



*West-Whitehill  
Winery*

**Winery: 4484 US 220 South, Moorefield, WV 26836**  
**Office: 1284 River Road, Fisher, WV 26818**  
**304/538-2605 | winery@hardynet.com**  
**westwhitehillwinery.com**

## **FESTIVAL WINE SALES REPRESENTATIVE**

**West Whitehill Winery**, located in Moorefield, WV, is seeking a self-starting individual or couple to act as their festival sales representative. West-Whitehill Winery has been in business for more than 40 years and is one of the leading wineries in the state, selling more than 3,000 cases per year and carried in more than 150 major grocery chains, convenience marts and liquor stores statewide. West-Whitehill Winery has traditionally been a very popular participant in wine festivals and other events around the region, garnering huge sales compared to other wine vendors. We are a very popular product at festivals, and once tasted, usually bought!

We are seeking a self-starting, energetic and people oriented individual or couple to represent our winery at festivals and events around the state. This is a turnkey arrangement, with the representative picking up the wine at wholesale price, and selling by the bottle at festivals, at their own price, and keeping the profits made as income. In short: the more you sell, the more you make. In return the representative handles all costs for transportation, setup, supplies, festival sales fees, state taxes and other costs. West Whitehill provides tents, tables and hard display equipment needed. This position will require an enclosed van, truck or trailer to bring supplies and wine to events, to be provided by representative. A complete list of roles and responsibility of the representative is below.

The representative(s) must be a people person, willing to interact with customers and provide tastings and sales of bottles in a fast-paced environment. Must be able to lift and load 34-pound boxes of wine and other equipment. West Whitehill Winery will provide training to representative on all that they need to know about our wine products, and accompany them on first events as needed for on-the-job training.

There are approximately six major festivals per year, on weekends, but at least 10 that we have successfully sold at (see list below), with many more opportunities becoming available all the time. Representatives could do as many as they want, including doing smaller tasting events at retailers or other opportunities. The more you sell - the more you make. Markup is usually about 200% per bottle over wholesale.

The previous representatives (a retired couple) enjoyed a nice secondary income for their work.

**Contact Amanda West** at West Whitehill Winery for more information and to discuss possibilities: 304/703 2380 or email [amandabwest10@gmail.com](mailto:amandabwest10@gmail.com)

**Previous Major Festivals:**

<b>FESTIVAL</b>	<b>LOCATION</b>	<b>PREVIOUS DATE</b>
<i>MARTINSBURG: WineFest</i>	Martinsburg, WV	May 28
<i>STONEWALL: Almost Heaven Barbeque Bash and Wine Festival</i>	Roanoke, WV	June 8
<i>DANIEL VINEYARDS: WV Spring Wine Festival</i>	Crab Orchard, WV (Beckley)	June 15
<i>WHEELING festival</i>	Wheeling, WV	June 15
<i>CHARLESTON: Wine and All That Jazz</i>	Charleston, WV	June 29
<i>CHARLES TOWN: Mountain Heritage Arts &amp; Crafts Festival</i>	Charles Town, WV	September
<i>MORGANTOWN: West Virginia Wine &amp; Jazz Festival</i>	Morgantown, WV	Sept 21-22
<i>BERKELEY SPRINGS: Apple Butter Festival</i>	Berkeley Springs, WV	October 12 & 13 Columbus Wkd
<i>OGLEBAY: Oglebay Fest at Oglebay Resort</i>	Wheeling, WV	Oct 4-5-6

## ROLES AND RESPONSIBILITIES FOR SELLING WEST WHITEHILL WINERY WINES AT FESTIVALS

ITEM	West Whitehill Responsibility	Festival Representative Responsibility
<b>Supplies:</b>		
Provide tent, tables, coolers, displays and other equipment to conduct festival work on loan for as long as festival representative continues to do festivals.	X	
Provide cups, napkins, cleaning supplies, sampling bottles, ice and other disposable supplies for each festival event.		X
Sell West Whitehill wine at wholesale price to festival representative.	X	
Exclusively sell West Whitehill wines by bottle or case at festival events at their own price.		X
Pick up purchased wine at winery, and provide all transport needed to and from festivals of wine, equipment and supplies.		X
Refund any unsold wine returned to winery in sellable condition at original wholesale price	X	
<b>Licenses, Taxes and Fees</b>		
Register for and pay any vendor fees for festival or event, including any percentages of sale due.		X
Pay any sales taxes required by state of West Virginia on sales of wine at festivals.		X
Provide any certificates of liability insurance needed for festival or event.	X	
Provide any sampling license certificates from WV ABC needed for festival or event.	X	
Provide business registration certificate or any other business documentation about West Whitehill Winery as needed	X	

<b>Other</b>		
Provide hands on training such as how to sell wines, set up tent, table and displays, conduct a process of sales and tastings, provide descriptions on varieties, and use credit card services such as Square to take payments.	<b>X</b>	
Manage all sales income as their own funds. Provide own payment system accounts to take credit cards, such as Square.		<b>X</b>
All festival sales proceeds above the wholesale purchase price of wine is considered festival rep's own personal or business income.		<b>X</b>
Share sales figures by case from each festival to West Whitehill Winery		<b>X</b>
Notify West Whitehill of festivals or events which have been registered or committed.		<b>X</b>
Promote festival participation and schedule on website and Facebook.	<b>X</b>	
Look for new festivals, tastings or events to sell West Whitehill Wines	<b>X</b>	<b>X</b>
Communicate regularly as needed about plans, preparations, challenges or results for selling West Whitehill wine at festivals.	<b>X</b>	<b>X</b>