

Tensions are mounting in the off-trade. For years suppliers have been calling for prices to rise – but now that they finally are, margins are tighter than ever, relations with retailers are becoming ever more strained and the sector is reeling from a wave of job cuts.

The good news is that the off-trade wine market is up once again – by 6% to £5 billion. The multiple specialist sector is still suffering, with sales down 2% to £475 million, but at least that is a slight improvement on last year's 3% slump.

And the multiple grocers are booming, with sales up 8% to £3.5 billion, or 70% of the market.

This year has seen some of the biggest hikes in average bottle prices since OLN started tracking this data with Nielsen. In the market as a whole the bottle price leapt 18p to £4.26. Supermarkets also saw an 18p rise to £4.08, and prices in specialist chains soared 44p to £5.38.

OLN's 2009 supplier poll is the biggest we have ever completed. It found that despite the tough times the majority are very confident of the future.

How the trade is performing

Off-trade light wine market Value: £5 billion	+6%
Multiple grocers Value: £3.5 billion	+8%
Multiple specialists Value: £475 million	-2%

Average bottle prices

	2009	2008	2007	2006
Total market	£4.26	£4.08	£3.97	£3.87
Multiple grocers	£4.08	£3.90	£3.80	£3.68
Multiple specialists	£5.38	£4.94	£4.81	£4.73

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Wine Report 2009

Compiled by Christine Boggis, Laura Clark, Nicola Collette and Graham Holter

Image: Photos.com

Data in the OLN Wine Report was sourced from Nielsen's Scantrack Service. Scantrack monitors weekly sales from a nationwide network of EPOS checkout scanners. Coverage includes grocery multiples, co-ops, multiple off-licences, independents, symbol groups and multiple forecourts. Nielsen's retail measurement service provides comprehensive information on actual purchases, market shares, pricing, distribution and promotional activities. It is the fastest and most accurate monitor of FMCG sales. In the Top 50 tables, this year's brand ranking and YoY % change were sourced from Nielsen and based on the data period

MAT to May 16, 2009, versus the previous MAT. Supplier and country of origin information was sourced by OLN. Some back data was sourced from previous OLN Wine Reports. The OLN Wine Report was compiled by the Nielsen company exclusively for William Reed Business Media. All data remains the intellectual property of Nielsen and the Nielsen company. No reproduction of the lists or data within is permitted without prior consent of the Nielsen company.

If the price is right ...

Duty hikes have had a serious effect on some of the biggest players in the off-trade's top 50 wine brands



Top 50 wine brands in the UK off-trade

Position Brand Supplier Origin Change %
Year to May 16, 2009 (last year's position in brackets)

Position	Brand	Supplier	Origin	Change %
1 (2) ▲	Blossom Hill	Percy Fox	Various	+7
2 (3) ▲	Gallo	Gallo	Various	-2
3 (1) ▼	Hardys	Constellation	USA	-18
4 (4) ◀▶	Jacob's Creek	Pernod Ricard	Australia	+2
5 (7) ▲	Lindemans	Foster's EMEA	Various	+34
6 (6) ◀▶	Wolf Blass	Foster's EMEA	Australia	-6
7 (8) ▲	Echo Falls	Constellation	USA	+25
8 (5) ▼	Stowells	Constellation	Various	-19
9 (13) ▲	First Cape	Brand Phoenix	South Africa	+110
10 (9) ▼	Kumala	Constellation	South Africa	+9
11 (10) ▼	Banrock Station	Constellation	Australia	+15
12 (11) ▼	Concha y Toro	Concha y Toro	Chile	-6
13 (15) ▲	Isla Negra	Concha y Toro	Chile	+50
14 (14) ◀▶	Namaqua	Raisin Social	South Africa	+25
15 (12) ▼	JP Chenet	Les Grand Chais	France	-10
16 (16) ◀▶	Oyster Bay	Delegat's	New Zealand	+38
17 (43) ▲	Ogio	Tesco exclusive	Italy	+214
18 (17) ▼	Rosemount	Foster's EMEA	Australia	+8
19 (18) ▼	Montana	Pernod Ricard	New Zealand	+7
20 (21) ▲	Canti	D&D Wines	Italy	+16
21 (20) ▼	Campo Viejo	Pernod Ricard	Spain	+6
22 (46) ▲	Viña Maipo	Concha y Toro	Chile	+119
23 (19) ▼	Oxford Landing	Negociants	Australia	-9
24 (61) ▲	Yellow Tail	Off-Piste Wines	Australia	+159
25 (30) ▲	Berberana	United Wineries	Spain	+32



For years, major retailers have warned suppliers that passing on duty increases would result in slower sales growth, or even a decline. This year's top 50 goes some way towards justifying those claims: the picture is not quite uniform, but the brands which have been most modest with their price increases have tended to see the biggest sales uplifts.

Blossom Hill reclaims its number one position on the back of a respectable 7% sales increase, but also the decision of its two biggest rivals to withdraw from the most cut-throat end of the market.

While Blossom Hill was gently raising prices by an average of 6p, to £4.36, last year's leader Hardys was up from £4.19 to £4.41 as it concentrated on price points that could yield it better margins. Sales fell by 18%, the worst performance in the top 10 with the exception of Constellation stablemate Stowells, which saw average retails soar from £3.29 to £3.81.

Gallo has also revised its UK strategy, abandoning the low-end Winemaker's Seal to focus on more premium offerings. Its average price jumped from £4.30 to £4.45 and the company has said it is prepared to suffer some short-term pain if it means building a profitable business.

Such is Blossom Hill's dominance that its sales now eclipse the combined value and volume figures for brands positioned from 33 to 50 in the chart.

Kumala, a brand which seemed in trouble a year ago, has been turned around by Constellation, which has not gambled on major price increases for the brand while consumers get used to the new formula.

It has been overtaken, however, as South Africa's top-seller by First Cape, which has also kept pricing tight and been busy building its distribution. The

Brand Phoenix product is still the most under-represented top 10 brand on retailers' shelves, with 68% distribution, so its meteoric rise would appear to have some way left to go.

Two Tesco exclusives make the chart, each registering treble-digit growth. Ogio is now worth £40 million, and achieves a 178% volume uplift despite average prices rocketing from £3.73 to £4.21. Dino retails for £4.15 and has sales of £18 million.

Nielsen analyst Stewart Blunt argues that the real action is happening above £5. "Overall, the light wine market looks to be turning around – progressing from its lacklustre performance in the spring of 2009 to a hopeful modest growth as we move into summer," he says.

"Stronger growth in over-£5 wines has also contributed to the average price going up by 18p since last year, with this price range having grown sales by 20% and now accounting for 20 in every 100 bottles – two years ago it was just 15.

"There are a number of factors at play here – more promotions in the higher price ranges, some big sellers are now over £5 when not promoted, and of course the 'nights in' replacing the 'nights out'. We know too well that the £12 bottle in the on-trade will cost only £7-8 in the off-trade, so yes, we have economised.

"Yet below £5, the 80% majority of the market, is barely holding up in terms of bottle sales, as the sub-£3 becomes less attainable, and not everyone can take advantage of three-for-£10 deals, even though they have been abundant of late.

"Supermarkets have made great capital of promotions, but there are also many examples in all the other trade channels, including independents. Undoubtedly these deals have prevented a severe slide in sales for this part of the market."



Kumala's fortunes have been turned around by Constellation

Top 50 wine brands in the UK off-trade

Position Brand Supplier Origin Change %
Year to May 16, 2009 (last year's position in brackets)

Position	Brand	Supplier	Origin	Change %
26 (25)	▼ Black Tower	Reh Kendermann	Germany	+6
27 (31)	▲ Arniston Bay	Company of Wine People	South Africa	+32
28 (23)	▼ Piat d'Or	Percy Fox	France	-12
29 (27)	▼ McGuigan	Australian Vintage	Australia	+4
30 (24)	▼ Calloway Crossing	Australian Vintage	Australia	-9
31 (22)	▼ La Gioiosa	D&D Wines	Italy	-14
32 (26)	▼ Fiordaliso	Enotria	Italy	-14
33(171)	▲ Dino	Tesco exclusive	Italy	+556
34 (67)	▲ Viña Albali	Free Run Wines	Spain	+113
35 (40)	▲ Andrew Peace	Bottle Green	Australia	+35
36 (28)	▼ Torres	JE Fells	Spain	-6
37 (32)	▼ Villa Maria	Hatch Mansfield	New Zealand	+2
38 (44)	▲ French Connection	Bottle Green	France	+33
39 (35)	▼ Mateus	First Drinks	Portugal	+5
40 (70)	▲ Inycon	Enotria	Italy	+75
41 (43)	▲ Rawsley Estate	Australian Vintage	Australia	+5
42 (33)	▼ Nobilo	Constellation	New Zealand	-15
43 (29)	▼ Turner Road	Constellation	USA	-28
44 (41)	▼ Yaldara	Hall & Bramley	Australia	-2
45(124)	▲ Porta	Brand Phoenix	Chile	+215
46 (34)	▼ Rivercrest	Gallo	USA	-19
47 (60)	▲ Cono Sur	Concha y Toro	Chile	+13
48 (38)	▼ Villa Moreschi	Sainsbury's exclusive	Italy	-19
49 (69)	▲ Good French	Morrisons exclusive	France	+28
50 (81)	▲ Beringer	Foster's EMEA	USA	+68



Consumers drive a hard bargain

Supermarkets say shoppers are forcing them to keep bottles below £5, and their keen pricing has won them two-thirds of the market

Supermarkets maintain their cash-strapped consumers demand keen prices, and the Nielsen multiple grocery wine chart demonstrates that very little is happening above £5 in this part of the market. Suppliers may increasingly focus their gaze at the £6 to £7 segment, but the grocers argue they are being pulled in the opposite direction by shoppers.

Average prices in the multiple grocers in the year to May 16 stood at £4.07, up from £3.89 the previous year but behind the market average of £4.25 (a figure which has climbed to £4.26 in recent weeks). Indeed, you have to delve down all the way to 17th position in the chart to find a brand with an average retail price above £5: Oyster Bay, at £6.58. Campo Viejo and Montana are the only other top 30 brands with a price point above £5.

Not that supermarket buyers will be unduly concerned about this. Nielsen analyst Stewart Blunt says: "The aggres-

sive use of alcoholic drinks as footfall-drivers has gained share for the supermarkets which now account for 74 in every 100 bottles – growing sales by 4% a year, whereas the rest of the trade has slipped back by a few per cent, part of which is due to store closures and a re-focus of the retail offering."

Just six of the brands in the top 30 are from Europe, illustrating the dominance of the New World. This is despite a slowing of growth for both Australia and California as prices harden, says Blunt.

The most impressive performances come from Yellow Tail, First Cape and Viña Maipo, as well as the two Tesco exclusives, Ogio and Dino. The success of the Tesco brands is arguably as encouraging for retailers as it is worrying for brand owners. With the Chancellor's 2% duty escalator in place, relations between producers and buyers are likely to be under pressure for the foreseeable future. Tesco and its rivals know they have the option

of bypassing truculent suppliers and achieving credible sales figures for exclusive and own-label brands.

Hardys retains its leadership of the supermarket sector, a position which will be hard to maintain as it focuses its efforts on the £5.99 to £8.99 segment. Constellation has apparently spread its bets in the multiple grocer arena: while Hardys and Stowells have suffered declines on the back of price increases, Kumala, Banrock Station and Echo Falls have both kept their average prices below £4 and have seen respectable sales increases.

The top 10 brands bear a strong resemblance to those in the overall off-trade leader board, though Banrock Station overperforms in the supermarkets, while Echo Falls misses out on the top 10 slot it claims in the combined table.

Those who have slipped out of the top 50 this time include Chileno (now renamed Chilano), Villa Maria, La Châsse du Pape and Calvet.



Top 50 wine brands in supermarkets

Position	Brand	Change %	Position	Brand	Change %
Year to May 16, 2009 (last year's position in brackets)					
1 (1)	Hardys	-18	26 (24)	Black Tower	+17
2 (3)	Blossom Hill	+9	27 (127)	Dino	+556
3 (2)	Gallo	-1	28 (25)	McGuigan	+13
4 (4)	Jacob's Creek	+5	29 (32)	Berberana	+36
5 (7)	Lindemans	+32	30 (47)	Andrew Peace	+65
6 (14)	First Cape	+130	31 (43)	French Connection	+48
7 (5)	Wolf Blass	0	32 (56)	Inycon	+73
8 (9)	Banrock Station	+20	33 (85)	Viña Albali	+181
9 (8)	Kumala	+7	34 (29)	Rawnsley Estate	+5
10 (6)	Stowells	-33	35 (27)	Yaldara	-2
11 (13)	Isla Negra	+49	36 (23)	Oxford Landing	-26
12 (15)	Namaqua	+23	37 (37)	Mateus	+7
13 (10)	Concha y Toro	-16	38 (51)	Arniston Bay	+29
14 (11)	JP Chenet	-4	39 (38)	Piat d'Or	0
15 (12)	Echo Falls	+11	40 (26)	Villa Moreschi	-19
16 (28)	Ogio	+214	41 (52)	Good French	+28
17 (16)	Oyster Bay	+25	42 (192)	Porta	+466
18 (17)	Rosemount	+3	43 (33)	Nobilo	-17
19 (31)	Viña Maipo	+119	44 (73)	Beringer	+90
20 (21)	Montana	+16	45 (46)	San Pedro	+9
21 (58)	Yellow Tail	+225	46 (40)	Torres	-7
22 (22)	Campo Viejo	+12	47 (35)	Castillo San Lorenzo	-16
23 (19)	Calloway Crossing	-9	48 (53)	Marqués de Leon	+7
24 (18)	La Gioiosa	-14	49 (34)	Blason de Bourgogne	-28
25 (20)	Canti	-7	50 (-)	Heritage Road Reserve	NEW



Tough times for the specialists

Few brands are thriving in a sector where rising prices and store closures are putting performance under pressure

Prices rose a lot, volumes fell a lot, and even value sales were down. Welcome to another grim year for the multiple specialists, whose wine sales are now eclipsed by the combined off-trade sales of just two brands: Blossom Hill and Gallo.

Gallo retains its leadership of this year's chart, though like all the top four brands it registered a double-digit decline. The light wine category in the multiple specialist sector was down 8% by value and 1% by volume over the course of the year, but Gallo, Blossom Hill, Fiordaliso and Hardys all did worse than that.

It's not exactly the leadership that the sector could have done with in a period which generated negative headlines for both First Quench Retailing and Majestic, for various well-documented reasons.

Nine of the top 20 brands did achieve growth, often simply as a result of increased listings – a factor which can skew brand performances quite consid-

erably in a sector with so few players. Echo Falls was arguably the biggest winner, up 88%. A year ago it had 49% distribution in the multiple specialists; this year, it is on sale in 62% of outlets.

Oyster Bay also turned in a barnstorming performance, with a 119% sales value uplift. Again, increased listings played a big role, with distribution rising from 29% to 54% over the period. It's to the New Zealand brand's credit that it achieved this performance despite seeing average retail prices in the sector rise from an average of £6.04 to £6.52.

Stowells had a forgettable year in the trade generally, but in the multiple specialists it registered a 28% sales increase despite having no real changes in distribution and a 4p price increase – restrained by the category's standards.

Lindemans was another big winner, but it doesn't take a detective to figure out what might lie behind a 62% sales increase in a year when distribution remained virtually unchanged. The brand's

average price fell from £5.02 to £4.80 as Foster's EMEA used the brand tactically. It's telling that stablemate Wolf Blass put its prices up 40p over the period and suffered a 19% decline in sales.

The sector's keenest prices of all come from an exclusive label. First Quench's Vineyard X is a project which continues to pay dividends for the business, scoring an 81% sales increase over the past year. There was a relatively big price increase in play, too, which makes the performance all the more impressive – but with an average retail price of £3.46, Vineyard X is the biggest bargain in the sector.

Two of the priciest brands in the sector experienced differing fortunes. Villa Maria's average price crept up from £6.85 to £7, yet despite this – and no real change in its distribution – sales were up 14%.

Campo Viejo was not so lucky with its £1.10 average price increase, bringing its retail price to £7.50. Again, the Spanish brand's listings remained pretty constant but sales fell by 23%.



Image: Photos.com

Top 50 wine brands in multiple specialists

Position	Brand	Change %	Position	Brand	Change %
Year to May 16, 2009 (last year's position in brackets)					
1 (1) ▲	Gallo	-16	26 (-) ▲	Folonari	NEW
2 (2) ▲	Blossom Hill	-10	27 (27) ▲	Louis Latour	-2
3 (3) ▲	Fiordaliso	-14	28 (23) ▼	Southbank	-15
4 (4) ▲	Hardys	-16	29 (36) ▲	Neblina	+39
5 (11) ▲	Echo Falls	+88	30 (21) ▼	McGuigan	-25
6 (14) ▲	Oyster Bay	+119	31 (45) ▲	Cono Sur	+57
7 (7) ▲	Stowells	+28	32 (37) ▲	Marqués de la Concordia	+33
8 (5) ▼	Jacob's Creek	-20	33 (33) ▲	Porta	+16
9 (6) ▼	Wolf Blass	-19	34 (30) ▼	Cuvée de Richard	-4
10 (9) ▼	First Cape	-1	35 (28) ▼	Faustino	-15
11 (16) ▲	Lindemans	+62	36 (38) ▲	Cantina Breganze	+21
12 (10) ▼	Concha y Toro	+5	37 (35) ▼	Coldridge Estate	+9
13 (8) ▼	Montana	-11	38 (39) ▲	Berberana	+22
14 (12) ▼	Villa Maria	+14	39 (49) ▲	Robertson	+49
15 (31) ▲	Kumala	+150	40 (41) ▲	Rocco Bay	+22
16 (22) ▲	Vineyard X	+81	41 (29) ▼	La Chasse du Pape	-23
17 (53) ▲	Canti	+305	42 (25) ▼	JP Chenet	-37
18 (13) ▼	Campo Viejo	-23	43 (158) ▲	Tindall	+369
19 (17) ▼	Georges Duboeuf	-3	44 (44) ▲	Nobilo	+3
20 (15) ▼	Torres	-14	45 (54) ▲	Stoneleigh	+19
21 (24) ▲	Barefoot	+27	46 (61) ▲	Oggi	+24
22 (20) ▼	Errazuriz	+11	47 (59) ▲	Marqués de Riscal	+16
23 (18) ▼	Banrock Station	-17	48 (32) ▼	Penfolds	-26
24 (19) ▼	Louis Jadot	-8	49 (42) ▼	Oxford Landing	-9
25 (57) ▲	Fairview Estate	+143	50 (26) ▼	Flinders	-46



New World makes its mark

France has continued to slide down the world rankings exports to the UK. OLN looks at this year's winners and losers

Australia **1** Market share by value: **22%**
 Last year's rank: **1**
 Last year's market share: **24.3%**
 Sales value: **£1.1 billion**
 Change on last year: **-1.1%**
 Average bottle price: **£4.46 (2008: £4.36)**



Consumers still like the idea of Australian wines, and despite a small sales decline the Aussies are still comfortably ahead of their rivals. Yet, as ever, there are niggling worries. The UK remains the biggest volume destination for Australian producers, but the market shows no sign of going along with the idea of paying more premium prices – something the Aussies regard as crucial for their long-term profitability. The cliché is that Australia is a victim of its own success. Having defined itself as an average-priced crowd-pleaser, it's finding it difficult to persuade buyers and consumers that it offers more depth further up the price ladder. Worryingly, attempts to force through

price increases on big brands such as Hardy's have met with huge resistance and falling sales. In the supermarket sector, Australian sales are up 1.5% but the performance lags behind every major competitor except France and Germany. Wine Australia data shows exports to the UK fell almost 19% in value terms in the year to June, with volumes down 1% to 265 million litres, worth AUD\$723.2 million. Sales in the UK equated to A\$2.72 a litre, compared to AUD\$3.14 in the US and AUD\$4.79 in Canada. The question is: will Australia resign itself to using the UK as a dumping ground for bulk wine and aim to make its real profits in North America and Asia?

USA **2** Market share by value: **15.7%**
 Last year's rank: **3**
 Last year's market share: **16.3%**
 Sales value: **£783 million**
 Change on last year: **+2.1%**
 Average bottle price: **£4.26 (2008: £4.13)**




The US (or more fairly, California) takes second spot in the charts, not as a result of any huge sales uplift but essentially as a consequence of France's woes. It has been a solid, rather than spectacular, year for California: its average price exactly mirrors that for the wine category in general, and has risen modestly, more or less in line with duty. Its sales growth of 2.1% is somewhat lacklustre, perhaps, especially by comparison to New World rivals South Africa, Chile and New Zealand. Part of the frustration for California is its lack of penetration at the more premium end of the market. Like Australia, it is at risk of being pigeonholed as a result of its less complicated, mainstream brands,

and needs greater market exposure for products in the £7-plus segment. The exchange rate with the US dollar has not helped the cause of any business attempting to hit budget price points with Californian wines, and duty increases have compounded the problem. Percy Fox and Constellation know exactly how to play this game with their respective brands Blossom Hill and Echo Falls, but for Gallo the task now is to move into more profitable territory, even if that means a short-term hit on sales. Perhaps Gallo will play the role of standard-bearer for California as it enters the unknown; a more sinister interpretation could be that it's the canary in the mine.



Images: Photos.com

France **3** Market share by value: **14.8%**
 Last year's rank: **2**
 Last year's market share: **16.8%**
 Sales value: **£739 million**
 Change on last year: **-6.5%**
 Average bottle price: **£4.70 (2008: £4.40)**



What do you say to commiserate the French after turning in a performance worse even than Germany? There was enough psychological damage done when France surrendered its number one position in the off-trade to Australia: now it has lost second place to the Americans. At this rate it's going to be hard to avoid being overtaken by the Italians. Even South Africa stands a medium-term chance of eclipsing the world's greatest wine-producing nation in the UK off-trade. However, France retains its leadership of the multiple specialist sector, where its average price of £6.90 a bottle is ahead of competitors, including New Zealand. In multiple grocers, France lost 4.4% of its sales, again the worst performance in

the top 10, but clung on to second place. At its top level, France still makes some of the best wines in the world, but it has never really made a sustained breakthrough at the popular – and essentially branded – end of the market. Côtes du Rhône and vins de pays have appealed to consumers who like more upfront fruit, and/or varietal labelling, but the French industry is not structured in a way that could lead to the creation of a Gallic Jacob's Creek or Blossom Hill. Piat d'Or came close, for a while. France's friends have been worried about it for some time and are now calling for a unified generic promotional campaign – no small task for a nation with such ingrained rivalries.



Italy

4

Market share by value: 12.3%
Last year's rank: 4
Last year's market share: 11.3%
Sales value: £612 million
Change on last year: +14.9%
Average bottle price: £4.01 (2008: £3.69)



Events have conspired to favour the Italians. More consumers are strapped for cash, and there's a public clamour for unchallenging (let's not say "bland"), easy-going white wine. Step forward Pinot Grigio. It almost defines the recessionary wine market and shows no sign of running out of steam.

Italy had one of the biggest price increases of any producing country over the past 12 months, although its average retail remains significantly behind the market in general. Only South Africa and Germany have cheaper per-bottle prices, which would be depressing news for a New World-producing country with targets to hit and shareholders to placate. But for Italy, where countless

co-operatives are happy simply to empty their tanks for a modest profit, it's rather less of a problem.

Nor do the Italians have to worry unduly about any damage done to their reputation by a glut of unremarkable plonk. Italy has already established itself as a producer of some of the most exciting and characterful wines on the face of the planet, and even the most hardened critics don't begrudge it a little fun at the bottom end.

It's a bottom end that's always been there, as anyone who visited a trattoria in the 1970s knows only too well. Pinot Grigio continues a tradition established by Lambrusco, and hardly impacts on the pioneering work going on in Chianti.

South Africa

5

Market share by value: 10.4%
Last year's rank: 5
Last year's market share: 8.1%
Sales value: £518 million
Change on last year: +34.9%
Average bottle price: £3.86 (2008: £3.78)



South Africa is another country which has felt some benefits from the UK consumer spending downturn. The rand is one of the few currencies not pummeling the pound, meaning South Africa is a great destination for cash-conscious tourists and for importers.

First Cape and Namaqua have taken full advantage of the economic conditions with modestly-priced brands that their owners would argue overdeliver at their price points. Even Kumala, which went through a major wobble during the changeover from Western Wines to Constellation, is back on track – something its rivals will admit is good for the South African category. It's a few years now since South Africa

shook off its novelty-act shtick. Consumers buy its wine not to show solidarity with the post-apartheid government or because it's something undiscovered – they do so because they like what they're getting.

The critics are not yet fully accepting of the country's reds, complaining of green flavours and burnt rubber aromas – something which understandably infuriates producers who either can't see what the criticism is based on, or don't know how to cure the problem.

But with sales up 35% in the off-trade, South Africa is more deserving of praise than criticism. The UK seems likely to remain the Cape's most important export destination for the foreseeable future.

Chile 6

Market share by value: 7.9%
Last year's rank: 6
Last year's market share: 7.3%
Sales value: £396 million
Change on last year: +14.7%
Average bottle price: £4.13 (2008: £3.85)



Chile turned in a more than respectable performance over the year, buoyed up by an energetic generic campaign and plaudits from buyers and critics. There is likely to be more than a little dismay, however, at the 31% fall in revenues from exports to the UK, Chile's second-largest export market, in April this year.

Compare and contrast this to the US, Chile's number one export destination, where despite recessionary pressures export sales value rose almost 1% in the same month. Producers will not want a deflationary trend, after all the good work they've put into their British exports.

Chile is a relatively young country as far as UK sales are concerned and still

has the opportunity to take control of the way it is positioned. It can learn something from the Australians, who quickly managed to colonise the UK but have found margins and premium positioning harder to achieve.

Concha y Toro has sidestepped the worst of the discounting frenzy with its main brand – a move applauded by many but which has contributed to a 6% off-trade decline for Chile's number one UK player. Sister brand Isla Negra, which is more of a promotional vehicle for major retailers, is just behind it.

But Chile as a whole would probably prefer the more premium brand to be its standard-bearer.

Spain 7

Market share by value: 6.7%
Last year's rank: 7
Last year's market share: 6.8%
Sales value: £334 million
Change on last year: +4.3%
Average bottle price: £4.18 (2008: £4.02)



It's been a year of modest progress for Spain, a country which its proponents argue is not properly understood or appreciated by the UK market.

Its biggest asset is, in the eyes of some, its major drawback. Rioja may be one of the world's greatest wine regions, but when used as a proxy for Spain as a whole, there is real danger the country will never attain the recognition it deserves.

Rioja itself can veer from the sublime to the nasty, rather like Bordeaux, Burgundy or any of the great European wine regions. At £4.02, Spain's current average wine price, consumers can be taking something of a gamble.

There is no shortage of excitement in

the Spanish wine industry, as the New Wave Spanish Wine Awards demonstrate every year. Finally, Albariño has made a breakthrough of sorts, after years of often fruitless tub-thumping by critics.

Spain certainly has the raw materials to create a bigger splash in the UK, but it is held back by a fragmented approach to marketing and an economic climate which hardly encourages consumers to venture very far up the premium ladder.

It must be a source of some consternation to the Spanish wine industry that it cannot place a single brand in the UK top 20. However, the biggest three – Campo Viejo, Berberana and Viña Albali – are all in growth.

New Zealand

8

Market share by value: 3.7%
Last year's rank: 8
Last year's market share: 3.3%
Sales value: £185 million
Change on last year: +20.4%
Average bottle price: £6.44 (2008: £6.44)



New Zealand continues to command the highest retail prices in the off-trade by a country mile (its bottles sell, on average, for more than twice what Germany achieves) but it's not so powerful that it can defy the laws of gravity.

Last year's average price of £6.44 remains unchanged, which is probably the best New Zealand could have hoped for in difficult economic times. The real reward has come in the form of a 20% sales uplift, suggesting that more people are being recruited into the category.

New Zealand's two biggest off-trade brands, Oyster Bay and Montana, are in rude health but Villa Maria's growth has been rather more modest. Nobilo, part

of the Constellation stable, saw a decline almost as severe as that of Hardys.

The UK is the second-biggest importer of New Zealand wine in volume terms, after Australia. In the 12 months to May 2009, consumers purchased 35.9 million litres of Kiwi wine, almost all of it white, compared to Australia's 37 million litres. But Oz exports were far more lucrative, yielding NZ\$3,24.6 million against NZ\$2,66.9 million from the UK.

The arrival of cheaper New Zealand Sauvignon – a £2.99 Marlborough Sauvignon, apparently being mooted by Tesco – might be the stuff of consumer dreams but it has been ringing alarm bells in some quarters.

Germany

9

Market share by value: 2.8%
Last year's rank: 9
Last year's market share: 3.1%
Sales value: £139 million
Change on last year: -5.3%
Average bottle price: £3.14 (2008: £2.80)



Germany must have long given up worrying about its customary annual decline in UK sales. Again, market share has slipped and the average bottle price is miles off the pace.

Yet still it soldiers on. Consumers who bought hock and liebfraumlilch in their millions have been replaced by a generation of drinkers introduced to the market through Blossom Hill, Pinot Grigio and perhaps Lambrini.

But there is a surprising loyalty to Germany that is all too easily overlooked. Older consumers, in particular – whom Wine Intelligence refers to as the Senior Sippers – have an enduring affection for cheap German

wine. These are older, lower-income drinkers who account for 20% of UK wine spending, and they're perfectly happy with medium-sweet own-labels, whatever the critics may say.

Plenty of people in the wine trade love German wine, many of whom predict that Pinot Noir or Pinot Blanc could provide the fresh dimension Germany requires if it is to increase its UK market share, or at least stabilise its position.

Then there's Riesling, a grape capable of real greatness in German hands. But only an eternal optimist would bet on a German fight-back just now, even if its budget-priced wines would appear to be ideal recession fodder.

Argentina

10

Market share by value: 1.3%
Last year's rank: 10
Last year's market share: 1.4%
Sales value: £66 million
Change on last year: +2.5%
Average bottle price: £4.16 (2008: £3.89)



Argentina has everything: the varied terroir, the winemaking expertise, some genuine points of difference as well as some international favourites, and the critical acclaim. What it does not have, yet, is a really secure foothold in the UK.

That may sound a little unfair, especially to the good people of Wines of Argentina who have worked tirelessly to take the country beyond the meat and Malbec zone. The challenges are not so much with consumer acceptance – who doesn't like Argentinian wine when they try it? – but to do with exchange rates.

The US dollar is the currency of choice for Argentinian producers and last year's sudden leap against sterling has made

life difficult for importers of Argentinian wine. They are not in a position to impose major price increases and expect consumers to come with it, especially with other New World rivals able to offer good value at the lower price points.

What would help Argentina's cause are some more branded ambassadors. The top 50 off-trade wine chart is currently bereft of Argentinian representatives.

The worry, from a UK point of view, is that the US must look increasingly attractive to the Argentinians. Not only do the Americans have a geographical proximity, they yield better margins, and their market is not at the mercy of exchange rate fluctuations.



Older drinkers remain loyal to cheap German wine

Trade positive despite eco

Suppliers are braced to trade through the recession as they hold out for recovery signs

The market may be tenuous than ever, but nearly 90% of wine suppliers are confident they can grow sales this year – and 98% expect to grow their businesses in the next five to 10 years.

“We feel the market is close to the bottom, while the benefit of the structural changes we have made will be translated into sales from this point on,” says Alex Hunt of Berkmann Wine Cellars.

“We have a newly strengthened sales team, backed up by highly efficient support structures, and we feel very well placed to take advantage of all the opportunities that are going to present themselves over the coming year.”

Lewis Jones of D&D Wines International says: “The wine market remains very challenging and retailers are, in the main, reducing ranges rather than expanding significantly. However, there are opportunities for new business gains and what’s important is to understand the changing consumer patterns of wine buying and consumption in the downturn, be close to your consumers to understand their needs and put forward new business proposals that meet the consumer and customer requirements – and above all be realistic.”

Brand Phoenix’s Steve Barton says: “The wine market is evolving very rapidly, with consumers demanding the same value and service levels as other FMCG categories, hence products and brands that supply this will grow substantially. Those that don’t will fall away very rapidly.”

But a significant minority – 6% – are concerned or certain that sales will fall this year.

Mark Tinsley of Gallo says: “In the current economic climate the wine industry can expect to see a downturn. Gallo is committed to growing value, rather than volume, in the wine category, and we are confident that we will do so in the coming year by moving our central price point to £5.99 and focusing on the quality of our products.

“We are confident that our sales will

grow in the long term thanks to the investments we are making to quality improvements in the winery coupled with redefining value to offer consumers a greater quality-to-price ratio.”

For others, growth is not a problem – but making a profit is.

One supplier says: “We are confident of growing volume sales. Value sales are more of a challenge in the short term.”

Another comments: “It depends on the success of new launches that are in the pipeline. We don’t really expect significant growth for current listings because the wine market is pretty flat.”

Cellar Trends’ Lisa Duckenfield says: “Sales will grow if we support major multiples in price promotional strategies, but the challenge is to meet volume growth while achieving positive margins.”

Lynn Murray of Hatch Mansfield is among those not convinced that we have seen the worst of the recession yet.

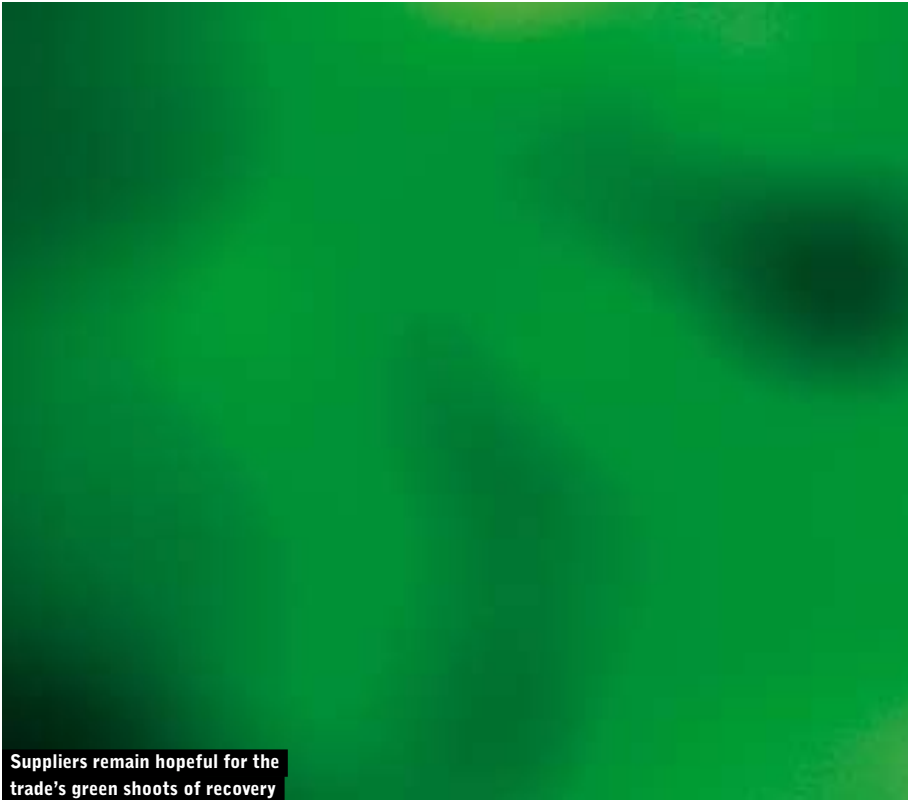
She says: “Despite there being talk of ‘green shoots’ in the economy, we do not expect things to pick up quickly over the next 12 months. The wine business experienced a delayed reaction to the recession and this will probably be mirrored as we come out of it.”

Thierry’s Matthew Dickinson agrees: “The key thing is to predict when the upturn will come – are we in a V-shaped or W-shaped recession?”

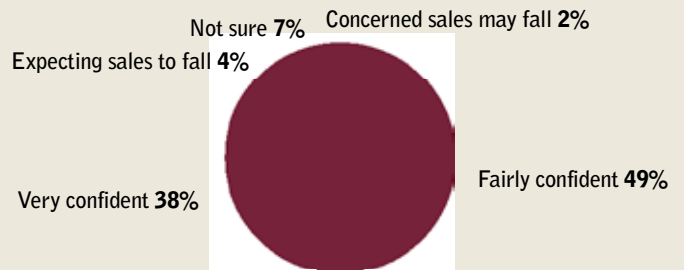
Martin Chapman of Peter Osborne Fine Wines says: “Although retailing appears to be coming through the current crisis, it may be a false dawn and we could see further problems ahead. But once we are out of the crisis, the economic market will expand and grow, requiring greater supplies of everything, including wine.

“The marginal players will drop out of the market, allowing those still operating to step in and pick up new business.”

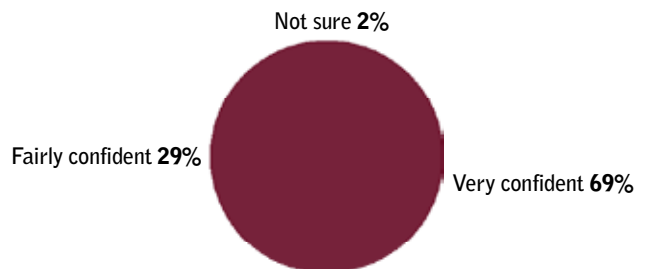
One supplier, who asked not to be named, sums up the biggest reason why there is such confidence in the market, despite the troubled times. “There doesn’t seem to be much sense in being in business if you think sales are going to fall,” he says.



How confident are you that sales will grow in the coming year?



Are you confident sales will grow over the next five to 10 years?



Staff issues brought on by the recession

Of the suppliers polled by OLN, 21% admit to having laid off staff, or not replaced workers who have left, in the past year. A further 2% expect to let one or more workers go in the coming year.

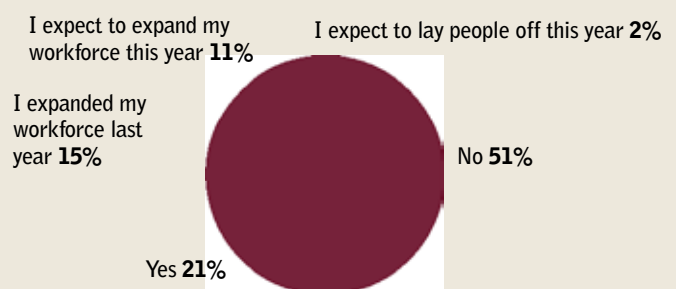
Some 264 jobs have gone in the wine trade over the past year, according to our research – not including the 20 job losses Pernod Ricard announced this week, and the 12 positions that Foster’s plans to cut in the coming year.

The bulk of those jobs went from Constellation. Senior vice president of

sales and marketing James Lousada says: “Sadly, like the rest of the wine industry, we have been affected by the current economic downturn and the government’s policy on duty, and forced to make job cuts. We will continue to drive cost out of the business and maximise the efficiencies that our investments in the UK can generate.”

But there are also jobs being created. Fifteen per cent of those polled said they had expanded their workforces this year, and 11% expected to hire new staff in the year to come.

Have you had to lay off any staff?



conomic gloom



Forced to cut costs

Plunging into a recession has forced the wine trade to look at costs on every level and strip out anything that isn't necessary as they work to stay profitable.

Marketing, trade exhibitions and overseas travel are among the first things to be cut – but companies are looking at the whole supply chain and all their operations in a bid to weather the storm.

Lynn Murray of Hatch Mansfield says: "Reducing workforce is not the only means of surviving a recession. People are crucial to ensure your business trades through such times and cutting this resource should be considered as a last resort – particularly in small-to-medium-sized companies.

"Boosting the country's unemployment figures only makes it harder for us to come out of these difficult times more quickly. As a producer-owned business our job is to sell wine, therefore we need to trade rather than cut our way out of the recession."

"It is absolutely vital within the UK market that your company befits your consumer plans and doesn't dictate them, especially given the quite ludicrous anomalies and levels of duty and tax we have to endure here," adds Steve Barton of Brand Phoenix.

Neil Barker of Foster's says: "It is important to maximise the resources you do have. You can clarify processes, cut out some of the fat. You should also focus on high performance and being very results-driven in your approach to sales, marketing and other support functions.

"The biggest cost-cutting is doing things more efficiently from winemaking and production right through to sales and marketing. It is important to look at discretionary costs and building efficiencies."

Other suppliers cite everything from cheaper packaging, to "fighting back against the major multiples' demands for promotional support", to simply "working harder".

Apart from redundancies, where can wine companies save costs?

- Streamline supply chain
- Cleverer sourcing and use of packaging, eg lightweight bottles
- Bulk shipping and local bottling
- Don't carry too much stock – to save storage and distribution costs
- Reduce paper – online invoicing, payments, wine lists
- Grow online sales
- Less travel to visit producers
- Plan sales trips better
- Logistical efficiencies – eg consolidating shipments
- Ask euro-based suppliers to help share the exchange rate burden
- Review all fixed costs, eg phones, stationery
- Cut down on trade exhibitions
- Give out fewer samples
- Salary sacrifices
- Tight credit control

at the Wines of Argentina
Annual Trade Tasting 2009

Lord's Cricket Ground
15th September 2009
10am-6pm

To be included on the guest list:

Register online at

www.winesofargentina.org/tasting or contact

James Forbes on 07811 332 160

Trade tension mounts

Margins are tight, ad spend is down and negotiations are tougher than ever, OLN's poll reveals

In the toughest economic climate for well over a decade, it's no wonder there is mounting tension in the relationship between retailers and suppliers.

Sixty-two per cent of those polled said relations were more tense than they were last year, including 19% who said the market is much more tense than before.

That is a big leap from last year's Wine Report, when just 42% found the market more tense than before, with 55% finding it the same as always and 3% saying relations had relaxed a little.

Gallo's Mark Tinsley says: "Current conditions are tougher than they have been for 10 years. Only those suppliers with a balanced portfolio and brands that are relevant to today's consumers will succeed in the current climate."

Another supplier, who preferred not to be named, agrees: "Everyone in the supply chain is under pressure to deliver better value for money than ever for hard-pressed consumers."

"Wine suppliers are faced with increased costs of production and distribution, yet they are expected to innovate, create excitement and build brands, manage duty increases, maintain the same level of quality, continue to invest in infrastructure and systems, plus invest in driving sales with the retailer," says Lynn Murray of Hatch Mansfield.

"This is in addition to the serious currency issues which compound trading difficulties. There are likely to be few, if any wine suppliers or distributors who make a profit this year."

Bibendum's Richard Cochrane says: "Prior to the collapse of the global economy, the wine industry was already in a difficult place. What followed this year

was a significant further escalation in the challenges facing the industry, with fewer options to try and address them."

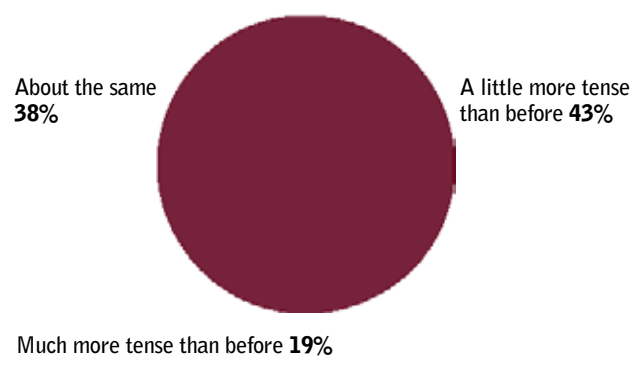
Another supplier warns: "As the UK wine trade increases its demand for rich promotions, such as three-for-£10, there is growing anxiety about where all of this will end."

There are differing views on how the strain to the system has affected wine quality. Some suppliers insist that consumers have been forced to compromise, while others say they are under pressure from retailers to deliver ever-better quality at ever-keener prices.



The recession has made retailer-supplier negotiations even tenser

How have supplier-retailer relations been over the past 12 months?



Margins too tight to mention

Margins are up in multiple specialists and wholesalers, and down in independents and multiple grocers, according to OLN's survey.

What the poll makes clear each year is that margin demands vary a great deal from company to company, and the average figure does not include extra demands such as promotional support.

Many suppliers say they find margin demands "increasingly challenging" and "too much".

Some have noted that as price becomes even more of an issue for retailers, margin demands are relaxing slightly to encourage suppliers to take part in promotions.

A supplier says: "Margin requirements have softened a little, particularly in supermarkets as they have turned their focus to the value segments of the market as they strive to hit three-for-£10 offers."

Others have seen the opposite result. One says: "Multiple grocers are pushing up margin demands on non-branded wines to compensate for the reduced margins they are getting on the branded wines they are reducing to three-for-£10, half-price etc. This has meant promotional margins have moved up to around 30% in the sector, rather than the 22-25% of recent times."

Agents and producers are worried about the impact retailers' demands are having further up and down the supply chain.

Johnny Powell of Stevens Garnier says: "The promotional demands on margins are forcing all but the major producers to look for markets other than the UK, thereby reducing the choice on offer to the UK consumer."

A Cape wine specialist, who preferred not to be named, agrees: "Margin demands, implicit or not, continue to be unrealistic in the UK when compared to

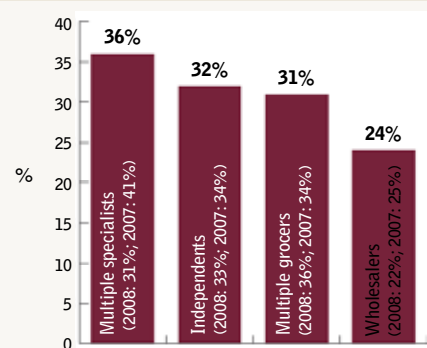
most other mature markets. Import duty obviously distorts the end rrp position, with the result that the brand owner is continually sacrificing either their margin, or their quality. Neither is sustainable.

"Producers from South Africa are considering their involvement in the UK long-term as there is simply no money to

be made in the volume category."

Another supplier says: "National retailer margins are reasonable, but their expectations over and above this are unreasonable. I find it extremely depressing watching big supermarkets advertising ever-better deals on wine that they are not funding themselves."

Average margin demands



Advertising budgets slashed as producers plough cash into promotions

Advertising spend has dropped to its lowest level since OLN started researching it in 2003.

Duty hikes, exchange rate fluctuations and pressure to keep prices keen and take part in promotions have all forced companies to rethink their marketing budgets and divert more and more funds into below-the-line support.

"We have struggled to maintain above-the-line expenditure in the current climate," says Thierry's Matthew Dickinson.

Richard Addison, of Valley Vineyards, adds: "Funds are being used to support the demand for price reductions. Sadly the best chance in many areas is to ensure you spend with the clients, enabling them to offer a better deal than the next."

A supplier who preferred not to be named says: "Marketing spend on activities other than price on wine have been curtailed as all available

funding has been used to compete on price."

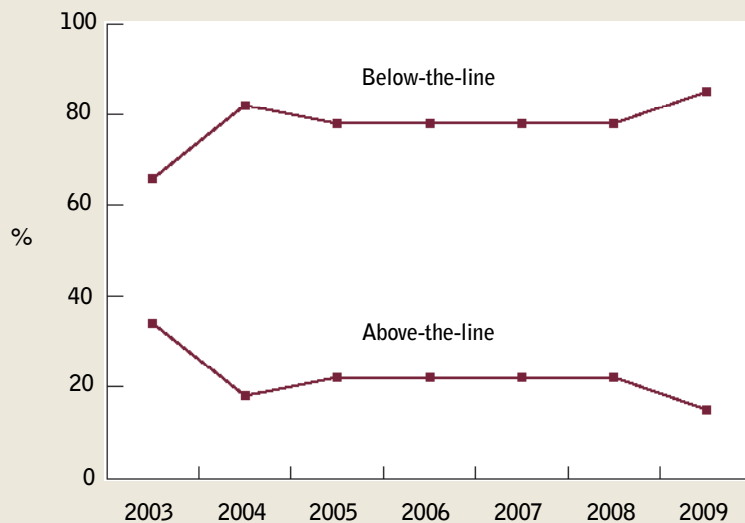
Another agrees: "We have always believed that below-the-line activities have a greater impact on sales and continue to invest in sampling, in-store activity, PR and online communications, in preference to traditional media advertising."

But some companies are still advertising. Moreno Wines has run a second year of its advertising campaign for Mionetto Prosecco, and says sales are up 25% as a result.

Bob Rishworth, of Chalié Richards, says: "It is important to support the brands at retail level and provide support to our partners through in-store activity.

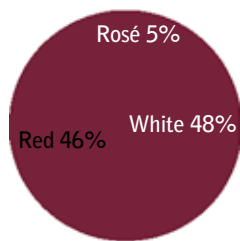
"We try to balance this activity with branded communications and above-the-line spend, to help create greater awareness among our current and potential consumers."

How is your marketing budget divided?

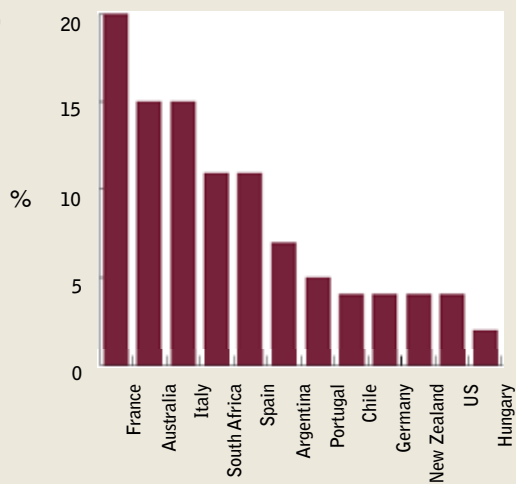


What's hot – and what's not

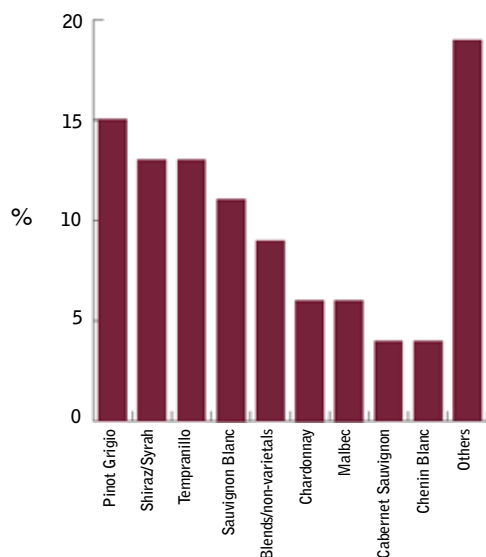
What is your bestselling wine colour?



What is your bestselling wine-producing country?



What is your bestselling grape variety?



Screwcaps more popular than cork

Screwcaps have overtaken cork for the first time since OLN's Wine Report began asking producers about closures.

Suppliers questioned say an average of 48% of their wines are closed with screwcaps now, compared to 39% closed with natural cork and 11% plastic.

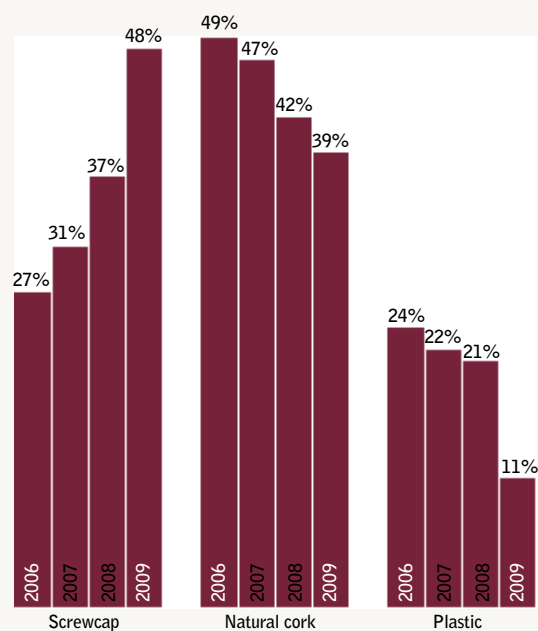
OLN's research shows a big drop-off in the number of plastic closures, compared to a slower decline in natural cork use – both trends the market has been predicting.

The sudden surge in screwcap use is almost certainly down to pressure from major retailers, who sell a great deal of

wine for early drinking.

Constellation's Simon Thorpe says: "There is a definite trend towards using screwcaps on our mainstream brands as it is an effective and efficient way of keeping wine fresh and of a consistently good quality – something we know is important to our consumers."

But a few suppliers say they are noting a small section of the market moving back to natural cork. One says: "The move to screwcap will continue, although we are starting to notice a small movement, in some cases, back to natural cork and synthetic closures."



Drinking in a recession

Exclusive research for OLN and Thierry's by Winebrand Research unveils the economic downturn's impact on the shopping preferences and drinking habits of British wine lovers

How has the recession affected what wine people drink, where, and how they shop for it? That is the subject of a poll carried out for OLN in association with Thierry's by Winebrand Research.

The survey polled 109 consumers who all buy wine to drink at home at least once every two weeks, evenly split across male and female, under-40s and over-40s, across the south, Midlands and north of England, and across red, white and rosé wine drinkers.

It finds that almost half of wine drinkers drink two or three times a week, around a quarter drink at home most days if not every day, and 28% drink once a week or less often.

Commenting on the research, Thierry's commercial director Matthew Dickinson says: "In these challenging times the wine trade really needs to pull together, pooling its resources and sharing any information to benefit the category as a whole. We should focus less on knocking our competitors and more on getting under the skin of the consumer. The wine trade's future may depend on it – a case of united we stand, divided we fall."



The recession has encouraged 38% of consumers to drink more at home

Image: Photos.com

How has the recession affected how much people are drinking?

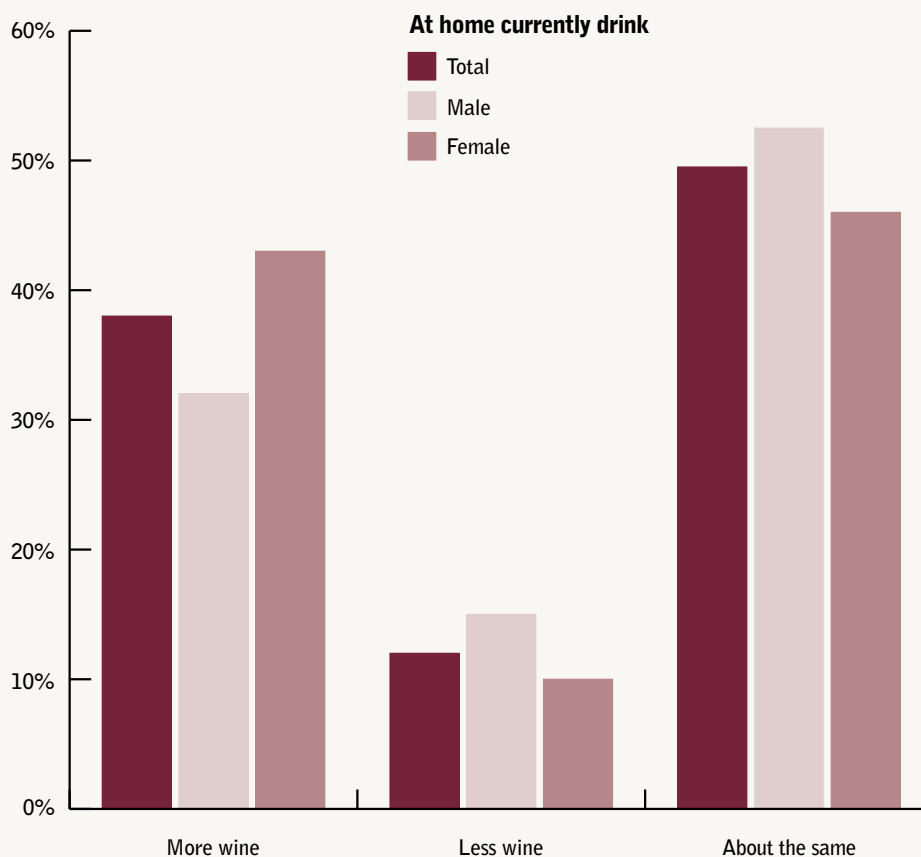
Thirty-eight per cent of wine drinkers are drinking more wine than they were a year ago, while 13% are drinking less and half drink roughly the same.

Women are more likely to be drinking more than they were a year ago, while men are more likely to be drinking less. Of those drinking more at home, the most popular reasons given are that it helps them to relax and is cheaper than going out. Other reasons include inviting friends around more often, buying more wine on promotion and needing a glass of wine at the end of a busy day.

One of those polled comments: "The price of wine in bars and restaurants is expensive compared to the prices in supermarkets and you can be just as social at home with friends rather than going out. We are probably drinking more now than we used to because of the credit crunch."

"Supermarket offers are great so we always take advantage of them," says another. "We like to sit back and relax with a glass of wine. It does no harm to us as we don't drink that much."

Those drinking less wine at home mainly cite health reasons, with 43% saying too much wine is bad for them. Thirty-six per cent say they are drinking less to save money, while weight concerns and worries about drinking too much are also significant reasons.



How do consumers respond to promotions?

The trade may have become cynical about half-price wine deals, but consumers still think a wine reduced from £7.99 to £3.99 represents exceptional value.

Half-price deals are the most popular promotions, with men more impressed than women by such offers. They are also more popular in the Midlands and the south than in the north, the poll found.

The second most popular promotion is money-off deals, with consumers saying they would rather buy a known brand

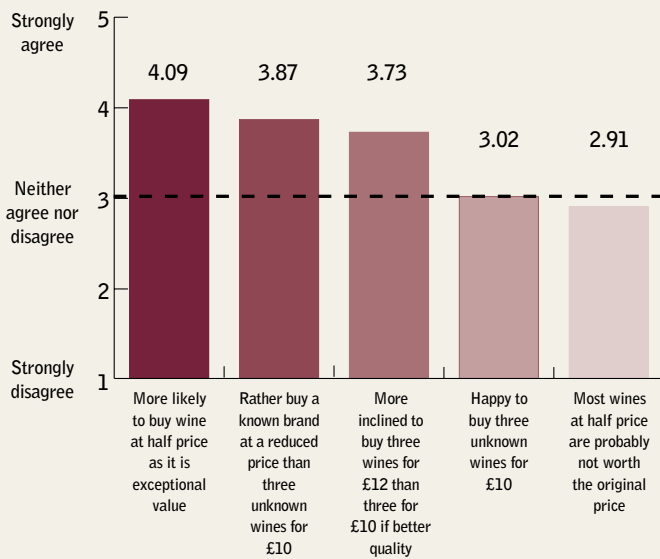
reduced from £4.99 to £3.99 than three wines they don't know for £10.

Those polled also said they would be more inclined to buy three wines for £12 than three for £10 if it meant getting better quality.

"Essentially the respondents wanted value for money linked with quality," says Winebrand Research's Lynne Whitaker.

"A reduction in price on a single bottle seemed to convey this more effectively than a bulk offer such as three wines for £10 or £12. It was also apparent that knowing a wine was persuasive."

To what extent do you agree with the statements below?



Where are people buying wine?

Tesco is the most popular place to buy wine and 65% of wine drinkers regard it as the best shop for wine. Sainsbury's and Asda come next, then Morrisons, Waitrose and M&S, while the Co-op, Bargain Booze, Threshers and corner shops lag behind.

Drinkers rated the top three in terms of convenience, wine choice, value for money, promotions and the overall shopping experience. Tesco and Sainsbury's both score highest for their wine ranges, but Asda is rated most highly for its promotions.

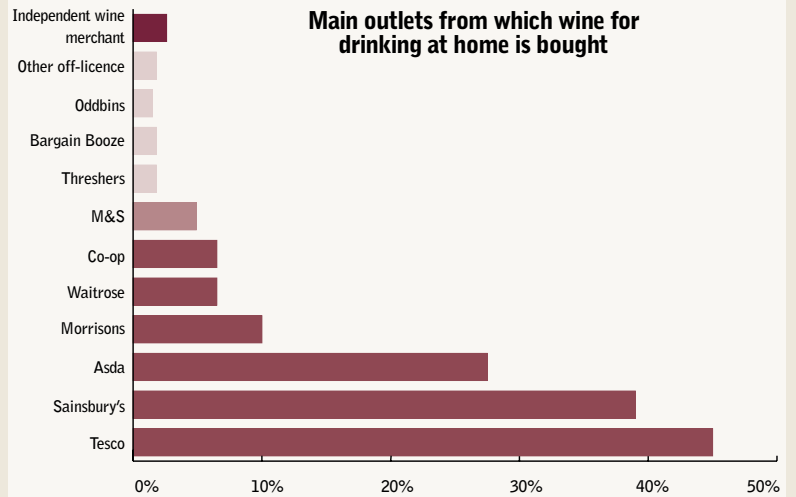
Winebrand Research's Lynne Whitaker says: "Asda is the store associated with

best value for money, getting a bargain, but choice and quality are limited.

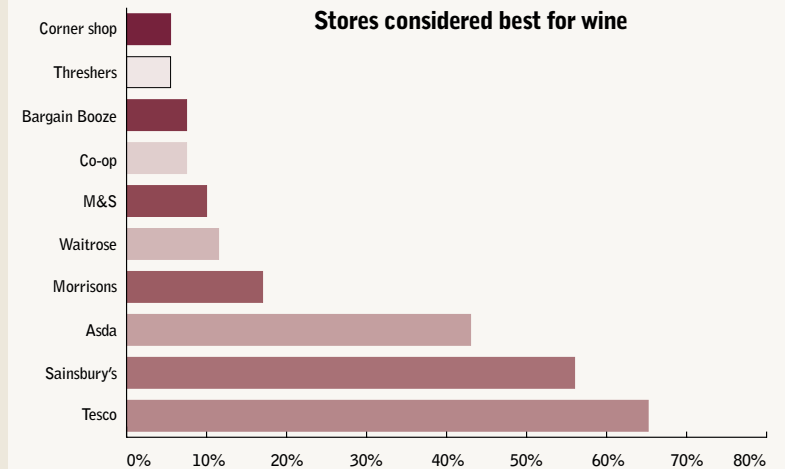
"Sainsbury's offers the best choice of wines and they are quality products essentially at reasonable prices. Although not seen as being the most competitively priced, the store is convenient, gives a good service and provides the best overall shopping experience.

"As for Tesco, the lead store – it is convenient and has a good choice of wines at competitive prices, but product quality is not seen as being especially good, there is a lack of service and the overall shopping experience is not appealing."

Main outlets from which wine for drinking at home is bought



Stores considered best for wine



Wine shoppers: the lowdown

Retail consultancy HIM's Soltrack study this spring polled more than 4,800 shoppers in First Quench Retailing, Bargain Booze and Wine Cellar shops. Here are some of its key findings:



- 52% of wine shoppers are women – compared to 38% of spirits shoppers and 23% of beer shoppers
- 49% are aged 35-54, with 29% aged 18-34 and 22% over 55
- Product availability is most important to these shoppers (44%), followed by value for money (33%) and promotions (30%)
- Only 10% of shoppers surveyed bought something they hadn't planned to – but of those purchases wine was the most popular, with 23% buying it on impulse
- Wine was also most likely to be bought on promotion: of 29% of shoppers who bought something on promotion,

45% opted for wine – far more than the next most popular promotional buy, lager, at 23%

● 63% of shoppers bought wine to drink on a quiet night in or with their evening meal, while 32% bought it for a party or as a gift and just 3% to drink before a big night out

● 63% bought wine to drink before the end of the day, 34% of them within the following few hours

● Most (39%) bought just one bottle, followed by three bottles (30%) and two bottles (24%). Just 5% bought more than five

● 61% of shoppers had bought the same wine brand before

● On average they spent more than they planned to – £11.93 compared to £10.73

● Wine shoppers spent an average of £14.77 on all their purchases that trip – more than beer shoppers (£11.68) but less than those buying spirits (£15.64).



61% of shoppers opt for a familiar brand

3 Oceans

14 The Old Power Station
121 Mortlake High Street
London
SW14 8SN

T: 020 8878 1459
E: david.hodgson@3oceans.com.au
W: 3oceans.com.au
Established: 2008
Brands: Baldivis Estate, Palandri The Estates, Solora, Vita Novus (Australia)
Off-trade split: 20%
Europe/New World split: 100% New World
Key personnel: David Hodgson, general manager; Jill Pinney, accounting/logistics

3 Oceans has pared down its UK operation and relaunched its brands and packaging as part of an overall restructure after the company was taken over. It plans to roll out new brands, packaging, vintages and styles in the coming year.



10 International

The Lodge, Guildford Road, Effingham, Leatherhead,
Surrey KT24 5PE

T: 01372 454910
E: bill@10international.com
W: 10international.com
Established: 2006
Turnover: £5 million retail
Brands: Pink Elephant Rosé (Portugal); La Poderosa (Argentina); Left Bank (France); Emotivo (Italy); Two Islands (New Zealand)
Off-trade split: 80%
Europe/New World split: 70% Europe
Key personnel: Bill Rolfe, director; Toby Hancock, director; Neil Bench, operations director; Roger Boucher, sales director

Ex-Gallo Roger Boucher has joined 10 International as sales director, and the company has opened an office in Ireland. Emotivo and Left Bank have been expanded, Two Islands launched and 10 International is to release a new Languedoc brand, Le Bleu. It will build its on-trade presence this year.



Australian Vintage

6 Calico House, Clove Hitch Quay, London SW11 3TN

T: 020 7924 8090
E: pauls@australianvintage.com.au
W: australianvintage.com.au
Established: 1992
Turnover: £65 million
Marketing and promotional spend 2009/2010: £1 million
Brands: McGuigan, Nepenthe, Tempus Two, Calloway Crossing, Heritage Road (Australia)
Off-trade split: 90%
Europe/New World split: 100% New World
Key personnel: Paul Schaafsma, general manager UK and Europe; Alan Neil, senior account manager off-trade; Jill Watson, communications manager

The McGuigan Classic range retails for £6.99 or £4.99 on promotion and has secured listings in Tesco, Sainsbury's, Co-op and Majestic. McGuigan Classic Grey Label 50cl range will be rolled out this September in a bid to offer consumers "premium wines at affordable prices".



Berkmann Wine Cellars

10-12 Brewery Road, London N7 9NH

T: 020 7609 4711
E: info@berkmann.co.uk
W: berkmann.co.uk
Established: 1964
Turnover: £45 million
Brands: Duboeuf (France); Antinori, Mezzacorona (Italy); Bodega Norton (Argentina); Bodegas Valdemar (Spain)
Off-trade split: 25%
Europe/New World split: 75% Europe
Key personnel: Dinesh Changela, managing director; Nick Richards, commercial director; Alex Hunt, purchasing director

Berkmann bought Vinoceros and Laymont & Shaw in May last year, and the companies came together in July 2008. Former Oddbins sales director Andy Gadsby also joined the company as senior national account manager in December.



Andy Gadsby

Bibendum

113 Regents Park Road, London NW1 8UR

T: 020 7722 5577
E: sales@bibendum-wine.co.uk
W: bibendum-wine.co.uk
Established: 1982
Turnover: £138 million
Marketing and promotional spend 2009/10: £10 million
Brands: Castillo San Lorenzo (Spain); Argento (Argentina); San Rafael (Chile); Wither Hills (New Zealand); Comic Relief (South Africa)
Off-trade split: 29%
Europe/New World split: 57% Europe
Key personnel: Richard Cochrane, off-trade director; Fiona Cochran, director of marketing; Michael Saunders, managing director

Bibendum's UK growth slowed to 10% in 2008/09 as adverse trading conditions hit the wine market, but the introduction of a three-for-£10 and half-price portfolio helped the off-trade team increase market share. Key events included its annual tasting at the new Saatchi Gallery in January and a Bordeaux en primeur tasting at Lords. Bibendum has moved its warehouse to a purpose-built facility and invested in new IT infrastructure.

Bottle Green

19 New Street, Horsforth, Leeds LS18 4BH

T: 0113 205 4500
E: info@bottlegreen.com
W: bottlegreen.com
Established: 1990
Turnover: £135 million retail
Brands: French Connection (France); Andrew Peace (Australia); Via Vecchio (Italy); Campaneo, Baron de Ley (Spain)
Off-trade split: 95%
Europe/New World split: 75% Europe
Key personnel: Jon Eagle, managing director; Richard Hitchcock, operations and marketing director; Nick Butler, wine director; Adam Marshall, commercial director

Bottle Green has taken on a number of new agencies including Cheval Quancard in Bordeaux, EOY in Chile and Langguth in Germany. It has relaunched Spanish brand Campaneo and added to the French Connection Classics range. Bottle Green plans to invest in the Blue Nun brand this year.



Brand Phoenix

250-256 High Street, Dorking, Surrey RH4 1QT

T: 01306 875225
E: jhunter@brandphoenix.co.uk
W: firstcape.com
Established: 2001
Marketing and promotional spend 2009/10: £4.3 million
Brands: First Cape (South Africa); Porta (Chile); Trapiche (Argentina)
Off-trade split: 96%
Europe/New World split: 80% New World
Key personnel: Steve Rosser, director; Greg Wilkins, director; Steve Barton, director

First Cape is now the top-selling South African wine in the UK and Porta has entered the top 50 brands in the off-trade for the first time. First Cape is the first official wine sponsor of the British & Irish Lions, and a £1 million sponsorship deal has supported the rugby team on its tour of South Africa.



Brown Brothers

Riverview Lodge, Maidenhead, Berks SL6 8NJ

T: 01628 776446
E: info@brownbrothers.co.uk
W: brownbrothers.com.au
Established: 1989
Marketing and promotional spend 2009/10: £350,000
Brands: Brown Brothers (Australia)
Off-trade split: 80%
Europe/New World split: 100% New World
Key personnel: Gail Gilbert, European sales and marketing manager; Carla Rose, marketing executive for UK and Europe; Penny Fear, export sales manager

Brown Brothers has extended its portfolio with a number of new wines including Pinot Grigio rosé; low-alcohol Moscato and Moscato Rosa; Zibibbo and Zibibbo Rosa; and Cienna & Dolcetto Syrah.



Gail Gilbert

Buckingham Schenk

68 Alpha Street South, Slough, Berks SL1 1QX

T: 01753 521336
E: info@buckingham-schenk.co.uk
W: buckinghamvintners.co.uk
Established: 1974
Turnover: £20 million
Brands: Buckingham Estate (Australia); Viñalba (Argentina); M de Murviedro (Spain); Frizzante (Italy)
Off-trade split: 90%
Europe/New World split: 80% Europe

Buckingham Schenk has plans to consolidate its position in the UK through a new focus on its key brands while maintaining its role as an own-label supplier to the major multiples.



Cellar Trends

Stonehouse Farm
Ashby Road
Swadlincote
Derby DE11 7BP

T: 01283 217703
E: faustino@cellartrends.co.uk
W: cellartrends.co.uk
Established: 1999
Turnover: £46.9 million
Brands: Faustino, Condesa de Leganza, Fortius, Campillo, Portia (Spain)
Europe/New World split: 100% Europe
Key personnel: Martin Watts, owner; David Marriott, owner; Terry Barker, marketing director

Cellar Trends has focused on strengthening listings in the UK and introduced new formats. Bodegas Portia in Ribera del Duero will be opened by the King of Spain in the autumn.



Cellar Vino

Auction House
Crescent Road
Luton, Beds LU2 0AH

T: 01582 457799
E: d.shergill@cellarvino.com
W: cellarvino.com
Established: 1998
Turnover: £15 million
Brands: Versare (Italy); Las Montanas (Chile); Pacific Heights (USA); Auction House (Australia); Maitre D (France)
Off-trade split: 65%
Europe/New World split: 50% Europe
Key personnel: Davinder Shergill, director of marketing; Ishwinder Binning, director of sales; Amrik Binning, managing director

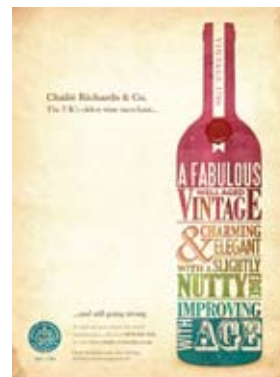
The former Barrel Booze has rebranded as Cellar Vino and invested in new warehousing and IT software. New wines in the portfolio include Marlborough Sauvignon Blanc and Argentinian Malbec, and it has also redesigned the packaging for its Italian, Californian, Spanish and South African ranges. The company has plans to develop its on-trade brands, look to foreign markets and increase through-the-line sales promotions.

Chalié Richards

Sovereign Distillery, Wilson Road Liverpool L36 6AD

T: 0870 850 4405
E: info@chalie-richards.co.uk
W: chalie-richards.co.uk
Established: 1700
Turnover: £10 million
Marketing and promotional spend 2009/10: £200,000
Brands: Las Moras (Argentina); Botalcura (Chile); One World (various); Seifried (New Zealand); Faustino Rivero Ulecia (Spain)
Off-trade split: 60%
Europe/New World split: 70% New World
Key personnel: Bob Rishworth, managing director; Nick Leonard, sales manager

The main addition to the range this year has been Botalcura Wines from Chile. It has launched a campaign marketing itself as the UK's oldest wine merchant.



Charles Hawkins & Partners

The Offices
Glaston Road
Uppingham
Rutland LE15 9EU

T: 01572 823030
E: info@charleshawkinsandpartners.com
Established: 1987
Turnover: £8.5 million
Brands: Herdade do Esporão, Quinta do Portal (Portugal); Spinyback by Waimea Estate (New Zealand); Domaine des Malandes (France); Cremaschi Furlotti (Chile)
Off-trade split: 100%
Europe/New World split: 50% Europe
Key personnel: Charles Hawkins, managing director; Lyn Lane, PA; Hannah Owen, accounts

In the coming year the company will concentrate on the independent sector and growing brands specifically for independents such as Cape Lighthouse from Julien Schaal.



Charles Taylor Wines

59 Kennington Road, London SE1 7PZ

T: 020 7928 8151
E: alexandra@charlestaylorwines.com
Established: 1986
Brands: Vincent Girardin, Château Thieuley, Château Patache d'Aux, Jean-Claude Chatelain, Champagne Tarlant (France)
Off-trade split: 100%
Europe/New World split: 100% Europe
Key personnel: Charles Taylor MW, director; Louisa de Faye Perkins, director; Alexandra Douglas, buying and marketing manager

Charles Taylor Wines is a major supplier of domaine-bottled Burgundy to the UK trade, with additional agencies for independent properties in France and Germany. It is moving to new premises in SW1 later in the summer and will concentrate on specialist in-house tastings in the coming year. Its expanded sales team also has plans to focus on ex-cellar sales.

Clark Foyster Wines

15 South Ealing Road, London W5 4QT

T: 020 8567 3731
E: sales@cfwines.co.uk
W: clarkfoysterwines.co.uk
Established: 1993
Turnover: £500,000-£1 million
Brands: Schloss Gobelsburg, Hitzberger, Weingut Felsner (Austria); Dão Sul (Portugal); Mac Forbes (Australia)
Off-trade split: 50%
Europe/New World split: 85% Europe
Key personnel: Lance Foyster, sales director; Isabelle Clark, finance director; Bénédicte Lacour, office manager

Future plans include investment in CFW's website, newsletters and more tasting events. It also plans to purchase more lower-cost wines to broaden its portfolio.



Claro Group

1 London Road, Arundel, West Sussex BN18 9AH

T: 01903 885651
E: n.hale@codorniu.com
W: santarita.cl
Established: 1814
Brands: Santa Rita, Terra Andina, Carmen, Nativa (Chile), Doña Paula (Argentina)
Off-trade split: 60%
Europe/New World split: 100% New World
Key personnel: Richard Leaver, European commercial director; Juan Ramsay, export manager UK and Ireland; Nicola Hale, brand manager for Claro Group Wineries

Chilean winemaker Juan Ramsay joined the UK team and Claro Group Wineries opened its European office in Arundel last year. The Santa Rita 120 entry-level range was relaunched; the Nativa Organic tier was taken out of the Carmen range and established as an independent organic winery, and Doña Paula was repackaged. The company will focus on building its presence in the multiple sector through its off-trade distribution partner Codorniu, and will introduce Nativa winery's new range into the UK.

Codorniu

Webster House, Dudley Road Tunbridge Wells TN1 1LE

T: 01892 500250
E: codorniu.uk@codorniu.com
W: grupocodorniu.com
Established: 1997
Brands: Codorniu, Rimat, Viña Pomal, Bach Cava (Spain); Septima (Argentina)
Off-trade split: 90%
Europe/New World split: 95% Europe
Key personnel: Bill Breen, managing director; Jo Maclean, head of marketing; Nick Mantella, sales director

Grupo Codorniu has launched Codorniu Reina Maria Cristina – a Reserva cava made using fruit from two regions and aged for 15 months (rrp £17.99). The company will also roll out a marketing campaign for Rioja brand Viña Pomal to mark its centenary.



The Company of Wine People

29 Corsica St, London N5 1JT

T: 020 7418 1840
E: info@thecompanyofwinepeople.co.za
W: thecompanyofwinepeople.co.za
Brands: Arniston Bay, Thandi, Kumkani, Welmoed, Versus (South Africa)
Off-trade split: 100%
Europe/New World split: 100% New World
Key personnel: Barney Davis, UK and Ireland brand and business development manager; Felicity Billington, UK brand and trade marketing manager

In October Arniston Bay became the second major wine brand to launch a lower-tier entry-level range in response to concerns about consumer spending. Reef was produced as an exclusive for Asda, with an rrp of £4.48, compared to £5.29 for the main brand. This year has also seen the launch of Arniston Bay Sparkling Rosé and lighter-alcohol range the Lighthouse, and this month it has rolled out Cape Reflections red and white, an entry-level range exclusively for the independent and on-trade sector.

Concha y Toro UK

6 Ashurst Court, London Road
Wheatley, Oxon OX33 1ER

T: 01865 873713

E: enquiries@conchaytoro.eu

W: conchaytoro.com

Established: 2001

Marketing and promotional spend
2009/10: £1 million

Brands: Casillero del Diablo, Isla Negra,
Cono Sur, Viña Maipo Frontera (Chile)

Key personnel: Cristián López, managing
director; Simon Doyle, commercial
director; German Lledo, financial
director

2008 saw the launch of a major
advertising and sampling campaign
for Casillero del Diablo including
cinema, print and online ads, and
sponsorship of the summer Proms.
Future plans include the return of
the Concha y Toro tasting roadshow
for the eighth summer running and
the launch of Cono Sur's 100%
organic wines.



Connoisseur Estates

Binfield Vineyard, Forest Road
Wokingham, Berks RG40 5SE

T: 01344 862230

E: dinah.pressly@connoisseurstates.co.uk

W: connoisseurstates.co.uk

Established: 2002

Turnover: £2.8 million

Brands: Château d'Anglès, Champagne
Autréau, Domaine des Pasquiers (France);
Bodegas Gurpegui Muga (Spain);
Hazendal Estate (South Africa)

Off-trade split: 50%

Europe/New World split: 50%
Europe

Key personnel: Andrew Steel,
director; Steve Penchion, director;
Dinah Pressly, sales and marketing

Connoisseur Estates has
concentrated on developing
its range from independent
producers in France, Spain and
South Africa and buyers' own
brands from Italy, France, Spain and
the New World.



Constellation Europe

Constellation House, The Guildway, Old Portsmouth
Road, Guildford GU3 1LR

T: 01483 690000

E: enquiries@cbrands.eu.com

W: cbrands.com

Established: 1945

Turnover: £629.5 million

Brands: Hardys, Banrock Station (Australia);
Kumala (South Africa); Echo Falls, Stowells (various)

Off-trade split: 77%

Europe/New World split: 87% New World

Key personnel: Troy Christensen, president; James Lousada,
senior vice president sales and marketing; Clare Griffiths,
vice president European consumer marketing; Simon
Thorpe, vice president wine development and purchasing

Its been a busy time for Constellation with the addition of a
Chilean range to the Echo Falls brand and the launch of
Echo Falls Spritz – a 4% abv spritzer with just one unit of
alcohol per 25cl bottle. Kumala's packaging was revamped
and new Hardys wines were launched under the premium
Oomoo label. In the coming months two entry-level Hardys
ranges – Voyage and Bin 53 – will launch in the £5-£7
price bracket, and the company is sponsoring Channel 4's
hit reality TV show Come Dine With Me.

Crush Wines

Bremhill Court, Bremhill
Wilts SN11 9LA

T: 01249 811737

E: kathryn@crush-wines.com

W: crush-wines.com

Established: 2006

Brands: Gorilla, Cardeto, Santa Lucia
(Italy); Villiera (South Africa);
Familia Orueta (Chile)

Off-trade split: 85%

Europe/New World split: 50% Europe

Key personnel: Chris Ellis, managing
director; Tom Fox, sales; Kathryn
Allison, PR and marketing

Crush Wines restructured its
portfolio in August as part of a three-
year plan to respond to changes in
consumer buying habits caused by
the credit crunch. The move included
a number of deals with new suppliers
from Italy, South America and South
Africa, including the addition of
Finca El Origen from Argentina and
Santa Lucia from Italy.



Dedicated Wines

Unit 7, Hall Farm, South Moreton, Oxon OX11 9AG

T: 01235 512278

E: info@dedicatedwines.co.uk

W: la-difference.com

Established: 1990

Brands: La Différence, Cellier des Dauphins (France);
La Diferencia (Spain)

Off-trade split: 100%

Europe/New World split: 100% Europe

Key personnel: Richard Evans, director;
Ed Squires, director

Dedicated Wines has been
developing La Diferencia
from Spain, and has rolled
out 25cl and 3-litre
packaging formats for
La Différence. In the
coming months La
Différence Grenache
Blanc and Côtes
du Roussillon AOC
will be launched.
A neck-collar campaign
will run in the autumn.



Richard Evans

D&D Wines International

Adams Court
Adams Hill
Knutsford
Cheshire
WA16 6BA

T: 01565 650952

E: ddwi@ddwinesint.com

W: ddwinesint.com

Established: 1973

Turnover: £50 million-plus

Marketing and promotional spend 2009/10:
£5 million-plus

Brands: La Gioiosa (Italy); Luis Felipe Edwards (Chile);
Angove Family Winemakers (Australia); Bodegas Muriel
(Spain); Champagne Martel (France)

Off-trade split: 95%

Europe/New World split: 50% Europe

Key personnel: David Garlick, managing director; Lewis
Jones, marketing director; Ivo Hasler, senior winemaker

Three new suppliers have come on board from Italy –
Cevico, Fazio and Fontanafredda – and Groupe Jeanjean,
the fifth-largest producer in France. Looking forward,
D&D says it will focus on integrating these new supply
partners into its portfolio.

Distell Europe

Wellington House
209-217 High Street
Hampton Hill
Middx
TW12 1NP

T: 020 8614 2720

E: info@distell.co.uk

W: distell.co.za

Established: 2001

Turnover: £600 million-plus

Brands: Nederburg, Two Oceans, Drostdy Hof,
Durbanville Hills, Fleur Du Cap (South Africa)

Off-trade split: 70%

Europe/New World split: 100% New World

Key personnel: Gary Greenfield, managing director;
Sarah Gandy, international marketing manager for wine;
Richard Teasdale, UK account director

Distell has got behind a number of consumer promotions
for its major brands including Nederburg and Two Oceans,
and extended Two Oceans' distribution across Europe and
the UK. Along with repackaging Nederburg, Distell has
launched a limited edition Nederburg wine to celebrate the
2010 FIFA World Cup – the only wine endorsed by FIFA.
Further investment in the tournament will follow.

Ehrmanns

29 Corsica Street, London N5 1JT

T: 020 7418 1800

E: marketing@ehrmanns.co.uk

W: ehrmannswines.co.uk

Established: 1873

Brands: Stellar Organics (South Africa);
Los Unidos, Misiones (Chile); Soluna
(Argentina); Calatrava, Paternina (Spain)

Off-trade split: 75%

Europe/New World split: 50% Europe

Key personnel: Mark Chapman, managing
director; Keith Lay, marketing director;
Hugo Campbell, buying director

Ehrmanns predicts good growth
from its partnership with Bulgaria's
Domaine Boyar, but has ended its
distribution of Blue Nun, which
has moved to Bottle Green and
Halewood International.



Enotria

4-8 Chandos Park Estate, Chandos Road
London NW10 6NF

T: 020 8961 4411

E: info@enotria.co.uk

W: enotria.co.uk

Established: 1972

Turnover: £75.9 million

Brands: Cecchi, Inycon (Italy); Peter Lehmann
(Australia); Marqués de Riscal (Spain); Montgras (Chile)

Off-trade split: 48%

Europe/New World split:

76% Europe

Key personnel: Alison
Levett, chief executive;
Mark Kermode, director
of off-trade, buying and
international sales; Mike
Bentley, director of off-
trade sales

Enotria has signed up
FE Trimbach from Alsace,
Henschke from Australia
and Lawson's Dry Hills
from New Zealand.



Alison Levett

For the Love of Wine

Flint Cottage
25 High Rougham
Bury St Edmunds
IP30 9LN

T: 01359 270377

E: ian.steel@fortheloveofwine.co.uk

Established: 1995

Turnover: £500,000-plus

Marketing and promotional spend 2009/10: £6,000

Brands: Beato Bartolomeo, Cantine Volpi, Villa Schinosa, Marziano Abbona (Italy); René Favre & Fils (Switzerland)

Off-trade split: 80%

Europe/New World split: 100% Europe

Key personnel: Ian Steel, proprietor; Robert Steel, sales and marketing; Nicola Bradbeer, accounts

For the Love of Wine is using this year to consolidate its range, weeding out non-sellers and sourcing wines directly from southern Italy instead of buying them through cantinas in northern Italy. The company has run its first customer trip to the vineyards and plans to repeat it this year. It is concentrating its marketing around SITT and the Definitive Italian Wine Tasting.

Foster's EMEA

Regal House, 70 London Road, Twickenham TW1 3QS

T: 020 8843 8411

E: chris.stroud@emea.fostersgroup.com

W: fostersgroup.com

Established: 1876

Turnover: £210 million (AU\$430 million)

Brands: Lindemans (various); Wolf Blass, Rosemount, Penfolds (Australia); Beringer (USA)

Off-trade split: 90%

Europe/New World split: 99% New World

Key personnel: Neil Barker, commercial director; Peter Jackson, managing director; Richard Trimby, marketing director

Wolf Blass has partnered Five TV for the 2009 summer of cricket, including the Npower Ashes series, which it is backing with in-store activity. The company's main priority for the year ahead will be on establishing products launched over the past couple of years such as Pink sparkling rosé, Wolf Blass Yellow Label Sparkling, the Lindemans Country of Origin range and Early Harvest wines. For the future it hopes to reinvigorate the perception of Australian wine – "so it can be seen as not only a great everyday wine but also a great wine choice for special occasions", according to commercial director Neil Barker.

Free Run Wines

2 Woodleys Yard
West Street
Aldbourne
Wilts SN8 2BL

T: 01672 540990

E: info@freerunwines.com

W: freerunwines.com

Established: 2001

Turnover: £18.5 million

Brands: Viña Albali (Spain); La Calade, Chandelle, Champagne François Dubois, Champagne Louis Dubrince (France); Waipara Hills (New Zealand)

Off-trade split: 95% Europe

Europe/New World split: 95%

Key personnel: Nicolas Bauer, director; Charles Elms, director

Free Run Wines has boosted its volumes of Spanish wines to more than 700,000 9-litre cases and Viña Albali is one of the fastest-growing brands in the off-trade. The company has grown its team with a sales and logistical administrator, and PR and marketing executive, but plans to run a tight ship in the year to come in the face of the economic downturn.

Gallo

Swan House
Cowley Business Park
Uxbridge UB8 2AD

T: 01895 813444

W: gallofamily.co.uk

Established: 1933

Brands: Gallo Family Vineyards, Turning Leaf, Redwood Creek, Barefoot (USA); McWilliams (Australia)

Europe/New World split: 100% New World

Key personnel: Mark Tinsley, off-trade sales director, UK; Nick Elkin, grocery sales director, UK; David Mallory, impulse channel controller, UK; Iain Newell, marketing director, Europe

Gallo has grown its UK sales to more than 5.3 million 9-litre cases over the past year, despite tough trading conditions, but has been forced to cut up to 50 jobs in the face of the economic downturn. The US winery has said it is prepared to sacrifice sales in a bid to raise the price of its core brands to £5.99 and above. Gallo Family Vineyards is promoting its Gallo Gatherings campaign through an on-pack promotion; Turning Leaf's bottle and liquid have been revamped and Redwood Creek has been added to the portfolio to target 35 to 65-year-old men.

González Byass UK

The Hyde, Woodcock Hill, Coopers Green Lane
St Albans, Herts AL4 9HJ

T: 01707 274790

E: info@gonzalezbyassuk.com

W: gonzalezbyass.es

Established: 2004

Turnover: £25 million

Marketing spend 2009/10: £5 million

Brands: Croft Original, Tio Pepe, González Byass Altozano (Spain); Jackson Estate (New Zealand); Quinta Do Noval (Portugal)

Off-trade split: 85%

Europe/New World split: 95% Europe

Key personnel: Martin Skelton, managing director; Jeremy Rockett, marketing director; Suzanne Strain, wine director

González Byass UK has moved into agency business, distributing Jackson Estate wines



Great Western Wine

Wells Road
Bath BA2 3AP

T: 01225 322800

E: wine@greatwesternwine.co.uk

W: greatwesternwine.co.uk

Established: 1983

Turnover: £8 million

Brands: Heartland, Glaetzer, Kooyong (Australia); Leyda, Falernia (Chile)

Off-trade split: 30%

Europe/New World split: 60% Europe

Key personnel: Philip Addis, managing director; Joel Lauga, brand development director; Richard Lecoche, private and corporate sales manager

GWW celebrated its 25th year in 2008 and during that year won the Investors in People accreditation, launched a new website and introduced wines from Hungary, Italy, Spain, France, South Africa and North and South America. Its staff have launched Winebibbers – designed to attract 20 to 35-year-old wine drinkers – and it has taken a number of customers on vineyard visits. In the year ahead the company plans to invest in its website, IT, training and winemaker visits.

Gruppo La-Vis

Via Carmine 7
38015 Lavis (Trento)
Italy

T: +39 0461 440111

E: cantina@la-vis.com

W: putting-trentino-onthemap.com

Established: 1948

Turnover: £86 million (€100 million)

Marketing and promotional spend 2009/10: 2%

Brands: Canaletto, Villa Cafaggio, Ritratti, Storie di Vite, Cesarini Sforza (Italy)

Off-trade split: 50%

Europe/New World split: 90% Europe

Key personnel: Fausto Peratoner, managing director; Alessandro Camattari, marketing manager; Elena Ciurletti, UK commercial manager

Gruppo La-Vis has launched Percorsi d'Altura and rebranded Storie di Vite, Dicembra, Simboli and Poggio Morino Tenuta in Scansano, with Ritratti and Masi to get new looks in 2010. Storie di Vite, Dicembra and Ritratti are all to have communication campaigns, and several product launches are planned for next year.

Guy Anderson Wines

Left Bank
28 St James Street
South Petherton
Somerset TA13 5BW

T: 01460 240009

E: info@guyandersonwines.co.uk

W: guyandersonwines.co.uk

Established: 1994

Turnover: £10 million-plus

Brands: La Chasse du Pape, Les Montgolfiers (France); Rioja Gran Familia, Anciano (Spain); Via Collina (Italy)

Off-trade split: 100%

Europe/New World split: 98% Europe

Key personnel: Darrell Jones, sales, Spain specialist; Nadine McCallion, sales, France specialist; Simon Bradbury, sales, Italy specialist

GAW has signed up Anciano and launched canned wine brand Cancan, which it plans to distribute more widely in the coming year.



Hallgarten Druitt

Dallow Road
Luton LU1 1UR

T: 01582 722538

E: sales@hallgardendruitt.co.uk

W: hallgardendruitt.co.uk

Established: 1933

Turnover: £35 million

Brands: Marchesi de' Frescobaldi, Enate (Italy); Saint Clair (New Zealand); Hamilton Russell (South Africa); Moutard Champagne (France)

Off-trade split: 33%

Europe/New World split: 75% Europe

Key personnel: Beverley Tabbron MW, purchasing director; Jim Wilson, agency and marketing director; Andrew Bewes, commercial director

Hallgarten and Michael Druitt became Hallgarten Druitt last year. The renamed company is working on an ongoing modernisation programme that has seen Andrew Bewes join from Liberty Wines as commercial director as well as a number of product launches – Agustinos from Chile, Leabrook Estates from the Adelaide Hills, Monsoon Valley from Thailand, Chalten from Patagonia, Ademas from Spain and Rabl from Austria.

Hatch Mansfield

New Bank House, 1 Brockenhurst Road
Ascot, Berks SL5 9DJ

T: 01344 871800
E: sales@hatch.co.uk
W: hatchmansfield.com
Established: 1994
Turnover: £40 million-plus
Brands: Taittinger, Louis Jadot (France); Errazuriz (Chile); Villa Maria (New Zealand); CVNE (Spain)
Off-trade split: 70%
Europe/New World split: 60% New World
Key personnel: Patrick McGrath MW, managing director; Mark Calver, sales director; Paul Hughes D'Aeth, financial director

Hatch Mansfield has rolled out new labels for Caliterra, and recently signed CVNE has become the first major Rioja house to produce a crianza under screwcap.



Kleine Zalze

PO Box 12837, Die Boord
Stellenbosch 7613, South Africa

T: +27 21 880 0717
E: quality@kleinezalze.co.za
W: kleinezalze.com
Established: 1996
Brands: Kleine Zalze, Zalze, Foot of Africa (South Africa)
Off-trade split: 60%
Europe/New World split: 100% South Africa
Key personnel: Kobus Basson, owner and managing director; Ross Sleet, sales and marketing manager; Johan Joubert, chief winemaker

This year, Kleine Zalze will be developing new varieties for the Zalze range, marketing Foot of Africa to independent retailers and boosting Kleine Zalze in the on-trade. The company has also been targeting independents.



Laymont & Shaw

The Old Chapel, St Clement Street, Truro TR1 1EX

T: 01872 264824
E: sales@laymont-shaw.co.uk
W: laymont-shaw.co.uk
Established: 1973
Marketing and promotional spend 2009/10: £10,000-plus
Brands: La Rioja Alta, Juvé & Camps, Valdivia (Spain)
Off-trade split: 50%
Europe/New World split: 100% Europe
Key personnel: Adrian Hunter, sales director; Lora Wicks, retail manager; Aidan Botha, marketing manager

Laymont & Shaw's Truro shop relaunched in October 2008 and this year's focus is to build retail sales and boost its retail workforce. Following Berkmann Wine Cellars' acquisition in July 2008, several Spanish and Italian lines will be added to the range.



MWH Wine Merchants

Meadow View
The Street
Tidmarsh
Berks
RG8 8ER

T: 0118 984 4654
E: hallm@freenet.co.uk
W: mwhwine.co.uk
Established: 2006
Turnover: £400,000
Marketing and promotional spend 2009/10: £12,000
Brands: Bleasdale Vineyards, Pierro, Alkoomi (Australia); Spring Creek, Kennedy Point (New Zealand)
Off-trade split: 100%
Europe/New World split: 50% Europe
Key personnel: Mike Hall, buyer and chairman; Peter Hofman, sales manager

MWH only sells to independent merchants and has added one new agency this year, Kennedy Point. It spends most of its promotional budget on visiting customers, samples, entertaining and regional and national tastings, including SITT. It says getting paid by customers on time is the main battle this year.

Maisons Marques & Domaines

4 College Mews
St Ann's Hill
London
SW18 2SJ

T: 020 8812 3380
W: mmdltd.co.uk
Established: 1986
Turnover: £10 million
Brands: Champagne Louis Roederer, Domaine Faiveley (France); Adriano Ramos Pinto (Portugal); Marqués de Murrieta (Spain); Mud House Wines (New Zealand)
Off-trade split: 40%
Europe/New World split: 90% Europe
Key personnel: Charles King, managing director; Stuart Cole, financial director; James Samson, Champagne Louis Roederer brand manager

MMD will continue its involvement with generic tastings and sponsorship of the Louis Roederer International Wine Writers Awards.

McKinley Vintners

14 Kennington Road, London SE1 7BL

T: 020 7928 7300
E: info@mckinleyvintners.co.uk
W: mckinleyvintners.co.uk
Established: 1986
Brands: Champagne Gosset, Château Miraval, Le Bourgogne de Vigne en Verre (France); Viña Estampa (Chile); Rooiberg Winery (South Africa)
Off-trade split: 50%
Europe/New World split: 75% Europe
Key personnel: Peter McKinley, partner and buyer; Andrew Hawes, general manager; Guy Nightingale, partner and sales manager

McKinley Vintners plans to develop its network of regional wholesalers in northern England and Scotland, and to make major changes to its South American portfolio, adding at least one new agency.



Andrew Hawes

Moët Hennessy UK

13 Grosvenor Crescent
London
SW1X

T: 020 7235 9411
E: lydia.sambrook@mhuk.co.uk
Established: 1941
Brands: Cloudy Bay (New Zealand); Cape Mentelle, Green Point (Australia); Terrazas de los Andes (Argentina); Newton (California)
Off-trade split: 50%
Key personnel: Graham Boyes, managing director; Louise Pilkington, brand director; Lydia Sambrook, brand manager

Moët Hennessy has developed inroads into Spain with the acquisition of Numanthia, but says it retains a New World focus. Cloudy Bay will go on a UK tour this summer to position it as "the ultimate match to seafood" and activities will tie in with local retailers.

Moreno Wines

26 Macroom Road
London
W9 3HY

T: 020 8960 7161
E: alex@moreno-wines.co.uk
Established: 1985
Turnover: £6 million
Marketing and promotional spend 2009/10: £200,000
Brands: Navajas Rioja, Sabina Navarra (Spain); Mionetto Prosecco (Italy); Familia Schroeder Patagonia (Argentina); Santiago (Chile)
Off-trade split: 70%
Europe/New World split: 80% Europe
Key personnel: Manuel Moreno, chairman; Carlos Read, buyer; Alex Canneti, sales and marketing director

Moreno Wines has continued its advertising campaign for Mionetto Prosecco and launched the IL range of frizzante Prosecco, closed with a crown cap. The Navajas range will have redesigned labels by the end of this year. Moreno has started an ex-cellar Bordeaux business with Ginestet, and will start working in Puglia with the Surani project set up by Carlo Pasqua in the coming year.

Myliko International Wines

Canal House
100 Lissadel Street
Manchester
M6 6BP

T: 0161 736 9500
E: info@myliko.co.uk
W: myliko.co.uk
Established: 1991
Brands: Chapel Hill, Nagyréde Estate (Hungary); Canei (Italy); Covila (Spain); Lyngrove (South Africa)
Off-trade split: 60%
Europe/New World split: 70% Europe
Key personnel: Hemant Kotecha, managing director; Nish Kotecha, director; Paul Cross, national sales manager

David Emmins joined Myliko as a regional sales manager and Rachael Burke has been appointed PR and marketing manager as well as being independent sales manager for the north. The company has taken over UK distribution of Canei from Pernod Ricard and has revamped Chapel Hill and Nagyréde Estate labels. It has appointed Stellar Brands as sales consultants for Scotland, and will be developing bespoke and own-labels for supermarkets and other major customers.

Oakley Wine Agencies

Fox & Pheasant Centre
White Colne
Colchester
C06 2PS

T: 01787 220070

E: oakleywine@btconnect.com

W: oakleywineagencies.co.uk

Established: 1990

Turnover: £2 million

Brands: Tagus Creek, Star Mountain, Marquês de Borba (Portugal); Spanish Steps (Spain); Phebus (Argentina)

Off-trade split: 99.5%

Europe/New World split: 95% Europe

Key personnel: Nick Oakley, director; Jane Oakley, finance director; Andy Gill, assistant

From its base representing Portuguese wine producers, Oakley Wine Agencies has extended into Argentina and north west Spain. It plans to boost distribution in the traditional independent sector. The Star Mountain brand is to relaunch in the Co-op in autumn 2009.

Off-Piste Wines

123 Promenade
Cheltenham
Gloucs
GL50 1NW

T: 01242 229630

E: claire@offpistewines.com

W: offpistewines.com

Established: 2007

Turnover: £21 million

Brands: Yellow Tail (Australia); Santa Helena (Chile); Frozé, Hats (South Africa); Belmont (New Zealand)

Off-trade split: 90%

Europe/New World split: 80% New World

Key personnel: Anthony Fairbank, joint managing director; Paul Letheren, joint managing director; Claire Whitehead, marketing manager

Off-Piste Wines has developed its New Zealand portfolio and has increased its Italian range. It has employed a sales manager for the cash and carry/convenience sector principally to develop Yellow Tail. Top of the agenda for the coming year is to continue to increase listings and develop sales of Yellow Tail in multiple grocers, to further increase the presence of Santa Helena and to grow its New Zealand brands and Frozé.

Origin Wine

c/o DBS Main Street
Glenfield
Leics LE3 8DG

T: 0116 232 5193

E: jon@originwineuk.com

W: originwine.co.za

Established: 2002

Turnover: £20 million

Brands: Fairhills (various); Stormhoek, African Horizon, Stellenbosch Drive (South Africa); Camden Park (Argentina)

Off-trade split: 95%

Europe/New World split: 100% New World

Key personnel: Bernard Fontannaz, chief executive; Jon Woodruffe, sales director; Martin Allen, national accounts manager

Origin Wine has continued its sales drive for Stormhoek and Camden Park and established a presence in Chile with the Fairhills project. It has signed up Foster's EMEA to distribute Fairhills in impulse and the on-trade. The Fairhills brand will be repositioned over the next year with a packaging and labelling upgrade. The Fairhills Chile wines will be launched in September and a Stormhoek 3-litre bag-in-box in October.

PLB

Dorset House, 64 High Street
East Grinstead RH19 3DE

T: 01342 318282

E: general@plb.co.uk

W: plb.co.uk

Established: 1982

Turnover: £85 million

Brands: Vergelegen, Spier (South Africa); Sutter Home (USA); Piccini (Italy); Chilano (Chile)

Off-trade split: 80%

Europe/New World split: 50%

Key personnel: Jeffrey Fredericks, chairman; Peter Darbyshire, managing director; Peter Bisley, sales director

PLB has seen suppliers such as Vergelegen and Grove Mill joining its portfolio. Chilano has been repositioned and repackaged, and its relaunch is under way.



Patriarche Wine Agencies

4 Rickett Street
London
SW6 1RU

T: 020 7381 4016

E: sales@patriarchewines.com

W: patriarchewines.com

Established: 1981

Turnover: £5 million

Marketing and promotional spend 2009/10: £150,000

Brands: Patriarche Père & Fils, Champagne De Castelnau, Veuve du Vernay (France); Hahn Family Wines (USA); Mount Riley (New Zealand)

Off-trade split: 60%

Europe/New World split: 80% Europe

Key personnel: Keith Isaac MW, general manager; Charles Ancliffe, national account manager; Belinda Stone, marketing manager

Patriarche Wine Agencies has signed up Wine Way from the Rhône, introduced premium range Hahn SLH and expanded its portfolio including the Veuve du Vernay range, which now has four wines. This year the company will focus its efforts on promoting parent company Patriarche Père & Fils by developing a calendar of customer trips to Burgundy.

Percy Fox

Unit C, Woodside, Dunmow Road
Bishop's Stortford CM23 5RG

T: 01279 756200

E: percyfox.info@diageo.com

W: percyfox.co.uk

Established: 1886

Brands: Blossom Hill (USA); Piat d'Or, Heidsieck & Co Monopole, Pommery (France); Carolina Wine Brands (Chile)

Off-trade split: 90%

Europe/New World split: 90% Europe

Key personnel: Simon Lawson, managing director; John Hearn, grocery channel director; Rob Pickering, impulse channel director

This summer will see a relaunch for Piat d'Or. Over the past year Percy Fox has focused on innovation, with Blossom Hill developing a new range from Chile, Italy and South Africa.



Pernod Ricard UK

Central House
3 Lampton Road
Hounslow
Middx
TW3 1HY

T: 020 8538 4484

E: general@pernod-ricard-uk.com

W: pernod-ricard.com

Established: 1975

Brands: Jacob's Creek (Australia); Montana (New Zealand); Campo Viejo (Spain); Perrier-Jouët, GH Mumm (France)

Key personnel: Adrian Atkinson, wine development director; Lee James, channel director multiple grocers, wine; Ian Minichiello, channel director multiple specialist, convenience, on-trade

Six new Jacob's Creek wines made their debut at the Australia Day tastings, including four new varieties from the 2008 vintage and a new sparkling variant, Blanc de Blancs NV, made from 100% Chardonnay. Both Jacob's Creek and the Rioja Campo Viejo have seen heavyweight campaigns in the past year.

Peter Osborne Fine Wines

Watcombe Manor Farm
Ingham Lane
Watlington
Oxon
OX49 5EB

T: 01491 612311

E: info@peterosbornewine.co.uk

W: peterosbornewine.co.uk

Established: 1975

Marketing and promotional spend 2009/10: Minimal

Brands: Rossendale Sauvignon Blanc (New Zealand); Beresford "Saint" Range, Yarraman Estate (Australia); Château de Parenchère (France); Tres Marias Wines (Argentina)

Off-trade split: 85%

Europe/New World split: 75% New World

Key personnel: Martin Chapman, director; Thessa Chapman, director and secretary

Peter Osborne Fine Wines has seen some growth from France and New Zealand, but little in Australian and fine wine sales. It has started to use its customer database much more to stimulate sales, focusing on customers within a 50-mile radius of Watlington. It will exhibit at SITT 2010 but has withdrawn from the LIWF.

Raymond Reynolds

Station Road, Furness Vale, Derbyshire SK23 7SW

T: 01663 742230 **E:** info@raymondreynolds.co.uk

W: raymondreynolds.co.uk

Established: 1987

Marketing and promotional spend 2009/10: nil

Brands: Niepoort, Luis Pato, Quinta dos Roques (Portugal)

Off-trade split: 80%

Europe/New World split: 100% Europe

Key personnel: Raymond Reynolds, chairman; Danny Cameron, director; Jackie Mundy, office manager

Reh Kendermann

Weinkellerei, Am Ockenheimer Graben 35
D-554411 Bingen/Rhein, Germany

T: +49 6721 9010 **E:** info@reh-kendermann.de

W: reh-kendermann.de **Established:** 1920

Turnover: £69 million (€80 million)

Marketing spend 2009/10: £1 million-plus

Brands: Black Tower, Kendermanns, Weight Watchers Wines (Germany); The Bend In the River (Germany/Australia); Val Dună (Romania)

Off-trade split: 80%

Seckford Agencies

Old Barn Farm
Ardleigh
Colchester CO7 7QQ

T: 01206 231686
E: julie@seckfordagencies.co.uk
W: seckfordagencies.co.uk
Established: 1999
Brands: Brampton, Paul Cluver (South Africa); O Fournier (Argentina); Trentham Estate (Australia); Allan Scott (New Zealand)
Key personnel: Pippa Woods, managing director; Mark Jarman, business development director; Julie Maitland, sales and marketing

Seckford Agencies has won extensive national distribution for new agency Scotto Family Wines, from California. O Fournier's Ribera del Duero range was launched last autumn, and new ranges from California, Chile, Argentina and Australia developed jointly between Seckford Agencies and its producers are to launch later this year.

Stevens Garnier

47 West Way, Oxford OX2 0JF

T: 01865 263300
E: marketing@stevensgarnier.co.uk
W: stevensgarnier.co.uk
Established: 1976
Turnover: £6.5 million
Marketing and promotional spend 2009/10: £350,000
Brands: Sandeman, Quinta de Azevedo (Portugal); Misterio (Argentina); Zalze (South Africa); Church Block (Australia)
Off-trade split: 65%
Europe/New World split: 60% Europe
Key personnel: Jane Cranston, managing director; Johnny Powell, sales development director; Bob Ratcliffe, sales director; Tracey Smith, national accounts director

Stevens Garnier says the past financial year has been one it "would prefer to forget", with the company forced to make redundancies, cut overheads and review its portfolio to get additional value for its customer base. But it has seen some successes, including launching Zalze into the off-trade. This year the agency aims to relaunch its prestige wines to London restaurants and build its brand portfolio, notably targeted at top independents.

Stratford's Wine Agencies

High Street
Cookham
Berks SL6 9SQ

T: 01628 810606
E: sales@stratfordwine.co.uk
W: stratfordwine.co.uk
Established: 1975
Turnover: £12 million
Marketing and promotional spend 2009/10: £1 million
Brands: Domaine Paul Mas (France); Anakena (Chile); Wakefield, Tortoiseshell Bay, Hope Estate (Australia)
Off-trade split: 100%
Europe/New World split: 80% New World
Key personnel: Paul Stratford, managing director; Bob Bailey, sales director; Neville Harris, commercial director

Stratford's is moving a number of brands to UK bottling in a bid to make them more affordable, and is working closely with Wakefield to boost activity in the regional trade. It has added Australian biodynamic producer Paxton Vineyards and a range of wines from Ste Michelle Wine Estates to its portfolio, and hired new staff including PR manager Erin Robson, training and support manager Kate Lawton and national account manager Richard Thorburn.

Thierry's

Horsefair House
The Horsefair
Romsey, Hants SO51 8EZ

T: 01794 507100
E: info@thierrys.co.uk
W: thierrys.co.uk
Established: 1981
Turnover: £92 million
Marketing and promotional spend 2009/10: £10 million-plus
Brands: Nicolas Feuillatte, Caves Saint Pierre, Mont Tauch (France); Ravelli (Italy); KWV (South Africa)
Off-trade split: 93%
Europe/New World split: 75% Europe
Key personnel: Matthew Dickinson, commercial director; Dominique Vrigneau, buying director; Lindsay Talas, buying director

Thierry's plans to widen its customer base beyond the major multiples, after hiring extra sales and marketing workers and expanding its portfolio with new wines from South Africa, Italy, Spain and South America – ranging from major volume suppliers to small boutique producers. It is also looking out for new brands and producers as consolidation hits the sector.

United Wineries

Broken Wharf House, 2 Broken Wharf
London EC4V 3DT

T: 020 7429 3230
E: info@unitedwineries.com
W: berberana.com
Established: 1993
Brands: Berberana, Marqués de Monistrol, Marqués de la Concordia, Lagunilla, Marqués de Griñon (Spain)
Europe/New World sales value split: 100% Europe
Key personnel: Victor Redondo, president; Andrés Pérez de Herrasti, UK sales director; Richard Macadam, director

United Wineries has hired two new sales managers and a communications manager in the past year. Last year Berberana teamed up with London west end musical Zorro in an on-pack promotion, offering consumers discounted tickets to the show and the chance to win a trip to Spain.



World Wine Agencies

12 Avon Road
Keynsham BS31 1LJ

T: 0117 986 8435/07764 372229
E: nb@worldwineagencies.com
W: worldwineagencies.com
Established: 2006
Turnover: £1.8 million
Marketing and promotional spend 2009/10: £10,000
Brands: Reichsrat Von Buhl (Germany); Powers, Silverado (USA); La Chamiza (Argentina); Middelvlei (South Africa)
Off-trade split: 50%
Europe/New World split: 90% New World
Key personnel: Nicky Burstun, director; Julie Hawker, general manager; Zoe Taylor, customer service manager

WWA has boosted its involvement in polo events to back La Chamiza and plans to do more of them going forward. It has moved offices, employed a dedicated customer service manager, Zoe Taylor, and added Silverado and new Chilean wines to its portfolio. Looking ahead the company is planning to attend trade shows and expand its corporate gift offering.

Viña San Pedro

Vitacura 4380 Piso 6, Vitacura, Chile

T: +56 2477 5300
E: msteinb@vspt.cl
W: sanpedro.cl
Established: 1865
Brands: 35° South, Castillo de Molina, 1865 Single Vineyard, 1865 Limited Edition, Cabo de Hornos (Chile)
Off-trade split: 80%
Key personnel: Javier Bitar, chief executive; Carlos López, export director; Ximena Prieto, export manager

35° South is rolling out its revamped packaging across all varieties, and is launching a Reserva range of single varietal wines as well as 35° South Wild Ferment, a spontaneously fermented wine from organically grown vineyards.



Valley Vineyards

Unit A Vickers Drive North, Brooklands Industrial Park
Weybridge KT13 0YU

T: 020 7193 9649 **W:** valleyvineyards.org
Brands: Riebeek Cellars, Post Tree (South Africa); Obvio (Argentina); Goldschmidt Vineyards (various)
Off-trade split: 20% **Europe/New World split:** 100% NW
Key personnel: Richard Addison, brand manager, Riebeek Cellars; Richard James, Argentina director; Emyr Williams, own-label

Vinoceros

The Old Chapel, St Clement Street, Truro TR1 1EX

T: 01872 264824 **W:** vinoceros.com
Established: 1997
Marketing /promotional spend 2009/10: £10,000-plus
Brands: Runamok, The Roo Brothers, Up A Gum Tree (Australia); Rocco Bay, Niel Joubert (South Africa)
Off-trade split: 80%
Europe/New World split: 90% New World
Key personnel: Nick Richards, commercial director; Lora Wicks, Peter Hole, national accounts managers; Aidan Botha, marketing manager

ZGM UK

Woodlands Lodge
44 Birches Lane
Kenilworth
Warks CV8 2AD

T: 01926 733470
E: steve.howard@zgm.de
Established: 1875 (Germany); 2006 (UK office)
UK turnover: £35 million (€40 million)
Marketing and promotional spend 2009/10: £2.3 million
Brands: Palatium (Germany); Belliccia (Italy); Viña Zamporia (Chile); Entwine, Atwoods (USA)
Off-trade split: 90%
Europe/New World split: 80% Europe
Key personnel: Steve Howard, managing director; Mark Rimmer, national account controller; Lisa Drennan-Durose, marketing manager

ZGM has closed its UK office so that its sales and marketing team work remotely, and has focused more on its less price-sensitive sparkling drinks and less on its contract packing and own-label business, because of the strength of the euro. Looking forward the company is planning consumer activity and PR for the Entwine range, and to maintain its presence and volume in German generics.