

April 11, 2013

Dear GBCC Teams,

Enclosed you will find the case for the 2013 Global Business Case Competition, *Frog's Leap Winery in 2011: The Sustainability Agenda*, Sonoma State University. This case is supplemented by a 20-minute video, which you can find at: <http://youtu.be/auVieQ2MGG0>. This letter contains some important information about the case analysis and competition rules.

### **Charge to Student Teams**

You are a team of outside consultants who have been asked to advise the owner and top management of Frog's Leap Winery regarding strategic choices for the next five years.

CEO John Williams has set out the following goals for Frog's Leap:

- Increase sales, but remain a small winery
- Become even more sustainable
- Assure that a viable business can be passed on to the next generation of his family

The company has asked you to prepare a set of recommendations in these three areas:

1. Choose the next sustainability initiative that Frog's Leap should undertake.
2. Identify two promising markets outside the US for Frog's Leap's wines.
3. Develop marketing plans for the two markets that you identified.

Notes:

- Set your analysis in the present time, April 2013.
- The company wants to know the costs as well as the benefits of your recommendations.
- When you identify markets, it is okay to consider countries/regions where the company already has some sales.

### **Competition notes and rules**

- Obviously, you will need to do outside research in order to prepare your presentation.
  - However, you may not conduct any personal interviews as part of that research. For example, do not call, visit, or e-mail anyone at the case company. The only sources that you may use are publicly available ones (print or electronic).
  - Note: You are allowed to ask librarians where reference materials are located.
- Do not discuss the case, your research, or your presentation with anyone outside your team (this includes your advisor, your ambassador, and GBCC managers) before Saturday's competition.
- If you have a question about the competition, the rules, these instructions or the case, contact Kathleen Hatch (khatch@uw.edu).

I look forward to seeing your presentations on Saturday. Have fun!

Sincerely,



Debra Glassman  
Faculty Director, Global Business Center