

Outsourced U.S. Operations for an Award-winning Vineyard

Case Study



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About the Vineyard

An award-winning Spanish vineyard with international distribution has been making wine for 150 years. Located in the Penedès region of Catalonia, Spain, the vineyard produces an array of globally recognized wines.

Operations Challenge: Distribution into the U.S.

The vineyard approached Seaman's Beverage and Logistics (SBL) about building out their product distribution in the United States. SBL would become the outsourced, U.S.-based operations for the maker and provide all necessary U.S. support.

Solution: Immediate and Comprehensive Outsourced Operations via SBL

SBL provided the vineyard with immediate accounting expertise, a back office, IT and operating support, financing, and administrative personnel. SBL also assisted with the negotiation of competitive shipping rates and regulatory compliance. Seaman's continues to manage the brand's U.S. logistics and operations, which includes fulfilling orders from distributors, warehousing products, centralized inventory management and reconciliation, and overall assistance with the brand's U.S. footprint.