



*dalla Terra* **DALLA TERRA WINERY DIRECT®**  
Napa, California

Founder/Owner: Brian Larky

Founded: 1990

Website: [www.dallaterra.com](http://www.dallaterra.com)



**Dalla Terra Winery Direct® Profile:**

Dalla Terra (*of the earth* in Italian) Winery Direct® is a direct importer of a small and select group of leading family-owned Italian wineries. Winery Direct is a more efficient, economical and consumer-friendly way of shipping, distributing and marketing wine that skips the national importer level in the three-tier distribution system, allowing U.S. distributors to buy directly from the producer. By eliminating the high mark-ups of a traditional national importer, retail pricing on Dalla Terra's wines is on average 20 to 25% lower than the competition.

"...Napa-based importer Dalla Terra operates under an innovative premise with a program called Winery Direct. But instead of focusing on the actual marketing of its imports, Dalla Terra bypasses the large, national import companies and sells winery direct to distributors for about 25 percent less than competitors," said Brian Larky, founder... "The business model has really started to take flight in the past couple of years...and top distributors are actively pursuing Dalla Terra." *Wine Business Monthly*, July 2006

