

VINTNERS ADVANTAGE

Chateau Morrisette looks to VINTNERS ADVANTAGE for Integrated Winery Management Software Solutions



Chateau Morrisette is the result of a love affair between the Morrisette family and the rural Virginia countryside. In 1978, William, Nancy and David Morrisette planted the first vines and their vision became a reality. Mrs. Nancy Morrisette stated that the “winery began as a hobby that soon got out of hand.”

The rest is history, today the winery is an industry leader in quality wine and one of the largest in Virginia. Chateau Morrisette’s production surpasses 60,000 cases per year producing fifteen different fine wines.

Challenge: Thriving winery needed integrated software that could handle the management of their Cellar, Bottling, Casegoods, Internet, Telephone, Tasting Room and Financials

“The principals and support staff at Modular Information Systems are not only experts in their Vintners Advantage software, they are well versed in all phases of winery operations.

When you call on them, you get people who are knowledgeable in cost accounting, vineyard and wine production, wholesale, tasting room and wine club sales, as well as TTB and FDA compliance.

Ms Levsen and her staff are the best I have run across in my thirty years in the industry.”

-Robert M. Burgin, Executive. Vice President and General Manager/ Chateau Morrisette, Inc.

Chateau Morrisette’s consistent growth rate necessitated a new production facility. The Morrisettes invested a great deal in expanding and modernizing all aspects of the winery, ranging from a new wine production facility to the spacious hospitality center.

They constructed a unique building with salvaged timber from the St. Marie River to create one of the largest buildings in North America from Douglas fir recycled timbers. This one-of-a-kind building provided the winery with lots of room to grow...and a novel environment for visitors to enjoy.

From a thriving wholesale vintner to a tasting room destination with a loyal “wine club” customer-base, the winery needed a strong operational infrastructure to support its growth. It was imperative that the winery took advantage of the myriad of marketing opportunities they had created while realizing their dreams.

They looked to VINTNERS ADVANTAGE comprehensive software solution that incorporates all aspects of the wine making process from “grape to glass.” Modular Information Systems’ technical services expertise provided the Winery with a strong technology partner. Now, the industry leader can efficiently run it’s operations and focus on growing their business.

www.vintnersadvantage.com

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