

THREE CLASSICS

Branded wines are, each in its own category, the best indicator of price structures in different markets. As in previous issues, we have again done store checks throughout the world to assess the shelf prices of three globally traded wines. The impact of freight, customs, duties and margins will be the subject of a separate article in the next issue.

Moët & Chandon Brut Imperial

www.moët-hennessy.com EUR

Moët's Brut Imperial is the world's best selling champagne. Available on every continent, it is without doubt the best known Champagne. LVMH only divulges numbers for the whole group. In 2006 Moët & Chandon, Veuve Clicquot, Ruinart and Mercier together sold 60 million bottles. Analyst estimate Moët's production at 35 million bottles today. The basic Brut Imperial accounts for the lion's share of that volume with approximately 30 million bottles. This is about twice what the second ranked bestseller, Veuve Clicquot, sells. Brut Imperial vaunts the classical cuvée of Pinot Noir, Chardonnay and Pinot Meunier.

Purchase Prices Worldwide

bought in	at	in €	in US \$
Belgium	€ 26.49-28.49	26.49-28.49	35.14-37.79
Denmark	DKK 275.00	36.92	48.98
France	€ 29.81-33	29.81-33	39.54-43.77
Germany	€ 26.99-29.99	26.99-29.99	35.80-39.78
Holland	€ 33.99-36.30	33.99-36.30	45.09-48.15
Japan	¥ 3,500	22.32	29.61
Canada	CAD 60.95	39.50	52.43
Switzerland	CHF 37.65-48	23.24-29.63	30.83-39.31
UK	£ 24.49-25	36.17-36.92	47.98-48.98
USA	\$ 34.99	26.38	34.99

Production: 30,000,000 bottles (est.)

Export: 85%

Major Markets: USA, UK, France



Cathedral Cellars Chardonnay

www.kwv.co.za ZAR

The Cathedral Cellar range is part of KWV's so called masterbrand series, which also includes the Reserve, Rooderberg and Classic. While the Cathedral Cellar range is distributed widely in markets like Holland, UK, USA or Canada, it is, for example, not sold on the German market, where KWV concentrates on other ranges and, in particular, its joint venture Golden Kaan. KWV describes Cathedral Cellars as its "international flagship for the connoisseur" and sells five different varietal wines, Sauvignon, Chardonnay, Merlot, Pinotage, Cabernet and Syrah as well as the Bordeaux-style blend Triptych.

Purchase Prices Worldwide

bought in	at	in €	in US \$
Belgium	€ 9.99	9.99	13.25
Denmark			
France			
Germany			
Holland	€ 7.99	7.99	10.60
Japan			
Canada	CAD 12.95-14.95	8.40-9.69	11.15-12.86
Switzerland			
UK	£ 5.71-8.99	8.43-13.28	11.19-17.62
USA	\$ 13.99	10.55	13.99

Production: not published

Export: 95% (est.)

Major Markets: UK, USA, NL



Frescobaldi Remolé

www.frescobaldi.it EUR

Marchesi de' Frescobaldi produces some of Tuscany's most highly acclaimed wines. While the numbers of bottles for most of them are limited, Remolé has an annual production of just over one million bottles. This is still far less than its chief rival, the Santa Cristina from Antinori; however, Remolé is still easy to find for consumers in almost all markets world wide. A classical Tuscan wine consisting of 85 percent Sangiovese and 15 percent Cabernet, Remolé has the typical Tuscan pungent crispness that the world has learned to associate with Sangiovese. The grapes for Remolé are grown in various parts of Tuscany.

Purchase Prices Worldwide

bought in	at	in €	in US \$
Belgium			
Denmark	DKK 53.95	7.24	9.60
France			
Germany	€ 5.79-5.99	5.79-5.99	7.68-7.95
Holland	€ 8.20	8.20	10.88
Japan			
Canada	CAD 12.05	7.81	10.37
Switzerland	CHF 9.90-11	6.11-6.79	8.11-9.01
UK	£ 6.99	10.32	13.69
USA	\$ 10.79	8.14	10.79

Production: 1,000,000 bottles

Export: 57%

Major Markets: Italy, USA, Denmark

