

Viña Concha y Toro in Wine-Global

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Journal of the month

Impact International



This journal is well known for its
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OPEN DAYS!

Open days for New and Upcoming
Entrants and for the industry will
be held on 4 May 2011 and 31 May
2011 respectively by the SAWIS
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will be sent out soon.

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Strategic evaluation

- **Acquisition improves global standing**
Viña Concha y Toro's acquisition of Fetzer Vineyards and related assets from Brown-Forman in March 2011 propelled the company from eighth to joint fifth (with Pernod Ricard) in the global wine rankings.
- **Still wine focus**
The Chilean-based company is entirely focused on the still light grape wine category. The Fetzer acquisition should enable it to take fifth place from Grupo Peñaflor in 2011.
- **Broad global coverage**
While Chile remains Concha y Toro's largest market, accounting for 29% of its total volume sales in 2010, the company has established a broad geographic range through its export operations, spanning five regional markets.
- **Enhanced position in the US**
Until the Fetzer acquisition, the UK was Concha y Toro's largest market outside Chile, responsible for 16% of company volumes in 2010. However, the acquisition makes the US the company's largest market outside Chile.

(Euromonitor, March 2011)

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Global Wine Village

- **India wine consumption may reach 14.7m litres by 2012**
Cities like Delhi, Mumbai, Chandigarh, Bangalore and Chennai account for majority of wine consumption in India.
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- **Australia: Better late than never**
Vintage 2011 hasn't provided any relief after a tough few years for the wine industry.
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- **US: Trouble Ahead for Texas Wine?**
Proposed state cuts would eliminate support to vineyards and wineries.
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- **Japan: Sake breweries disappear in devastation.**
Breweries have disappeared in the wake of the multiple disasters that rocked Japan over the past weeks.
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- **US: Wine exports hit a record**
According to The Wine Institute, U.S. wine exports rose to a record \$1.14 billion in wine revenues in 2010.
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Latest released on databases

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- **Understanding Grapevine Water Management: An Evolutionary Process.**
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SAWIS Nuus / News ...

- **On our website**
 - We published more information about exports to African Countries on our website. [Click here.](#)
- **An important notice**
 - In support of international carbon footprint packaging initiatives, information about bottle weights exported will in future be captured on the Wine Online System. The notice was sent by e-mail to all relevant roleplayers. This initiative will enable us, inter alia, to report on trends. We appreciate your co-operation.
- e-Newsletter ONLY—Please notify infocentre@sawis.co.za of changes in your e-mail address.