# SURVEY RESPONSES

# PRICE RANGE

## PRICE RANGE

Number of California wines in each price range - Summary of all Regions

| REGION | UNDER £10 | £10-£20 | £20-£30 | £30-£50 | £50-£100 | Over £100 |
|---|---|---|---|---|---|---|
| London | 3 | 32 | 64 | 163 | 136 | 60 |
| Brighton | 0 | 4 | 9 | 11 | 7 | 29 |
| West of England | 2 | 4 | 8 | 8 | 21 | 10 |
| Oxfordshire | 1 | 7 | 6 | 12 | 16 | 2 |
| Scotland | 0 | 12 | 25 | 21 | 18 | 35 |
| Yorkshire | 0 | 10 | 20 | 25 | 0 | 0 |
| Wiltshire | 0 | 2 | 4 | 2 | 1 | 0 |
| Surry | 0 | 4 | 5 | 2 | 8 | 1 |
| Peterborough | 1 | 6 | 4 | 10 | 7 | 6 |
| Oxfordshire | 0 | 10 | 4 | 4 | 2 | 0 |
| Surrey & Kent | 0 | 6 | 4 | 6 | 10 | 2 |
| Cornwall | 1 | 4 | 1 | 0 | 1 | 0 |
| Gloucestershire | 0 | 2 | 3 | 15 | 4 | 1 |
| Lymington | 0 | 3 | 2 | 2 | 7 | 1 |
| Ireland | 0 | 0 | 23 | 26 | 45 | 24 |
| | 8 | 106 | 182 | 307 | 283 | 171 |
| | 1% | 10% | 17% | 29% | 27% | 16% |

## IRELAND PRICE

Average number of California wines on their shelves in each price range

| REGION | UNDER £10 | £10-£20 | £20-£30 | £30-£50 | £50-£100 | Over £100 |
|---|---|---|---|---|---|---|
| Ireland | 0 | 0 | 23 | 26 | 45 | 24 |
| | 0 | 0 | 23 | 26 | 45 | 24 |
| | 0% | 0% | 19% | 22% | 38% | 20% |

## REGIONAL UK PRICE

### Average number of California wines on their shelves in each price range

| REGION | UNDER £10 | £10-£20 | £20-£30 | £30-£50 | £50-£100 | Over £100 |
|---|---|---|---|---|---|---|
| West of England | 2 | 4 | 8 | 8 | 21 | 10 |
| Oxfordshire | 1 | 7 | 6 | 12 | 16 | 2 |
| Scotland | 0 | 12 | 25 | 21 | 18 | 35 |
| Yorkshire | 0 | 10 | 20 | 25 | 0 | 0 |
| Wiltshire | 0 | 2 | 4 | 2 | 1 | 0 |
| Surry | 0 | 4 | 5 | 2 | 8 | 1 |
| Peterborough | 1 | 6 | 4 | 10 | 7 | 6 |
| Oxfordshire | 0 | 10 | 4 | 4 | 2 | 0 |
| Surrey & Kent | 0 | 6 | 4 | 6 | 10 | 2 |
| Cornwall | 1 | 4 | 1 | 0 | 1 | 0 |
| Gloucestershire | 0 | 2 | 3 | 15 | 4 | 1 |
| Lymington | 0 | 3 | 2 | 2 | 7 | 1 |
| | 5 | 70 | 86 | 107 | 95 | 58 |
| | 1% | 17% | 20% | 25% | 23% | 14% |

## PRICE RANGE

Which of these price ranges do you think you could sell much more California wine in?

| REGION | UNDER £10 | £10-£20 | £20-£30 | £30-£50 | £50-£100 | Over £100 |
|---|---|---|---|---|---|---|
| London | | X | X | X | | |
| West of England/Oxfordshire | | X | X | | | |
| Scotland | | X | | | | |
| Ireland | | X | X | X | | |
| | | 8 | 7 | 5 | | |
| | 0% | 40% | 35% | 25% | 0% | 0% |

CALIFORNIA WINES

## PRICE RANGE

“Would love to have more wines in the sub-£30 price point.

Our avg bottle sold site-wide is ~£24 Average CA bottle sold ~£32.

WHICH COUNTRIES DO YOU SELL MORE OF THAN CALIFORNIA AND WHY?

# FRANCE

"We import just under 200 different producers from France - it makes up a substantial proportion of our catalogue and we have imported wines from France since the very beginning of the company."

"More SKUs listed overall (117 v 91); lower average price (£35/btl v £42/btl); consumers more access in restaurants & bars + travel = familiarity."

"We have more wines and there is more familiarity."

"Diverse styles and key price points, iconic regions, back vintages, ease of access and proximity to the UK."

"A greater perception of quality among less engaged or more traditional consumers. More variety of styles available in the UK. Easier to ship direct and therefore offer competitive prices."

"Around 8 times the value of Californian wines in last year. Variety of producers, regions and grapes available to us that we can offer to the customers. Lower price on average and perception of better value. Customer perception of French as a classic wine producing country."

"Familiarity with ACs price ranges, depth of offering, lower alcohol ranges."

"Driven by Champagne, house wines, Bordeaux and Burgundy. All styles and price points are available. Transport times are quick and cheap, and there is a long historical connection between the UK and france in the minds of both consumers and trade. There are many "classic" regions which remain a benchmark. Wide organic and natural offering increasingly relevant and desirable."

“France is comfortably our biggest category by volume and value. Our classic customer in London purchases a bottle of Champagne, a bottle of white Burgundy, and a bottle of red Bordeaux - but this is changing.”

“Between £10-£20 retail, France can offer many more top quality wines, from all regions, in a variety of styles and in good volume, this is where we sell a lot of our overall volume as a business and this is also an accessible price point for all consumers.

In California, this is an area where we struggle to find real quality - under $6 ex cellar. In terms of quality, California comes into it’s own over £20 retail, and over £30 often outperforms France, but availabilty tends to limited and is obviously a price point that is only relevant to serious wine drinkers.”

# ITALY

"Despite less SKUs than CA (71 v 91) there's a big gap of lower average price (£22/bottle) makes the wines much more accessible; consumers have more access in restaurants & bars + travel = familiarity."

"Diverse styles and key price points, iconic regions, back vintages, ease of access and proximity to the UK."

"Greater familiarity among many of our consumers. Broad range of different styles available. Easier to ship direct and therefore offer competitive prices."

"Around 4.5 times the value of Californian wines in last year. Variety of producers, regions and grapes available to us that we can offer to the customers. Lower price on average and perception of better value. More high end/premium/cult wines from Italy as well."

"Familiarity with DOC/Gs, price ranges, depth of offering, lower alcohol ranges."

"Prosecco. Oh, and great affordability and drinkability at the entry level, coupled with famous and historic regions such as Barolo. Progressive organic movement."

"Price point, style, varietal, more options."

"Italy is our second biggest category and we are recognised as an Italian specialist. We sell from across the country but the majority of our sales are from Tuscany and Piedmont."

# AUSTRALIA

"We sell more CA wine!."

"Less than California."

"Our Australian wine sales only outstrip Californian wine because of very strong sales at the bottom end. In terms of premium sales, California is in the lead."

"The total value of our sales in the last year of Australian wines is less than half than the sales of Californian. We are quite surprised to be honest."

"We would sell more Californian."

"We sell much more Californian wine than Australian, which is in the throes of an identity crisis, at least for UK consumers."

"Slow mover, value although it is changing upwards."

"Australia is on paper a tougher sell than California, but we have imported a handful of producers exclusively for many years and have built those wines in the UK."

# NEW ZEALAND

"We sell more CA wine!!."

"Marlborough Sauvignon Blanc is the sole reason for greater NZ sales than Californian. The categories have similarities in that the premium wines are excellent quality but do not have the traction they deserve in many outlets. NZ doesn't have the depth and diversity of range as California does, but the discounting for export makes NZ wines comparatively more affordable."

"New Zealand sales were just 5% less than California."

"Sales very concentrated around Marlborough SB under €20."

"We sell more Californian wine than NZ by value but less by volume. The NZ volume is driven by Marlborough Sauvignon Blanc, circa £15 retail, which has established itself as a "must have" wine style, with great brand recognition."

"This is largely led by volume sales of Sauvignon Blanc, supplemented by some smaller, quirkier producers of other varietals."

# SPAIN

"We have more wines and there is more familiarity."

"Mainly driven by Albarino, Cava, Rioja and Ribera del Duero across all price points and back vintages for fine wines."

"Familiarity among the UK market. A broad range of styles and regions of production, as well as offering a broad spectrum of prices."

"Around 4 times the value of Californian wines. Spain has been increasing in popularity and sales year after year. Same reasons as Italy and France, and we need to add that customers are more adventurous to try new wines due to lower price points."

"Familiarity with DOCs price ranges, depth of offering, lower alcohol ranges."

"Driven by sales of entry-level red and to a lesser extent white. Nowhere does entry level like Spain. Also strong in affordable organic wines, and Rioja and Albarino have strong brand recognition."

"Price point, style, varietal, more options."

# ARGENTINA

"We sell more CA wine!!!!."

"We do sell more in quantity, but only because we wholesale under £10 wines."

"Excellent use of Malbec, many consumers perceive it as unique. Quality at the top end is not as good as California, but very experimental and comparatively good value for cutting edge or small batch wines."

"Malbec varietal is the single driver of this country under €25."

"In Malbec Argentina has a recognisable brand which is easy to enjoy, understand, say and afford and has become an essential by the glass or household stable."

"Selling more at entry level."

# STRENGTHS & WEAKNESS

# STRENGTHS OF CALIFORNIA WINE IN THE UK & IRELAND

"High quality wines being produced, fewer wine making restrictions than some of the more established wine making regions, plenty of untapped potential still as a younger region, with continually evolving AVAs."

"Flavour, the stories, sustainability."

"Strong following by consumers, especially around Burgundian varietals like Pinot and Chardonnay with a revival of grapes like Syrah and Zinfandel. Overall great quality. Strong "brand" recognition amongst cult wines and up and coming wineries. Many consumers can relate due to winery visits across California. The wines in general have a great USP and cover a broad spectrum of styles with a good array of back vintages from iconic estates. Very competitive in premium segment compared to other regions."

# STRENGTHS OF CALIFORNIA WINE IN THE UK & IRELAND

"People are now realising that the climate is conducive to elegant Chardonnays/Pinots Noirs/Cabernets and they are not all oak bombs."

"One of the top areas for quality New World wine - along with South Africa and New Zealand. Wine making is modern, and wines are focused and excellent quality. Plenty of different styles and regional differences so California can offer variety, as well as both traditional and new-wave styles."

"Quality."

"Quality, bold flavours, wow factor."

# STRENGTHS OF CALIFORNIA WINE IN THE UK & IRELAND

"World class wines at the upper and very top end, diverse range of terroirs leading to a wide range of styles and grapes. Some strong brands such as Ridge, Mondavi, Stags Leap, etc Unrestrained by EU wine law. Proactive sustainability movement. Reputation for high quality. Exciting regions still emerging."

"Californian wines are approachable but also aspirational. Much like Italy, which benefits from the UK's long love affair with Italian food and style, California has appeal as a place as well as a producer of wine."

"Overall quality, trusted brands, well marketed, great personalities, aspirational image/lifestyle to consumers, pioneering spirit, relative lack of restrictive appellation rules, in prime position to take market share from Burgundy/bordeaus/Rhone."

# STRENGTHS OF CALIFORNIA WINE IN THE UK & IRELAND

“Quality of the product.”

“Reputation / Style”

“Premium positioning - the obvious quality and wine style of well made Californian Wines.”

“Reputation, quality, branding.”

“Terroir wines of finesse and balance.”

# WEAKNESS OF CALIFORNIA WINE IN THE UK & IRELAND

"Limited public understanding of the breadth of wines available in the region, due to high price points vs. other countries and a (residual) historic fear of stylistically over-blown wines."

"High price points, perception that they're all oaked, buttery and high abv."

"The damage done by large brands, price, availability, some customers perception of the wines, not many affordable wines which help introduce customers to the wines."

"Customer perception of big clumsy wines."

# WEAKNESS OF CALIFORNIA WINE IN THE UK & IRELAND

"Limited selection to have exciting wines at a £20-£35 price point (retail) which is the sweet spot for most independent and specialist wine shops. Most are £35+ and in most cases £50+ which make them unattainable for more regular consumption and becoming the go to wines for customers on retailers shelves. Historically 3 of our best selling wines from California sat at £25- £32."

"California is interesting when it comes to pricing and prestige. In the UK we tend to see the cheap mass market brands, alongside very expense wines. So its difficult for customers to know where California is positioning its self as a wine region."

# WEAKNESS OF CALIFORNIA WINE IN THE UK & IRELAND

"Too many big brands and old-school wines are represented in the UK market, reducing the quality perception from the perspective of UK consumers. Lack of £15-£20 wines of quality."

"High price points make it niche."

"Price - the majority of the wines are too expensive to drive volume in the key mid range. There is a gap where the volume should be between the Gallo and Barefoots and estate-produced wines. Quality and style at the bottom end tastes much more manipulated (chips, sugar, etc) than European or even South American equivalents. $25 (£25 equiv) seems to be regarded as everyday wine by many Californians, yet is very much premium in the UK. Lack of organic movement due to difference in classification means the wines cannot fill the growing demand for organics in the UK."

# WEAKNESS OF CALIFORNIA WINE IN THE UK & IRELAND

"A lack of awareness/understanding of the UK market and it's key price points, for us it is specifically between £15-£30 retail - where we sell most of our wine. The competition is extreme in this price range - particularly from European producers who have lower costs due to the traditional model of estate grown and produced wines, families have owned the land for generations and are flexible on price, wines are sold for export at prices relative to their region, quality and where they will sit on the shelf in the UK.

In California, it is great that anyone can have a go at making wine - buy some fruit and rent some winery space. But it is becoming more and more common to find that with the type of producer and style of wine that we like to work with, very few own vines or a winery, so they are all buying the same fruit at the same market prices, then making their wines in shared spaces with the same fixed costs.

This results in plenty of good wine, but it is all the same price - based on production cost, not on the quality, region or what the market is prepared to pay for it.

The retail benchmark for a good wine in the US is $20, in the UK it is £10. So just because you can sell alot of your $25 Pinot domestically, simply exporting at half the US retail - which is the export pricing model they all use - does not mean you're going to sell alot in the UK for £30. They need to look at what their Pinot can sell for in the UK, and price for export accordingly."

# WEAKNESS OF CALIFORNIA WINE IN THE UK & IRELAND

"Californian wines are incredibly diverse but I think for some consumers this is unknown or misunderstood. The wines are often seen as expensive in the UK, particularly true for Napa Cabernet."

"Availability of lower price-point wines."

"High entry price."

"A Region is being put up against the wide offerings of a wine producing countries. The dichotomy of entry level product that can hamper the premium offerings and alcohol level."

"Affordability (quality wines are expensive) accessibility, style, good varietals."

# TOP PURCHASE DRIVER

# 1

## VALUE / QUALITY PRICE RATIO

## REPUTATION

## QUALITY

## TRUST

Recommendation from shop staff

Have visited California

Price

Recommendation from shop staff

Merchant trust

Sales Technique and trust – as an American specialist, I can "hand sell" even via e-commerce.

Reputation, critic review, trusting our recommendation

Trust

Trust

Flavour

Integrity

# 2

## TRUST / RECOMMENDATIONS

## TRUST

## ENVIRONMENTAL ETHOS

## VALUE

Quality

Sales Technique

QPR

Brand reputation

Recommendation from shop staff

Style

Producer reputation: CA winemakers are rockstars

Value

Reputation

Value

Price

# 3

## VARIETALS
## PRICING
## VALUE
## IMAGE OF COUNTRY

Value

Reputation

Variety and style

Wine style

Region or Country

Varietal & Style – once a fan, always a fan.

Zinfandel

Value

Staff recommendations and familiar brand

Interest/ difference in the wine- a story

CALIFORNIA WINES

# CALIFORNIA FEELING

## DOES CALIFORNIA WINE CONJURE A FEELING FOR YOUR CUSTOMERS (EG. CHAMPAGNE IS FOR CELEBRATIONS)

“High quality Bordeaux varietals and heavier wine styles (we are working to expand this). Not currently linked with a particular occasion. Our American customers do buy more around 4th July and Thanksgiving!.”

“California wines are for when you want to go bold. You expect to be transported to the sunshine state.”

“We see an increase in Californian Wine sales around Thanksgiving and Christmas so they are associated with celebration times and particularly family based events. Otherwise, they also have a strong demand for premium gifting which reinforces the high regard that customers perceive for Californian wines.”

“California = oak!”

## DOES CALIFORNIA WINE CONJURE A FEELING FOR YOUR CUSTOMERS (EG. CHAMPAGNE IS FOR CELEBRATIONS)

"Negatives - Some dismiss them based on poor examples, which happens with other wines too. Some assume they are all high alcohol. Some customers don't want anything from the States politically. There are probably more years of information and familiarity of european wines. Prices are often higher than customers want to pay.

Positives - flavour, California appears to be a sexy exciting place, the stories of producers, devotees love the wines. The rare stuff can be attractive to a select crowd. Some customers say Californian Chardonnay or Pinot is like Burgundy but with more flavour. It's great that there are now so many different styles and varieties, but on the negative side they can be tricky to sell as they require a handsell."

"When you think California wine you think big expensive Napa cabs and icon brands."

## DOES CALIFORNIA WINE CONJURE A FEELING FOR YOUR CUSTOMERS (EG. CHAMPAGNE IS FOR CELEBRATIONS)

"This is a difficult one as the customer base who either work in London or are from there have a better affinity with good Californian wine, this means they view the wines as quality examples befitting the clarets and burgundies from France. Country folk think more of Californian wine as bucket wine.

There is a lot of work needed in showcasing the artisanal side of Californian wine rather than the Gallo's or Kendall Jacksons. It is key to project and educate that not all the wine is made by big businesses to a recipe but the terroir does have a lot to show and can be harnessed by sensitive wine making."

"For some consumers it equates to cheap and cheerful, for others super-premium. California is also largely equated with ripe, oaky, alcoholic wines."

## DOES CALIFORNIA WINE CONJURE A FEELING FOR YOUR CUSTOMERS (EG. CHAMPAGNE IS FOR CELEBRATIONS)

“I think mainly associated with prestige and quality for our customers. I think our customer’s perceptions are largely linked to Napa and Sonoma and there is more diversity waiting to be discovered.”

“We sell a lot of limited availability wines, so consumers feel they are getting exclusive access to something they can not get anywhere else. They buy into a romantic image of California, the lifestyle, the sun, pacific ocean and mountains, it feels exotic to them - it makes them feel like they are more than the average consumer, they are willing to pay more for wines the majority of the population are not aware of or understand.”

“Special occasions and high quality, as well as fun new blends.”

# DOES CALIFORNIA WINE CONJURE A FEELING FOR YOUR CUSTOMERS SUMMARY

Mainly the perception of a particular style of big, bold wines.

Napa Valley - Generous/supmtuous/indulgence. Gifting.

Bigger wines for bigger food. Red wines often compared to Bordeaux.

Parker points, over extracted wines - my starting point to explain modern American wine is judgement of paris through to what I call the new terroirists in Rajat, Tim, Pax and Kenny.

# HOW TO CONVERT

## WHAT WOULD CONVERT CUSTOMERS WHO DON'T CURRENTLY BUY FROM CALIFORNIA TO START BUYING?

"Wines at a lower price point to entice customers to try California over a better-known region."

"I think a consumer just needs to find that 'gateway' wine at the intersection of quality and value within their personal pricepoint and I don't think the majority of the mass-market wines get the job done unfortunately, its such a competitive space. Being able to discover more by the glass in restaurants and bars without breaking the bank would also raise awareness and familiarity."

## WHAT WOULD CONVERT CUSTOMERS WHO DON'T CURRENTLY BUY FROM CALIFORNIA TO START BUYING?

"Me finding more saleable wines at better price points. The team working hard with recommendations and education. Getting more wines tasted by customers.

I've been to some wines of California presentations which have been excellent, it would be good to get a diluted version in front of the paying customers. Thinking about it, its probably just about getting back to the basics of getting good wines at good prices in front of people. We often get offered wines which others might not, we take them, and I know there is an audience out there, but we aren't always successful in finding or linking up with that audience."

"Tasting events, acessibility, by the glass offering and campaign related activations."

## WHAT WOULD CONVERT CUSTOMERS WHO DON'T CURRENTLY BUY FROM CALIFORNIA TO START BUYING?

"Education is key to getting customers on board, via tastings, pos, written communication and knowledgeable staff."

"Simply our staff hand selling to them. Price reductions are a waste of time. Opportunity to taste is always good as the reality is normally different to the perception. Inclusion of good wines from our range in more promos / activity.

To assist with this finding some more wines in the rrp range of £15-£25 would help enormously. In an ideal world we would find (or import) some honestly made European-taste-profile-friendly wines to demonstrate to the clientele that Californian wines are actually very good."

"Story, accessibility and engagement."

## WHAT WOULD CONVERT CUSTOMERS WHO DON’T CURRENTLY BUY FROM CALIFORNIA TO START BUYING?

“More opportunities to showcase the wines at around €30 - €35. We need people to taste them so they know they are actually good value.”

“Storytelling & tasting. Californian style Chardonnays are back in fashion, Zinfandel great scope. Sustainability/organic & alcohol levels on the radar.”

“Better value, better use of oak, broader selection of styles, more tastings.”

“Hard work and promotion of the value proposition, we need customers to know that these are the equal of Bordeaux, Burgundy and Rhone.”

# INFLUENCE ON BUYING

## WHAT ARE THE BIGGEST INFLUENCES ON YOUR BUYING DECISIONS?

"Quality and price definitely play an important role. We always do try and buy firstly from producers who are not currently represented in the UK market. Above all our buying team is looking for delicious, interesting wines that we think our customers will enjoy, for a fair price."

"My personal relationships/experiences are paramount to helping me tell the story of the wine, the people, the place – and then sell it. If I don't have that personally, the importer relationship is the next best thing. More quality wine from independent producers will raise all ships! The intersection of quality with value and price and comparisons to european counterparts - where will they sit in the market? (i.e. there's great CA Pinot Noir value to be had, but CA sparkling wines are a much harder sell.)"

"Our mantra is always does it taste good, is the price workable, is there a story or a strong message from the producer, is the supplier easy/pleasant to deal with."

## WHAT ARE THE BIGGEST INFLUENCES ON YOUR BUYING DECISIONS?

"Quality, Winery/Winemaker Story, Importer, Price & channel the wine is seen in; For Fine Wines or more esoteric bottlings, Journalists and Critic reviews can be helpful for communication but don't tend to be the key driver behind our buying decisions or driving sales."

"Critics reviews are very important for the top wines, especially as we have limited opportunity to taste them. Vinous, Decanter, JancisRobinson.com; Price is a factor when it comes to the more afordable end i.e. less than £25 a bottle. We find these more difficult to source, but feel they would benefit the market."

"Price impacts sales prospects, review points (we use RP and Vinous) do assist with icon and expensive wines."

## WHAT ARE THE BIGGEST INFLUENCES ON YOUR BUYING DECISIONS?

“Relationship with source/supplier is a very strong driver. With California we would like to ship direct for the right partnership. However from UK sources, some of the people we’re buying from are key in terms of them understanding our business and what wines we enjoy selling and how.

There are quite a few good Californian wines which don’t seem interested in selling to anyone outside London and thus we struggle with building the relationships to get these styles of wine. For retail the wines either need to have some notoriety or be able to be proactive with us in getting them tasted and us enthused. Factors on buying do NOT include Social Media, Journalists, Points etc. The wines have to have a buzz/quality or the importer has to have a buzz about them. How competitive we can be against the competition is also a major factor as if only one wine is available (because they have sold the rest to Harrods or said restaurant) then we are really getting the dregs.

As in all areas of buying the wine needs to show its personality strongly and justify the price albeit in some cases because of its notoriety. As Californian wine is a hand sell, knowing there is some direct support from Importer/winery is essential as otherwise we are going to have to work very hard to move them.”

## WHAT ARE THE BIGGEST INFLUENCES ON YOUR BUYING DECISIONS?

“For premium and icon wines reviews and reputation might be a starting point. Points and awards can be a good, quick sales tool. Preferred reviewers for USA; Vinous, Jeb Dunnuck. Good importer relationships helpful to ensure emails get a response. In addition to all this the wines have to be well made and represent value in context of the region. Packaging is increasingly important in the low-mid range and can compensate for slight deficiencies in quality.”

“Fundamentally we like to buy wines that we like from producers we like. Ideally the producers are family owned. Tasting is critical in any purchasing decision, and we tend to taste individually as a buyer first and then with the rest of the buying and sales teams in the office. Buying is more collaborative than it has ever been. Journalists are important, but we prefer to use them to help with decisions we’ve made.”

## WHAT ARE THE BIGGEST INFLUENCES ON YOUR BUYING DECISIONS?

“Every wine must tick several boxes - demand from customers, a balanced portfolio, quality, price, relevant to all sales channels. The relationship with the producer and their understanding of, and expectations from the UK market is very important, but is probably the last consideration.”

“A combo of quality of the wine, we always taste first, value, shelf appeal, story, responsible producers championing sustainability etc.”

“We usually take in wines that we had the chance of taste before. With the higher price point is essential to know the wines well. The name/brand/reputation of the winery plays a bigger role than from other regions/countries like France, Italy or Spain.”

## WHAT ARE THE BIGGEST INFLUENCES ON YOUR BUYING DECISIONS?

“Critic review, reputation, wine style, pricing, packaging, ease of shipping.”

“Quality, critic review, price to value, environmental effort.”

“My own experience of working with American wine. I don’t rate any journalists on American wine as I feel like they have not caught up. Social media has no bearing, because these are high end wine and very few of my top 100 high end customers are on social media.”

# JOURNALISTS

## DO YOU RATE ANY JOURNALISTS? DO THEY HAVE ANY INFLUENCE ON YOUR SALES?

“Regional reports from journalists can be helpful during the buying process - as they inform our buyers’ research into different regions. We do also follow the scores of crtitics and display scores and reviews for our wines on our website. We will draw our customers’ attention to particularly good scores, or create mixed cases when a group of wines have received good ratings.

While scores and reviews can influence sales, we don’t solely rely on these and make sure to offer our customers a breadth of interesting wines, even if the critics haven’t discovered them yet.”

“Our mantra is always does it taste good, is the price workable, is there a story or a strong message from the producer, is the supplier easy/pleasant to deal with.”

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“No impact on buying.”

“Only reviews from Vinous, Wine Advocate, Decanter & Jancis are capable of driving sales. There are several other good writers/critics, but they do not sell wine.”

CALIFORNIA
WINES