH THE RAPID SALES AND SUCCESS THAT TOM ENJOYED, HE SEIZED THE OPPORTUNITY TO OPEN HIS OWN WINERY FACILITY IN 1981. AFFECTIONATELY NAMED AFTER HIS WIFE, CHATEAU DIANA WAS BORN IN HEALDSBURG, CA. CRAIG, THEIR ELDEST SON, JOINED TOM AND DIANE IN THIS EXCITING VENTURE. OVER THE NEXT TWO YEARS, THE MANNINGS DEVELOPED NEW WINES WITHIN THE CHATEAU DIANA BRAND WHILE ALSO LOOKING FOR A MORE PERMANENT HOME FOR THEIR WINERY.

IN 1983, A DREAM WAS REALIZED WITH THE PURCHASE OF THE LeBARON RANCH ENCOMPASSING 60 ACRES IN THE DRY CREEK VALLEY. 30 YEARS LATER, THE MANNING FAMILY HONORS THE LeBARONS' LEGACY OF MAINTAINING A FAMILY-OWNED WINERY. THE BUSINESS CONTINUED TO GROW WITH A SALES OFFICE IN SOUTHERN CALIFORNIA, WHICH THEIR DAUGHTER DAWN RUNS HERSELF. IN 1991, THEIR OTHER SON COREY JOINED HIS SISTER IN THE FAMILY BUSINESS.

THE PERIOD BETWEEN 1999 AND 2001 HELD MANY CHANGES FOR CHATEAU DIANA AND THE MANNING FAMILY, SADDEST OF WHICH WAS THE UNEXPECTED LOSS OF WINEMAKER, CRAIG MANNING. THE CONTINUED GROWTH OF THE BUSINESS WITHIN THIS FAMILY STRUGGLE, INCLUDING NECESSARY EXPANSIONS TO THE WINERY FACILITY, WAS SHOULDERED BY DAWN, COREY, AND CRAIG'S WIFE, DONNA. THEIR DEDICATION AND COMMITMENT TO HARD WORK IS A DEEP FAMILY CONVICTION AND IS KEY TO THE ACCOMPLISHMENTS AT CHATEAU DIANA. WHEN WALKING THE GROUNDS OF CHATEAU DIANA, YOU CAN FEEL THE LOVE AND CARE CRAIG MANNING PUT INTO THE WINERY BEFORE HIS PASSING. HE IS GONE BUT NEVER FORGOTTEN.



# CHATEAU DIANA WINERY

Every family has a story. Welcome to ours!











# Goal

Our goal is to establish Fortune 8 wine as the main house wine for Chinese Restaurants, Supermarkets, and Liquor Stores in the USA. Once the wine is positioned in the USA market, China will buy the wine. Our future Business is exporting it.

The wine is not meant to be consumed for Chinese people only, but for all clients, Who come to eat at Chinese restaurants.

# MARKETING

## POSTER OF - FORTUNE 8 WINE - FOR RESTAURANTS

The poster will indicate that drinking this wine when celebrating events  
Will bring more Fortune.

## TRI-FOLD STAND UP FLYER

This flyer will be use to position the name and the label of the wine.  
Psychologically will change the mind of people. Once that people see the  
Flyer, the bottle and the Good Luck characters in Chinese, people will  
Remember the wine for ever.

Videos of very successful people drinking Fortune 8 Wine, and sharing  
Their experiences with people telling them how their Fortune has been  
Increasing when they celebrate with this wine. This videos go to Social Media

On line sales – Affiliate market and Satellite Market

# BUSINESS OPPORTUNITY

RESTAURANTS		
Unit Cost	Wholesale Price	Gross Profit
3.67	8.00	4.33
Case Cost 12 pack	Wholesale	Gross Profit
44.00	96.00	52.00
Cabernet Sauvignon 2016		
First Order 112 cases	Wholesale Price	Gross Profit
4,928.00	10,752.00	5,824.00
Chardonnay		
First Order 112 cases	Wholesale Price	Gross Profit
4,928.00	10,752.00	5,824.00
First Order of 224 cases	Gross Profit	11,648.00

# BUSINESS OPPORTUNITY

RETAIL		
Unit Cost	Wholesale Price	Gross Profit
3.67	6.00	2.33
Case Cost 12 pack	Wholesale	Gross Profit
44.00	72.00	28.00
Cabernet Sauvignon 2016		
First Order 112 cases	Wholesale Price	Gross Profit
4,928.00	8,064.00	3,136.00
Chardonnay		
First Order 112 cases	Wholesale Price	Gross Profit
4,928.00	8,064.00	3,136.00
First Order of 224 cases	Gross Profit	6,272.00

RED WINE CABERNNET - Restaurant

Cases 12/750	1000	Net Cost in California	Suggested Sale Price Restaurants	Net Profit Margin	Total investment	Gross Profit	Net Profit	Profit's Investor
	500	\$3.00	\$8.00	\$5.00	\$36,000.00	\$96,000.00	\$60,000.00	\$6,000.00
	112	\$3.15	\$8.00	\$4.85	\$18,900.00	\$48,000.00	\$29,100.00	\$2,910.00
		\$3.33	\$8.00	\$4.67	\$4,475.52	\$10,752.00	\$6,276.48	\$627.65

Profit Sharing

10

White Wine Chardonney - Restaurant

Cases 12/750	1000	Net Cost in California	Suggested Sale Price Restaurants	Net Profit Margin	Total investment	Gross Profit	Net Profit	Profit's Investor
	500	\$3.00	\$8.00	\$5.00	\$36,000.00	\$96,000.00	\$60,000.00	\$6,000.00
	112	\$3.15	\$8.00	\$4.85	\$18,900.00	\$48,000.00	\$29,100.00	\$2,910.00
		\$3.33	\$8.00	\$4.67	\$4,475.52	\$10,752.00	\$6,276.48	\$627.65

Profit Sharing

10

Red Wine Cebernnet - Wholesale

Cases 12/750	1000	Net Cost in California	Suggested Sale Price Restaurants	Net Profit Margin	Total investment	Gross Profit	Net Profit	Profit's Investor
	500	\$3.00	\$6.00	\$3.00	\$36,000.00	\$72,000.00	\$36,000.00	\$3,600.00
	112	\$3.15	\$6.00	\$2.85	\$18,900.00	\$36,000.00	\$17,100.00	\$1,710.00
		\$3.33	\$6.00	\$2.67	\$4,475.52	\$8,064.00	\$3,588.48	\$358.85

Profit Sharing

10

White Wine Chardonnay - Wholesale

Cases 12/750	1000	Net Cost in California	Suggested Sale Price Restaurants	Net Profit Margin	Total investment	Gross Profit	Net Profit	Profit's Investor
	500	\$3.00	\$6.00	\$3.00	\$36,000.00	\$72,000.00	\$36,000.00	\$3,600.00
	112	\$3.15	\$6.00	\$2.85	\$18,900.00	\$36,000.00	\$17,100.00	\$1,710.00
		\$3.33	\$6.00	\$2.67	\$4,475.52	\$8,064.00	\$3,588.48	\$358.85

Profit Sharing

10

Resturant

	1000	Total Investment	Total Profit	Profit Investor
	500	\$72,000.00	\$120,000.00	\$12,000.00
	112	\$37,800.00	\$58,200.00	\$5,820.00
		\$8,951.04	\$12,552.96	\$1,255.30

Wholesale

	1000	Total Investment	Total Profit	Profit Investor
	500	\$72,000.00	\$72,000.00	\$7,200.00
	112	\$37,800.00	\$34,200.00	\$3,420.00
		\$8,951.04	\$7,176.96	\$717.70