



**LINK VIDEO RECORDING**



Europe | 26 May | 17 hs.



## Europe Covid 19 Situation

Top 12 Countries (Export)

Current Situation UK & Europe

Sales last 4 years top 10

2 to watch

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## Europe Covid 19 Situation

### Top 12 Countries Europe (Export)

Comparison EU Countries 2019 vs 2018 \$(m)

DESCRIPTION	2016	2017	2018	2019
UK	76.24	86.70	89.95	93.40
Holland	32.11	28.36	28.60	26.02
Switzerland	15.09	16.06	13.00	14.99
France	8.26	10.06	13.84	13.74
Germany	13.25	13.97	13.38	12.67
Denmark	12.46	9.86	9.75	9.88
Ireland (Republic)	6.63	8.08	7.13	8.42
Sweden	8.75	7.37	8.23	6.68
Belgium	8.20	8.39	6.67	5.85
Finland	5.76	4.73	4.14	3.33
Norway	2.05	2.48	2.50	3.08
Poland	2.28	1.93	2.44	2.56



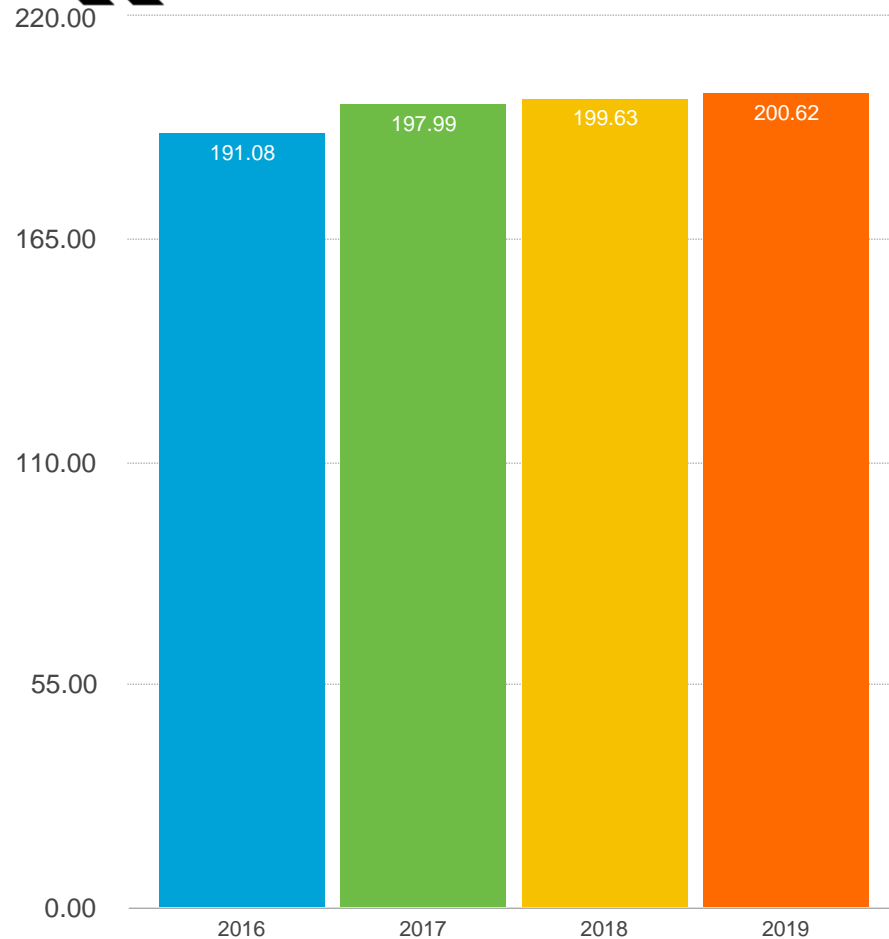
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# Europe

## Covid 19 Situation

Column Chart



Top 12 Countries  
Europe (Export)  
Cases 1,357,015 (162,531)

Category Title

Total



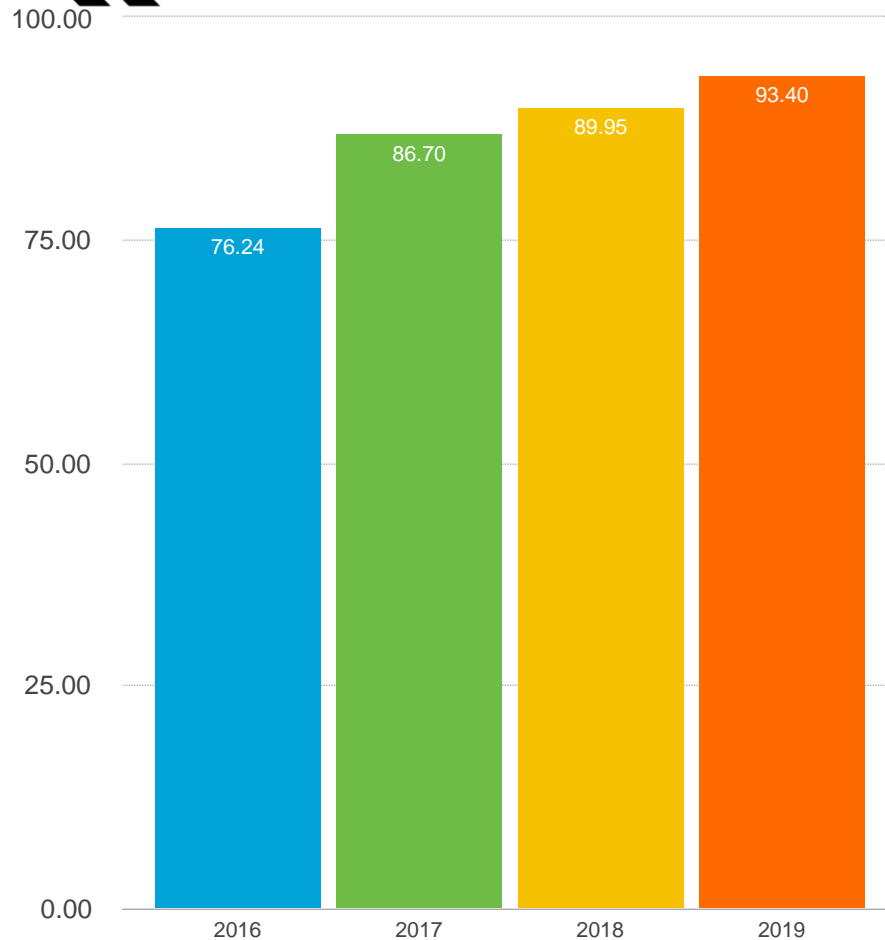
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## Europe

### Covid 19 Situation

Column Chart



Category Title

UK

## Situation UK

- Cases 254,195 (36,393)
- Easing of lockdown very cautious
- Restaurants may start to open around mid June
- Possibility of regional easing based on current Covid cases
- Confusion over schools starting
- Opening of garden centres and freedom to move around country
- All visitors to UK to go into Quarantine (14 days)
- Alcohol sales rose by 31.4% during lockdown
- Wine still favourite alcohol beverage in UK



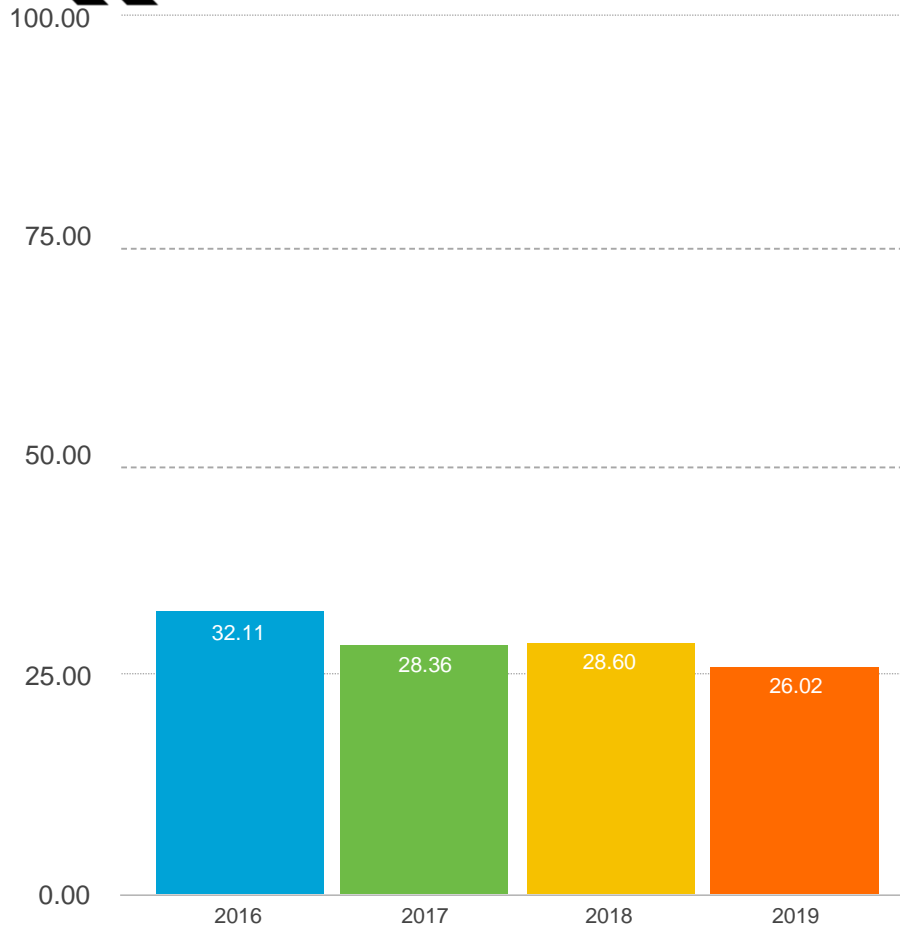
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# Europe

## Covid 19 Situation

Column Chart



## Situation Holland

- Cases 45,064 (5,811)
- Events of more than 100 people banned until September 1st
- Restaurants can open September 1st
- Borders closed
- Wage costs for staff grants for 3 months furlough
- No statistics available for wine sales during pandemic



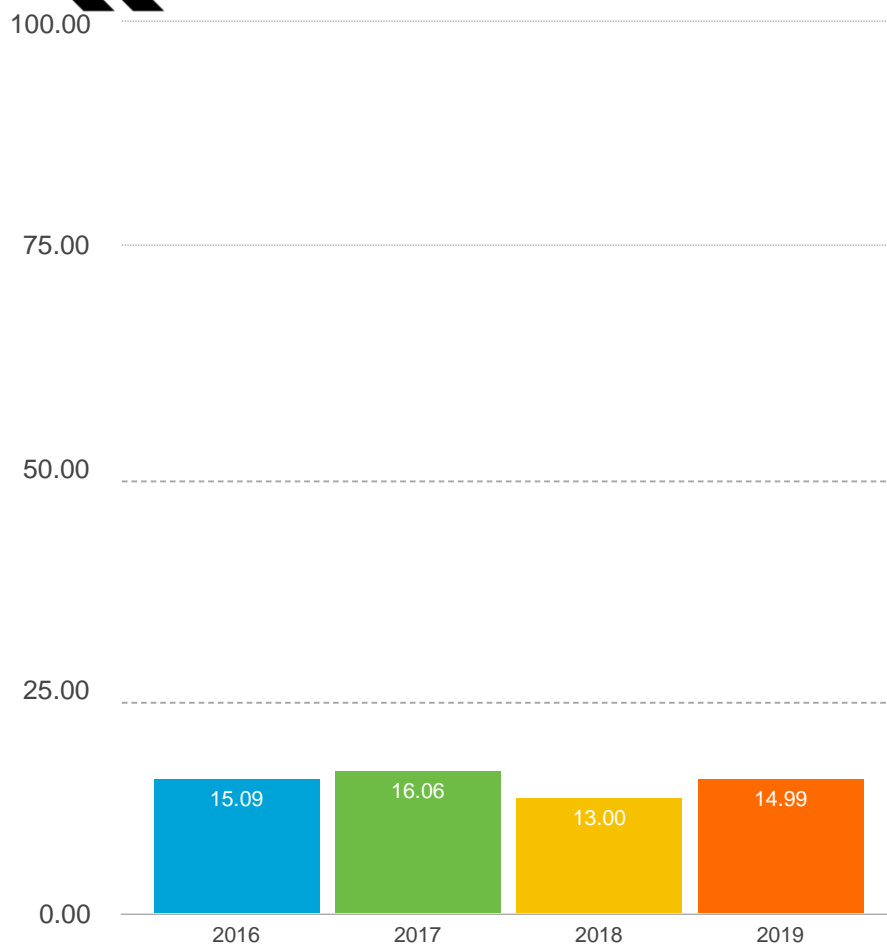
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# Europe

## Covid 19 Situation

Column Chart



Category Title

Switzerland

## Situation Switzerland

- Cases 30,699 (1,908)
- No lockdown implemented
- Ban on 5 or more individuals together
- 27 April easing of restrictions Hairdressers/construction etc
- Schools opened 11 May
- No new cases or fatalities reported 25 May
- Virtually normal from 8 June
- Borders controlled
- No statistics available on wine sales



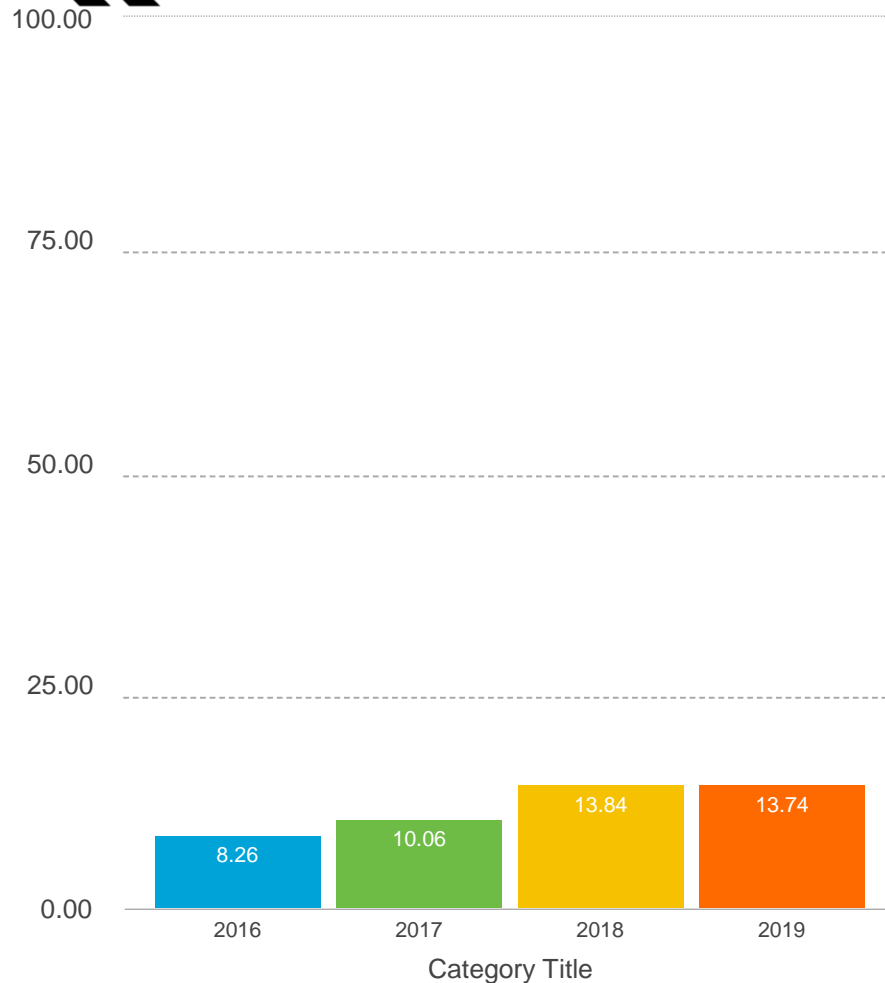
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# Europe

## Covid 19 Situation

Column Chart



## Situation France

- Cases 144,806 (28,332)
- France in total lockdown at this time
- No new measures until June 15
- 450m Euros spent so far to shore up the economy
- Travel up to 100km allowed (with declaration of reason)
- No more than 10 people together
- Red and Green zones
- Further announcements on reopening of restaurants expected June 2
- Large shopping centres closed
- Gradual reopening of schools





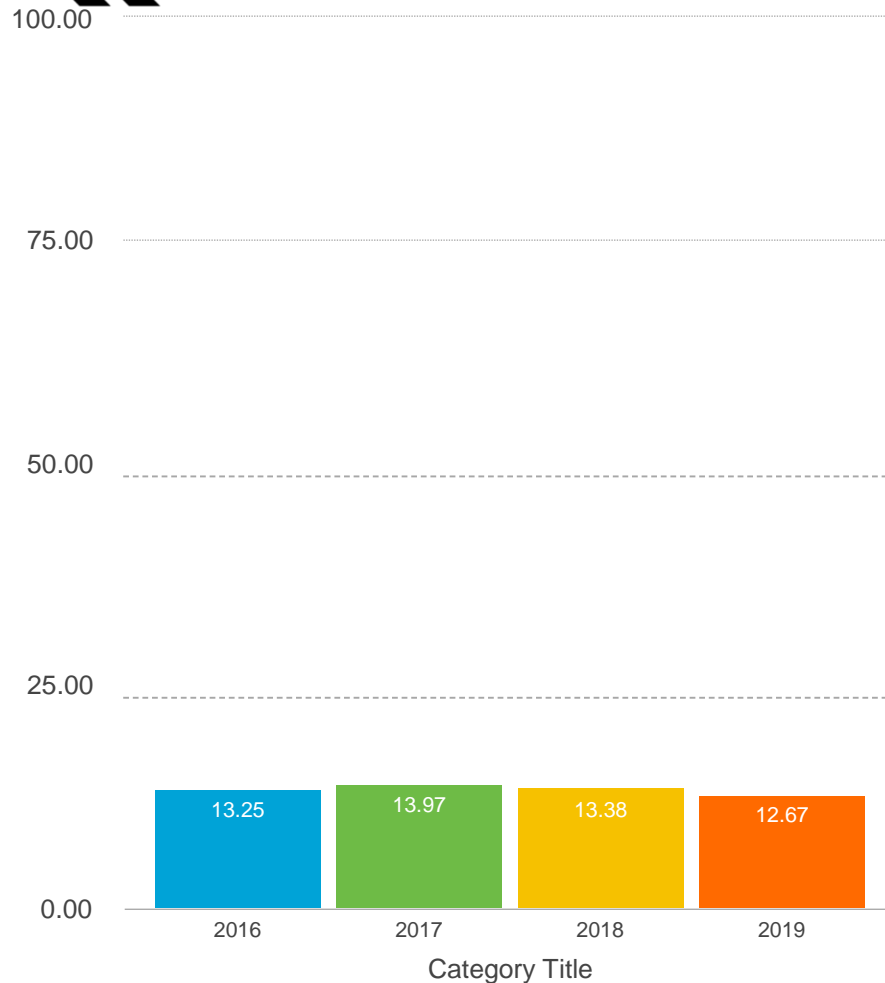
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# Europe

## Covid 19 Situation

Column Chart



Germany

## Situation Germany

- Cases 178,281 (8,247)
- High levels of testing
- All borders closed
- Administration state by state
- Short time working scheme similar to France and UK for staff
- Economy has contracted by 2.2% so now officially in recession
- Football now being played behind closed doors
- Gradual easing of restrictions
- Some states now reopening restaurants
- Some big German companies facing closure and bankruptcy



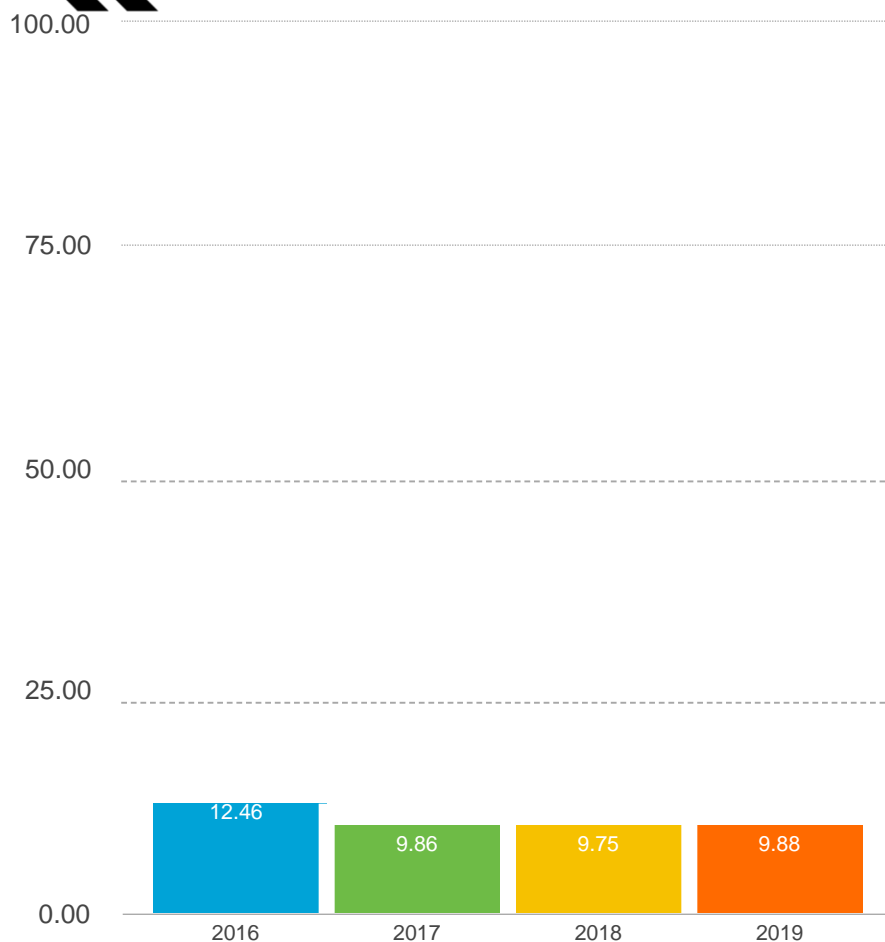
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# Europe

## Covid 19 Situation

Column Chart



Denmark

## Situation

### Denmark

Cases 11,360 (562)

- From 27 May children under 11 go back to school
- One of the first to impose restrictions
- Peaked in March
- Slow down of restrictions since 15 April
- Contact tracing central to policy
- All borders closed
- 25 May borders will open to Nordic countries and Germany
- Restaurants & Cafes to reopen on May 18th
- Further re-opening on June 8

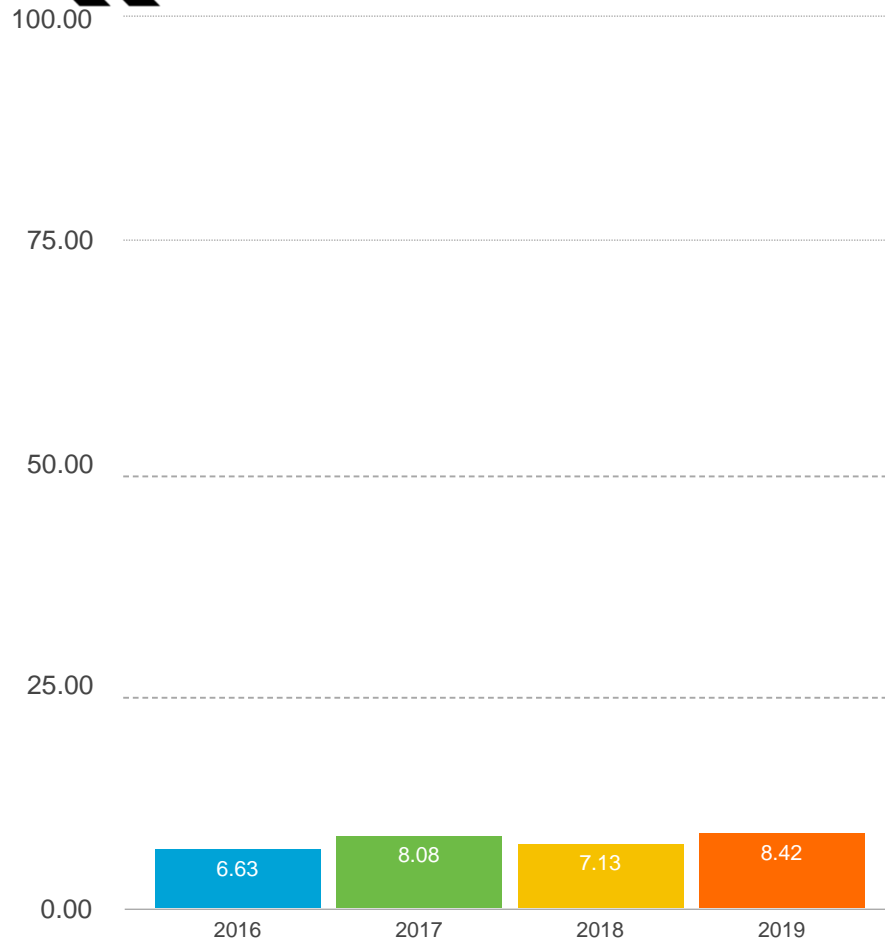


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## Europe Covid 19 Situation

Column Chart



Category Title

Ireland (Republic)

## Situation Ireland (Republic)

- Cases 24,582 (1,604)
- Ireland still in lockdown
- Initial easing of controls 5 - 18 May
- Testing key to success
- 140,000 people lost their jobs but payments are made whilst unemployed
- Good business support to re-employ staff after lockdown
- Supermarket sales busiest in history
- No plans as yet to ease lockdown



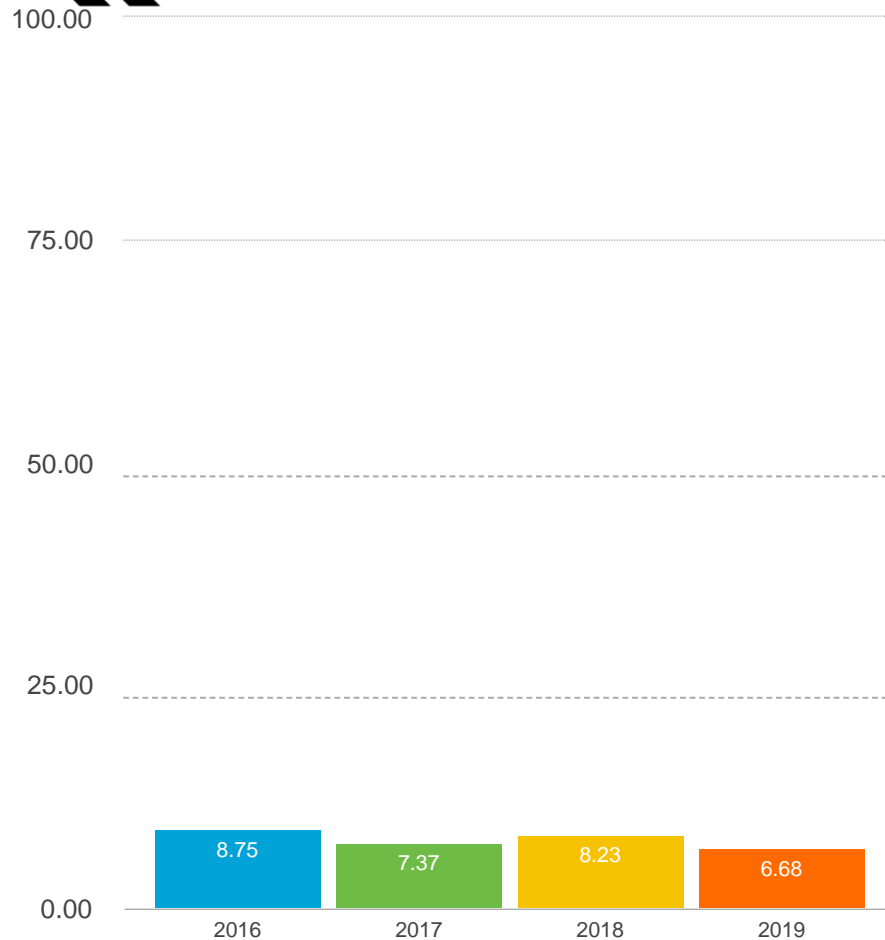
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## Covid 19 Situation

Column Chart



## Situation Sweden

- Cases 33,188 (3.992)
- Adopted the controversial herd immunity protocol
- Very high level of trust with authorities
- Lockdown considered not necessary
- Restaurants and bars open but with table restrictions and table service only
- Government paying half salary and workers part time
- Travel not advised
- Systembolaget seems to be operating as usual



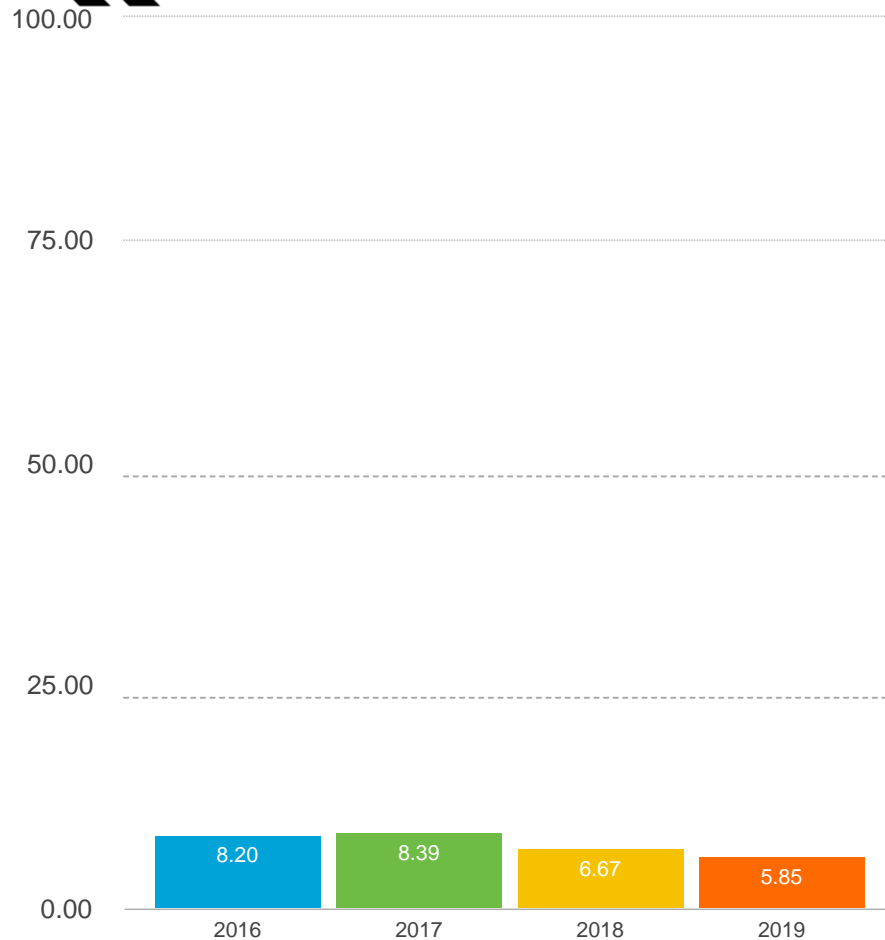
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# Europe

## Covid 19 Situation

Column Chart



## Situation

### Belgium

Cases 56,810 (9,237)

Worst in Europe for deaths per capita

Belgium in lockdown

Borders closed

Breweries performing many of the deliveries of essential goods

Restaurants, bars and cafes closed

1.25m people temporarily out of work

No plans visible for easing of lockdown and borders



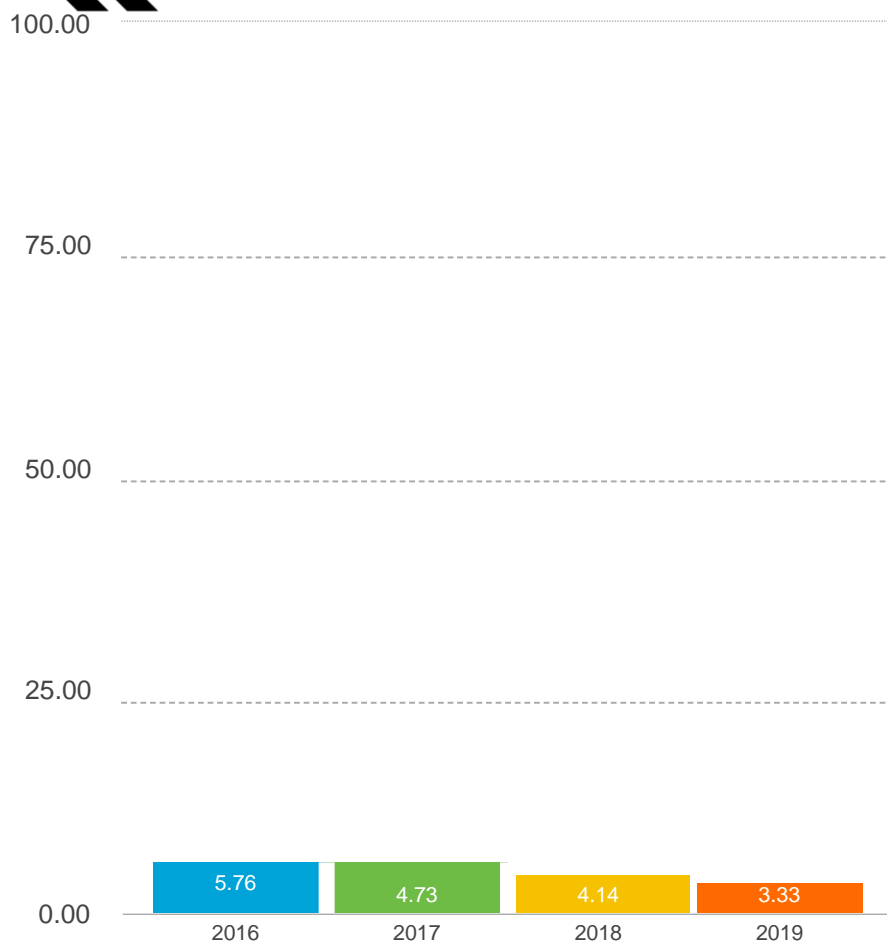
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# Europe

## Covid 19 Situation

Column Chart



## Situation Finland

Cases 6,568 (306)

Situation very well controlled by government

Strict lockdown imposed

No movement to high population areas

Schools now reopening

Restaurants to be open by special arrangements 1st June

Alko servicing online deliveries at pick - up points

Stores remain open but with some restrictions



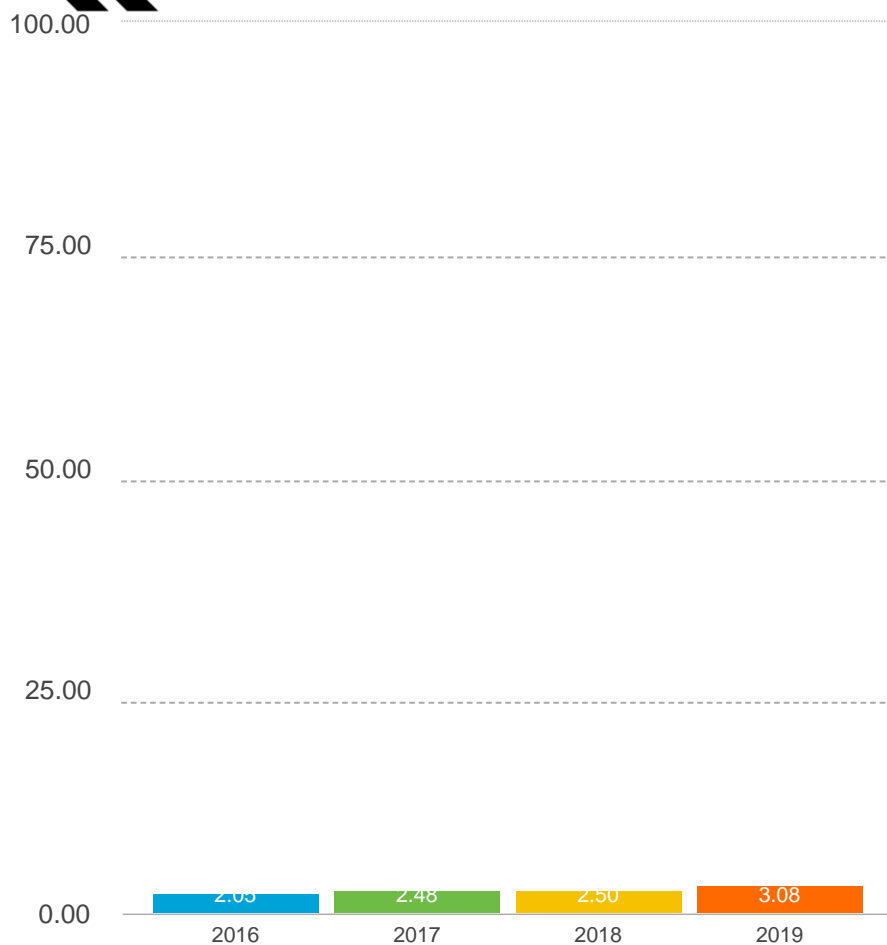
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## Europe

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Column Chart



## Situation Norway

Cases 8,309 (235)

Strict lockdown followed by  
lifting of controls

Schools reopening

Ban on foreign travel lifted

Quarantine when return for 14  
days

June 1 bars to open with  
restrictions

Borders with other countries  
closed - no foreigners allowed

June 15 almost everything will  
open

Social distancing remains in  
place - public events up to 50  
people allowed

Vinmonopolet open with some  
restrictions



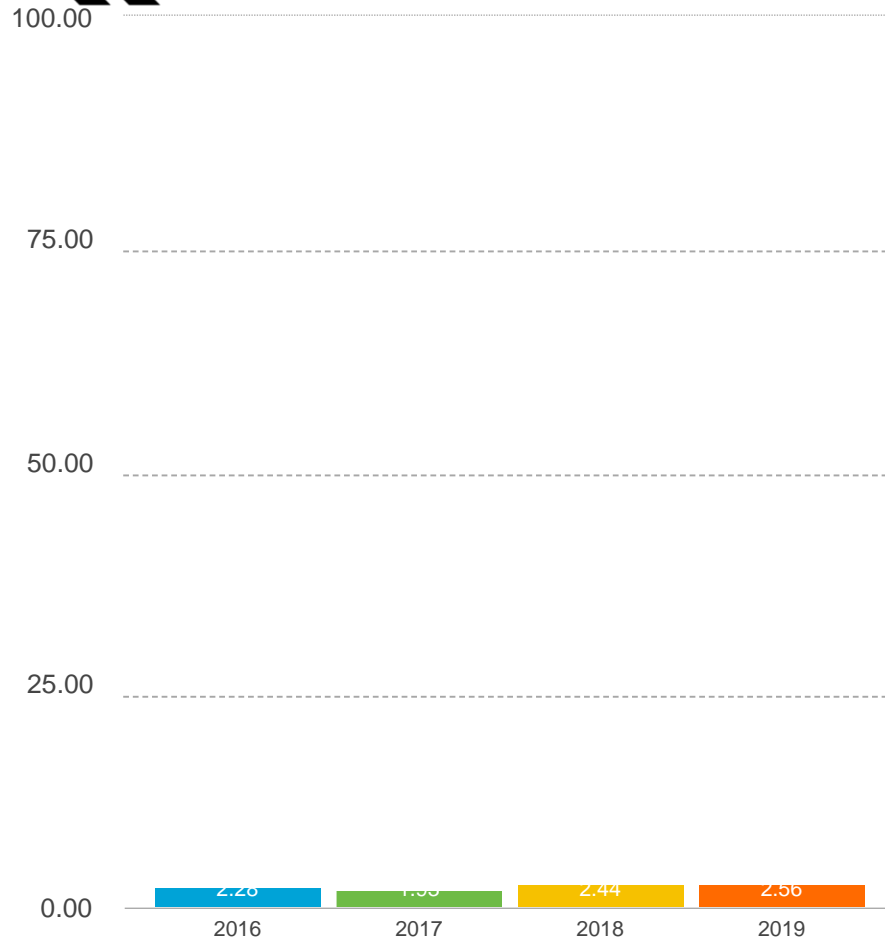
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## Situation Poland

Cases 20,931 (993)

Complete lockdown in Poland similar to UK

Insurance payments made to workers laid off by the pandemic (2.2m people)

Next week restaurants will be able to open

Schools and kindergarten to open too





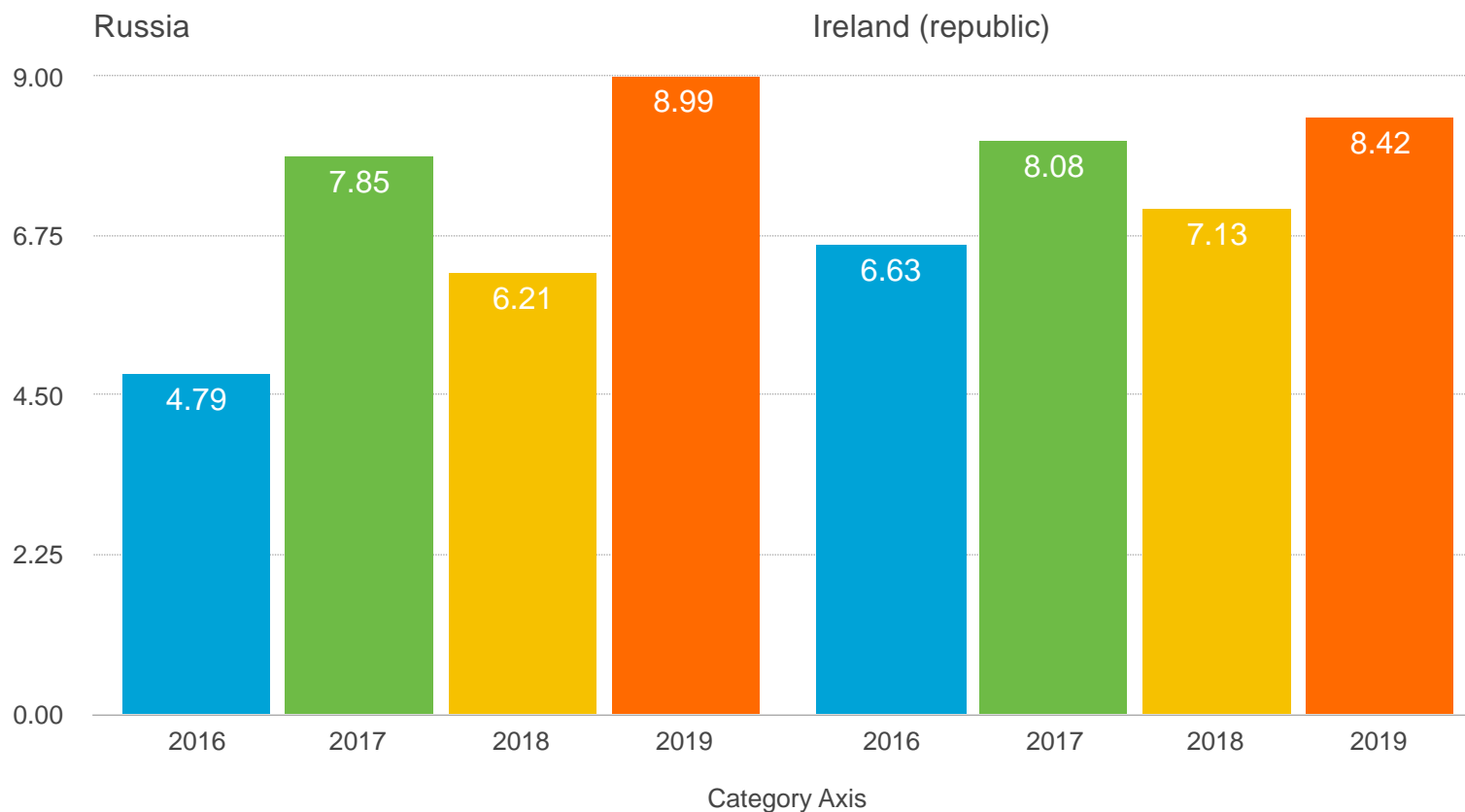
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## Covid 19 Situation

## 2 To Watch



## What you can do

- Extend credit lines
- Support your importers - they are your customers
- Smarten up your websites - Tech sheets up - dated etc
- Start work on French & German sections on website
- 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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# Europe

## Covid 19 Situation

# Open Forum

**¡MUCHAS GRACIAS!**

