

# Mission in a Bottle

Exploring market expansion opportunities for Women in Wine



Final Presentation

Emily McLean, Lea Strangio, Aline Tomasian, Logan Visser

This project aims to help Women in Wine identify strategies for domestic and international expansion by assessing its wines' position in the market.



# Our Research Approach

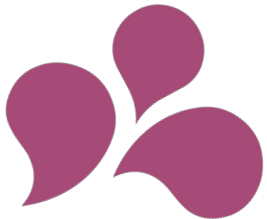
- Interviewed industry professionals in order to:
  - a. Learn about the nuances of the South African wine industry
  - b. Discuss possible pathways for marketing and distribution improvement for Women in Wine
- Gained distributor and retailer input regarding marketability of the wine.
- Gathered consumer perceptions of wine in general and Women in Wine specifically.





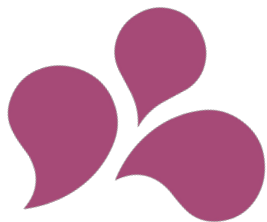
# South African Retailers

- **Mid-range grocery store**
  - National Wine Buyer
- **Woolworths**
  - Ivan Oertle, Former Leading Wine Buyer
- **Love Wine, Stellenbosch**
  - Owner
- **Cellar in the City, Cape Town**
  - Anton Groenewald, Owner
- **Winhuis, Stellenbosch**
  - Manager
- **Carolyn's Fine Wines**
  - Carolyn Rillema, Owner



# US Distributors and Retailers

- **Wine Vine**
  - Sang Chhoeuk, Retailer
- **OZ Wine Company**
  - Joey Hersh, Sales Representative
- **Heritage Link Brands**
  - Selena Cuffe, President and CEO
- **Independent Regional Distributor**
  - Roy Goldstein

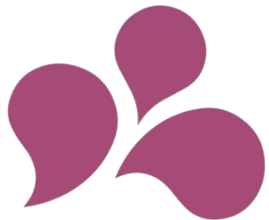
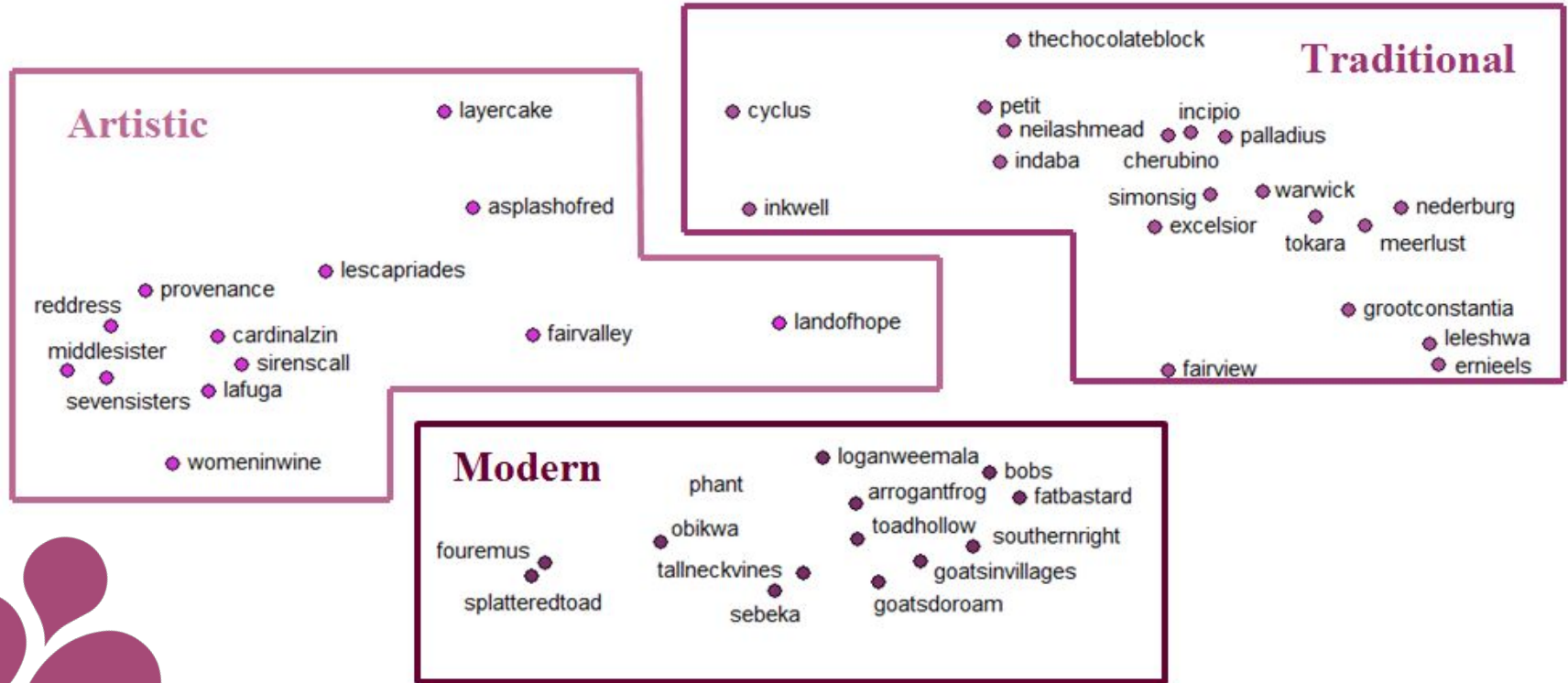


# Key Finding

Women in Wine was identified as an “artistic” mid-range wine in the US market.



# Three Dominant Label Categories



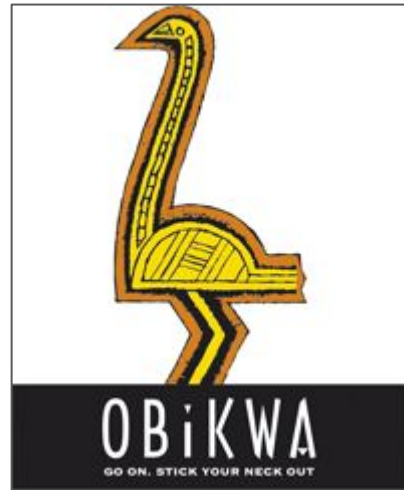


# US Customer Perceptions of Label

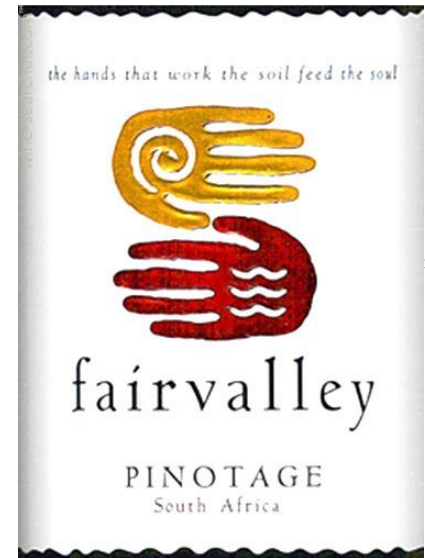
## Traditional



## Modern

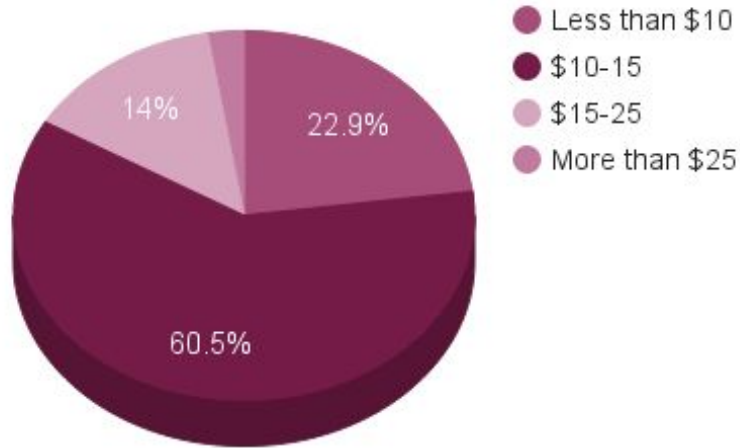


## Artistic

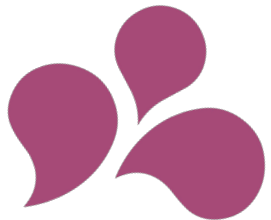
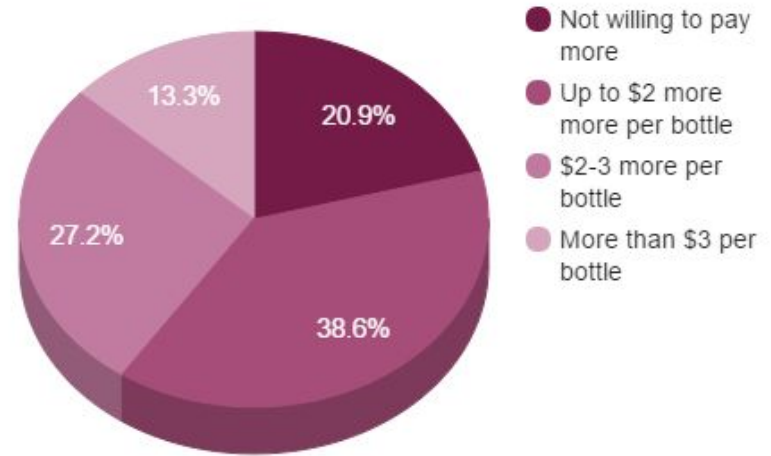


# US Consumer Data

## Amount typically spent on wine



## How much extra are you willing to pay for Women in Wine's mission?



# Key Finding

Labeling design is important to effectively convey and position a brand.

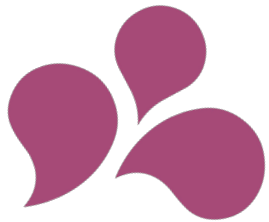


“If we love your wine and it’s a good price  
but [has] terrible labeling, we’ll pass on it.”

*–Joey Hersch, US wine distributor*

“If you’ve got a really ‘wow’, impactful label, half the  
job is already done on the shelf because it just grabs  
the customer’s attention.”

*–Ivan Oertle, former Wine Buyer of Woolworths*





# Haumann Smal Design

"Wine is a handcrafted commodity—you're dirtying your hands. So what we're trying to communicate with a wine label is craftsmanship, and a handmade feel."

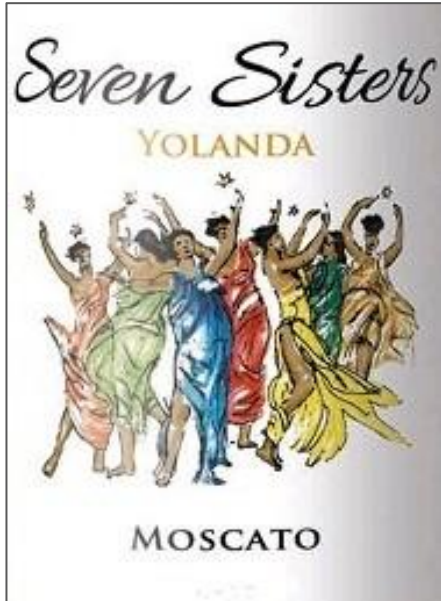
Low-end wines are known as "concept brands," while mid- to high-end wines are "personality" or "family" brands.



# Seven Sisters and Brutus

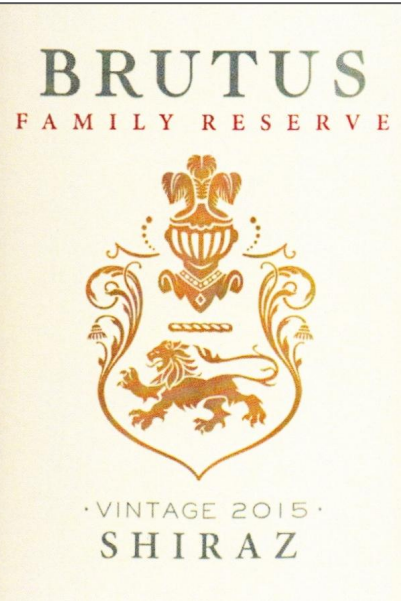
Creating a new brand to enter the high-end market

Concept Brand



Busy, colorful logo

Low- to mid-range



Family Brand

Simple crest

High-end

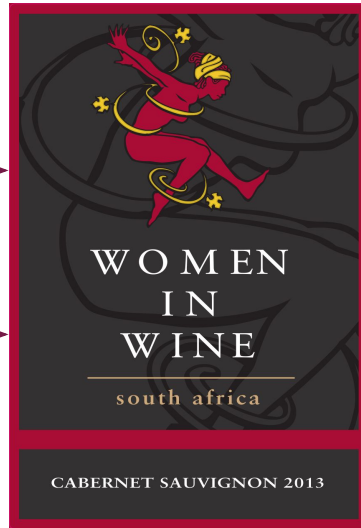


# Women in Wine

A concept brand

Computer generated  
logo and fonts

Dark background



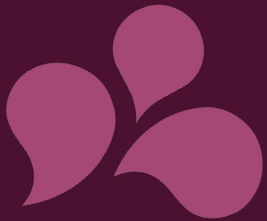
Complex story, mission,  
and description





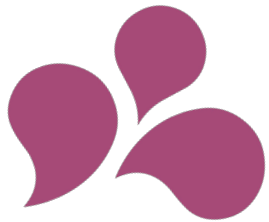
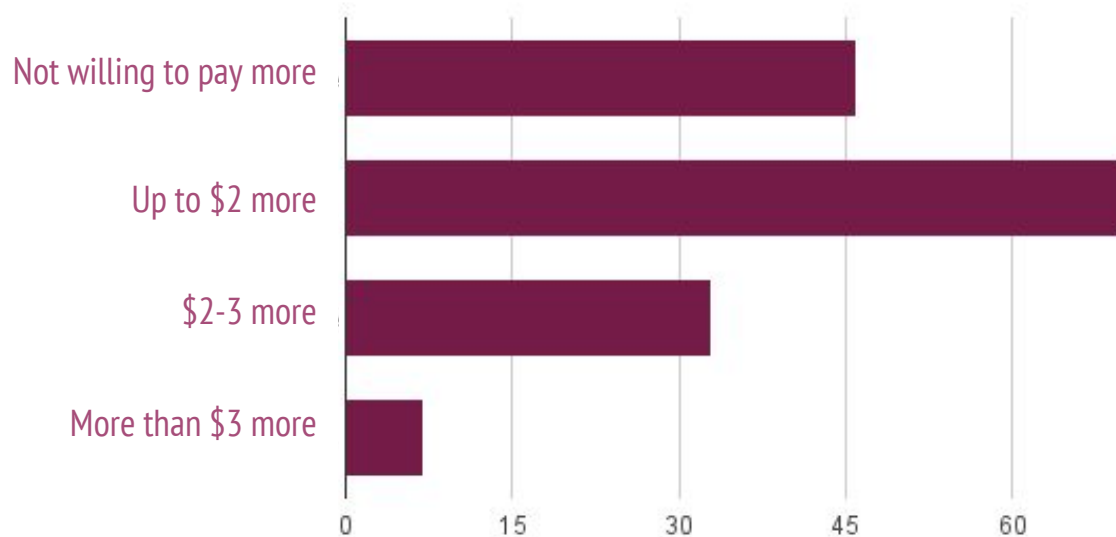
# Key Finding

The mission of a wine brand generally encourages consumers to purchase.



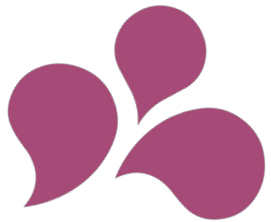
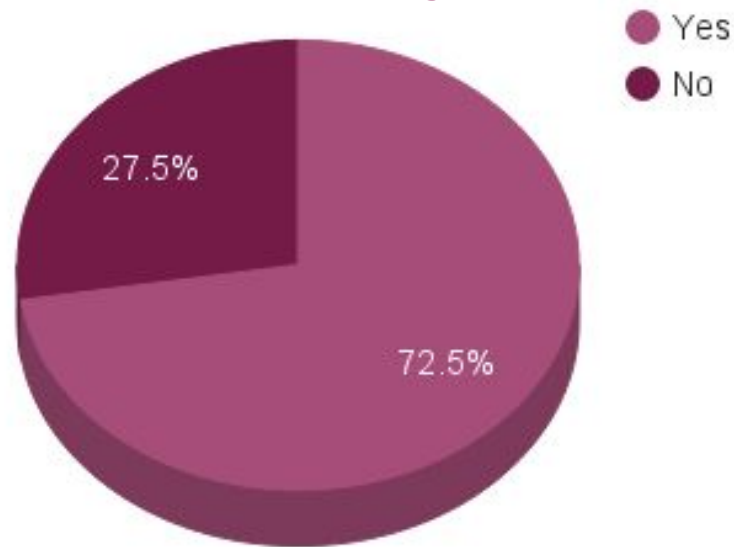
# US Consumer Responses to Mission

How much extra are you willing to pay to support a mission?

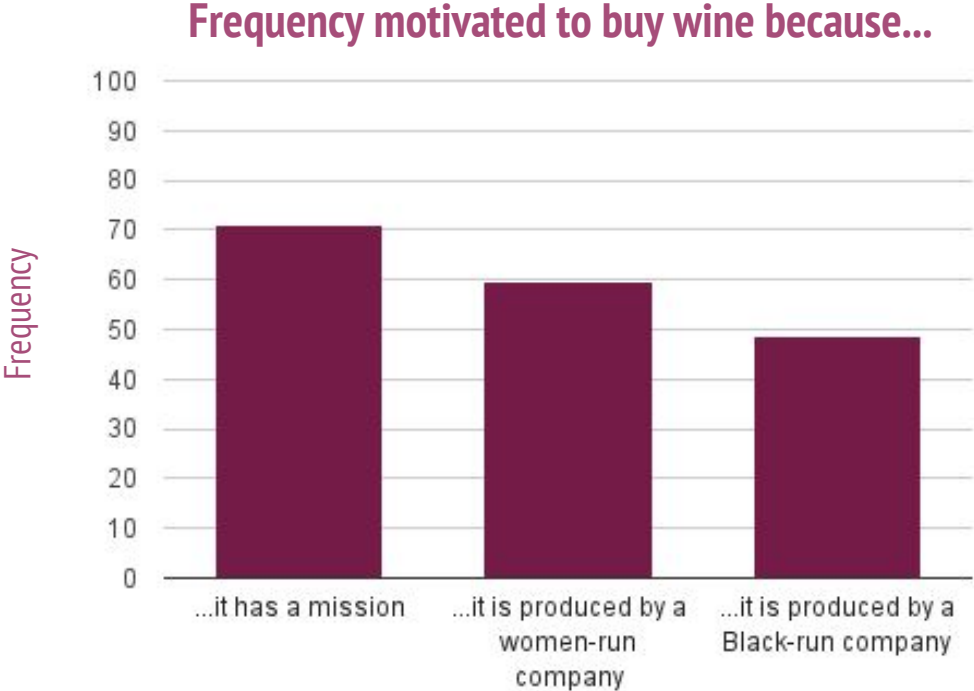


# SA Consumer Responses to Mission

Do you consider a mission/story  
when choosing to buy?



# Out of 40 South African Consumers



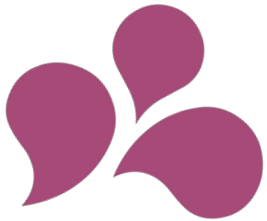
# Retailers and Industry Professionals Explain

“Wine is not synonymous with an Afrocentric brand.”

–*Philip Bowes, VinPro, Manager of Transformation and Development*

“Many of these Black owned brands ... are talking about the ethnic angle and they are missing all the customers that aren’t looking for that.”

–*Ivan Oertle, former Wine Buyer of Woolworths*



# Thokozani and Ovation



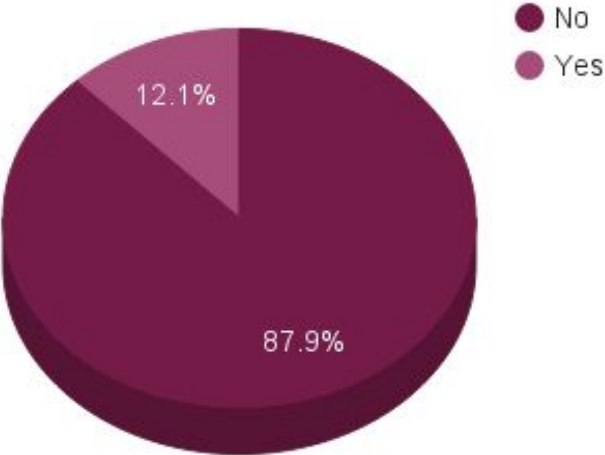
# Key Finding

Fairtrade certification is not a critical factor to South African retailers and consumers, however most care about ethical production.

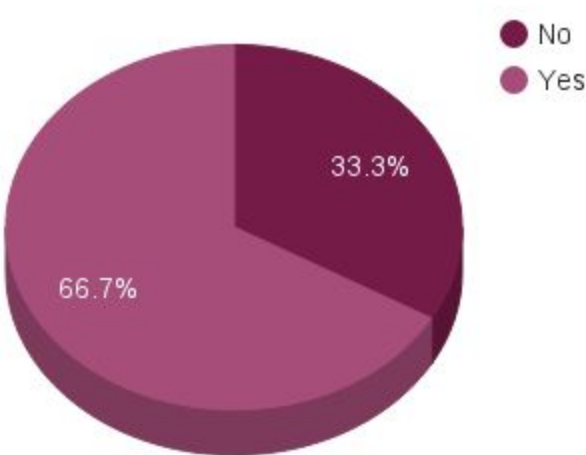


# South African Consumer Responses

Do you know what Fairtrade is?



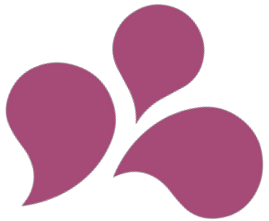
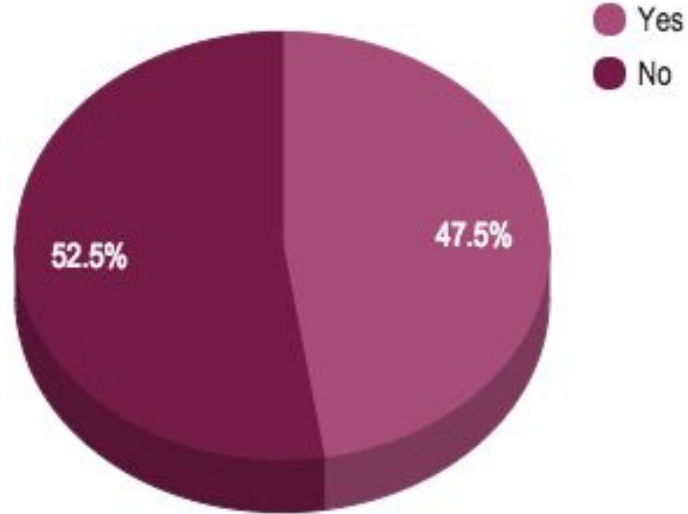
More likely to buy an ethically produced wine?





# US Consumer Responses

Do high ethical standards make you more likely to buy?



# Key Finding

All retailers and distributors look for different components when making a deal with a wine company.



# Mid-range South African grocery chain

Low priced brands are easy to get listed and require little extra marketing

High-end and mid-range wines require a strategic marketing plan

Brand Building

On-consumption

Social Media



# Woolworths

“They must add something of value that the rest of the supplier base hasn’t got. Why list a new supplier when I can just go to the existing suppliers and grow them?”

“You need to be willing to be flexible, blend, change.”

## Woolworths requirements

International Production of Wine (IPW) Registration

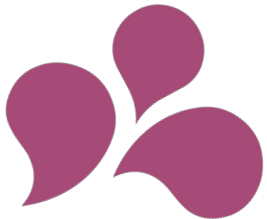
Farming for the Future Certification

Biodiversity Wine Initiative



# Smaller Wine Shops

- **Mission and friendliness of the winery**
  - Love Wine, Stellenbosch
- **Taste and retail performance**
  - Cellar in the City, Cape Town
- **Quality and consumer preferences**
  - Wijnhuis, Stellenbosch
- **Taste and reviews**
  - Wine Vine, Worcester, US
- **Taste and mission**
  - Caroline's Fine Wines, Cape Town

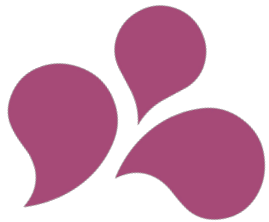


# Key Finding

Above all, taste and quality are the most important aspects of a wine according to consumers, retailers, and industry professionals.



# What matters most to US wine consumers?



# SA Industry Professionals and Retailers

“If a winery is not able to source good quality wine, it will not stand in the international market; it will not be competitive and people will not buy it.”

–*Charles Erasmus, CEO of SAWIT*

“You have to base your whole strategy on good quality and value.”

–*Ivan Oertle, former Wine Buyer of Woolworths*





**How can producers convey their taste and quality to browsing consumers?**



# Key Findings

- Women in Wine was identified as an “artistic” mid-range wine in the US market.
- Labeling design is important to effectively convey and position a brand.
- The mission of a wine brand generally encourages consumers to purchase.
- Fairtrade certification is not a critical factor to South African retailers and consumers, however most care about ethical production.
- All retailers and distributors look for different components when making a deal with a wine company.
- Above all, taste and quality are the most important aspects of a wine according to consumers, retailers, and industry professionals.



# Women in Wine could focus on...

1. Continuing to market as a concept brand
2. Rebranding as a high-end wine
3. Establishing a “home”

