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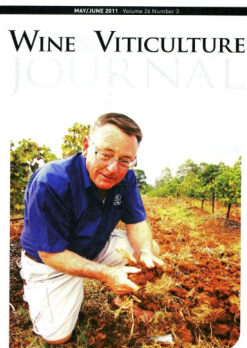
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Journal of the month

Wine & Viticulture Journal



A popular and informative journal.

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Reminder!

Sawis Training

Wine of Origin & Information
One Day Courses

8 September, 13 October and
17 November

Contact Werner Victor
021 8075759
wvictor@sawis.co.za

How Wine Companies Can Become Global

- **Highly fragmented market:** The global wine market remains highly fragmented with the top 10 companies accounting for 13% of global volumes.
- **Narrow focus of many leading wine companies and brands:** A large number of them are also focused on the same markets, thus making any mergers and acquisitions between leading players less worthwhile.
- **Broad geographic spread key to growth:** Being overly reliant on a limited number of markets carries risk and it is companies with a broader geographic spread that have been most successful.
- **Right method of entering new market is vital:** Picking the right option is key and the weighing-up of the risks and benefits is vital.
- **Broad range of price points key to expansion:** Focusing on a particular price segment of the market limits and could hinder growth not just in core markets but also when looking to expand internationally.
- **Fragmentation to remain, with growth primarily organic:** Due to a combination of factors such as overlapping geographic presences and the lack of large cash reserves, the key to growth is likely to be through organic growth and expansion rather than mergers and acquisitions.
(Euromonitor, August 2011) [Click here](#) to view

Global Wine Village

- **Russia: Wine will curb alcoholism, says Russian president**
Russian President Dmitry Medvedev says that winemaking is one of the sectors that should be developed and contribute to the eradication of alcoholism. [read](#)
- **South Korea: EU FTA red tape keeps Korean wine market tied up**
When the Korea-European Union free trade agreement (FTA) went into effect on July 1, South Korean consumers eagerly awaited more access to lower-cost European wines. [read](#)
- **New Zealand: New Zealand's 'golden days' are over, says industry report**
The golden days are over for New Zealand's wine producers and it must face the harsh reality of a tough global market. [read](#)
- **Brazil: Brazilian wine exports up 2% to UK**
According to Ibravin, Brazilian wine exports have grown 40% in the first half of 2011 with the UK market taking the lion's share of imports, up 2% on last year. [read](#)
- **Global: Travel Drives Tax-Free Sales Recovery**
Wine and spirits travel retail sales have surged back into double-digit growth since the global economic crisis. [read](#)

SAWIS Nuus / News...

- **On our website**
 - [Summary: Wine Industry Information August 2011](#)
 - [2011 Grape and Wine Harvest](#) and [2011 Harvest and Sales Estimate](#)
 - [Domestic sales of natural wine for June 2011](#)
 - [Price ranges: wine sold locally in bulk per region and vintage January to June 2011](#)
 - [Price ranges: bulk wine exports by producer / private cellars per region January to June 2011](#)
 - [Export statistics for the period August 2010 to July 2011](#)
 - [Preliminary 2011 Grape Prices-Trade](#)
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