

# for·ti·fy

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# Laughing Stock Vineyards

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- Founded by David & Cynthia Enns in 2003
- Was the 9<sup>th</sup> winery on the Naramata Bench, now there are almost 40
- Best known for their big reds including Portfolio, their flagship wine
- Producing 10,000 cases
- Acquired by Arterra Wines Canada in 2017



# How we got started

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- Bought the vineyard in 2003 and jumped right in
- Hired consultants along the way & asked a lot of questions
- Did courses – UC David & Okanagan College
- Did our first two harvests at a neighbouring winery
- Build winery building in 2005
- Bought additional vineyard in 2007 and 2012



# What we got right

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- Start small but thought big
- Customer loyalty
- Brand often, brand always



# What we needed to learn the hard way

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- Get HR input early
- Delegate more with empowerment
- Systems systems systems

