



PHOTO COURTESY OF LLOYD CELLARS

A PRESCRIPTION FOR GROWTH: LLOYD CELLARS

Lloyd Cellars' Greg Moore, Bonnie Lloyd, and Rob Lloyd.

A little word of mouth can go a long, long way for a small producer. Just ask Rob and Bonnie Lloyd, who can count both the wines in their portfolio and the members of their team at Napa's Lloyd Cellars on one hand: For all the potential demand based on Rob's reputation from prior winemaking stints at La Crema and Rombauer, the law of supply still holds.

But even mom-and-pop operations eventually make room for growth. And with the organic success enjoyed by not only their eponymous brand but also its offshoot, Prescription Vineyards, the founding couple is finally doing just that.

From the winery's establishment in 2008 until 2016, Lloyd Carneros Chardonnay and Sta. Rita Hills Pinot Noir were primarily distributed in California; as director of sales Greg Moore explains, the label "was always meant to grow more incrementally—it tends to really do well in the independent grocers and concierge stores" as well as in the on-premise space, which represents roughly half of its placement. Prescription, by contrast, "was built to be off-premise." Featuring a Clarksburg Chardonnay and an Alexander Valley Cabernet Sauvignon, it has been living up to that promise since its launch in 2015; it's currently distributed in 20 states, with 90% of its sales going to retailers.

On the West Coast, Lloyd Cellars' buyers include Albertson's Companies stores, Whole Foods, and Gelson's. Among newer markets, says Moore, "We do quite well in traditionally smaller markets like Iowa, Oklahoma, and Arizona"; meanwhile, recently appointed director of marketing communications Joel Quigley is designing campaigns to coincide with such events as Tampa Bay Restaurant Week in Florida and the Austin Food & Wine Festival in Texas—and using all the tools at his disposal, from geotargeting and store-locator technology to partnerships with celebrity chefs and local influencers, in the process. May the supply keep up with the imminent nationwide demand.

