

COMMERCIAL DIAGNOSTIC

Domaine de la Roche Perdue: US Market- Entry Pricing Diagnostic



A preliminary commercial read of where your two lead cuvees would sit in the American market, built from your submission and public trade sources.

PREPARED FOR DOMAINE DE LA ROCHE PERDUE, CLAIRE FONTAINE

01 WHERE YOU APPEAR TO STAND

You arrive with a genuine village-level story, a domestic shelf position that supports a premium claim, and an unsigned importer conversation in the single most competitive Chardonnay market in the country. The distance between your ex-cellars price and a defensible New York shelf position is where this will be decided, and right now that distance is carrying several assumptions that have not been priced.

AT A GLANCE	
ORIGIN	Burgundy, France
STYLE	Chardonnay, barrel-aged
VINTAGE	2023
EX-CELLARS	€9.40
ANNUAL VOLUME	1,200 cases
TARGET MARKET	US / NY

02 WHERE YOU WOULD LAND

EX-CELLARS	\$10.75
CIF	\$11.23
LANDED	\$11.55
IMPORTER OUT	\$16.50
FRONT LINE, TRADE	\$23.57
ON-PREMISE LIST	\$82.50 (band \$71.40 – \$96.30)
OFF-PREMISE SHELF	\$38.30 (band \$30.85 – \$48.32)

RESOLVED IN THE MARKET ENTRY AUDIT: THE RECOMMENDED PRICE ARCHITECTURE

Quantity discounts to retailers (United States, NY): prohibited.
Figures are modelled per bottle from planning assumptions and the price information you provided. They show where you would land under standard structures, not what you should charge.

Maison Alain Villages Blanc

Observed at 34 to 38 USD on New York retail shelves, the volume anchor of the village-level band you would join.

Domaine Verte Colline

A comparable estate story, observed mostly on-premise at 90 to 110 USD list, having entered through restaurant placement rather than retail.

Observed positioning, from public sources.

Pricing-ladder compression

At your stated ex-cellars price, standard three-tier economics land you in a shelf band already crowded with established Burgundy names. The margin structure that survives that shelf is not the one implied by your domestic pricing.

Market-sequencing exposure

New York first is the default for Burgundy, and also the most expensive place to learn. The cost of that choice shows up in the second market, not the first.

Importer terms before architecture

Signing importer terms before the price architecture is fixed locks the most important variable while it is still unexamined.

- 01 What shelf price does the brand need in year three, and does the current ex-cellars price make that arithmetic possible?
- 02 Which of the two cuvees carries the entry, and which follows once placement exists?
- 03 What does the New York State Liquor Authority filing calendar mean for your launch window?
- 04 What volume commitment can you sustain if the first year sells through faster than planned?

This diagnostic names the questions. The Market Entry Audit answers them, for your wines and your states. It settles:

- The price architecture, ex-cellars to shelf, with the numbers committed.
- The states worth opening first, in order, and the distributors that fit your volume.
- The compliance flags that change the plan: control states, franchise states, label registration timing.

From \$7,500. Fixed, quoted in writing after the first call, and it does not move afterwards.

ILLUSTRATIVE ONLY

How a fee arrives at a number

Picture a family estate with three wines, one vintage, entering two states. A brief that size sits at the floor, \$7,500, and covers the full price walk, the competitive set, the distributor shortlist, the state order. Widen it to eight labels across six states and the work grows, so the fee follows. Nothing here is a quote. Scope and price are built around your brand and agreed before anything starts.

THE NEXT STEP

Book the free fifteen-minute intro call. We walk this through together, and you leave knowing what the audit would cost for your brand.

cal.com/daleybrennan/intro-call

If you would rather start working straight away, take the one-hour working session instead: one hundred dollars.

cal.com/daleybrennan/working-session

The questions above are answerable, and the order in which you answer them matters more than any single answer. If this read matches what you are seeing from the inside, the audit is where the numbers get committed. I would welcome the conversation.

This diagnostic is yours to act on. The Market Entry Audit is where the work starts.

Private & confidential

Sources consulted: Wine-Searcher: Burgundy village-level US retail · NYSLA licensing calendar · US Chardonnay category read, trade press