



Martin Sinkoff.

Roger Bohmrich, MW.

# Wine Marketing Goes Bespoke

**DYNAMIC DUO MARTIN SINKOFF AND ROGER BOHRMICH, MW, JOIN FORCES AT MARTIN SINKOFF ASSOCIATES** by Mark Stock

**AMONG THE MOST** respected duos working in the wine industry today are Martin Sinkoff and Roger Bohmrich, who are now a year into a joint venture that specializes in marketing outreach and strategic guidance for navigating the American market.

Their business model for helping brands, importers, and other clients break into that domain in style comes from decades of industry experience, which includes a shared job title: Both once served as the marketing director of New York-based importer Frederick Wildman. Bohmrich, a Master of Wine, brings a tried-and-tested palate to the table, not to mention plenty of floor experience; Sinkoff, meanwhile, is heralded for his successes in wine sales and marketing as well as for his acumen in the realm of French wine.

Last year, the pair began collaborating as Martin Sinkoff Associates, with a focus on attracting international clients like storied Burgundian house *Domaine du Cellier aux Moines*. Despite dating back to 1130, the label isn't well known, but Sinkoff and Bohm-

rich are more than convinced of its quality. "This is truly a diamond among Burgundian estates," Sinkoff says. "To put it in very quick terms, it's the mirror image of *Clos Vougeot*, but it happens to be in *Givry*."

Considering that Burgundy is his favorite region, Bohmrich was particularly drawn to *Domaine du Cellier aux Moines*.

"When you see [the property] and taste the wines, you say, 'Why isn't this known already as one of the great stars and historic estates of Burgundy?' It's not yet known that way, although it was once upon a time," Bohmrich says.

Given their prior experience with importers, both Bohmrich and Sinkoff were well versed in the challenges overseas wine labels face. Many don't know how to approach their strategy for entering the U.S. market, had a bad experience the first time they attempted to do so, or mistakenly believe that they can avoid working with an importer and instead partner directly with a national distributor. The problem, however, is that distributors' portfolios are notoriously

set in stone and often lack space for new labels, especially smaller ones.

The greatest challenge facing labels now, of course, is the COVID-19 pandemic, and the unknowns still far outnumber the knowns. Courtesy of its team's vast experience in the field as well as its remote structure (while they have offices in New York and Tel Aviv, Bohmrich and Sinkoff are apart more often than not), Martin Sinkoff Associates seems engineered to outlast the worst of the storm. "The fact that we can't be in close proximity physically in no way interrupts our business activity," Bohmrich says.

Fortunately, with recent developments like the aforementioned addition of *Domaine du Cellier aux Moines*, excitement outweighs uncertainty, and they're forging ahead with translating an age-old French label with a fair amount of domestic prestige into a name that can readily attract a fresh audience stateside. "This is the time to plant the seeds," Bohmrich says. "Later they will sprout and bear fruit." **SJ**