

Wine trends are certainly present, but what other ways are there to stand out in global travel retail. Here, Jessica Mason finds out what's available and how it's best presented to consumers.

DIMINE WINES

Global sales of wine have enjoyed a lift in both volume and value over the past few years, and the rise has been steady and gradual, which suggests it is robust. But, across travel retail, selling wine is an art that needs to be revered.

Many factors are at play to help it appeal among the myriad items on display. Understand them, and you'll recognise an uplift in sales. So, what do we need to know?

As with most other categories, travel retail exclusives have always appealed since travellers like to pick things up while on the move that they may not have had the chance to buy in their domestic market. When it comes to wine, rarity needs to be balanced with popular varieties and trends. But, in general, customers are keen to try new drinks. Especially if promoted in an interesting way to flag up their exclusivity.

"Consumers continue to be keen on tasting different and rare wines," says Xavier Armengol, Chief Commercial Officer, Bodegas Torres (Basement 2 H8). Armengol predicts that "wines made with ancestral grape varieties will grow in the future" and hints that Torres has "already started with this recovery of autochthonous grape varieties in the 80s and today this is still a top priority

project." Torres has managed to revive more than 50 "forgotten" grape varieties, but Armengol reveals that "only a handful have the potential for making top quality wine." So, what should we look out for? "You can actually find two of them (Garró and Querol) in our single vineyard wine Grans Muralles," he reveals, highlighting them as 'ones to watch'.

APPEALING TO THE ASIAN MARKET

There are many ways to appeal to the interests of the East, but one of the first ways is to speak directly to customers about the products. This is where some companies are going a stage further to break down those barriers of communication. Since wine is bottled, it takes an extra effort to communicate what is in the bottle and why it is worth someone's time. For this reason, Peuch & Besse (Basement 2 N18) has found a way to appeal to an Asian audience. "We are impatient to taste these wines with visitors on our booth and present videos of our winemakers translated in Mandarin for the occasion," says Isabelle Gec-Peuche, spokesperson, Peuch & Besse. Over at Diverse Flavours (Basement 2 D34), its Napier wine was "made famous in Japan and Asia through a feature in the much-respected Japanese manga wine comic book Tears

of God," says Anthony Budd, Managing Director, Diverse Flavours. Budd admits that the company works "a lot with Asian airlines and they seem to recognise very well what their customers want to drink onboard at 30,000 feet," so all of this insight is hugely valuable. Meanwhile, Sandro Bottega, Managing Director, Bottega (Basement 2 M9) says his wines sell exceptionally in Japanese duty free and this may be "because Japan remains the major Asian market for high quality Italian wines." But also, something to note is that Japanese travellers tend to like to buy gifts and knowing this is imperative in terms of wine presentation in Asian travel retail.

SEE AT THE SHOW

At the show, Diverse Flavours will be presenting its Delaire Graff Estate, Kleinoood Estate (Tamboerskloof wines) and 88 Vineyards Merlot Medium Sweet and 88 Vineyards Cabernet Sauvignon, which are currently exclusive to duty free. And, according to Budd, "the Merlot Medium Sweet was launched in Dubai Duty Free last year and (since then) sales have been amazing." Peuch & Besse has expanded its range with new wines from "authentic vineyards and made by passionate winemakers such as Domaine Girault and Domaine Girard in Sancerre or Château de Hartes and Château



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Pradeau-Mazeau in Bordeaux," says Gec-Peuche. While from Bottega, visitors can see the complete Bottega range and taste the best-selling wines: Bottega Gold (the iconic prosecco in gilded bottle), Bottega Stardust (Bottega's premium Prosecco Dry in a crystal-encrusted bottle) and Il Vino dell'Amore Petalo Moscato (the brand's most successful sweet sparkler).

Torres is showcasing the launch of Esplendor by Vardon Kennett (its first Catalan sparkling wine from its own high altitude vineyards), Sons de Prades (a new super premium Chardonnay from its single vineyard of Milmanda), Altos Ibericos Reserva (the Reserva wine of Altos Ibericos from its bodega in Rioja), Bellaterra (a new single-varietal ecological wine from its Merlot vineyards located in the high Penedès), Camino de Magarin (Torres' new top Verdejo made from vines grown near the Duero River and aged four months on the lees) and La Causa (a new line of wines from the Chilean Itata Valley, the valley where viticulture initially started in Chile 500 years ago). With this variety, there is certainly something for all palates. Constellation Brands (Basement 2 E37) is launching its new Prisoner Wine Company wines, but will also have its core brands on display, namely: Inniskillin Icewine, Robert Mondavi Winery, Ruffino and Kim Crawford wines, along with wines from Franciscan and Charles Smith, explains Lynette Pratt, Sales & Marketing Associate - Global Travel Retail, Constellation Brands. Distell (Basement 2 J6) is showcasing two travel retail exclusives in Singapore - the Nederburg Private Collection and Pongrácz Blanc de Blancs.

"The Nederburg line has long been popular with wine enthusiasts and we feel the Nederburg Private Collection will both enhance the wine's already solid reputation and be a great tasting experience for lovers of fine wine around the world," says Andrea Baumgartner, Head of Marketing Global Travel Retail, Distell.

PAIRING, CROSS PROMOTION & DISPLAY

Interesting ways of selling wine continue, but still one of the best is via cross promotion or food pairing, which encourage impulse buys and trial.



PEUCH & BESSE HAS EXPANDED ITS RANGE WITH NEW WINES FROM AUTHENTIC VINEYARDS AND MADE BY PASSIONATE WINEMAKERS, SUCH AS DOMAINE GIRAULT AND DOMAINE GIRARD IN SANCERRE OR CHÂTEAU DE HARTES AND CHÂTEAU PRADEAU-MAZEAU IN BORDEAUX.

This year, Diverse Flavours will launch a wine and chocolate pairing pack for Groot Constantia. "The chocolate has been made to perfectly match the wine," says Budd, noting how "wine and chocolate pairing is becoming a very strong method for cross-selling." The customer is upsold the package by buying "two bottles of Groot Constantia Rood wine with chocolate that has been produced to perfectly enjoy with that particular wine." This is bespoke, so "the chocolate cannot be paired with any other wine as you will not have the same match," says

Budd, explaining that this gives the consumer another reason to consider your wine and not any other. In 2016, Gec-Peuche reveals that the company asked a designer to design some display furniture for travel retail and showcased a barrel display with a "wine of the month" to appeal to consumers looking for direction when selecting wine. "This was immediately a great success. Its authenticity, [and] the implementation of the wine [all] enabled sales to increase everywhere it was implemented," says Gec-Peuche. An excellent way to



Every year Diverse Flavours witnesses the rise in the profile of South African wine, and the interest from consumers, who require something different, unique and special.

draw attention to wines without reducing prices. Bottega also reveals that its plans for 2017 include upping its "focus on collections with special, exclusive packaging and on cross promotions with other major brands in GTR," says Bottega, showing that presentation, cross promotion and display are all imperative ways to begin attracting the right consumers.

PACKAGING & GIFTING TRENDS

Torres has been "developing more and more special gift editions, something that travel consumers who look for a luxury shopping experience, appreciate very much," says Armengol, reminding that the way a bottle is wrapped, boxed or displayed enhances the reasons for buying. "Packaging is very important," agrees Gec-Peuche, adding: "We have recently made a luxury gift box for a few wines of our range. It was a real success. This packaging, usually used for spirits is perfectly adapted to the wines. Air France has sold our boxes for more than a year and is very satisfied with the results." Similarly, Zonin (Basement 2 C6) is launching the new packaging of what it deems to

be its "most important product - the best seller Prosecco DOC Zonin Cuvée 1821," says Maura Marcianite, Export Department Coordinator, Zonin. "Packaging can be vital in travel retail, as it often serves as a product's first impression for international travellers," agrees Baumgartner. "Case in point, an attractive and sophisticated package can be used to suggest a premium or super-premium product. Because of this, many high-end wines - ours included - have been using packaging that has often been compared favourably to that of high-end single malt Scotches. Conversely, unique packaging can be used for maximum visual impact. For example, the packaging for our Pongrácz line literally explodes off the shelf when viewed by a shopper - a real plus in the crowded wine field." Bottega is among those companies that has improved its packaging since the beginning. "This continuous process has made us a leader in the field, and an example for many imitators. As a new packaging proposal, we are presenting new labels made of wood," says Bottega, with nods to trends for using natural materials for a premium eco-conscious image.

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ACCOLADE WINES ENHANCES PREMIUM WINE PORTFOLIO

Accolade Wines (Basement 2 J5) has enhanced its premium portfolio and credentials through the acquisition of six wine brands from Australia: Petaluma, Croser, St Hallett, Knappstein, Stonier and Tatachilla.

As one of the largest wine companies in the world, Accolade has a diverse portfolio of new world wines. These newly introduced brands reside in some of Australia's most renowned wine regions, including: Adelaide Hills, the Barossa Valley, McLaren Vale and the Mornington Peninsula.

"We have been experiencing significant growth in global travel retail and domestic markets over the past six years," comments Rupert Firbank, Commercial Director, Accolade Wines. "This has been supported through the acquisition of up-and-coming brands that have allowed us to expand

our global footprint and add a great breadth to our portfolio. Our previous acquisitions of Geyser Peak in the United States, Grant Burge Wines in Australia, Mud House in New Zealand and Vina Anakena in Chile have been hugely successful, so we are confident that these new additions will add another dimension for our customers.

"TFWA Asia Pacific Exhibition & Conference is the ideal opportunity to introduce these new wines to our Asian partners. Being able to sit down face-to-face with them makes a big difference in being able to fully explain the story behind each brand. We invite visitors to the show to come and experience our exciting new wines and our current brands, most notably Hardys wine, which is fast approaching its 165th birthday."



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"I think this trend in seeking new and exciting regions and producers will continue. Some operators will move faster than others to capture this market, others will lag," he observes, but reminds that, at Diverse Flavours, despite the company being "very much in the foundation phase of promoting and developing South Africa wine in GTR" and recognising that "it takes time," the company does have a common goal – "to have South African wine available in every duty free retail shop in the world and on every airline." That in itself would be a remarkable achievement and something for which to strive.

Diverse Flavours is showcasing "the award winning Groot Constantia wines – South Africa's oldest winery dating back to 1685," says Budd, noting that "the Grand Constance was drunk by Napoleon, and written about by Jane Austen," giving it an appealing story. Also on display will be the "Ernie Els wines – an iconic Stellenbosch winery borne out of the passion and vision of one of the world's top sports icons," reminds Budd. Plus, there will also be: "Cederberg, South Africa's highest winery from one of the most remote wine producing areas in the world, and still produced by the fifth generation of family" and "this year, their wines will feature on ANA, Asiana Airlines in business class and first class pouring," positioning them as premium. There will also be "Deetlefs – the second oldest winery in South Africa run by the same family since 1822, and a top Pinotage producer" and Kleynood Estate makers of Tamboerskloof Syrah, Viognier, and Rose in Stellenbosch. Budd points out that "the Syrah received 94 Wine Advocate Robert Parker points and is one of South Africa's top ranked wines," plus "their Viognier will be served on ANA in First Class later in the year," he reveals, racking up the accolades.

Diverse Flavours will also show off "Delaire Graff – The Jewel of the Cape Winelands, which is nestled in the heart of South Africa's Stellenbosch



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region on the crest of the panoramic Helshoogte Pass in the Banghoek Valley" where the "plantings are predominantly Bordeaux varietals and Chardonnay, all picked and tended by hand." With this portfolio on offer, it's looking like a great year in GTR for South African wine. Baumgartner adds that the "South African wine portfolio [from Distell] takes a backseat to no one or no wine," and reveals that Distell will "also be proudly featuring such travel retail favourites as Durbanville Hills, Alto, and Fleur De Cap."

INTERNATIONAL APPEAL

Bottega points out that "international grapes – e.g. Chardonnay, Sauvignon Blanc, Merlot, Cabernet – have always been very popular in the market" and nowadays, he sees that consumers "look for indigenous grapes coming from specific areas: for example, they buy Sangiovese,

Prosecco, Lambrusco, Aglianico, Pinot Grigio and Lagrein from Italy; Malbec from Argentina; Syrah from Australia; Pinotage from South Africa, Tempranillo from Spain... and so on." This surely shows that they are navigating their wine preferences with a sense of place. For Torres, Armengol reminds that "Spain and Chile are becoming more and more interesting with their amazing amount of regional diversity: for example, wines from the historical Itata valley in Chile as mentioned before, and of course wines from all top regions from Spain" and so people are not just looking for what they know, but for more examples of wines that they can get to know. Indeed, consumers are becoming more indulgent and with this, irrespective of trends for regions and grape varieties or styles, what they are looking for more than anything else is quality.

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