sbdc IDAHO

Small Business Development Center

direction. solutions. impact.

Cinder Winery

Melanie Krause
Garden City, Idaho
www.cinderwines.com

MELANIE KRAUSE came to Idaho with a great reputation as a vintner, having worked for a large wine producer in the State of Washington. Her business experience was centered on the technology and science of viticulture and enology, and the operational expertise to develop fine wines. Armed with that background, Melanie approached the Idaho Small Business Development Center (SBDC) seeking advice on building her own label.

After meeting with a consultant and joint mentoring with a SCORE volunteer, Melanie refined her financial plan, approached a local bank, and received funding for her new winery. Melanie stated, "Working with SBDC on my business plan, especially the financials, gave me the confidence needed when approaching a bank for funding. They helped smooth out the rough spots and prepared me to present. They asked me the right questions and pointed me in the right direction to get the right funding."

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Cinder Wines has become one of the most recognized wines in the Boise area market and has expanded distribution within the Pacific Northwest. Melanie and her husband and business manager Joe Schnerr, continue to produce superior wine, winning gold and silver medals from local and regional wine competitions.

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