

THREE IS A CROWD

For this edition of Brandcheck we took a closer look at three classics from the Old and the New worlds. While Campo Viejo's Crianza from Rioja and the Australian Penfold's Koonunga Hill Shiraz Cabernet are sold in nearly all markets, Beringer's White Zinfandel was hard to find in Europe. Our correspondents spotted it only in Denmark.

Campo Viejo Crianza

www.domecqbodegas.com

ES

Bodegas Domecq's best seller, Campo Viejo Crianza, harks from Spain's most popular growing region, Rioja. Vinified in the Juan Alcorta Winery, which is situated on a 110-hectare estate in Logroño, the wine has been given added distributional lift by its new owners, Pernod Ricard. The state-of-the-art cellar houses 70,000 oak barrels and six million bottles. The winery also produces three other labels: Alcorta, Azpílicueta and Marqués de Villamagna. Campo Viejo is well distributed in most markets worldwide in the mid-price segment, where it has achieved a strong branded character.

Purchase Prices Worldwide

bought in	at	in €	in US \$
China	CNY 150	14.51	19.55
Denmark	DKK 59.50	7.98	10.76
Schweden	SEK 677.27	9.79	
Germany	€ 7-8	7-8	9.43-10.78
Holland	€ 4.79	4.79	6.45
Japan	¥ 1,000	6.13	8.27
Canada	CAD 14.15	9.58	12.91
Switzerland	CHF 8.90	5.38	7.23
UK	£6.16	9.01	12.14
USA	\$9.29	6.89	9.29

Production: 1,200,000 cases

Export: 55%

Major Markets: UK, CH, DK, Sweden



Beringer White Zinfandel

www.beringer.com

US

White Zinfandel is a truly Californian speciality. A blush wine, as it is called in the States, it is always fresh, often with a hint of residual sugar. We looked at the White Zinfandel from Beringer's basic selection of fruit-driven, easy-drinking wines called the California Collection. In this range, Beringer also offers Riesling, Chenin blanc, Pinot Grigio, White Zinfandel-Chardonnay, a white Merlot and a sparkling White Zinfandel. In Europe, White Zinfandel is generally not easy to find on the shelves of supermarkets and specialised retailers. This one was spotted nowhere except for Denmark in Europe.

Purchase Prices Worldwide

bought in	at	in €	in US \$
China	RMB 124	12	16.17
Denmark	DKK 69.95	9.39	12.65
Schweden			
Germany			
Holland			
Japan	¥ 700-800	4.29-4.91	5.79-6.61
Canada	CAD 10.15	6.87	9.26
Switzerland			
UK			
USA	\$ 6	4.45	6

Production: not published

Export: not published

Major Markets: UK, USA



Penfolds Koonunga Hill Shiraz Cabernet

www.penfolds.com

AUS

The Koonunga Hill range is Penfolds' workhorse in the mid-price segment and represents approximately 20 percent of the company's total production. The range includes seven wines in total: three varietals, Chardonnay, Shiraz and Cabernet Sauvignon, as well as four blends, Semillon-Sauvignon blanc, Semillon-Chardonnay, Cabernet-Merlot and this Shiraz Cabernet, which is a multiregional blend from Barossa, McLaren Vale and Coonawara. Shiraz has the higher percentage in the blend, with at least half, sometimes up to 65 percent. Koonunga wines are easy to find, although in most markets only a limited selection is available.

Purchase Prices Worldwide

bought in	at	in €	in US \$
China	RMB 223	21.58	29.08
Denmark	DKK 79	10.60	14.29
Schweden	SEK 87	9.44	12.72
Germany	€ 8.20-9.99	8.20-9.99	11.05-13.46
Holland	€ 9.69-9.99	9.69-9.99	13.06-13.46
Japan	¥ 1,200	7.36	9.92
Canada	CAD 7.30	7.36	9.92
Switzerland	CHF 17.80	10.76	14.51
UK	£ 6.64-7.11	9.71-10.40	13.08-14.01
USA	\$ 12.99	9.64	12.99

Production: 20% of Penfold's total

Export: not published

Major Markets: USA, UK, Sweden



TRAPICHE leading the Argentine wine exports

The Argentinean wine is getting an important international recognition thanks to the remarkable improvement in the quality of its offer, improvement that the world market begins to notice. The Argentinean proposal, is based on its flagship variety Malbec and attracts new consumers each day.

In this context of the sustained growth and international recognition, Trapiche comes into the scene, chosen twice, Best Argentinean Producer of the year, by the Jury of the prestigious International Wine and Spirit Competition, in London.

This new Trophy, achieved by Trapiche, previously obtained in 2004, confirms its status of leader in the Argentinean wine industry.

Trapiche is located in Mendoza, at the foothills of The Andes and is the most worldwide known Argentine brand, exporting its wines today to more than 60 countries world wide. Its vineyards represent the best of the Argentinean terroir and its wines receive awards in Argentina and internationally.

“Our position as leaders of the wine industry is a big responsibility with our consumers. We’re the image of the Argentinean wine. That fills us with pride, but it is also a position of trust, says the chief winemaker, Daniel Pi.

The richness of diversity

Throughout its history, Trapiche has understood like no one else the strength of the viticulture in Argentina. It has specialized in obtaining the best from every site to create exceptional wines.

This diversity is expressed in more than 1000 ha of its own vineyards and in obtaining grapes from more than 200 independents producers in the best winegrowing areas of Argentina.

Trapiche's portfolio

Trapiche counts with a wide portfolio of wines for every consumption occasion, always adapting to a market in constant evolution and offers the largest varietal choice in South America.

Its portfolio includes from entry-level range, Astica and Falling Star to the ultra-premium which includes Broquel, Medalla, Trapiche Malbec Single Vineyard and Iscaj, passing through the premium range with Trapiche Varietals and the super-premium with Trapiche Oak Cask.

New label for Trapiche Oak Cask

Trapiche is a new world brand with a history of over 100 years but vibrant and innovative, with an exceptional valued proposal lined with consumers expectations. Its packaging is essential, as part of its speech and it must point out these values.

Regarding the previously mentioned, TRAPICHE decided to renew the entire Trapiche Oak Cask line responding to a more demanding market that looks for distinguished and innovating products.

The super premium range is the largest growing segment in some key markets such as the USA.

The new packaging incorporates the Condor and highlights the roots of Trapiche in Mendoza, at the foothills of the Andes.

The Condor, the largest flying bird on earth, is the icon bird of the Andes Mountains. It's depicted as the Spirit and the Guardian of the Andes, and for many original communities of the Andes it has magical powers. It inspires respect and forces admiration.

The label provides a distinguished look that maintains features of our heritage, wine culture and tradition, and embraces the features of the new world. This is represented through the elegance, classical design and colours (copper, grey, black and red); under the form of a vibrant label, a dynamic and eye-catching design, which captures the essence of the Andes.

In “Trapiche Oak cask”, the intense fruit presence stands out; and the oak aging brings out the finesse, harmony and complexity, marked by the vanilla and toasted notes, generating an excellent balance between the fruit expression joined with the oak of the barrels.

The main export markets of Trapiche are: Canada, USA, Norway, Swedern, Denmark, UK, Finland, Germany, Brasil and Ireland.

Awards

Trapiche Oak Cask Pinot Noir 2005

Silver-MONDIAL DU PINOT NOIR 2006 (Switzerland, August)

Trapiche Oak Cask Malbec 2005

Silver WINPAC 2007 The International Wine & Food Society (Hong Kong, January)

Trapiche Oak Cask Shiraz 2004

Silver INTERNATIONAL WINE AND SPIRITS COMPETITION 2005 (UK, July)

Bronze INTERNATIONAL WINE CHALLENGE 2006 (UK, May)

Trapiche Oak Cask Chardonnay 2006

Bronze 2007 CHARDONNAY DU MONDE (France, March)

Trapiche Oak Cask Malbec 2005

Bronze ARGENTINA WINE AWARDS 2007 (Argentina, february)

In all its wines Trapiche offers the best option for every occasion, ensuring “overdelivery” of quality at each price point.

TRAPICHE OAK CASK

