



MEETING RECORDING

https://us02web.zoom.us/rec/play/6JMrcr-urzk3HdLBsgSDB6AvW47uJ_s2iJN_6Bcn07gASIKNFH3YbNAZ7falg3eFSzXd9VHACI7j9S8



UK | 28 de Abril | 11 hs.



UK
Covid 19 Situation

Situation UK Timeline

Current Situation UK

Sales and where they are

Some insights

Post Covid 19

Open Forum



Situation UK - Timeline

- First case - 29 January - 2 cases
- Risk considered low
- Italy starts lockdown - 4 March
- First UK fatality - 5 March
- Financial Packages - 17 March
- Schools closed - 19 March
- Pubs, Restaurants, Gyms and social venues closed - 20 March
- Lockdown - wine shops are exempt as they are considered 'essential'
- Vaccine currently being tested in Oxford
- UK now has highest no. deaths per capita in the world
- 21,092 current no. recorded fatalities



Current Situation UK - On Trade

- Remain in lockdown until mid - May earliest
- No easing of restrictions in sight
- Staff from restaurants/bars/hotels/pubs Furloughed to encourage businesses to keep staff
- WSTA pushing for deferment of Duty
- Business rates and rent holidays being sought
- Government business loans for small and large businesses
- On - trade sales typically account for 40% of supplier business
- A lot of flexibility in the market
- Online delivery and e - commerce not as advanced as other economies - falling short of expectation



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Where the sales are - Off trade

- Wine society, Majestic and Odd bins closed due to unprecedented demand - now opening again for online delivery
- Shift to local businesses
- Those that adapted have done well - online up to 300%, typically 67% "like Christmas has come early"
- Some restaurants still delivering and suppliers fulfilling online sales
- Importers wary of B2C direct sales for fear of losing independent and online customers
- BUT some offering limited no. SKU direct to customers direct
- Supermarkets very strong sales alc - 10.3%/ Alc Stores £31% (that's an additional £200m)
- No real data available as yet - but wine preferred choice
- Online and in store sales have failed to make up for loss of on - trade - but just

Edelman Trust Barometer Report

PROTECT EMPLOYEES AT ALL COSTS

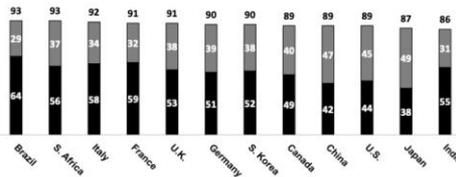
Percent who want this from brands

■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Brands must do everything they can to **protect the well-being and financial security of their employees and their suppliers**, even if it means suffering big financial losses until the pandemic ends

90%

Global 12



A NEED FOR BUSINESS AND EMPLOYERS TO STEP UP

Percent who say

78%

Businesses have a responsibility to **ensure their employees are protected** from the virus in the workplace *and* do not spread the virus into the community

63%

I would like my employer to **share information** about the coronavirus at least daily

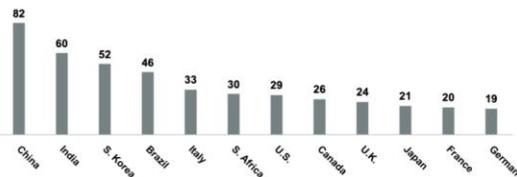
BRANDS' RESPONSE TO PANDEMIC ALREADY INFLUENCING PURCHASE

Percent who agree

I have **recently started using a new brand** because of the innovative or compassionate way they have responded to the virus outbreak

37%

Global 12



USE YOUR BRAND POWER TO EDUCATE

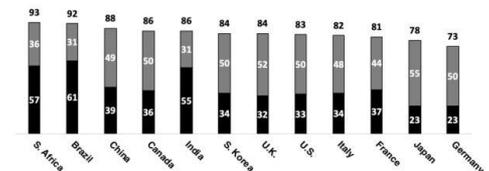
Percent who want brands to play this role

■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Be an **educator**, offering people instructional information about the virus and how to protect themselves from it

85%

Global 12





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Post Covid 19 - A bump down to earth

- You are unlikely to be receiving orders for a while
- Pre - Brexit high stocks being held by suppliers - so plenty of stock
- Supply chain - no - one is being paid
- On - Trade will be changed forever
- Pubs unlikely to open until later this year
- Cautious & Slow build up during return to restaurants - 2m rule etc.
- Online will continue to grow



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What you can do

- Extend credit lines
- Support your importers - they are your customers
- Smarten up your websites - Tech sheets up - dated etc.
- Where possible - make contacts easy with your importers - this should be at the forefront of your message - where can your customers find your wines ?
- Keep your customers informed on your website
- Tell your customers how you are treating your staff - its important
- Post small videos and messages on your importers websites
- Lots of tastings and chats online - Instagram/twitter/facebook/zoom
- Education is the key to selling
- Keep in constant contact with your importers but do not pressure them - remember they are in the same situation as you
- Be positive



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What we can do

- Up - date you on current situation in market
- Help suppliers & retailers with small videos to post on their websites
- Post educational tastings on IGTV - MWD (7.8k viewings)
- Active work on social media - Twitter/Instagram @MrArgentina @Philcroz @Xixu80
- Contact with importers/retailers to find out what's going on
- Education, Education, Education

Useful links

- The Buyer - <http://www.the-buyer.net>
- The Drinks Business - <https://www.thedrinksbusiness.com>
- Harpers - <https://harpers.co.uk>
- WSTA - <https://www.wsta.co.uk>
- Edelman Trust Barometer - www.edelman.com/trustbarometer



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¡MUCHAS GRACIAS!

