

# Our Business Plan

## the plan

Our goal in all our endeavors at Adega Vinho is to lead an Examined Life both corporately and personally. Mission Statements are great for stating the ethos, culture, and goals, but publishing our Business Plan is a way for you, our family, friends, and fellow vinho connoisseurs to keep up with our adventure and long journey. The business plan keeps us honest and is an adjunct to our Mission Statement, which will help ensure the mission and vision move forward toward our future goals.



## the plan phase 1

### the vineyard 2016-2026

Bilger Family Vineyards is focused on becoming a self-sustaining vineyard operation with grapes grown in Stonewall and several other Texas Hill Country and High Plains locations. In the beginning, our winery will rely on grapes grown throughout the State of Texas. Our goal for the future is to control and shape our own identity through agricultural practices and vineyard techniques that ensure a high-quality product from vine to wine. This business model requires 10 years to reach our goal of 20\* acres under vine and will require a commitment to mastering all levels of the vineyard industry.

The first planting of Bilger Family Vineyards in the spring and summer of 2017 marked the beginning of a long agricultural journey and timeless family business adventure. We hope you will join the Bilgers' on this adventure and support us. From the purchase of our Vineyard property in Stonewall, Texas, through the transformation of the raw range land into trellises and vineyards, our goals are audacious. We are determined to serve a community of like-minded individuals who value family, friends, great wine, customer interaction, responsible family agriculture, hard work, relaxation, and above all, fun. Yes, we love fun!



A TEXAS WINERY IN STONEWALL

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## Update to Phase 1 of the Adega Vinho Business Plan

### 2023

In late 2022 Michael B. and Tony M decided to construct a new 2-acre plot that we will be planting completely in Chardonnay in the early spring of 2023. For the last three years, we've made Texas Hill Country Chardonnay with two of those vintages being single varietals and the 2021 vintage being used in a white wine blend. The 2020 Vintage Texas Hill Country Chardonnay placed #6 in North America for Chardonnay priced above \$50 by the San Fransisco Chronicle. That Double Gold piqued our interest in this variety and due to an issue in obtaining sufficient Hill Country supplies we decided to plant our own Estate plot.

### 2021

Midway thru 2021 we are beginning the third harvest of our original 4-acre Vineyard planted in 2017 and the first harvest of our Beyers Plot ~8ac vineyard planted in 2019. We are anticipating a tonnage total from the Estate this year of 30+/- tons. Stay tuned as we update later this year.

### 2020

December 2020 Adega Vinho approaches our one-year anniversary after the start of the new year 2021. Our business plan remains on track despite such a challenging year with one exception. \*We have decided to lower our total acreage of Estate grown grapes from 50 acres to 20+/- acres. This decision is based on Estate Tonnage and varieties of grapes that are more economical to purchase from neighbors and the high plains. We remain committed to our boutique status and concentrate on making 3000 cases or less of high-quality award-winning Texas wines per year.

### 2019

2019 marked the third leaf on our first plot planted in 2017. We harvested approximately 7 tons of Tempranillo, Mourvèdre, Touriga Nacional, and Sangiovese. The first of our Estate Wines, a **Rose' of Mourvèdre**, was released in the summer of 2020.



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### 2019 continued

In the spring and early summer of 2019, we planted approximately 7,000 new vines. These vines consist of exciting new varieties such as Sauzao, Tinto Cao, Cabernet Franc, Arinto, Alvarinho, and more acres of our existing varietal lineup!

### 2018

We have added to our vineyard with the purchase of our neighbor's property in April 2018. The Beyers tract adds to our frontage along FM1623 and adds 7.5 additional acres of vineyard and 5 acres of beautiful Texas Hill Country.

## the plan phase 2

### adega vinho, our winery 2017-2020

Our Winery, Adega Vinho, will produce a manageable assortment of great Texas wines. Our goal is to craft a dozen or so great wines from blends to single-variety estate wines. When the vintage is spectacular, we will produce a single variety estate wine, and when the grapes need some help from year to year, based on our tastes, we will blend our varieties to deliver the best Texas wine design from year to year. 2019 was a wild year of planning, construction of our tasting room, and planting the new Beyers Plot which is approximately an additional 7.5 acres.

## Update to Phase 2 of the Adega Vinho Business Plan

### 2020

January 2020 we finally finished our tasting room opened for business Thursday through Sunday each week of the year from noon to 6 pm!



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## Update to Phase 2 of the Adega Vinho Business Plan

### 2023

January marked our 3rd Anniversary, since opening the Tasting Room, and we are so excited to announce further projects as this year moves on. Our newest addition is our food service which is currently being run from our Food Truck by our classically trained French Chef Marc Fountaine. Marc has been a well-reviewed Chef in New Jersey, for the last few decades and we were lucky enough to find him wandering Texas in search of a new Chapter to his story.

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## the plan phase 3

### coming soon

2023-2024

Phase 3, the Retreats, has been rethought by Andy our Founder. Please stay tuned to our Updated Phase 3 announcement later this year!  
the plan Phase 4

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## the plan phase 4

### construction projects

2020-2026

The Bilger Family is undertaking a number of construction projects over the next few years. The tasting room, pavilion, outdoor spaces, and wine production facilities will be growing from the ground, along with our vines, so stop by for a visit to view our progress.



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