



GOOD THINGS COME IN SMALL BATCHES

Philip Locilento of Vin Bon Raises a Glass to Wine Making Franchises

When it comes to wine, there are so many choices to be made before you fill your glass: Cabernet Sauvignon or merlot? Local or from abroad? Buy it from a store or make it yourself? Vin Bon President Philip Lociento knows a thing or two about choosing a great glass of wine, and about running a winemaking business. At Vin Bon, would-be sommeliers can create their own vintages at the modern wine-making facilities or buy supplies to complete the process at home.

Like a fine wine, Vin Bon has only gotten better with time. The micro winery ferment-on-the-premises concept started over 35 years ago, with just a single location. Just two years ago, they started franchising. Since then, they have uncorked seven new locations, with more expansion plans in the works. The innovative, ambitious and driven Philip Lociento recently finished sentences for *FranchiseCanada* about success, work-life balance, and of course, wine. Cheers!

The most interesting thing I've done recently is...
a wine tour in Italy.

In its best form, work is... a fun place. Customers are happy to come in and bottle a great wine, and, in turn, franchisees are happy.

A good franchisee... customer service-oriented and gets involved in the community. They participate in events and follow the proven system.

My top advice for prospective franchisees is...
do your homework. Running a new business can have its challenges but you are supported by a proven system. Have fun, work hard, be involved in the community and your franchise system and, above all, be customer-centric.

A good franchisor... listens to feedback, is available to the franchisee and leads by example.

My top advice for new franchisors is... support your franchisees, be involved in your business and lead by example. You want to make sure your system runs well and your franchisees are happy. They are your customers and they are the ones building your brand together with you.

The most important things in life... be passionate, love what you do, work hard and play hard. Life is a balance and when it is, all aspects of it are rewarding.

One of the most enjoyable things to do...
having family and friends over for dinner and enjoy a glass or two of wine.

The hardest thing for me to do is...
keep a balanced lifestyle. There is always work to be done and problems to solve but at the end of the day it's imperative to balance work life and personal life. (This is not always the easiest thing to accomplish.)

My favourite drink is... WINE. Especially Brunello and Barolo. I really enjoy the full-bodied red wines.

If I could change one thing...
I would micromanage less and delegate more.

If I could meet anyone... I would love to meet everyone. I love to meet new people. I find it fascinating to learn about people's cultures and experiences.

The person who has had the most positive influence on me as a businessperson is...
my father. His work ethic has been passed down to me in a very strong way. He has worked hard his whole life, and continues to do so to this very day.

Canadian franchising is... skyrocketing!

My franchise system began because... my father started the company over 35 years ago and made home winemaking from fresh juice accessible to the consumer. Making Vin Bon a franchise allows franchisees to follow a proven business model and grow the business over a long period of time and enjoy the business they are in.

The most positive influence on my life as a person is...
my wife. She's my best friend and also the mother of our children. She taught me to respect myself and others.

The key to success is... to work hard, lead by example, be passionate, and balance life.

I'd like my friends to describe me as...
professional, fair, passionate and driven. A loyal friend with a good sense of humour who can always be counted on.

The accomplishment I look forward to the most is...
opening my 100th franchise.

My personal motto is... "Never follow the beaten path. Go your own way and leave a trail."

One necessary item on my life's "to do" list is...
to travel the world. ✨

