

· YG ·

YOU MAKE A

INTERNATIONAL

GREAT PRODUCT,

BEVERAGE

WE MAKE SURE

BRANDING &

PEOPLE NOTICE IT.

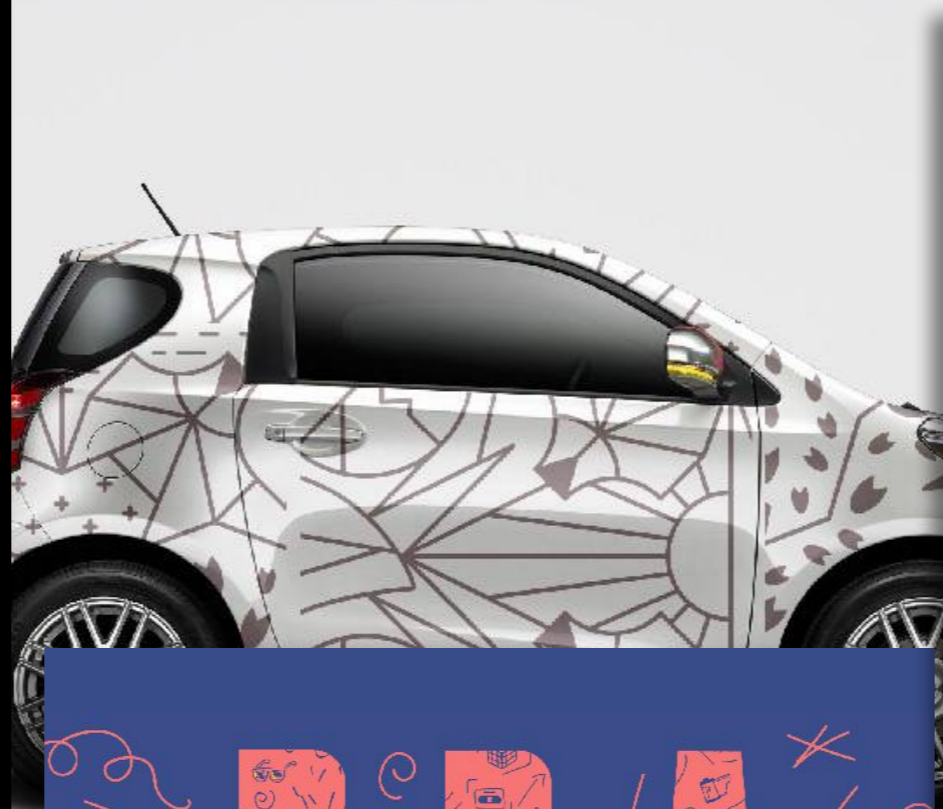
DESIGN EXPERTS



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 YOU MAKE A
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DESIGN EXPERTS

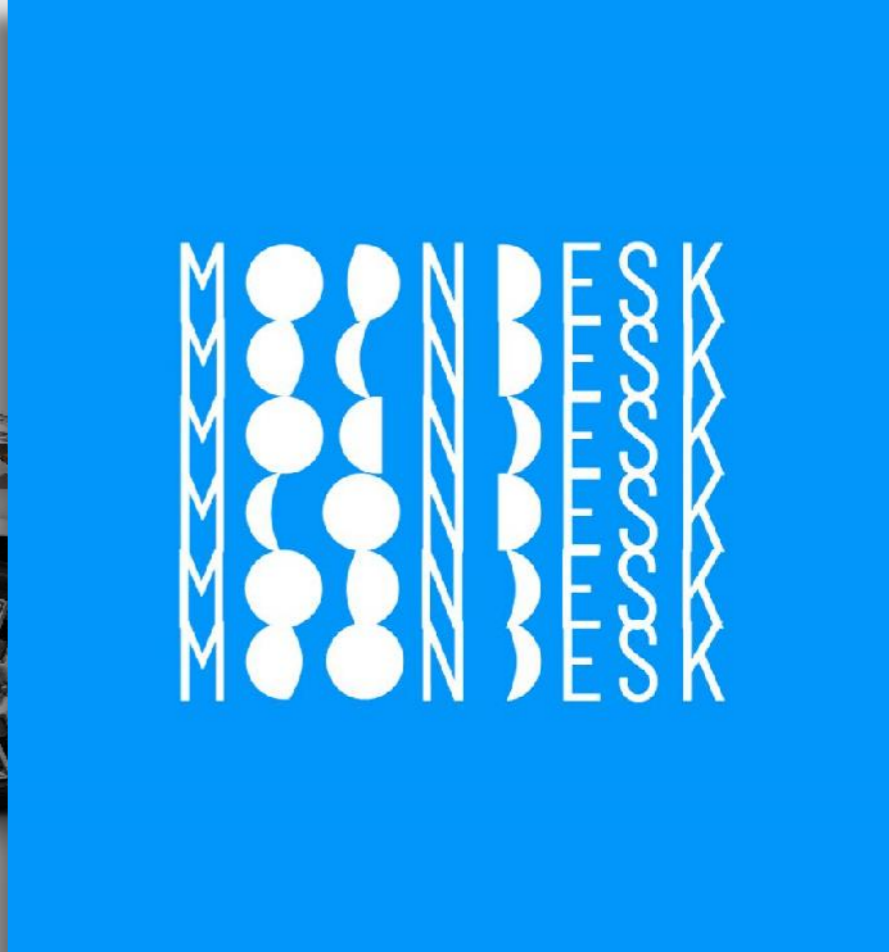


Branding/packaging bebidas
 Análisis de mercados
 Marcas estratégicas
 Storytelling
 Arquitectura de marca



BRAND
 BRAND

Branding otras industrias
 Packaging marcas privadas
 Trade marketing design



Inteligencia para gestión
 y diseño de etiquetas.





clientes

ARGENTINA

Belhara Amayan
Bodega Kaiken
Doña Paula
El Caramillo
Estancia Mendoza
Familia Zuccardi
Fecovita
Grupo Peñaflo
Molinos Río de la Plata
Piatelli
Proyecto de Luz
Sol de Los Andes
Trivento
Viña Cobos

AUSTRALIA

Casella Wines
Ferngrove

BRASIL

Miolo
Salton
Garibaldi

CHILE

Apaltagua
Caliterra
Cancha Alegre
Comercial Peumo
Concha y Toro
Cono Sur
Emiliana
Errazuriz
González Bastías
Grupo Claro
Matetic Wine Group
Santa Camila
Sutil Family V.
Tutunjian
Undurraga
Ventisquero
Veramonte
Viña Arboleda
Viña Lapostolle
Viña Maipo
Viña Montgras
VSPT

CHINA

Ocean China

FRANCIA

Benoit Valerie Calvet
Les Vignobles de Berne

GEORGIA

Tbilvino

HOLANDA

Baarsma

ITALIA

Andrea Da Ponte
Barone Ricasoli
Gruppo Campari
Caviro
Dievole
Frescobaldi
GIV
Gruppo La Vis
Riunite & CIV
Santa Margherita
Velenosi
Zonin1821

MEXICO

L.A. Cetto

ESPAÑA

Bodegas Ayuso
Bodega Torres
Bodegas Murviedro
Bodegas Piqueras
Familia Martínez Bujanda
Félix Solís Avantis
Grandes Vinos y Viñedos

SUDÁFRICA

Cape Legends

USA

ASV Wines
WX - Winery Exchange

UK

Bibendum PLB
Ehermanns Wines
Enotria

RUMANIA

Vitis Metamorfosis
Hetei Family







“No longer should wine be the poor relation to spirits instore.”

Nani Mulet

CyT Head of Marketing Asia Pacific





MONDO ORO

Asti

DENOMINAZIONE DI ORIGINE
CONTROLLATA E GARANTITA

75cl

7,5%vol

- ITALIA -



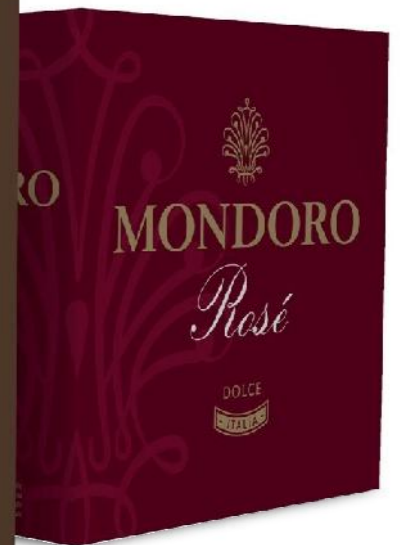
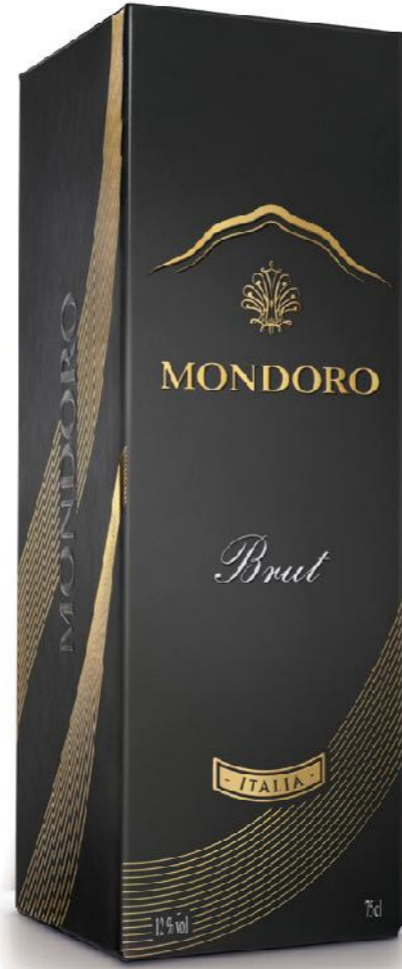
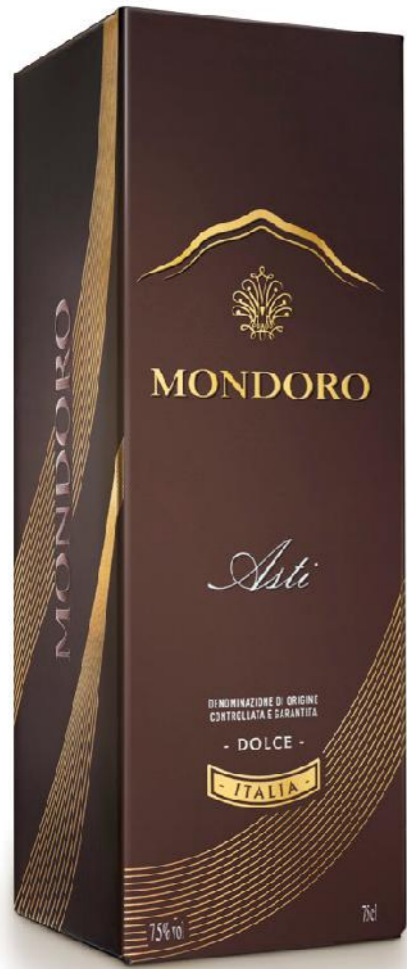
BEFORE





AFTER









¿Contra quién competimos cuando exportamos?

Una mirada sobre el mercado de USA



Al empezar un proyecto,
¿qué información manejamos de
competencia, mercado, referentes?

X



Cuando vemos productos “locos”,
diferentes, rupturistas, cómo
sabemos si funcionan, o sólo
logran premios de diseño, pero no
ventas?



**Comerciales
enviándonos
referencias
“intuitivas”**





Innovaciones que vemos en charlas, web, etc





“muy bueno esto que vi!”





DIETLINE

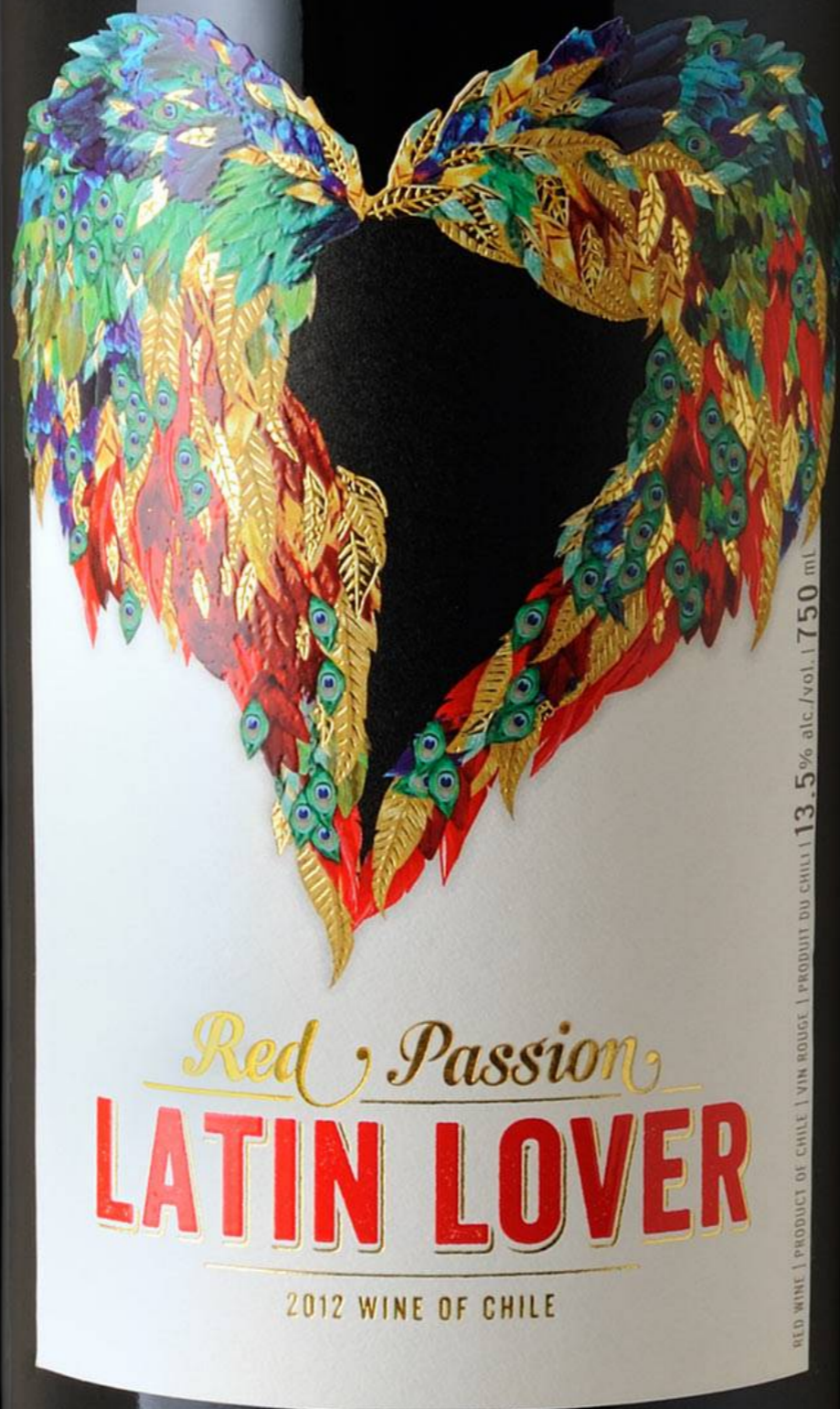
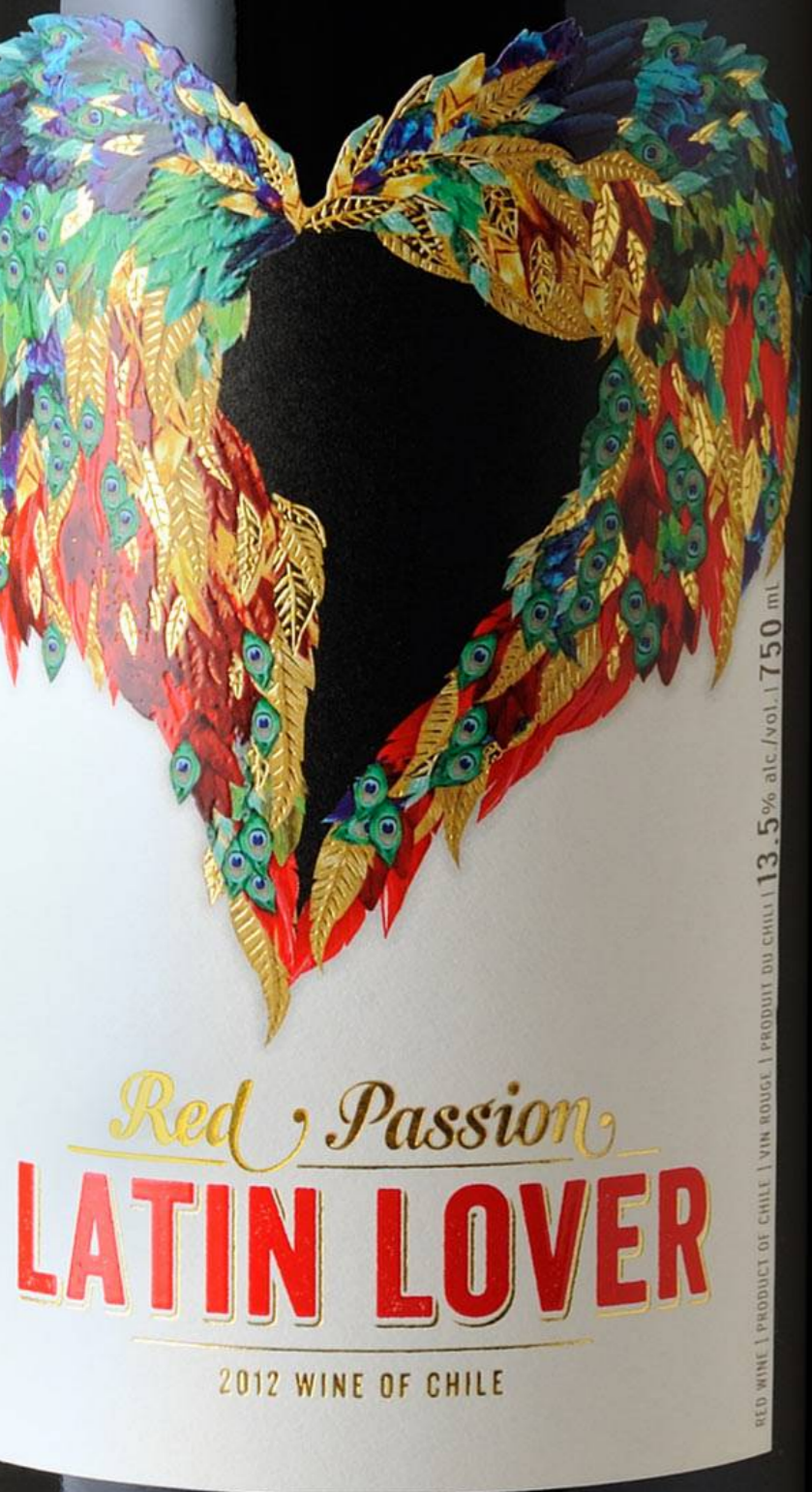


“templos” del
buen diseño





La realidad





La cruda realidad



NO FUNCIONÓ

Red Passion
LATIN LOVER

2012 WINE OF CHILE

Red Passion
LATIN LOVER

2012 WINE OF CHILE

Red Passion
LATIN LOVER

2012 WINE OF CHILE



Hagamos un ejercicio

X





¿Cuál es más caro?
¿Cuál vende más?





¿Cuál es más caro?
(apuestas?)



¿Cuál vende mucho?



¿Cuál vende mucho?



¿Les ponemos precio?



10



45



13



20



12



38



9



¿y entonces?

X



¿qué solución
encontramos?



Trends in style & design

USA - usd 14,99 - 19,99

Argentina - Chile
August 2018



Fuente: Wine Intelligence, Vinitrac® USA,
IWSR 2016



Competitive set analysis

Market: South Korea

Competitive set: Top 11 any origin

Price segment: Super Premium - Ultra premium
(usd 25 à 55)

X





theiwsr.com/CG010000/analysis X

https://www.theiwsr.c 80% Buscar

NEW SEARCH

| ★ INCLUDE IN YOUR SEARCH | FILTER | YOUR SEARCH WILL SHOW: | OPTIONS |
|-------------------------------------|-----------------------------|------------------------|---------|
| <input checked="" type="checkbox"/> | Category: | Traditional Still Wine | X |
| <input checked="" type="checkbox"/> | Brand Name: | All Brand names | X |
| <input checked="" type="checkbox"/> | Brand Line: | All Brand lines | X |
| <input checked="" type="checkbox"/> | Owner: | All Brand owners | X |
| <input checked="" type="checkbox"/> | Quality: | Premium | X |
| <input checked="" type="checkbox"/> | Country of Origin: | All Country of origins | X |
| <input type="checkbox"/> | Major Region: | | |
| <input type="checkbox"/> | Minor Region: | | |
| <input checked="" type="checkbox"/> | Country: | United States | X |
| <input type="checkbox"/> | Distributor: | | |
| <input type="checkbox"/> | International / Non-Inter.: | | |
| <input type="checkbox"/> | Flavoured / Not-Flavoured.: | | |
| <input type="checkbox"/> | Domestic / Duty Free: | | |
| <input type="checkbox"/> | Local / Imported: | | |

| ★ DATA DIMENSIONS | ADVANCED | |
|-------------------------------------|---------------|--|
| <input checked="" type="checkbox"/> | Volume(s) | 000 9 Litre Cases 2015 - 2016 |
| <input checked="" type="checkbox"/> | Price(s) | US Dollars 2015 - 2016 |
| <input type="checkbox"/> | Per Capita(s) | Total 2013 2016 |
| <input type="checkbox"/> | On Premise | 2015 - 2016 |
| <input type="checkbox"/> | Off Premise | 2015 - 2016 |

| ★ CALCULATIONS | ADD CALCULATIONS |
|----------------|------------------|
|----------------|------------------|

CLEAR CANCEL SEARCH



| Category 1 | Countries | Qualities | Brand names | Brand lines | Brand owners | Country of origins | VOLUME(s) - 000's 9 Litre Cases | | PRICE(s) - US \$'s - Per Bottle - Fixed Exchange | |
|------------------------|---------------|-----------|--------------------------|------------------------------|----------------------|--------------------|---------------------------------|----------|--|------|
| | | | | | | | 2015 | 2016 | 2015 | 2016 |
| Traditional Still Wine | | | | | | | 56,717.0 | 60,826.5 | - | - |
| | United States | | | | | | 56,717.0 | 60,826.5 | - | - |
| | | Premium | | | | | 56,717.0 | 60,826.5 | - | - |
| | | | Menage a Trois US Wine | Menage a Trois US Wine | Trinhero | US | 2,373.0 | 2,541.0 | 11.1 | 11.1 |
| | | | Kendall Jackson | Kendall Jackson US Wine | Jackson Family Wines | US | 2,420.0 | 2,492.0 | 15.0 | 15.0 |
| | | | Ste Michelle Wine | Ste. Michelle US Wine | Ste. Michelle | US | 2,280.0 | 2,388.0 | 12.0 | 12.0 |
| | | | 14 Hands California Wine | 14 Hands California Wine | Ste. Michelle | US | 1,800.0 | 2,020.0 | 10.2 | 10.2 |
| | | | Clos du Bois | Clos du Bois US Wine | Constellation | US | 1,480.0 | 1,628.0 | 13.0 | 13.0 |
| | | | Josh Cellars | Josh Cellars US Wine | W. J. Deutsch | US | 980.0 | 1,500.0 | 14.0 | 15.0 |
| | | | Kim Crawford NZ Wine | Kim Crawford New Zealand Win | Constellation | New Zealand | 955.0 | 1,150.0 | 13.4 | 13.4 |
| | | | La Crema | La Crema US Wine | Jackson Family Wines | US | 990.0 | 1,126.0 | 15.0 | 15.0 |
| | | | Meiomi Wines | Meiomi US Wine | Constellation | US | 1,080.0 | 1,080.0 | 18.0 | 18.0 |
| | | | Mark West US Wine | | | US | 910.0 | 910.0 | 11.0 | 11.0 |
| | | | Joel Gott US Wine | | | US | 879.0 | 879.0 | 14.0 | 14.0 |
| | | | Beringer US Wine | | | US | 870.0 | 870.0 | 14.0 | 14.0 |
| | | | Sterling US Wine | | | US | 870.0 | 870.0 | 13.0 | 13.0 |
| | | | J Lohr | | | US | 847.0 | 847.0 | 13.0 | 13.0 |
| | | | Kendall Jackson | | Jackson Family Wines | US | 740.0 | 740.0 | 18.0 | 18.0 |
| | | | Louis Martini | | | US | 710.0 | 710.0 | 13.0 | 13.0 |
| | | | Oyster Bay | | | New Zealand | 693.0 | 693.0 | 12.0 | 12.0 |

| Brand lines |
|------------------------------|
| Menage a Trois US Wine |
| Kendall Jackson US Wine |
| Ste. Michelle US Wine |
| 14 Hands California Wine |
| Clos du Bois US Wine |
| Josh Cellars US Wine |
| Kim Crawford New Zealand Win |
| La Crema US Wine |
| Meiomi US Wine |
| Mark West US Wine |
| Joel Gott US Wine |
| Beringer US Wine |
| Sterling US Wine |
| J Lohr US Wine |
| Kendall Jackson US Wine |
| Louis Martini US Wine |
| Oyster Bay New Zealand Wine |

| 00's 9 Litre Cases | Bottle - Fixed Exchange |
|--------------------|-------------------------|
| 2016 | 2016 |
| 60,826.5 | - |
| 60,826.5 | - |
| 60,826.5 | - |
| 2,541.0 | 11.1 |
| 2,492.0 | 15.0 |
| 2,388.0 | 12.0 |
| 2,020.0 | 10.2 |
| 1,628.0 | 13.0 |
| 1,500.0 | 15.0 |
| 1,150.0 | 13.4 |
| 1,126.0 | 15.0 |
| 1,080.0 | 18.0 |
| 910.0 | 11.0 |
| 879.0 | 14.0 |
| 870.0 | 14.0 |
| 870.0 | 13.0 |
| 847.0 | 13.0 |
| 740.0 | 18.0 |
| 710.0 | 13.0 |
| 693.0 | 12.0 |

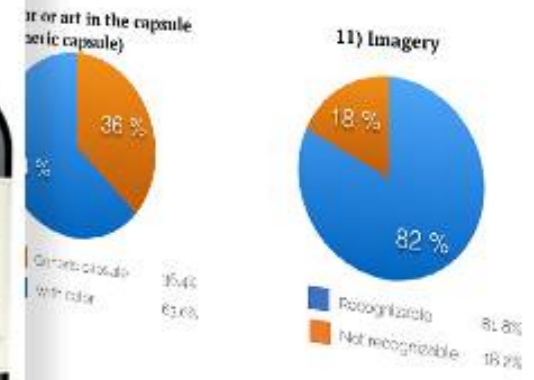
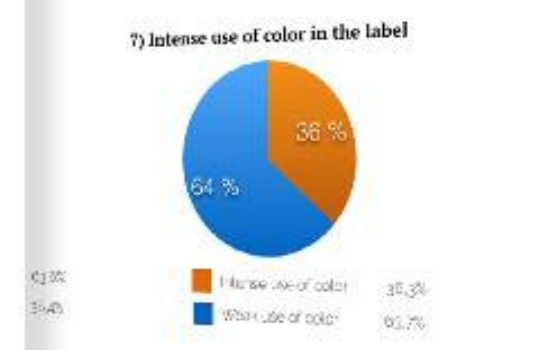
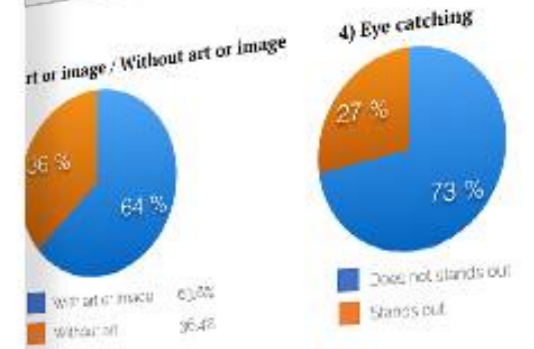


¿Quiénes son,
¿cuánto venden?
¿cómo son?

Top 11
Any origin
usd 25 - 55

| Rank | Origin | Producer | Brand | Vol (2016) x 000 | USD Price 2016 |
|------|-------------|------------------------------|----------------------------|------------------|----------------|
| 1 | Chile | CCU | 1865 | 60,00 | 29,38 |
| 2 | Chile | Montes | Montes Alpha | 20,00 | 33,70 |
| 3 | French | Baron Philippe de Rothschild | Mouton Cadet Bordeaux | 9,00 | 27,48 |
| 4 | Italian | Antinori | Villa Antinori | 7,00 | 25,84 |
| 5 | Argentinian | Penaflo | Trapiche Broquel | 6,50 | 27,22 |
| 6 | Chile | Concha y Toro | Marques de Casa Concha | 4,00 | 27,65 |
| 7 | French | Louis Jadot | Beaujolais Villages | 3,75 | 25,75 |
| 8 | New Zealand | LVMH | Cloudy Bay | 3,60 | 54,44 |
| 9 | Australian | Accolade | Grant Burge 5th Generation | 3,50 | 32,84 |
| 10 | Chile | Antinori/Matte | Albis | 3,25 | 38,89 |

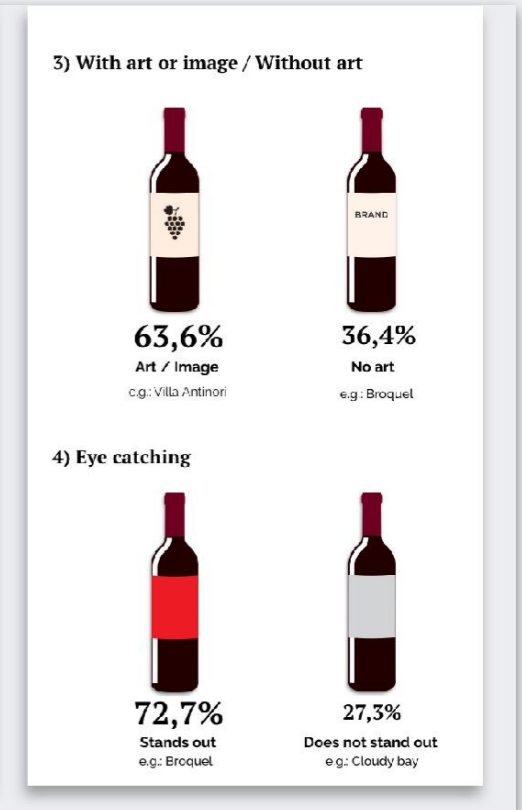
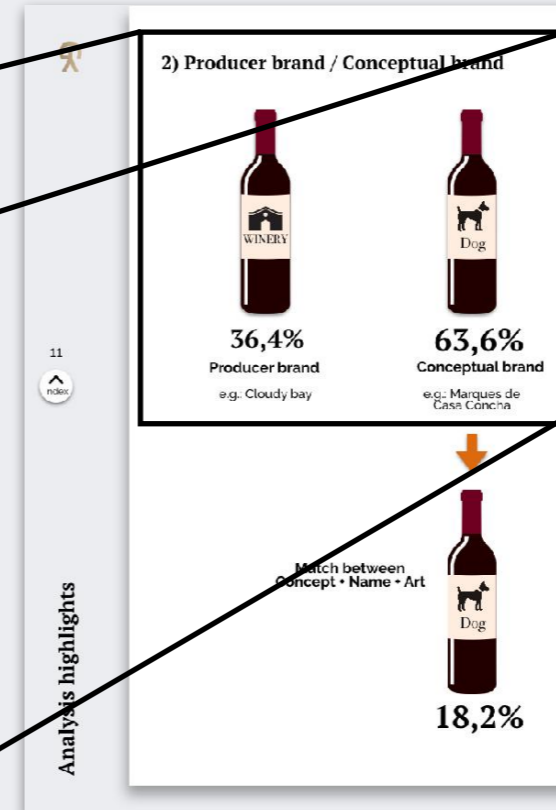
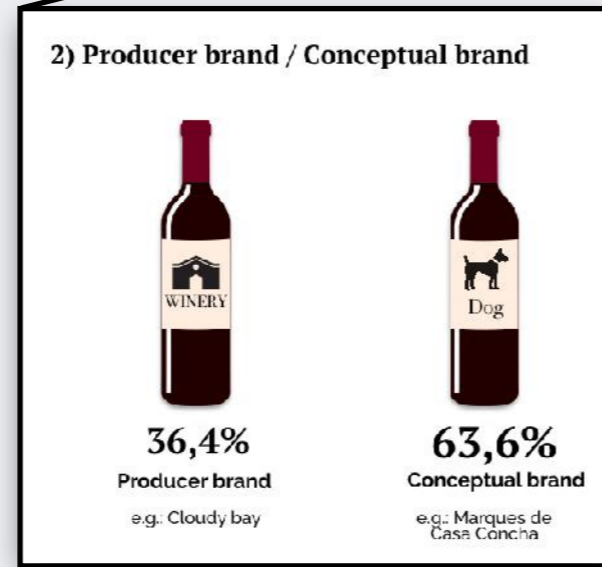
| Flag | Origin | Producer | Brand | Vol (2016) x 000 | USD Price 2016 |
|------|-------------|------------------------------|----------------------------|------------------|----------------|
| | Chile | CCU | 1865 | 60,00 | 29,38 |
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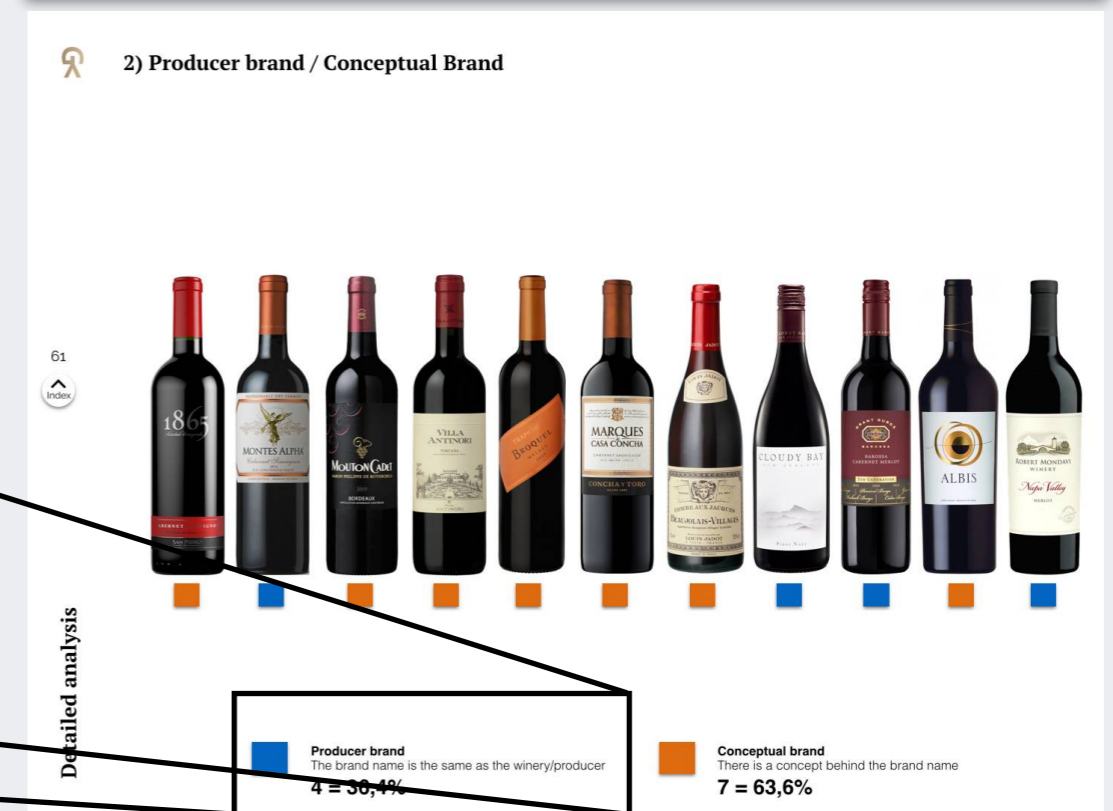
Analizamos cada grupo de productos mejor rankeados, para sacar conclusiones y poder tomar decisiones de diseño en el proyecto.



Analizamos lo que necesite el brief del proyecto



Producer brand
The brand name is the same as the winery/producer
4 = 36,4%





Páginas de muestra



1) Brand Architecture

Structure in terms of brand identifiers



8



Competitive set



1) Brand Architecture

Structure in terms of brand identifiers

- Monolithic**: where the corporate name is used on the product.
- Endorsed**: where all sub brands are linked to the corporate brand by means of either a verbal, or visual endorsement.
- Freestanding**: where the corporate brand operates merely as a holding company and each product is individually branded for its target market.



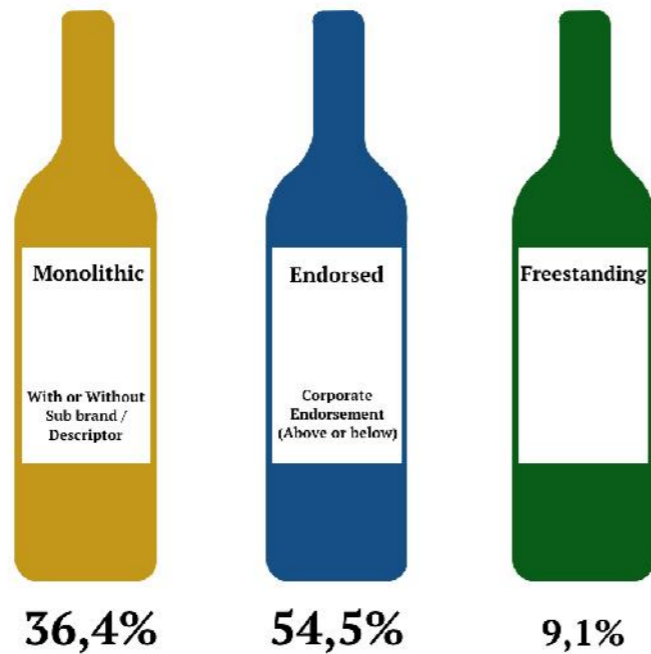
9



Competitive set



1) Brand Architecture (Ranking)



10



Analysis highlights



2) Producer brand / Conceptual brand



36,4%
Producer brand
e.g. Cloudy bay



63,6%
Conceptual brand
e.g. Marques de Casa Concha



Match between
Concept • Name • Art

18,2%

11



Analysis highlights

3) With art or image / Without art



63,6%
Art / Image
e.g. Villa Antinori



36,4%
No art
e.g. Broquet

4) Eye catching



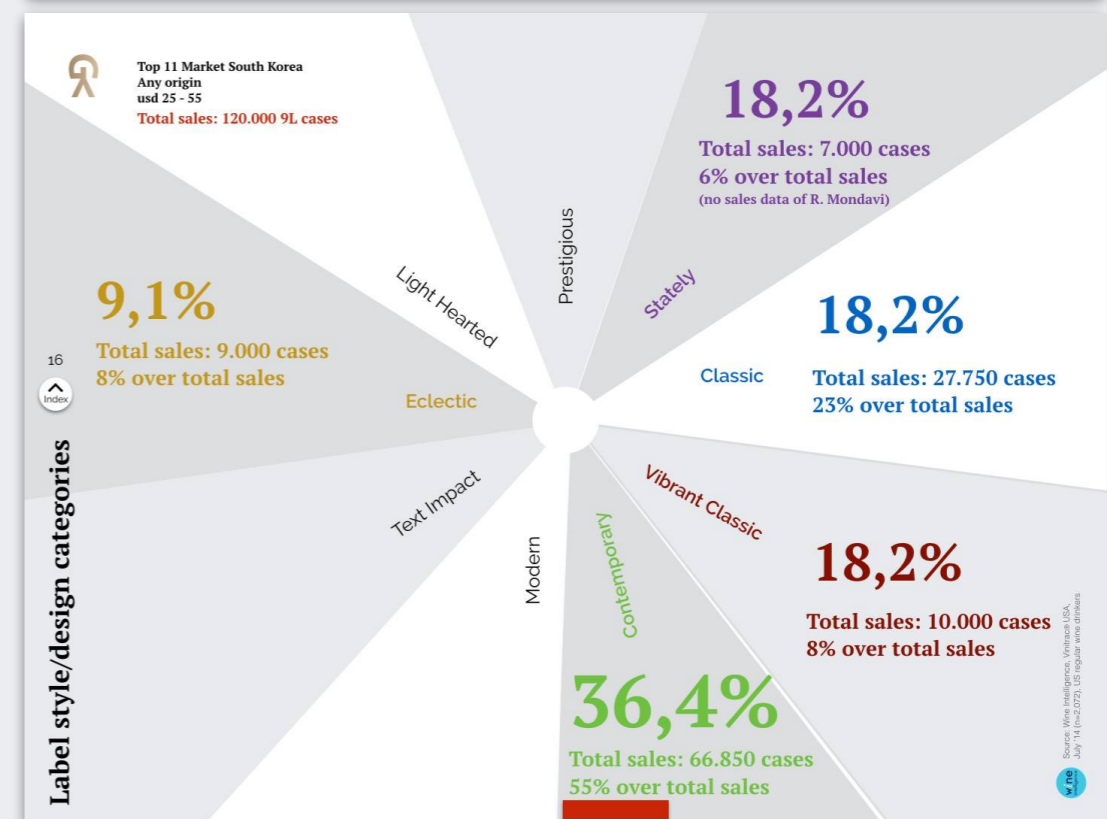
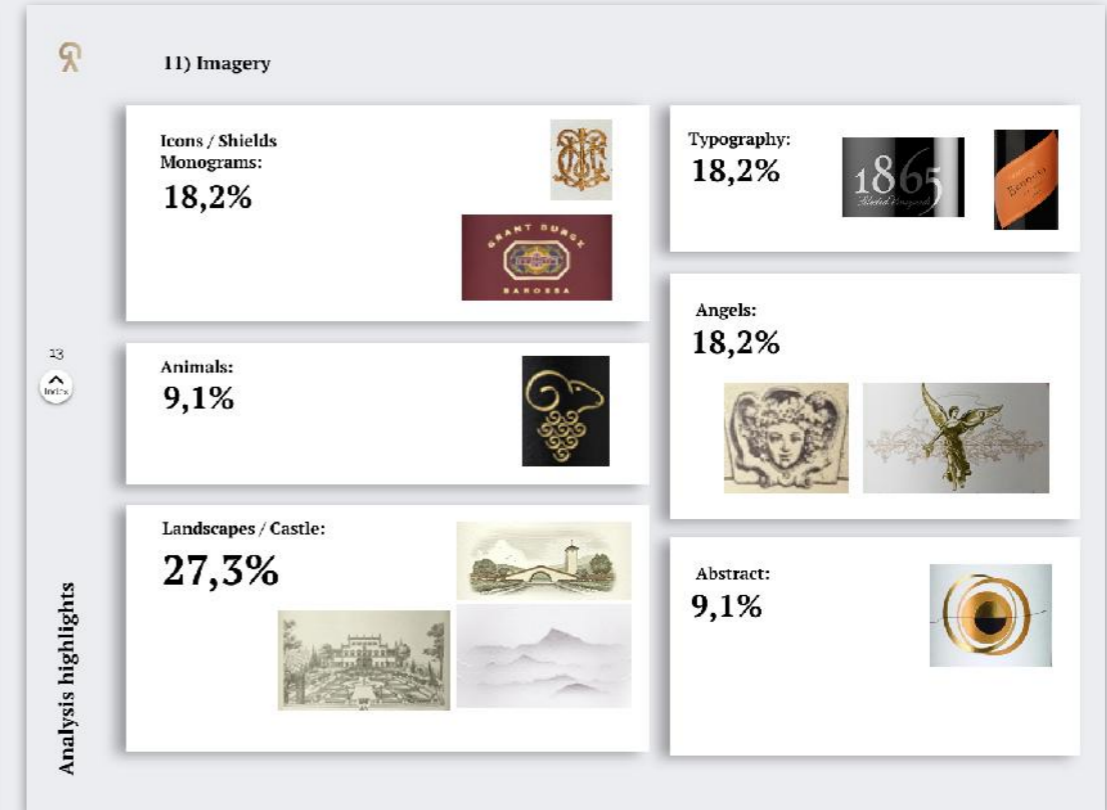
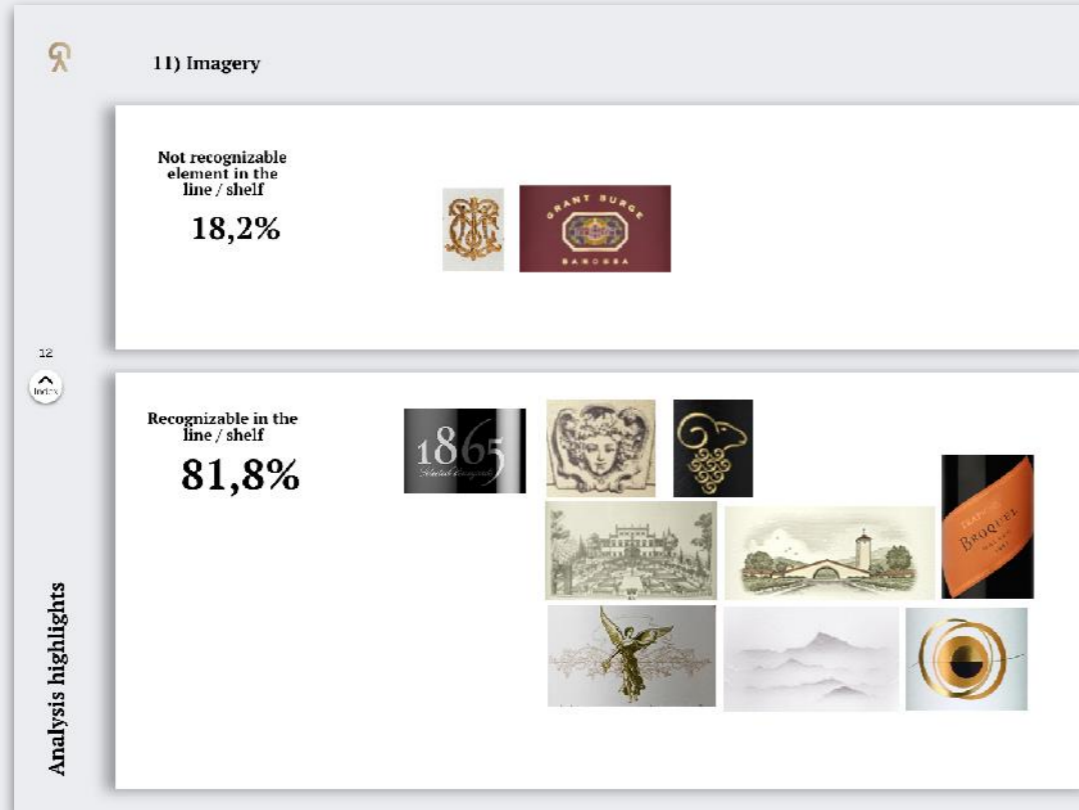
72,7%
Stands out
e.g. Eroquet



27,3%
Does not stand out
e.g. Cloudy bay



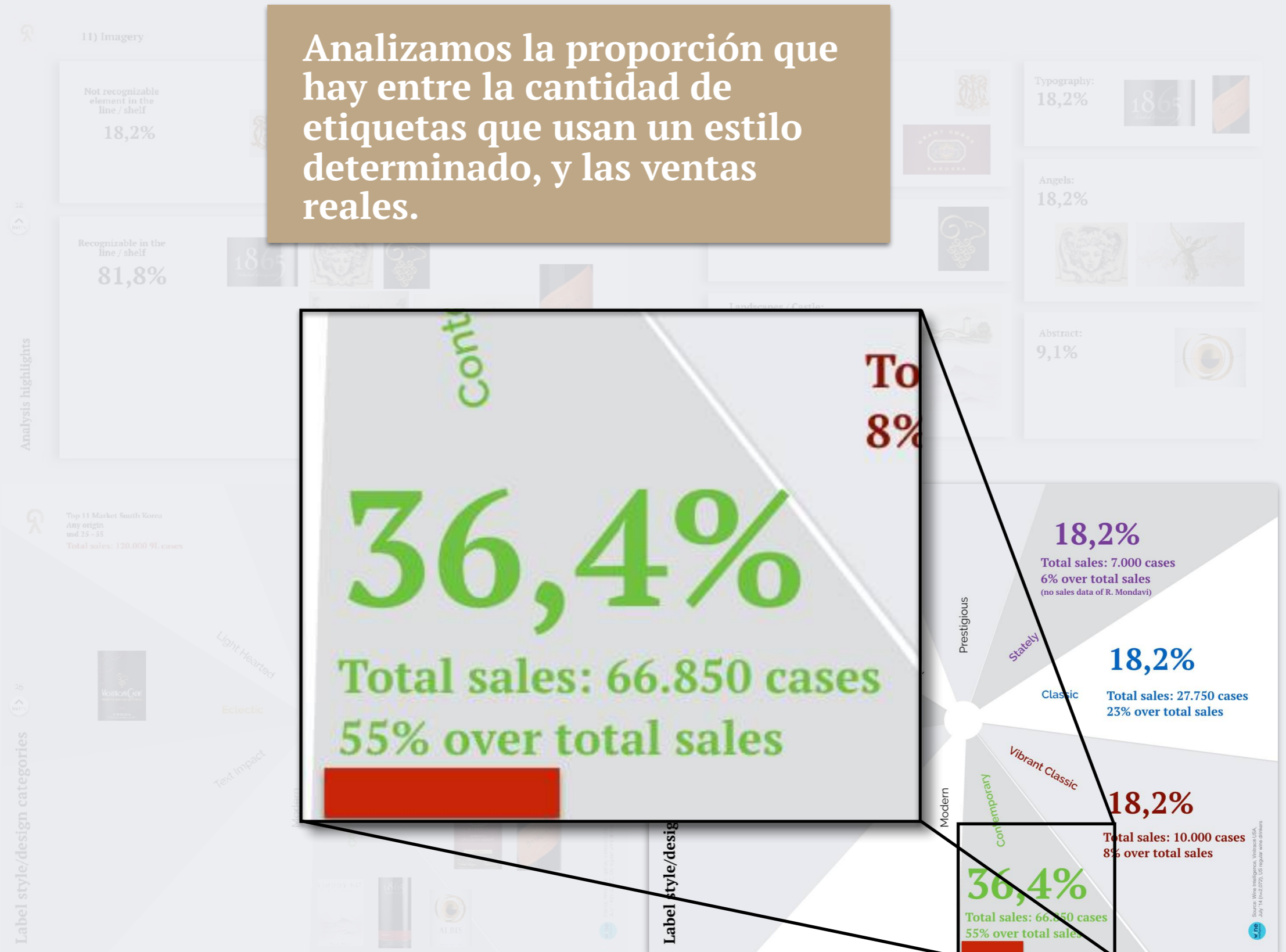
Páginas de muestra





No todo es el diseño/estilo

Analizamos la proporción que hay entre la cantidad de etiquetas que usan un estilo determinado, y las ventas reales.





Ejemplo de cuadro de estilos

X
>
Index

Label style/design categories

En el cuadro final, juntamos todas las etiquetas analizadas previamente.



Light Hearted

Eclectic

Text Impact

Modern

Prestigious

Contemporary

Vibrant Classic



Stately

Classic



Source: Wine Intelligence, Vinitrac@USA, July '14 (n=2,072), US regular wine drinkers





Innovaciones

Once the competitive set has been validated with the client, the analysis is done.



The Wine Profiler's innovation tracker is supported by Radius, the IWSR's global trend and innovation platform. Since 2008, Radius has supplied intuitive, qualitative trend research within the alcohol industry. Trend insights are based on interviews with the industry's leading innovators, largely in the US and UK. The research team also analyses global news feeds, new product launches and press releases.



El mercado del vino en USA

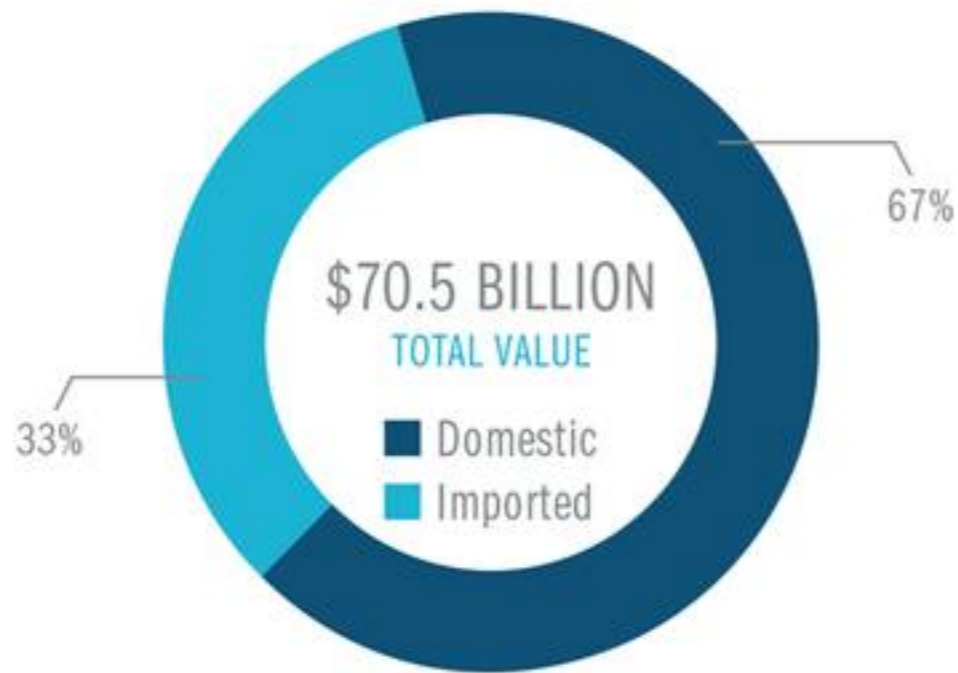




Insights mercado

2018 TOTAL U.S. WINE MARKET VALUE

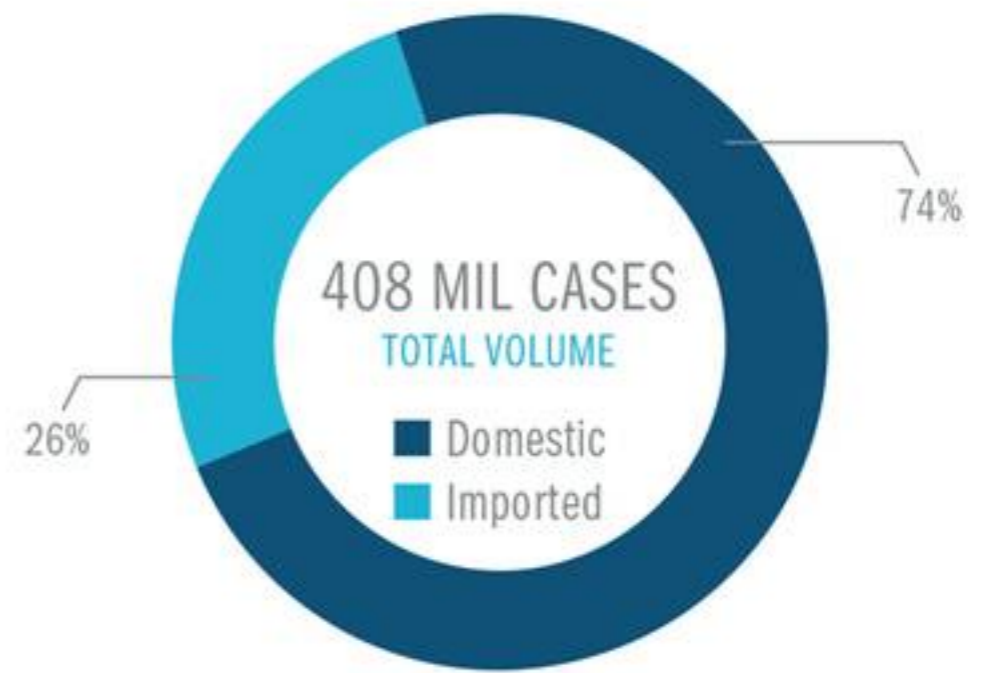
Wines Vines Analytics



Source: Gomberg, Fredrikson & Associates, bw166.com.

2018 TOTAL U.S. WINE MARKET VOLUME

Wines Vines Analytics



Source: Gomberg, Fredrikson & Associates, bw166.com.

X

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Insights mercado

| BOTTLED | Thousand liters | | Thousand \$ | | \$/liter | |
|--------------|-----------------|-------------|------------------|------------|-------------|------------|
| | 2018 | % change | 2018 | % change | 2018 | % change |
| Italy | 249.630 | -1.4 | 1.514.684 | 4.2 | 6,07 | 5.7 |
| France | 133.785 | 6.8 | 1.343.519 | 18.2 | 10,04 | 10,6 |
| New Zealand | 47.179 | 4.7 | 360.552 | 5.1 | 7,64 | 0,4 |
| Australia | 85.556 | -11,0 | 292.673 | -12,5 | 3,42 | -1,6 |
| Argentina | 50.510 | -7,5 | 272.398 | -5,3 | 5,39 | 2,4 |
| Spain | 48.004 | -4,7 | 261.942 | 1,3 | 5,46 | 6,3 |
| Chile | 50.633 | -7,2 | 177.103 | -15,0 | 3,50 | -8,4 |
| Portugal | 19.847 | 6,3 | 108.641 | 11,3 | 5,47 | 4,6 |
| Germany | 18.356 | -11,5 | 95.142 | -6,2 | 5,18 | 5,9 |
| South Africa | 8.958 | -4,4 | 44.452 | -1,7 | 4,96 | 2,8 |
| Others | 16.721 | 4,4 | 126.136 | 12,3 | 7,54 | 7,6 |
| Total | 729.180 | -2,0 | 4.597.242 | 5,0 | 6,30 | 7,1 |

Fuente: Wine by Numbers, Unione Italiana Vini

X

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Insights mercado

Importación relativamente estable

Entre un cuarto y un tercio de las ventas de vino en USA corresponden a importados, proporción que no ha cambiado significativamente, pero que hoy es más alta que hace 25 años.

Competencia titánica

El mercado de USA es uno de los más atractivos por su tamaño, por lo tanto los productores de todo el mundo ponen mucho esfuerzo buscando romper el mercado.

Competencia titánica

La intensidad de la competencia depende del segmento del mercado que analicemos. El mercado de USA está muy fragmentado, por lo que es peligroso generalizar.

Dado lo anterior, muchos productores medianos y pequeños han aprendido que es mejor enfocarse en mercados locales/regionales, por lo que la competencia suele ser más compleja en New York, Florida, Texas e Illinois, que en otros estados.

X





¿Qué marcas son
las que están
creciendo más en
USA?

X





Fast Tracks

100.000 ó + cajas

↑ 00% 4 años

5 años ó +

Fast Track: Must have exceeded 100,000 9-liter cases in 2018, with double-digit growth in each of the past four years. The brand must also be at least five years old.

X

↑
Index

Competitive set



Top 15

Fast Track

(000 9-Liter cases)

| BRAND | SUPPLIER | 2017 | 2018P | '17/'18 % CHG |
|--------------------|--|-------|-------|------------------|
| Josh Cellars | Deutsch Family Wine & Spirits | 2,100 | 2,646 | 26.0% |
| Winking Owl | E & J Gallo Winery | 1,450 | 1,660 | 14.5% |
| 19 Crimes | Treasury Wine Estates | 512 | 1,042 | 103.5% |
| Joel Gott | Joel Gott Wines/Trinchero Family Estates | 855 | 1,010 | 18.1% |
| Roscato | Palm Bay International | 810 | 891 | 10.0% |
| Decoy | Duckhorn Wine Co. | 587 | 711 | 21.1% |
| Matua | Treasury Wine Estates | 424 | 520 | 22.6% |
| Line 39 | O'Neill Vintners & Distillers | 395 | 487 | 23.3% |
| Campo Viejo | Pernod Ricard USA | 182 | 263 | 44.5% |
| Freakshow | Michael David Winery | 191 | 211 | 10.2% |
| Duckhorn Vineyards | Duckhorn Wine Co. | 154 | 177 | 14.9% |
| Whitehaven | E & J Gallo Winery | 137 | 165 | 20.4% |
| Talbott | E & J Gallo Winery | 135 | 151 | 11.9% |
| J Vineyards | E & J Gallo Winery | 124 | 142 | 14.5% |
| Chateau Souverain | E & J Gallo Winery | 122 | 140 | 14.8% |

Fast Track: Must have exceeded 100,000 9-liter cases in 2018, with double-digit growth in each of the past four years. The brand must also be at least five years old.

X



Index

Competitive set



Top 15

Fast Track



X
Index

Competitive set



Top 15

Fast Track



| | | | | | | |
|-------------------|------------------|---------------|------------------|----------------|----------------|----------------|
| 14.99 2M 646 m | 3.99 1M 660 m | 11 1M 42 m | 13.99 1M 10 m | 10.99 891 m | 18.99 711 m | 12.99 520 m |
|-------------------|------------------|---------------|------------------|----------------|----------------|----------------|

103%



| | | | | | | | |
|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 8.99 487 m | 12.99 263 m | 18.99 211 m | 25.99 177 m | 15.99 165 m | 35.99 151 m | 20.99 142 m | 11.99 140 m |
|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|

44%

Competitive set

X
Index



Rising Stars

20.000 ó + cajas



% cada año

- de 5 años

Rising Stars: Must be less than five years old and have exhibited growth in each year of the brand's lifetime, reaching at least 20,000 9-liter cases in 2018.

X





Top 15 Rising Stars

(000 9-Liter cases)

| BRAND | SUPPLIER | 2017 | 2018P | '17/'18 % CHG |
|---------------------------|----------------------------------|------|-------|------------------|
| Prophecy | E & J Gallo Winery | 242 | 405 | 67.4% |
| California Roots | Trinchero Family Estates | 125 | 390 | 212.0% |
| Chloe | The Wine Group | 325 | 370 | 13.8% |
| Ava Grace | The Wine Group | 110 | 180 | 63.6% |
| Z. Alexander Brown | Delicato Family Wines | 117 | 158 | 35.0% |
| 7 Moons | Constellation Brands | 110 | 149 | 35.5% |
| Love Noir | The Wine Group | 95 | 105 | 10.5% |
| Carmenet Winery (Reserve) | Bronco Wine Co. | 102 | 104 | 2.0% |
| Slow Press | The Wine Group | 80 | 85 | 6.3% |
| Alverdi | Opici Wines - Market St. Spirits | 73 | 84 | 15.1% |
| Cooper & Thief | Constellation Brands | 50 | 77 | 54.0% |
| Bieler Pere Et Fils | Trinchero Family Estates | 62 | 73 | 17.7% |
| 13 Celsius | The Wine Group | 50 | 70 | 40.0% |
| Roscato Dark & Smooth | Palm Bay International | -- | 53 | ---- |

Rising Stars: Must be less than five years old and have exhibited growth in each year of the brand's lifetime, reaching at least 20,000 9-liter cases in 2018.

X



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Top 15 Rising Stars



X
Index

Competitive set



Top 15

Rising Stars



X
Index

Competitive set



Top 11

Established growth

(000 9-Liter cases)

| BRAND | SUPPLIER | 2017 | 2018P | '17/'18 % CHG |
|-----------------------------------|-----------------------------------|-------|-------|------------------|
| Ménage à Trois | Trinchero Family Estates | 2,900 | 3,000 | 3.4% |
| Dark Horse | E & J Gallo Winery | 1,668 | 1,751 | 5.0% |
| Ruffino | Constellation Brands | 1,310 | 1,420 | 8.4% |
| Kim Crawford | Constellation Brands | 1,265 | 1,330 | 5.1% |
| Meiomi | Constellation Brands | 1,200 | 1,270 | 5.8% |
| Taylor Dessert | Constellation Brands | 950 | 987 | 3.9% |
| Canyon Road | E & J Gallo Winery | 875 | 890 | 1.7% |
| Noble Vines | Delicato Family Wines | 608 | 630 | 3.6% |
| Real Sangria (Cruz Garcia - Real) | Shaw-Ross International Importers | 615 | 617 | 0.3% |
| Duplin | Duplin Winery | 518 | 521 | 0.6% |
| CK Mondavi & Family | CK Mondavi & Family | 366 | 405 | 10.7% |

Established Growth Brands: Are top sellers in their category, at least five years old, and moved a minimum of 400,000 9-liter cases in 2018. They have also grown sales over each of the last three years.

X



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Top 11

Established growth



X
 ^
 Index

Competitive set



Top 11

Established growth



3.000 m

1.751 m

1.420 m

1.330 m

1.270 m



987 m

890 m

630 m

405 m

617 m

521 m

X

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Competitive set

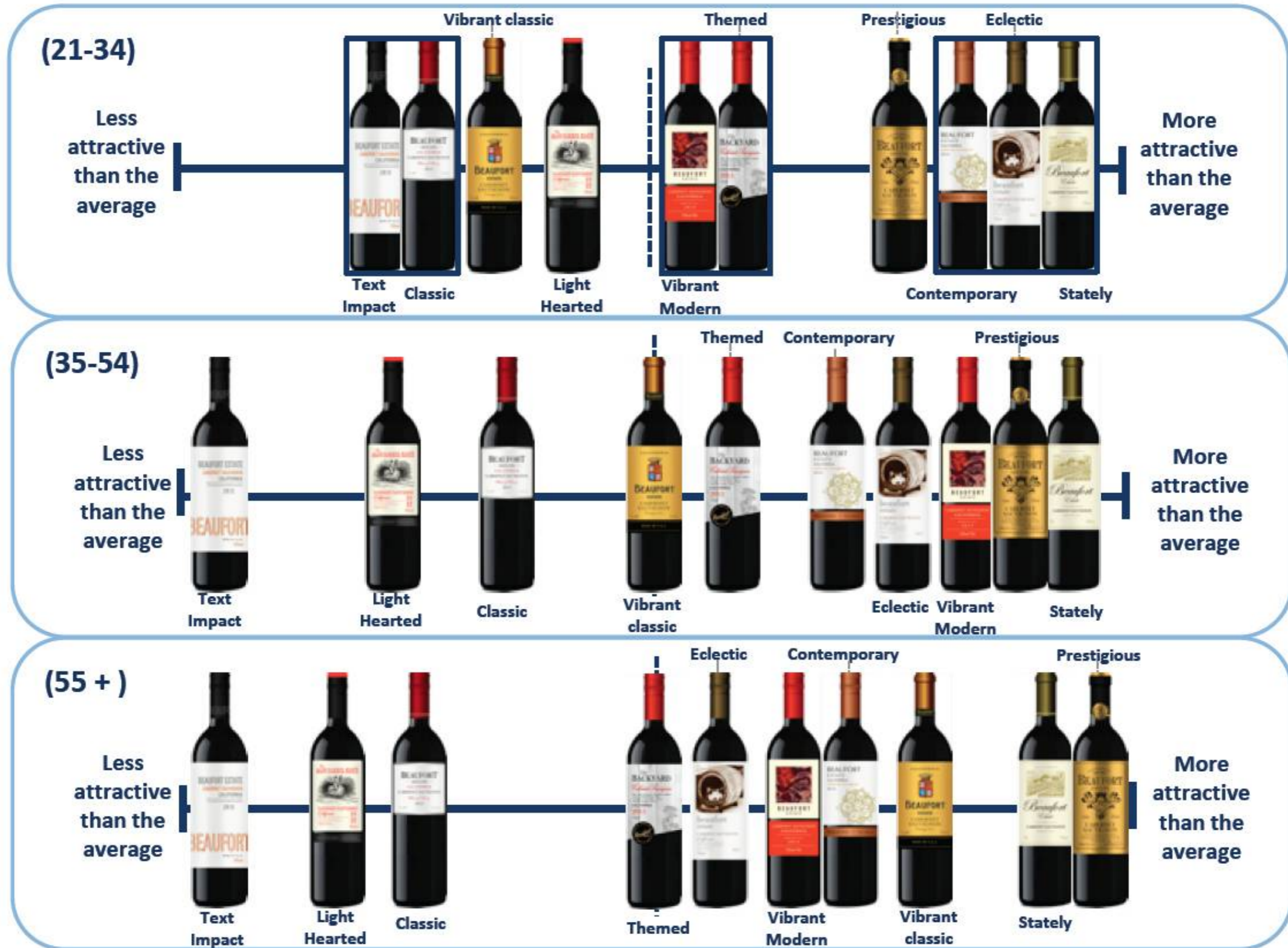


resumiendo...

¿y qué es
importante para
el consumidor?



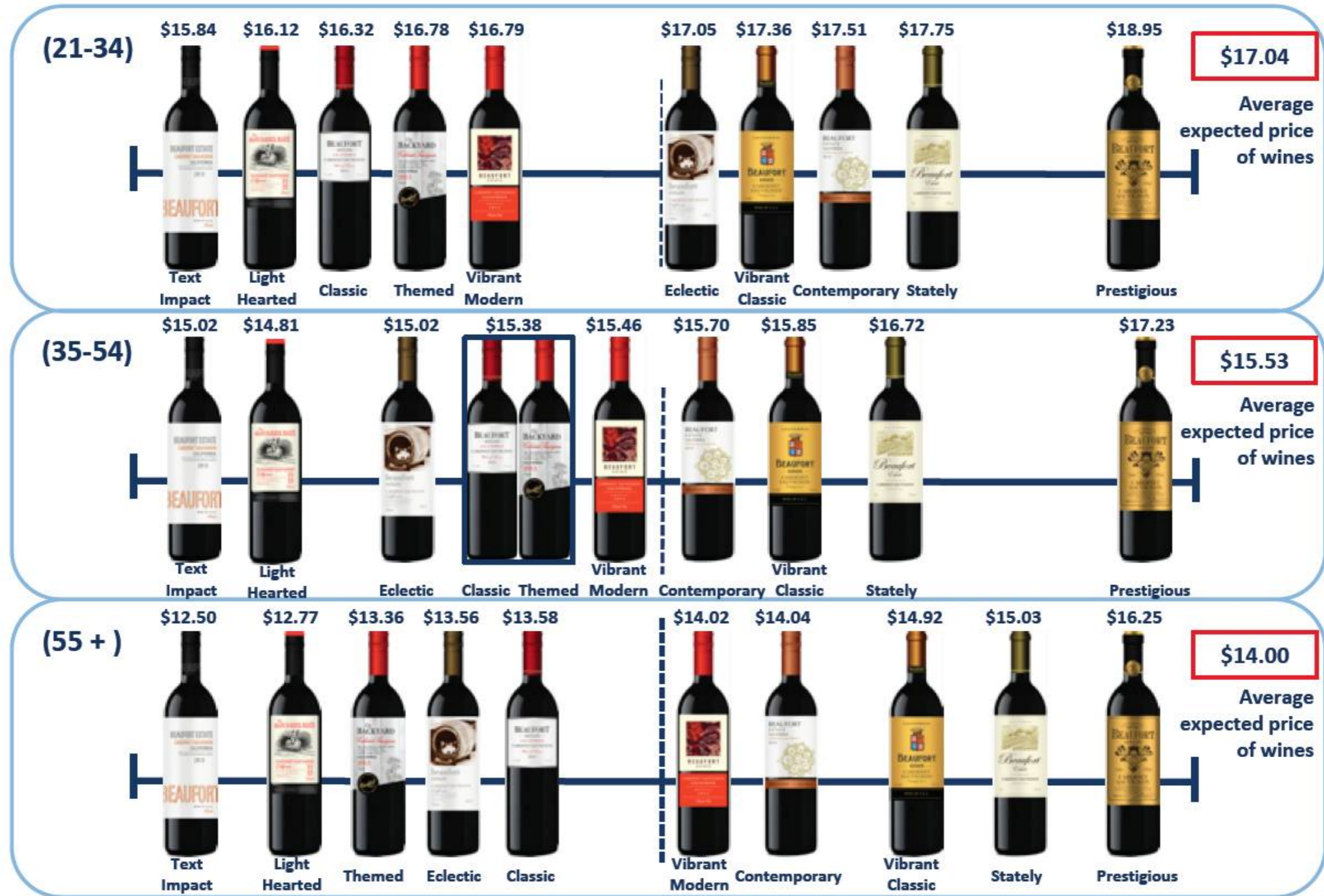
Atractivo por edad



Source: Wine Intelligence, Vinitrac® USA, July '14 (n=2,072), US regular wine drinkers



Precio esperado por edad



Source: Wine Intelligence, Vinitrac® USA, July '14 (n=2,072), US regular wine drinkers



Para terminar,
algunas
innovaciones de
este año en USA

X





California's Firestone Walker Brewing Company has launched a beer-rosé hybrid, co-fermented with Paso Robles wine grapes.



Aperol has become a summer staple, with the incredible popularity of its Spritz serve. But new contenders – from pre-mixed options to new aperitif brands – are set to prove the 'Spritz moment' is far from over.



A luxurious range of cannabis-infused alcohol-removed wines from California's Napa Valley has been launched by new brand Saka Wines.



Algunas conclusiones



Nadie tiene la varita mágica

Pero muchos toman decisiones demasiado intuitivas (peligroso)

Conocer los competidores para tomar decisiones

No asegura el éxito, pero da sustento a la estrategia

Marcas establecidas tienden a ser más clásicas

Es difícil “mutar” para las marcas que llevan años vendiendo y siendo top rank (por eso empiezan a rejuvenecer y cambiar a través de extensiones de línea)

El mercado de USA da para todo

Encontramos etiquetas extremadamente rupturistas, sobre todo para algunos segmentos de precio (The Prisoner usa 45), no así en otros mercados

Siguen siendo muy importante las historias

La mayoría de las marcas analizadas, tienen fuerte vinculación concepto + storytelling + arte. El consumidor busca historias que lo encanten.



¡gracias!

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Fuente: Wine Intelligence, Vinitrac® USA,
IWSR 2016

Nota: los datos son tomados de las fuentes mencionadas, sin embargo el análisis de los mismos corresponde a consultoría de los directores de YG Design, en todos los casos son apreciaciones que tienen en cuenta el cruce de datos de la realidad sumado al aporte de la experiencia de más de 15 años de trabajo en la industria para productos y marcas de todo el mundo.