

Workshop Estratégico 2021

Looking ahead to the future

JULY 2021



[LINK GRABACIÓN](#)

*Previsualización limitada del contenido.
Para visualizarlo completo deberá descargarlo en su equipo.*



Agenda

SESIÓN 1 | MARTES 06 JULIO

- - Introducción: escenario actual y tendencias globales por Magdalena Pesce (CEO de WofA).
- Estados Unidos: Tendencias del mercado. Oportunidades para el Vino Argentino, por Verónica Kathuria (US & Canada Area Manager - WofA) y Celeste Lang (Marketing Strategist Globant).

SESIÓN 2 | MIÉRCOLES 07 JULIO

- Brasil: Presentación del trabajo de investigación a cargo de Rodrigo Lanari (LATAM Territory Manager - Wine Intelligence y Juan Park (Director de España y Aca. del Sur - Wine Intelligence).
- Europa: Tendencias del mercado. Oportunidades para el Vino Argentino, por Phil Crozier (UK & Europe Brand Ambassador - WofA).

SESIÓN 3 | JUEVES 08 JULIO

- China: Tendencias del mercado. Oportunidades para el Vino Argentino, por Sherry Pei (China Area Manager - WofA).
- Conclusiones generales por Mauricio Boullaud (Director de WofA y CEO de Barbarians).

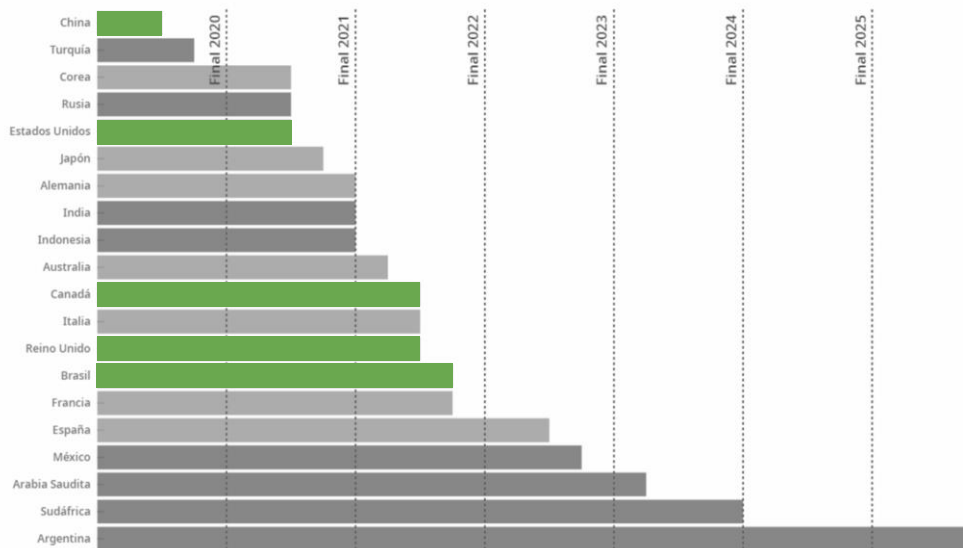


Sesión 1

Escenario actual y tendencias

Introducción

¿Cuánto se tardará en recuperar el PBI per cápita pre Pandemia?



Recuperación del nivel prepandemia: un incremento sostenible del PIB real per cápita por encima de su nivel de T4 2019. Para los países que se recuperen después de T4 2022, los cálculos se basan en las tasas de crecimiento trimestral medio en 2022. • Fuente: OCDE (2021), *OCDE, Perspectivas económicas nº 109* (Edición 2021/1)

Algunos de los factores de recuperación de la industria son:

- Proyección de crecimiento de 2,9% a fines de 2021
- 2023 se recuperan los índices anteriores a Covid.
- Crecimiento del ecommerce.
- El aumento del consumo en el hogar.
- Ampliación de horarios de consumo.
- Premiumización. Crecimiento +26% en volumen para el sector en 2021-2025.

Fuente: OCDE. Informe Vinos Banco Supervielle.

(Fuente IWSR)

RANK	EXPORTER	EXPORTED WINE (US\$)	2019-20
1.	France	\$9,970,903,000	-9.1%
2.	Italy	\$7,189,667,000	-0.1%
3.	Spain	\$3,059,557,000	-0.2%
4.	Australia	\$2,125,042,000	+1.9%
5.	Chile	\$1,826,430,000	-5.3%
6.	United States	\$1,311,769,000	-5.3%
7.	New Zealand	\$1,300,814,000	+6.9%
8.	Germany	\$1,019,337,000	-12.8%
9.	Portugal	\$968,139,000	+5.5%
10.	Argentina	\$780,183,000	-2.2%

Fuente: Statista.com 2020)

Key Takeaway

Las RRII impactan en el sector. Nuevos FTA (Australia/NZ con UK). Suspensión de tarifas "Trump" a EU. Conflicto China - Australia. Las heladas tardías golpean los viñedos del sur de Europa.

Australia

-4% \$ 2,77 MM y **1%** en volumen 724 millones L (80 millones caja de 9 litros), **-3%** en el precio promedio por litro 3,82 dólares (FOB).

(Fuente: Wine Australia. MAT marzo 2021)

Chile

+2,2% volumen 342,8 millones de litros, **+10,2% valor** USD 768,5 millones, **+7,6%** precio promedio del litro USD 3,33.

(Fuente: Wines of Chile. MAT mayo 2021)

España

+10% en valor 876,4 millones de euros y **+ 19% en volumen** 742,1 millones de litros.

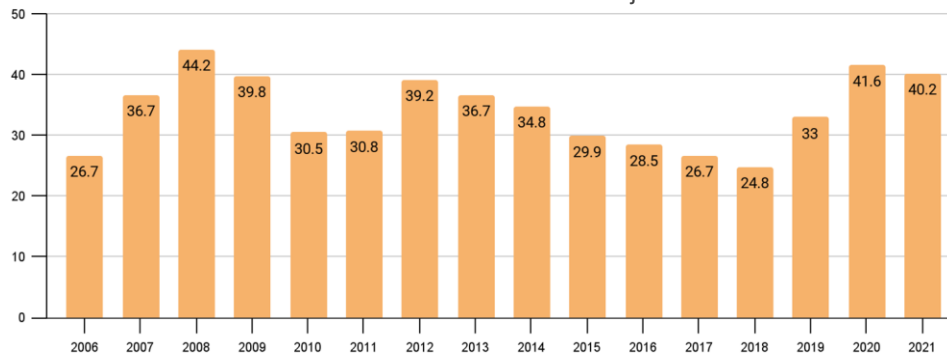
(Fuente: ICEX. MAT abril 2021).

Otros jugadores:

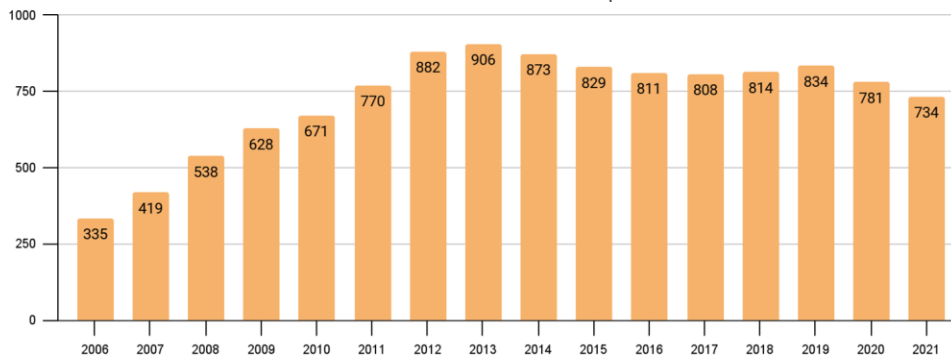
Sudáfrica

sufre su 4ta BAN de venta de alcohol al declararse nuevamente la fase más restrictiva de su cuarentena. Queda pendiente si prohibirán nuevamente la exportación.

Volumen Total MM cajas

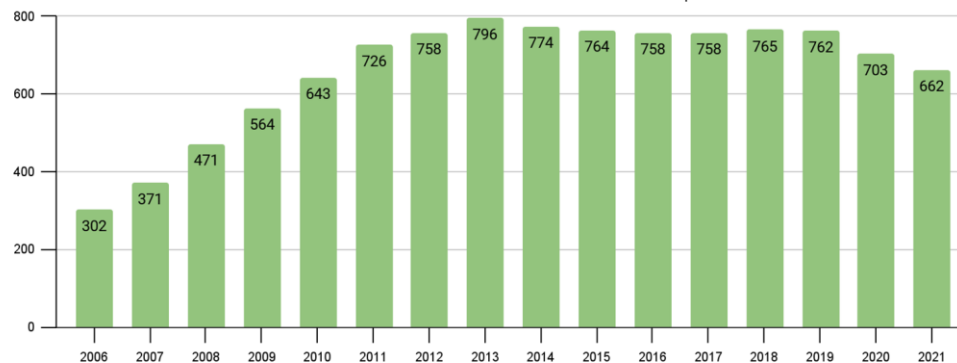


Valor Total MM U\$S

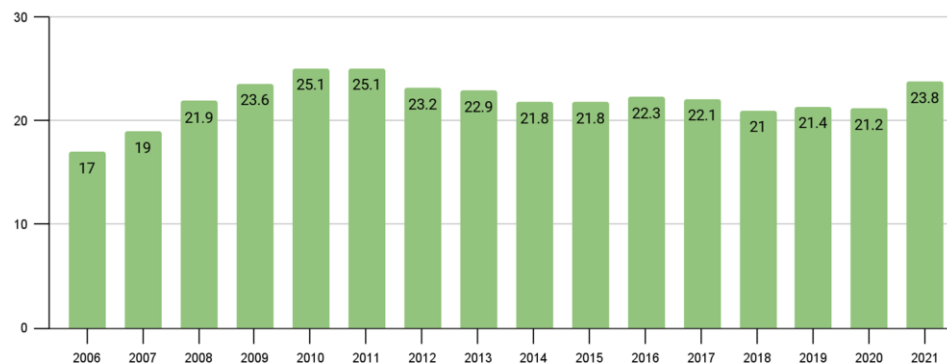


Fuente: Informe Banco Supervielle 2021. Datos año móvil marzo.

Valor Fraccionado MM U\$S

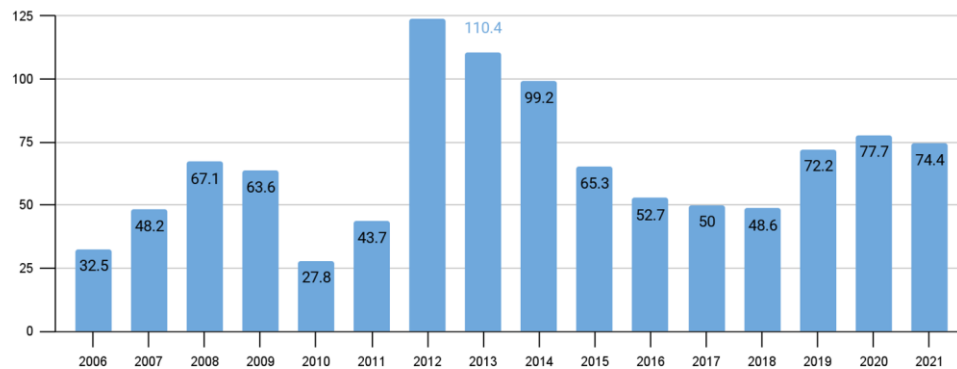


Fraccionado

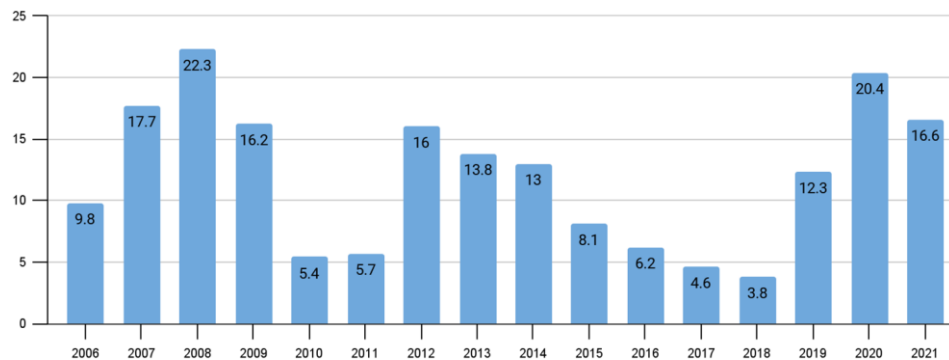


Fuente: Informe Banco
Supervielle 2021. Datos
año móvil marzo.

Valor Granel MM U\$S



Granel



Fuente: Informe Banco
Supervielle 2021. Datos
año móvil marzo.

10 tendencias de consumo que definirán a los consumidores en sus decisiones de compra en 2021 & beyond...



Cuidado de la salud y
medio ambiente



Búsqueda de conexión
"aumentada"



Preferencia por
espacios abiertos y el
aire libre



Realidad phydigital



Búsqueda de nuevas
experiencias



Flexibilidad en el tiempo,
cambios en horarios de
consumo



Obsesión por la seguridad



Resiliencia y
bienestar mental



Búsqueda de la
conveniencia. Ahorro
reflexivo



Trabajo remoto.
Nuevos espacios de trabajo.

Sesión 1

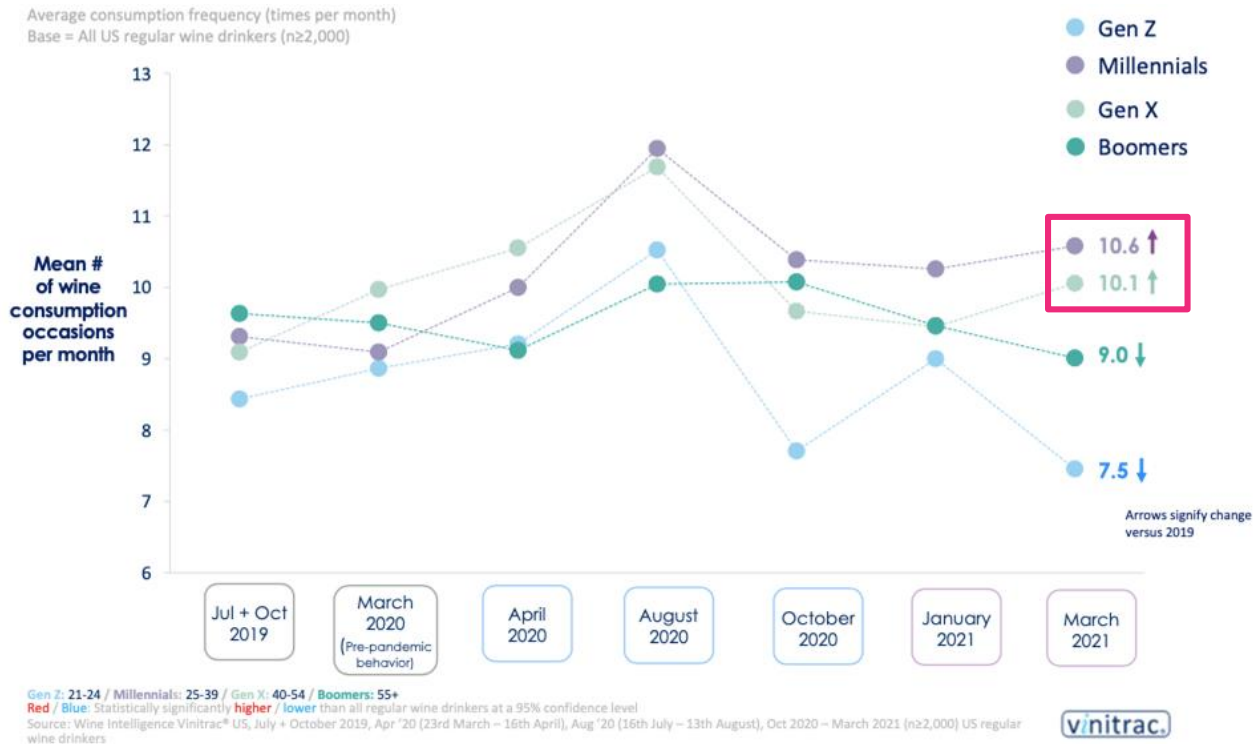
Estados Unidos.

Tendencias y oportunidades
para ARGENTINA.

Presentación de Mercados



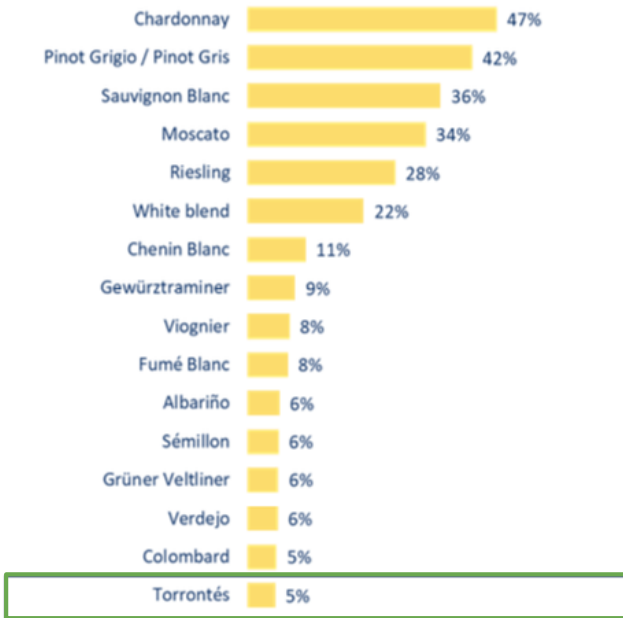
Average Monthly consumption frequency: By age





White Varietal Consumption

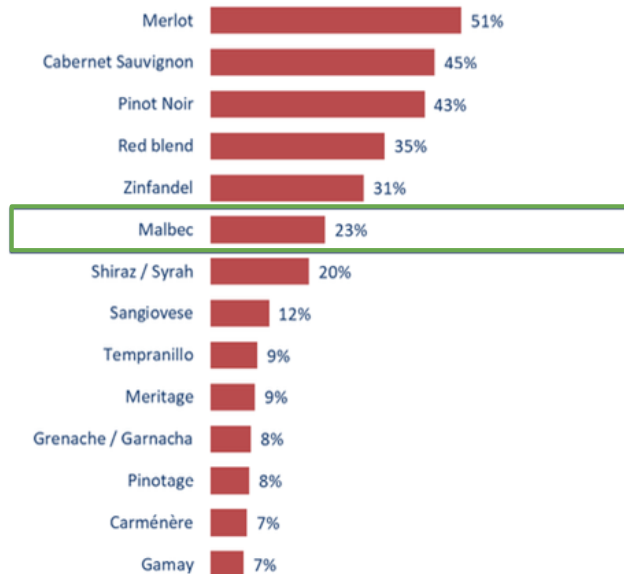
% who have drunk the following varietals or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)



Source: Wine Intelligence US Wine Landscapes 2021 report

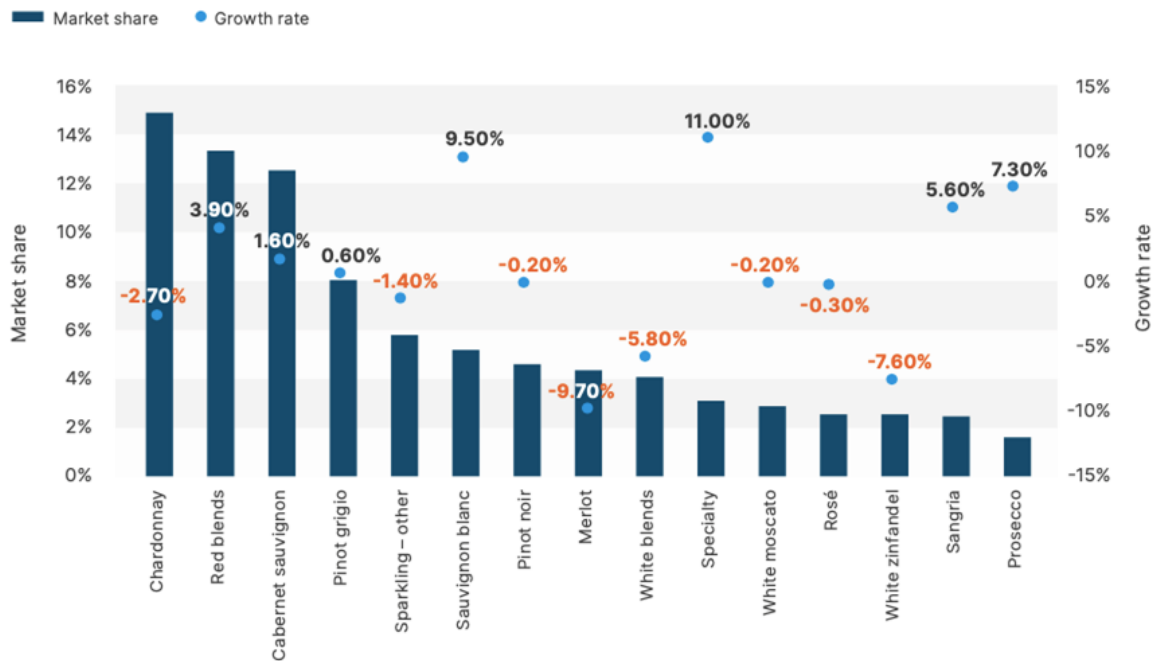
Red Varietal Consumption

% who have drunk the following varietals or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)





Varietal Growth & Share of Market



Source: SipSource



Total US Wine Sales

	Month		12 Months
May 2021	\$3,920 mil	▲ 23%	\$48,523 mil
May 2020	\$3,182 mil		\$48,731 mil
			-0%

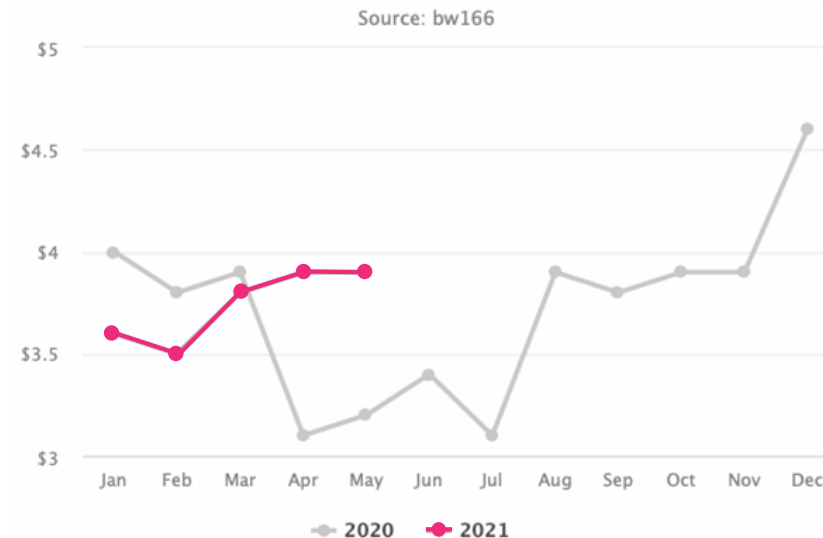
OFF-PREMISE SALES - NIELSEN IQ

	Month		12 Months
May 2021	\$1,020 mil	▼ -14%	\$14,185 mil
May 2020	\$1,192 mil		\$13,112 mil
			▲ 8%

DIRECT-TO-CONSUMER SHIPMENTS

	Month		12 Months
May 2021	\$315 mil	▲ 4%	\$3,877 mil
May 2020	\$303 mil		\$3,402 mil
			▲ 14%

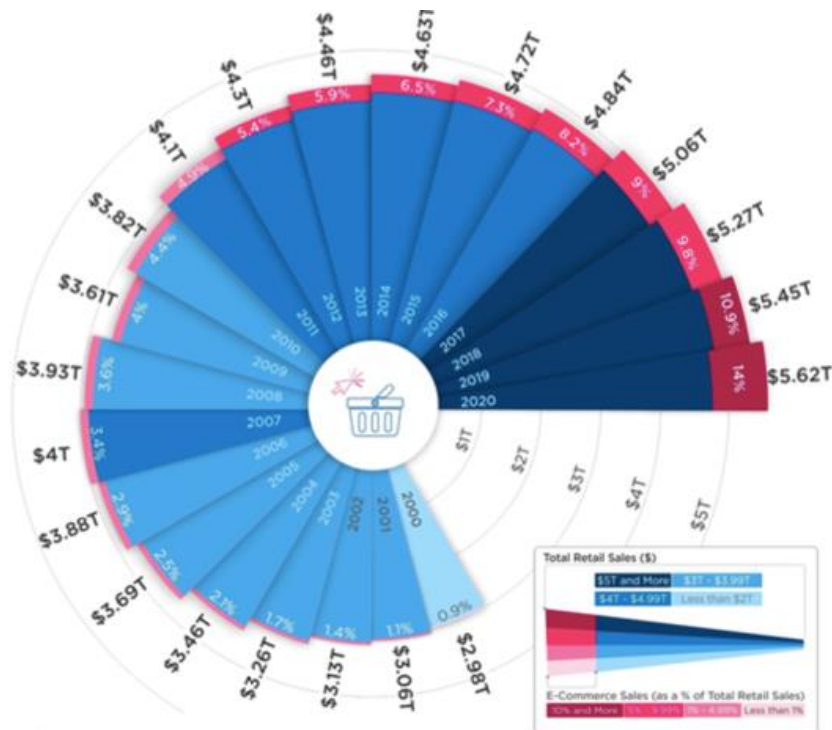
US Wine Sales



Wines Vines Analytics

Domestic wine sales, including bulk imports, increased 23% to \$3.9 billion in May versus a year ago, keeping sales during the latest 12 months steady at \$48.5 billion versus a year ago.

Timeline of Retail & Ecommerce Growth in the US



Article & Sources:
<https://howmuch.net/articles/timeline-retail-sales-growth-us>
 U.S. Census Bureau - <https://www.census.gov/>

howmuch.net

Online selling is, without question, the change agent that will deliver the greatest transformation to wine sales over the next decade. Online sales might represent 20 percent of alcohol sales in the next decade or sooner and at the expense of three-tier sales.



***“Wine was added back to the family dinner table,
and consumers adapted to online shopping and at-home delivery.”***

E-COMMERCE & ON-LINE DELIVERY SERVICES

KEY WINNERS ON THE ONLINE PLATFORM

- WINE.COM
- BEVMO
- WALMART
- DRIZLY

“Drizly is not a licensed retailer or wholesaler. They do not operate a three-tier system, they operate off the three-tier system, giving individuals within the system access to consumers.”

<https://www.thespiritsbusiness.com/2021/04/how-major-investments-will-shape-alcohol-e-commerce/>

OPPORTUNITIES

- Social Live Commerce (already in China). Big advances through social platforms in advancement of on-line sales during the pandemic
- Video-First Commerce
- Sustainable E-Commerce
- Artificial Intelligence
- Logistics
- Voice Commerce
- Upcoming Apps



E-commerce Channels

[wine.com](https://www.wine.com) 

[wineaccess.com](https://www.wineaccess.com)

[wineexpress.com](https://www.wineexpress.com)

[winelibrary.com](https://www.winelibrary.com)

[jjbuckley.com](https://www.jjbuckley.com)

[b-21.com](https://www.b-21.com)

[reservebar.com](https://www.reservebar.com)

[wineinsiders.com](https://www.wineinsiders.com)

Hybrid - Short List

[bevmo.com](https://www.bevmo.com)

[binnys.com](https://www.binnys.com) 

[Klwines.com](https://www.klwines.com) (CA)

[totalwine.com](https://www.totalwine.com) (National)

[Haskell's](https://www.haskell.com)

[Specs](https://www.specs.com) 

[ABC Fine Wine](https://www.abcfinewine.com) 

[Bottle King](https://www.bottleking.com) 

**Note Haskell's set to open 11
new stores in twin cities*



On-premise Opportunities

Making a Come Back

- Reservation are critical in major markets
- RTD options vital and on the rise

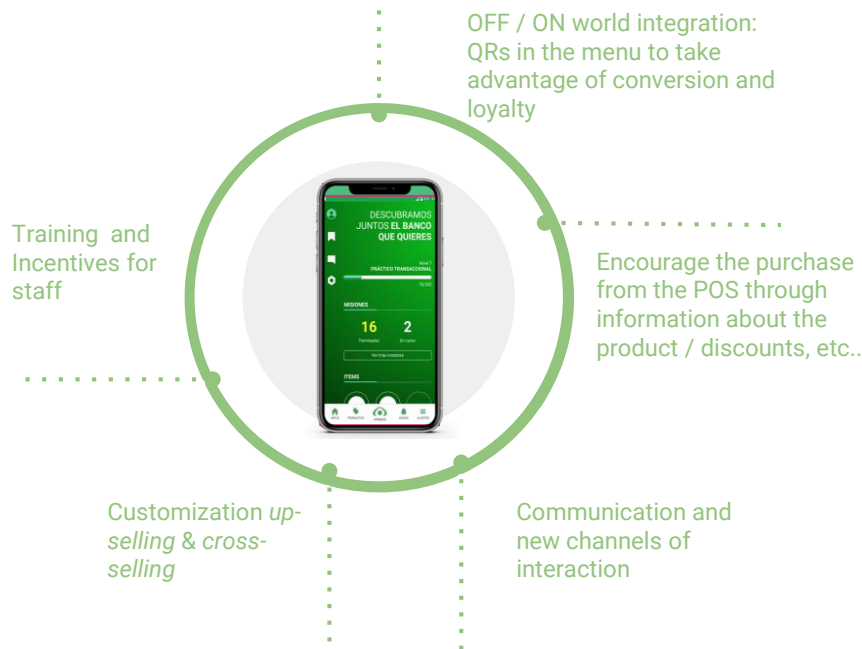
While Memorial Day may previously have been more of an off-premise occasion, 44% of consumers stated that they were planning on celebrating the holiday and 18% of those in bars or restaurants.

**Nielson*

¿Phygital?

Users have understood that they prefer, and increase, the use of digital platforms but that they also value physical experiences, and these have to be unique, good and efficient.

The digitization strategy of a company must consider that its physical experience will change as well. Rather, it is a phygitalization strategy.



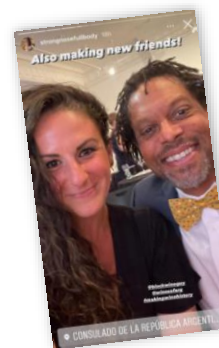
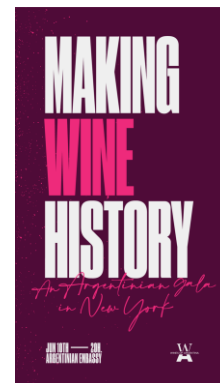
Off-Premise Opportunities

HYBRID OFF PREMISE PROGRAMS

Build experiences around events including SommCon, Texpom more than a seminar; more than just a class.

- Real time experiences need to resonate through social media networks; content that can be shared after the fact and create excitement and future demand.
- In-store consumer sales driven events - in-store tastings
- In-store Seminars
- Influencers

Branding strategies with social purpose. There is a humanization of brands. The consumer values those that best align with their lifestyle.





Best Online Shops 2021



DOMESTIQUE



Virtual gondolas allow for varietal searches that can be beneficial to exploring new placements/ points of distribution @accounts



A new Tier in the Three-Tier System

THE NEW MARKETPLACE

THE 4TH TIER IN PLAY

Alcohol marketplaces and delivery apps, with alcohol suppliers and retailers participating in third-party programs



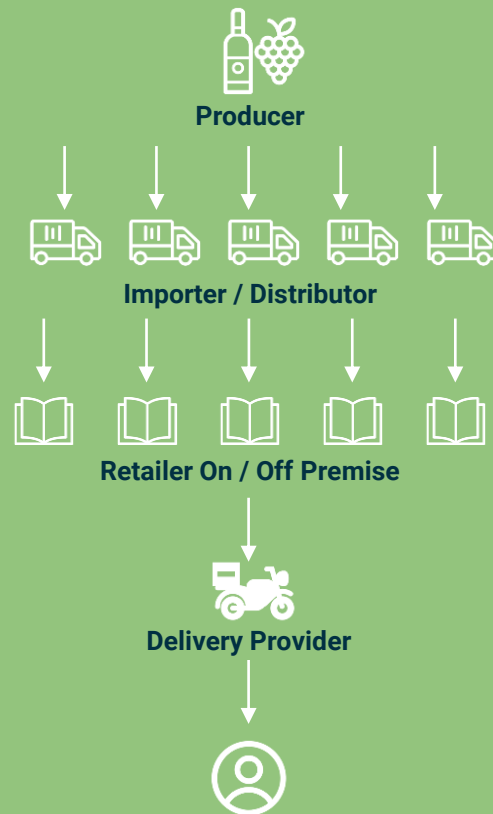
- Uber agreed to **acquire** alcohol marketplace **Drizly**;
- Vivino raised a **\$155 million**
- **Vintage Wine Estates**, a wine and spirits company, announced it would **go public via a merger** with special purpose acquisition company
- **Gopuff**, an **instant delivery platform** for everyday items, fresh off of its **acquisition** of alcoholic beverage seller **BevMo**, raised **\$1.15 billion in funding**

Pre-Covid Traditional Model



VS.

Post Covid Change in Traditional Model



Direct-To-Consumer

Manufacturer



Consumer



[DTC- Basics](#)

VS.

Winery-Direct Model

1. Retailer finds the right wines for their customers



2. Retailer places their order direct with the winery



3. The wine is cleared through an in-state Distributor



4. The wine is delivered to the Retailer



5. Retailers resells to Consumers



DTC not possible for Argentine Wineries in US; however on way to address DTC in working Winery Direct.

Ex.

- Total Wine & More
- Spec's
- ABC Fine Wine
- Costco (National)
- Binny's (limited)



Heavy Concentration - 2nd Tier of Distribution

2019 Top 10 Wine Distributors

- 1. Southern Glazer's Wine & Spirits
- 2. RNDG/Young's Market Co.
- 3. Breakthru Beverage Group
- 4. Johnson Brothers
- 5. Winebow Group
- 6. Empire Distributors
- 7. Opici Family Distributing
- 8. Heidelberg Distributing Co.
- 9. Wine Warehouse
- 10. Martignetti Companies

The top two distributors now account for **\$27 billion in wine sales or more than half of the nearly \$50 billion U.S.** consumers spend on domestic wines per year.

"DISTRIBUTORS ARE THE KEY TO SELL THROUGH TO ACCOUNT" IF DISTRIBUTOR DOESN'T PRESENT PRODUCT IT WILL NEVER MAKE THE SHELF"

Incorporate Programs with 2nd Tier

- IMPORTER SEMINARS
- DISTRIBUTOR SEMINARS/CATEGORY TRAINING/TASTINGS
 - Leverage Zoom Friday Sales Meeting at Distributor level/winery level
 - Leverage/create incentives
 - Social media content posts
 - Category sales incentive trips

Cannot omit key players in the chain- the sales people in these channels are critical in getting wine onto the shelves/ floor

Key 80-20 Rule: motivate 20% of the salesforce to do 80% of the business for you.



Trade Opportunities

- Diversify product offering in US, not just Malbec and different GI's rather, other international varietals .
- Focus actions with importers and distributors
- Launch our own (WofA) space / event for the channel. All gathered during a day of work, networking, tastings, etc.
- Round table: meetings between wineries and canal trade. Online and offline formats
- Media guidelines for influencers and retailers (apps - ecommerce - website)
- Combien on/off programs to drive sales via fully integrated marketing actions
- Find opportunities in the 4th tier- delivery apps such as drizly/instacart

Intercambio
de ideas

ENCUESTA DE GESTIÓN 2021

Creemos sumamente importante conocer la mirada de nuestros socios.

Los invitamos a responder una breve encuesta sobre tres ejes de gestión: comunicación, trabajo en equipo y actividades.

<https://forms.gle/wVVX5E2tmL3XLkK5A>

¡Muchas
gracias!

