

The Williamsburg Winery

An Iconic, Unique, & Profitable Winery and Diversified Hospitality Business with Strong Branding in a Vibrant and Well-Known Destination Location



Established in 1985 and never before offered for sale, The Williamsburg Winery Ltd. (TWW) represents a once in a multi-generational opportunity to acquire an iconic, well-established, internationally acclaimed hospitality business with strong brand recognition—and, in a prime location only minutes from historic Colonial Williamsburg, Virginia on the central East Coast (mid-Atlantic region) of the United States.



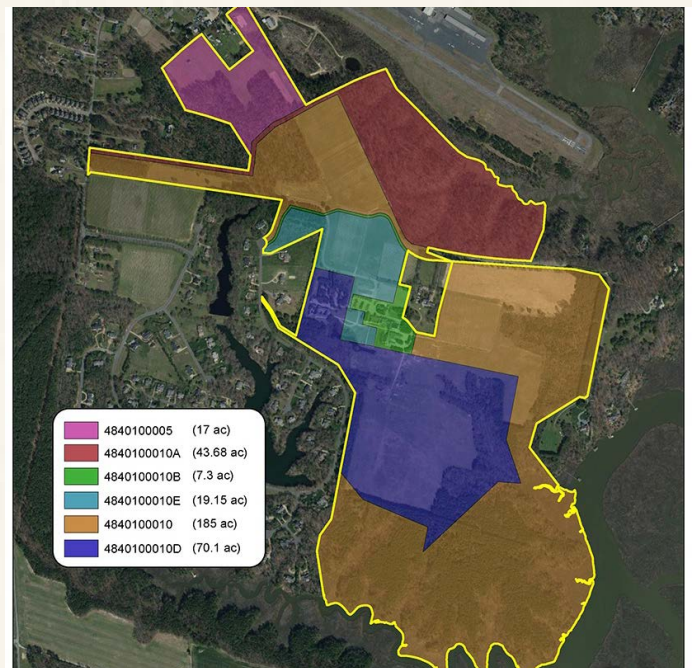
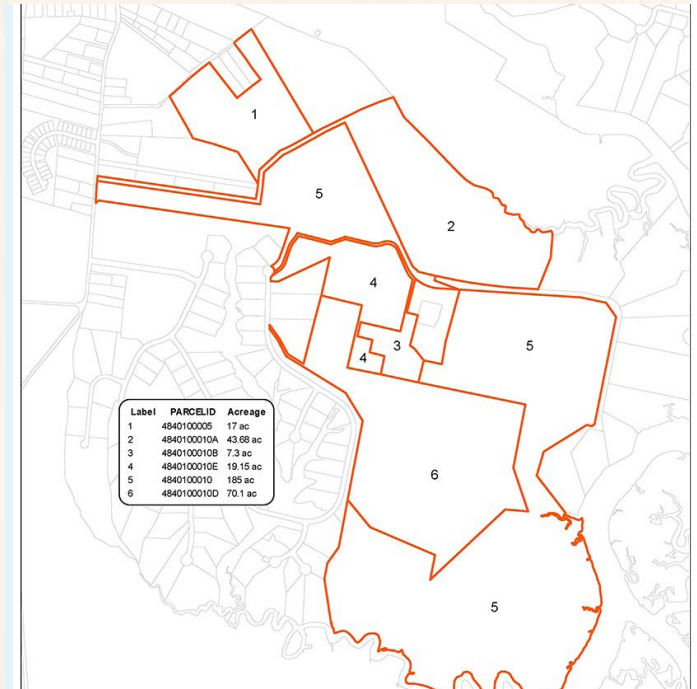
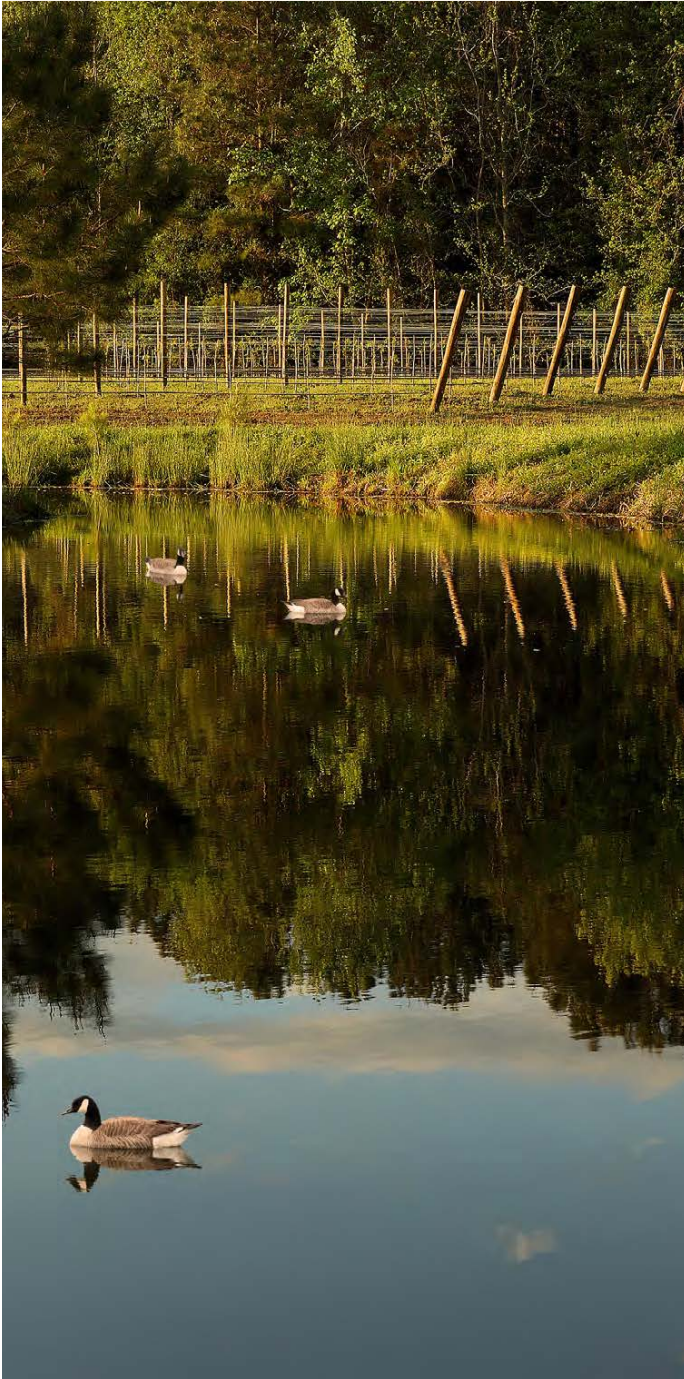
The Location & Relevant Market

Since its founding, TWW has grown to become a highly visible “destination winery” located in an accessible and increasingly popular wine region of the United States. The unique and well-sited property is strategically located within the Virginia Beach-Norfolk-Newport News VA-NC MSA (Metropolitan Statistical Area) with about 1.8M in population, and only about 45 minutes away from the center of the Richmond MSA, with about 1.3M population. TWW is also only about 2 hours 40 minutes away from the White House—in the very heart of the Washington-Arlington-Alexandria DC-MD-VA-WV MSA, with about 6.3M in population. On a slightly expanded geographical view, TWW is also within a one-day driving distance of New York City, Philadelphia, Baltimore, and Raleigh-Durham.

This makes TWW (and the Williamsburg area) a very attractive and easy driving destination for nearly 30 million people—and the relevant MSAs are among those with the highest levels of wealth and disposable income in the United States, with many high-end consumers eager to engage in discretionary spending on personal luxuries and the finer things in life—like Williamsburg Wines!

Moreover, Colonial Williamsburg and the Greater Williamsburg region boasts well-known entertainment venues, recreational vacation resorts, shopping venues, and sites of historical significance that is unmatched in the United States—and attracts approximately 2 million visitors annually, not just from the U.S. but from all over the world. This area is also served by 3 relatively proximate international airports: Newport News/Williamsburg, Richmond International, and Norfolk International—while Dulles International in the Washington area is only 3 hours distant, and brings many visitors as well.

The Land and Its Conservation



Included in this offering are approximately 342 prime acres owned by TWW, along with approximately 74 acres under an irrevocable lease—for a total of 416 acres, and all just about 4 miles from the heart of Colonial Williamsburg.



Major Structures and Facilities

TWW has dedicated substantial effort toward the design and construction of its on-site facilities, with the dual objectives of creating a first-class winemaking facility and a one-of-a-kind destination that provides an enjoyable and educational experience for its more than 100,000 annual visitors. The overall Winery Complex consists of the following facilities:

- Winery production area of 17,582 sq. ft. augmented by a Press Shed of 960 sq. ft.; 2 climate controlled Warehouses of 6,624 sq. ft. & 5,064 sq. ft.; and a Viticulture Building of 1,152 sq. ft.
- The Retail Wine Shop which includes five tasting rooms as well as the retail shop itself. Susan Constant Hall was the original tasting facility and currently serves as the primary tasting room for guests seeking a traditional tasting experience. • Westbury Hall at 9,216 sq. ft. overall is the largest and most recent addition to these hospitality facilities with a barrel cellar tasting room and dining room. •
- The Gabriel Archer Tavern, a stand-alone structure, is the Winery's casual dining restaurant, and offers a charming dining experience nestled among the vineyards. Lunches are served daily and dinners on limited days, with seasonal menus and innovative daily specials. The Tavern is also a scenic venue for private dinner parties and wedding receptions for groups of up to 72 guests.
- The 1619 Pavilion, completed in 2019, is a 2,592 sq. ft. covered outdoor multi-level deck structure that provides customers with the capacity to enjoy tastings and wine with a pleasant view overlooking the vineyards and farm.

Wessex Hall



Wessex Hall serves as an ideal location for larger groups, with nearly 4,800 square feet that can accommodate more than 300 guests for a standing reception or 180 seated guests.

Wedmore Place



Wedmore Place is comprised of 28 well-appointed rooms and suites that are individually designed to emulate the style and grace of a particular European province. Careful detail was paid to each facet of the design.

Unique, Valuable, and Superior Attributes of Williamsburg Winery



PICTURED HERE: Top: Grape harvesting at Williamsburg Winery. **Middle:** Barrel storing of wine in the cellar. **Bottom:** This is a photo of the bottling facility at Williamsburg Winery

- East Coast/Mid-Atlantic location within 1 day drive for 30M people
- Relevant MSAs have among highest wealth and discretionary spending
- Close proximity to Colonial Williamsburg and its annual 2M visitors
- Substantial owned acreage (342 AC), and 74 AC with irrevocable lease
- Extensive vineyards, desirable varietals, & excellent winery facilities
- Superior, award-winning wine portfolio & associated PR benefits
- World-class Winemaker and well-trained wine-making team
- Extensive equipment inventory for vineyard operations & wine-making
- Hospitality facilities well matched to the site & to the business mission
- Strong, professional management team with high business acumen
- Consistently profitable financial performance
- Continuously updated strategic plans for innovative, profitable growth
- Virginia Peninsula AVA applied for by TWW and approval is expected
- Valuable trademarks, customer data base, mailing list, and website
- Iconic, trusted, & valuable “Williamsburg Winery” brand and reputation



Well over 100,000 visitors annually are invited to “wine, dine, and stay” at the Williamsburg Winery, with an extensive list of offerings, including tours, tastings, retail shopping, informal and fine dining options, overnight accommodations, and large facilities for hosting special events—along with many welcoming areas for relaxation with friends while engaging in “the casual enjoyment of wine” in Williamsburg style.

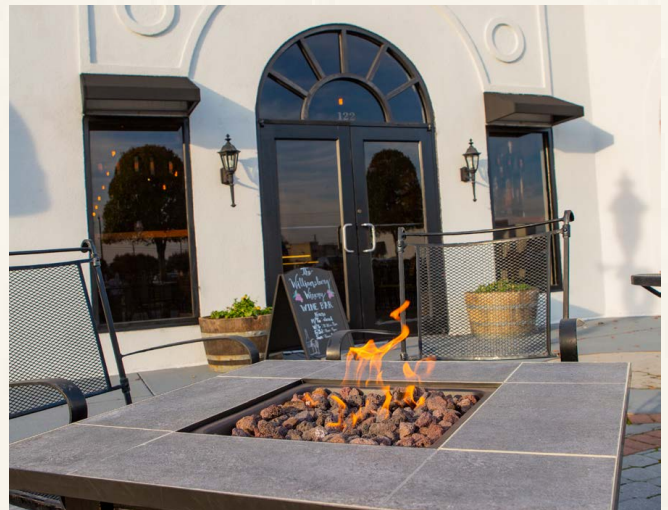


Wine to Consumer

The Wine to Consumer channel consists of:

- Retail onsite at Tasting Rooms and Shop
- Retail at Tasting Room, Wine Bar & Shop in Colonial Williamsburg
- Retail at Wine Bar & Shop in Virginia Beach
- Actively managed Wine Club sales with ~ 1,750 active members
- On-line internet sales with direct shipping license





PICTURED HERE: Are several pictures from the Williamsburg Wine Bar located at The Williamsburg Winery Wine Bar





Williamsburg Winery

The Williamsburg Winery offering truly represents a unique, exciting and premier level opportunity to acquire a strongly branded, well-known, and fully integrated hospitality business with world-class wine production at its core—and all in a vibrant, dynamic, and world-famous destination location providing superior business advantages well into the future. It just awaits your vision, your energy, and your commitment to continued growth and excellence!

ASKING PRICE: \$40 Million – (Excluding Wine Inventory)

Further information and Offering Memorandum is available upon the execution of a Non-Disclosure Agreement, and provision of verifiable Proof/Source of Funds letter directly from a recognized financial institution.