



GLOBAL TRADE STRATEGIES & INTERNATIONAL EXHIBITIONS

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PRESENTING TO:

2024 Export Program Annual Meeting

CONTACT:

CONTENTS

1. Are global trade shows still as important as they once were?
2. How do we prepare for global trade shows, and how should you?
3. How we connect you with the global wine trade?

QUESTION 1

With more and more trade shows taking place around the world and with the competitiveness of Wine Paris and Prowein, are trade shows still as important as they once were?

CALIFORNIA WINES

ANSWER

Yes

- ✓ California Wines Branding
- ✓ Business (importers & sales)
- ✓ But which shows to pick?
- ✓ Event evaluation tool

<https://www.calwinexport.com>



2024

Vinexpo Mumbai - September

ProWine São Paulo - October

World Bulk Wine AMS - November

ProWine Shanghai - November

ProWine Mumbai - November

2025

Wine Paris/Vinexpo - February

ProWein Dusseldorf - March

ProWine Tokyo - April

Vinexpo Singapore - May

ProWine Hong Kong – May

Vinexpo Mumbai - September

ProWine São Paulo - October

World Bulk Wine AMS - November

ProWine Shanghai - November

ProWine Mumbai - November

CALIFORNIA WINES

WINE PARIS vs PROWEIN DUSSELDORF



QUESTION 2

GLOBAL TRADE SHOWS:

1. How do we as CWI prepare?
2. How should you, as a winery, prepare?

QUESTION 3

If you do not participate in global trade shows, how do you connect with the global trade?

How do we as CWI Representatives support that?

CALIFORNIA WINES

ABS Wine Agencies	Elliot Awin	Co-owner	elliot@abs.wine	28 Recreation Ground Road, Stamford, PE9 1EW	https://abs.wine/	Dueling Pistols (Terlato Wine Group), Gi
Alliance Wine	Fionnuala Synnott	Buyer	Fionnuala.Synnott@alliancewine.com	Unit 2, Elm Court, Royal Oak Yard, Bermondsey St, London	https://www.alliancewine.com/	Cartlidge and Browne (Vintage Wine Es
Ally Wines	Jennifer Williams-Bulkeley	Founder	jwb@allywines.com	48 Warwick Street, London, W1B 5AF	https://allywines.com/	Cep Hopkins (Peay Vineyards), DeSant
Amathus Drinks PLC	Jeremy Lithgow MW	Head of Wine Purchasing	jeremy@amathusdrinks.com	309 Elveden Road, Park Royal, London, NW10 7ST	https://www.amathusdrinks.com/	Fess Parker, Parker Station, Pedroncelli
Armit Wines	Alexander Hale	Brand Manager	ahill@armitwines.co.uk	The Triangle, 2nd Floor, 5-17 Hammersmith Grove, Hamme	https://www.armitwines.co.uk/	Bien Nacido (Miller Family Wine Compa
Bancroft Wines	Jilly Kinnear	Buyer	hvarsusteren@bancroftwines.com, lsedlackova@bancroftwines.com, jkinnear@bancroftwines.com, jworsley@bancroftwines.com	328-329 The Metal Box Factory, 30 Great Guildford St, Lon	https://bancroftwines.com/	Andrew Will, Bedrock Wine Co, Birichin
Berkmann Wine Cellar	Alex Hunt MW	Director of Fine Wines & Private Clients	alex.hunt@berkmann.co.uk	10-12 Brewery Road, London N7 9NH	https://www.berkmann.co.uk/	Antica (Antinori-Antica Estate), Buena V
Bibendum PLB Group	Andrew Craig	Buyer	acraig@bibendum-wine.co.uk	109a Regents Park Road, NW1 8UR	https://www.bibendum-wine.co.uk/	Dry Creek, Ironstone (Ironstone Vineyar
Boutinot Wines	Alex Gittens	Head of Product Management	alexg@boutinot.com	Boundary House, Cheadle Point, Cheadle, SK8 2GG	https://boutinot.com/	Boutinot USA, Cline (Cline Cellars), Clo
Castelnau Wines Agencies	Kate Roseveare	Buyer	kate@castelnau.co.uk	Suite 25, 2 Station Court, Townmead Road, Imperial Wharf	https://www.castelnau.co.uk/	Cycles Gladiator (Wine Hooligans LLC),
Champagne & Chateaux	Christopher Galez	MD	c.galez@champagnesandchateaux.co.uk	11 Calico House, Plantation Wharf, London, SW11 3TN	https://champagnesandchateaux.co.uk/	L'Aventure (L'Aventure Winery)
Daniel Lambert Wines Ltd	Daniel Lambert	Director	daniel@daniellambertwines.co.uk	Unit 9 St Theodores Way Brynmenyn Business Centre Bryn	https://www.daniellambert.wine/	Angeline Vineyard (Martin Ray Winery),
Ellis Wines	Megan Clarke	Wine Buyer	mloew@ellis-wines.co.uk	Richmond House 1 The Links Popham Close Hanworth Mids	https://www.elliswines.co.uk/	Ca'Momi (Da' Ve Winery), David Bruce,
Enotria & Coe	Peter Wallbridge	Wine Buying Manager	P.Wallbridge@enotriacoe.com	23 Cumberland Avenue London NW10 7RX	https://www.enotriacoe.com/	Angels and Cowboys (Share A Splash V
Fells	Ed Thornton	Development Director	ed.thornton@fells.co.uk	Fells House, Station Rd, Kings Langley WD4 8LH	https://fells.co.uk/	Hartford Family Wines, Kendall-Jackson
Berry Bros / Fields Morris & Verdin	Catriona Felstead MW	Buyer for US and Rest of the world outside Burgundy	Catriona.Felstead@fmv.co.uk	3 St James's Street London SW1A 1EG	https://www.fmv.co.uk/	Au Bon Climat (Au Bon Climat), Colgin C
Flint Wines	Sam Clarke	Director and USA Wine Buyer	sam@flintwines.com	16 Stannary Street, London SE11 4AA	https://www.flintwines.com/	Anthill Farms, Aubert, Brownstone Wine
Four Corners Wine	Stuart Young,	Managing Director	stuart@fourcorners.wine	The Old Armistice, 31-33 Hart Street Henley-on-Thames, C	https://www.fourcorners.wine/	ADAMVS, Amuse Bouche, Aperture, Arg
Hallgarten & Novum Wines	Jim Wilson	Buyer	jim.wilson@hnwines.co.uk	Dallow Road, Luton, LU1 1UR	https://www.hnwines.co.uk/	Far Niente, Lockwood Vineyard (Boisse
Hatch Mansfield	Philip Tuck MW	Buyer	philiptuck@hatch.co.uk	New Bank House,1 Brockenhurst Road, Ascot, Berkshire, S	https://www.hatchmansfield.com/	Domaine Carneros
Hayward Bros Ltd	Robert Hayward	MD	wine@haywardbros.co.uk	Suite 5, Jamaica Wharf, 2 Shad Thames, London, SE1 2YL	http://www.haywardbros.co.uk/	Don Sebastiani & Sons (Don Sebastiani
Indigo Wine	Ben Henshaw	MD and Buyer	ben@indigowine.com	Office 306, 141-157 Acre Lane, London, SW2 5UA	https://www.indigowine.com/	Little Frances, Once & Future, Pax, Pre

PRICING CALCULATORS

Pre-Set Price Examples - Translating EXW USD cost into GBP off trade retail price							
EXW per 1 x 75cl	\$5.00	\$10.00	\$30.00	\$40.00	\$50.00	\$70.00	\$100.00
EXW per 12 x 75 cl	\$60.00	\$120.00	\$360.00	\$480.00	\$600.00	\$840.00	\$1,200.00
USD : 1 GBP	\$1.28	\$1.28	\$1.28	\$1.28	\$1.28	\$1.28	£1.28
EXW (GBP)	£46.88	£93.75	£281.25	£375.00	£468.75	£656.25	£937.50
Transport incl ocean freight	£0.75	£0.75	£0.75	£0.75	£0.75	£0.75	£0.75
Excise Duty (£2.67/75cl)	£32.04	£32.04	£32.04	£32.04	£32.04	£32.04	£32.04
Cost to importer (12 x 75cl)	£79.66	£126.54	£314.04	£407.79	£501.54	£689.04	£970.29
+ Importer margin @ 20%	£99.58	£158.17	£392.55	£509.74	£626.93	£861.30	£1,212.86
+ Retailer margin @ 35%	£153.20	£243.35	£603.92	£784.21	£964.50	£1,325.08	£1,865.94
+ VAT @ 20%	£183.84	£292.02	£724.71	£941.05	£1,157.40	£1,590.09	£2,239.13
Retail price per bottle	£15.32	£24.33	£60.39	£78.42	£96.45	£132.51	£186.59

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pricecalculation-2017
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Blad1	Blad2	Blad3	Blad4	Blad5	Blad6	Blad7	Blad8
Price Calculation Netherlands 2022							
example wine 13-15% alc							
Traditional distribution via importer and retailshop							
Ex-cellars per 12 bottle case in US\$					49.00	84.24	84.00
Cost per case in Euros	Apr-22	1.10			44.55	76.58	76.36
cost per bottle					3.71	6.38	6.36
transportation					0.85	0.85	0.85
import duty					0.1155	0.1155	0.1155
excise tax					0.6627	0.6627	0.6627
landed cost					5.34	8.01	7.99
importer margin		35%	0.65		2.88	4.31	4.30
importer price / cost to retailer (restaurant)					8.22	12.32	12.30
retailer margin		40%	0.60		5.48	8.22	8.20
total price ex VAT					13.69	20.54	20.49
21% VAT				0.21	2.88	4.31	4.30
Consumer shelf price					16.57	24.85	24.80
Transportation estimated and based on LCL, 2 pallets							
Mark-ups and margins may vary							
import duty <13% alcohol is eur 13.10 per hl							
import duty 13-15% alcohol is eur 15.40 per hl							
import duty 15-18% alcohol is eur 18.60 per hl							
import duty 18-22% alcohol is eur 20.90 per hl							
excise tax in NL is eur 88,36 per hl for wine <15% alc							
excise tax in NL is eur 129,81 per hl for wine >15% alc							
excise tax in NL is eur 254,41 per hl for sparkling wine <15% alc							
excise tax in NL is eur 88,36 per hl for wine <15% alc							
excise tax in BE is eur 74,91 per hl for wine <15% alc							
Eco Taks BE 0,098537 € per L							

GLOBAL ACTIVITY CALENDAR

Region	Market	July 2024 Jul 01 to Jul 31	August 2024 Aug 01 to Aug 31	September 2024 Sep 01 to Sep 30	October 2024 Oct 01 to Oct 31
Canada	Ontario	Trade Tastings and Shows Winery,Importer - WINEFEST TORONTO - 07/05/2024 to 07/07/2024			
Mexico	Mexico	Trade Tastings, Shows and Seminars Winery,Importer - Wine Invasion at Four Seasons Hotel MEXico City 2024 - 07/03/2024			Trade, Tastings, Shows and Seminars Winery,Importer - Petit Tasting Guadalajara 2024 - 10/01/2024
North Asia & Australasia	Japan	Trade Tastings, Shows and Seminars Importer - California Wine Regional Showcase - Sapporo - 07/08/2024	Trade Tastings, Shows and Seminars Importer - CWI Importers Meeting (Online) - Japan - 08/01/2024	Consumer Events Invitation Only - California Wine Month 2024 Media & Consumer Event - 09/09/2024	
		Consumer Promotion Invitation Only - Capstone California Alumni Night Kyoto - 07/30/2024			
	South Korea	Trade & Media Visits Winery,Invitation Only - Korea's Top Sommeliers' California Adventure - 07/11/2024 to 07/20/2024	Trade Tastings, Shows and Seminars Importer - CWI Importers Meeting (Online) - South Korea - 08/01/2024		
			Public Relations Invitation Only - California Wine Month 2024 Media Event - 08/29/2024		
Europe, Africa	Germany				Trade Tastings, Shows & Seminars Invitation Only - Sommelier Sessions - 10/20/2024
	Norway				Trade Tastings, Shows & Seminars Invitation Only - Sommelier Sessions - 10/13/2024
Greater China & Southeast Asia (GCSEA)	Hong Kong	Trade Tastings, Shows and Seminars Importer - California Wine Month - 06/01/2024 to 07/31/2024		Trade Tastings, Shows & Seminars Invitation Only - Capstone Level Three classes - 09/01/2024	
		Retail, On-premise, PR, Social Importer - California Wine Month - 06/01/2024 to 07/31/2024			

NEWS & TO DOS • JULY 2024




News

California: Export Program Annual Meeting July 23

Join the California Wines global team at the [Lodge at Sonoma](#) on Tuesday, July 23 for the Export Program Annual Meeting and reception.

Last chance to reserve your seat, [Register today!](#) Doors open at 9:00 a.m. The meeting will begin at 9:30 a.m. and will wrap up at 4:30 p.m., with a "Pinot by the Pool" Reception directly following the meeting to celebrate the end of a

MONTHLY MEMBER UPDATE • JUNE 2024



California Connection

Global Guide to California Wines

Dear Export Program Member,

Spaces are filling up fast for the next in-person, all-day Member Meeting on Tuesday, July 23, followed by our signature "Pinot by the Pool" reception. This year the meeting will take place at the Lodge at Sonoma.

Following is the new edition of the California Connection, our monthly newsletter full of timely sales programs, event opportunities, and media



THANK YOU

Paul Molleman | Christopher Beros | Damien Jackman