

TOURING THE WORLD

In this issue we take a look at three wines that are traded globally. Blossom Hill's White Zinfandel was hard to find in some markets and has market leadership in others. Two Oceans appeared not only in bottle but also in Bag-in-Box, while Santa Rita's 120 Cabernet Sauvignon was widely distributed.

Blossom Hill White Zinfandel

www.blossomhill.com USD

Blossom Hill is part of Diageo's Chateau & Estate Wines, which also includes brands such as Sterling Vineyards, Solaris, the French Barton & Guestier, to name but a few. The Blossom Hill label was launched in the early 1980s by the Paicines Winery, which later became the Blossom Hill Winery. The brand has world wide distribution and is the second bestselling wine brand in the UK, behind Hardy's, and can be found in pubs and supermarkets everywhere, but surprisingly less so in the United States. Diageo claims that 25,000 glasses of Blossom Hill are consumed every hour worldwide. The label includes a total of nine still wines and one sparkling wine.

Purchase Price Worldwide

bought in	at	in €	in US \$
Denmark	not found		
Sweden	not found		
Germany	€ 7.90	7.90	10.89
Holland	€ 8.50	8.50	11.72
Japan	¥ 800-1,000	4.75-5.94	6.55-8.19
Canada	CAD 6.09	4.20	5.78
Switzerland	CHF 14.80	8.93	12.29
UK	£ 4.75	7.01	9.66
USA	\$ 6.99	5.07	6.99

Production: not published

Export: not published

Major Markets: USA, UK, Ireland



Two Oceans Sauvignon Blanc

www.towoceanswines.co.za ZAR

Named after the two great oceans that converge near the Cape of Good Hope, this Distell label was launched in various export markets in May 1993 and on the domestic market in South Africa in 1996. Today, Two Oceans is sold in 70 countries, on all continents. It includes a total of 14 different varieties for export, but only three are offered on the domestic market. The grapes come from vineyards which are part of the South Africa's Integrated Production of Wine (IPW) system, which promotes sustainable grape growing and environmentally sound cellar practices. Two Oceans is vinified at The Bergkelder winery in the heart of Stellenbosch.

Purchase Price Worldwide

bought in	at	in €	in US \$
Denmark	DKK 99 (3-l BiB)	13.30	18.34
Sweden	SEK 59	6.44	8.88
Germany	€ 5.50	5.50	7.58
Holland	€ 4.95	4.95	6.82
Japan	not found		
Canada	CAD 9.65	6.65	9.17
Switzerland	CHF 8.67	5.23	7.20
UK	£ 6.15	9.07	12.51
USA	\$ 10.99	7.97	10.99

Production: 9,000,000 cases (total)

Export: 82%

Major Markets: Canada, UK, Sweden



Santa Rita Cabernet Sauvignon 120

www.santarita.com CLP

Founded in 1880 by Domingo Fernández Concha in Chile's Alto Jahuel, Santa Rita became a global player after its acquisition by the Grupo Claro. Today, Santa Rita wines are distributed in more than 70 countries. The 120 range is named in homage to the 120 soldiers who were given shelter in the Santa Rita house when fighting for Chile's independence. Following the same theme, it has 12 wines in the range. The Cabernet Sauvignon comes from Central Valley. After fermenting in stainless steel, winemaker Andrés Ilabaca uses 10% oak barrels to age the wine. The 120 range is labelled Gran Hacienda for the on-premise market.

Purchase Price Worldwide

bought in	at	in €	in US \$
Denmark	DKK 51.90	6.97	9.61
Sweden	SEK 72	7.86	10.83
Germany	€ 6.49	6.49	8.95
Holland	€ 5.99	5.99	8.26
Japan	¥ 1,000-1,200	5.94-7.13	8.19-9.83
Canada	CAD 10.45	7.21	9.93
Switzerland	CHF 12	7.24	9.97
UK	£ 6.50	9.59	13.22
USA	\$ 6.99	5.07	6.99

Production: 1,200,000 cases (total)

Export: 73%

Major Markets: USA, Ireland, Denmark

