



NAVIGATING CHINA MARKET MAZE

拨开中国市场的迷雾

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CON ESTILO ARGENTINA
LEWINE
— PREMIUM WINE® —

Cultural Differences & Their Impact On Wine Trade

中阿文化差异对葡萄酒贸易的影响

- Communication 沟通
- Packaging 包装
- Work efficiency 工作效率
- Branding 品牌



COMMUNICATION 沟通问题



Chinese business etiquette:

Everything should have a reply

中国的习惯是事事有回音



Argentine wineries only timely
reply to messages they find
interested in and ignore others
阿根廷酒庄方面只及时回复自己感兴趣的
消息，不感兴趣的就不回。



COMMUNICATION 沟通问题



The Argentine way has negatively influenced the will of Chinese traders for further cooperation with Argentina



阿根廷的处事方法影响中国商人继续合作的积极性

PACKAGING -- *fatal for Chinese importer*



包装——对进口商是个致命问题

Essencial for Chinese consumers

中国消费者非常重视包装

- **Consumer quality awareness**
largely depend on packaging
消费者质量认知很大程度看包装
- Every detail is seen as
identification of authenticity
每个细节都会被看作鉴别真伪的依据



Argentine wineries cared less

阿根廷许多酒庄不重视包装

- change packaging at will, no
prior discussion with target
market
变更随意，事先不与目标市场商讨





**“A much shorter cork indicates
lower quality cheaper wine”**

is widely believed among wine drinkers in China

中国有大量的葡萄酒饮者相信瓶塞越短，酒的品质和价值越低

一下子就变成了货真价实的穷矮矬





Closure
封瓶方式



Punts
瓶底凹坑

WORK EFFICIENCY 工作效率



Mainland China market:

中国大陆市场

- **functioning at a high speed** 快节奏运转
- **changing rapidly** 瞬息万变

Argentina's inefficiency has:

阿根廷低下的工作效率

- **Delayed business activities in China** 耽误了在中国的很多商业活动
- **Missed good opportunities in China** 错失中国的很多机会



BRANDING 品牌建设



Chinese love brands

中国消费者非常看重品牌

- well-known brand 名牌
- trustworthy brand 可信赖的品牌
- special brand 有特殊意义的品牌



Argentine wineries paid much less attention on brand building

阿根廷酒庄不重视品牌建设



Branding issues Argentine wineries face in Chinese-speaking markets

阿根廷酒庄品牌在华语市场遇到的问题

- No **powerful brand** 在整体葡萄酒市场中没有强势品牌
- Lack of **sustainable branding** 缺乏可持续的品牌推广
- Confusing **brand positioning** 品牌定位不明确
 - Consumers wonder the ranking of a wine/line in the winery's whole range 消费者搞不清楚酒庄的不同酒款/系列在酒庄产品中的地位
- Too much **line extension** 产品线过长
 - Unclear differentiation within a line under one brand name 同品牌产品差异化不明显



How to deal with?

如何解决



✓ MARKET DEVELOPMENT 市场开发

✓ Brand building 品牌建设

✓ Pricing 价格

✓ Packaging 包装



BRANDING 品牌建设



- Argentina need a great brand to attract people to notice this country's wines 阿根廷需要推出代表国家的领头品牌



BRANDING 品牌建设



- Stories and meanings behind the names of product, brand and winery should be detailed to importers

酒庄故事、产品故事、酒名含义要详细解释给进口商

- Many Argentine wines are transliterated into Chinese meaninglessly and hard to remember

现在有大量产品音译，译名拗口

BRANDING 品牌建设



- Website 官网建设



- Accessibility for Chinese consumers 要让中国消费者可访问
- Update information in time 及时更新信息
 - HD photos, accessible videos, scores, news, maps, core team
高清图、能播的视频、评分、新闻、地图、核心人员
- Continuously communicate effective promotion materials to importers 及时给进口商提供有效的宣传素材



PRICING 价格



- Global retail price control 零售控价 \$ ⇌ ¥
 - The online information, eg: *wine-searcher*, of Argentine wine prices are too low because of currency conversion
线上均价太低，尤其汇率跳水之后
- Export pricing 出口
 - Export price is too high to keep good value to China market
出价太高，到中国就性价比很低

Best Argentinian Wine

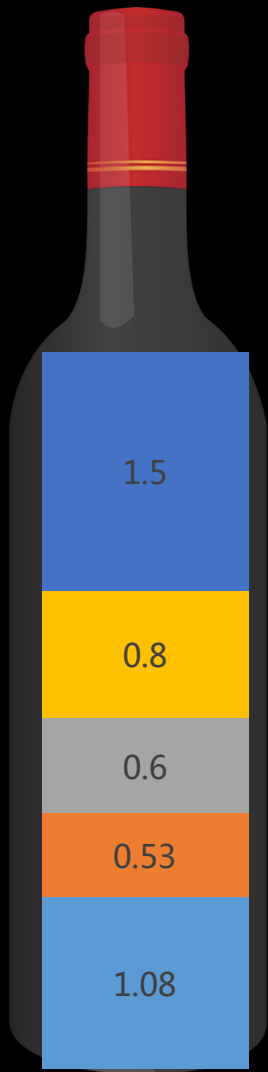
Based on scores from a wide range of critics, updated monthly

Wine Name	Grape	Popularity	Score	Avg Price
 Terrazas de los Andes Single Parcel Los Castanos Malbec, Altamira, Argentina	Malbec	18,292 nd	94	¥573
 Vina Cobos 'Cobos' Marchiori Estate Malbec, Perdriel, Argentina	Malbec	1,751 st	93	¥1,394
 Bodega Noemia de Patagonia Malbec, Rio Negro, Argentina	Malbec	3,940 th	93	¥697
 Catena Zapata Adrianna Vineyard Malbec, Gualtallary, Argentina	Malbec	3,112 th	93	¥732
 Achaval Ferrer Finca Altamira Malbec, Uco Valley, Argentina	Malbec	2,255 th	93	¥794
 Catena Zapata Adrianna Vineyard 'White Bones' Chardonnay, Gualtallary, Argentina	Chardonnay	3,522 nd	93	¥670
 Bodega Aleanna 'Gran Enemigo' Gualtallary Single Vineyard Cabernet Franc, Tupungato, Argentina	Cabernet Franc - Malbec	677 th	93	¥688
 Terrazas de los Andes Single Parcel Los Cerezos Malbec, Altamira, Argentina	Malbec	32,490 th	93	¥600
 Vina Cobos Corte uNico - Volturno Marchiori Estate, Perdriel, Argentina	Cabernet Sauvignon - Malbec	9,329 th	93	¥1,526
 Abremundos Aznar Pelleriti 'Pagina 1' Edicion Limitada, Uco Valley, Argentina	Cabernet Franc - Malbec	28,730 th	93	¥379

Importer → Distributer → Retailer

进口商40%； 经销商40%； 零售商50%

- Chinese business practice 中国经营习惯
- High operating costs 高昂的运营费用



■ Retailer Margin +50%

■ Distributer Margin +40%

■ Importer Margin +40%

■ Fees

■ Product Cost

CIF + VAT 13% + import tariff 14% + consumption tax 10%
费用：到岸价+增值税13%+关税14%+消费税10%

$$\begin{aligned} \$1 \text{ wine} &\rightarrow 1.08 * 1.13 (1.2204) * 1.14 (1.391256) * 1.1 (1.53038) * 1.4 \\ &\quad (2.1425) * 1.4 (2.9995) * 1.5 \\ &= \mathbf{\$4.499} \end{aligned}$$

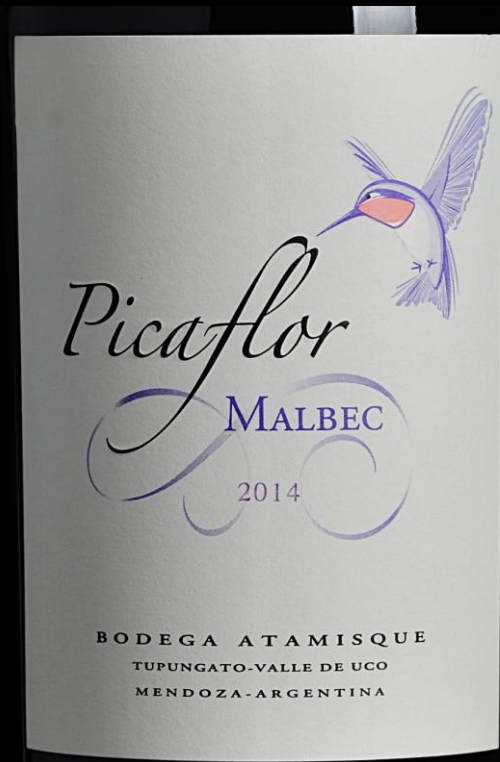
PACKAGING 包装

- Label design 酒标设计
 - Not eye-catching for Chinese consumers 不抢眼



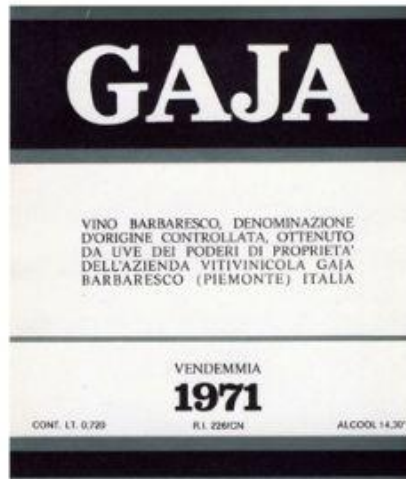
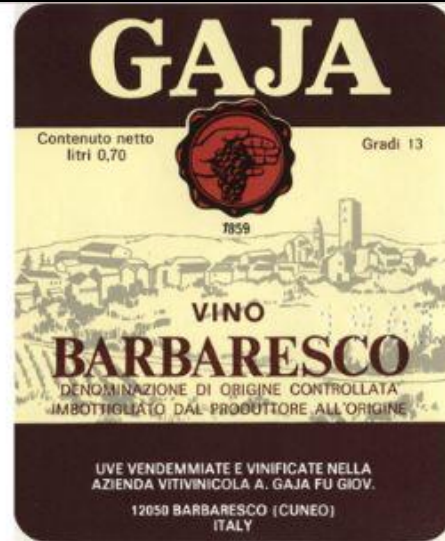
Hard to tell the difference for native Chinese
中国人很难认出区别

Good examples...
正面的例子



Could be inspiring...

一些启发性的参考



Could be inspiring...
一些启发性的参考



Label design based on each wine's flavour and taste
根据风味口感设计的酒标

Before 旧版箱



After 新版箱



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Gracias !

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