



Robert Joseph, author of *The Wines of France*, is currently working on a study of the future of the global wine industry.

## SPEED MARKETING

In our last issue Dan Jago, wine supremo of the British giant Tesco, asked his suppliers to give his customers three reasons to spend more money on a bottle of wine. That call, from the largest wine retailer in the world, reminded me of a couple of other things I'd read in recent months. First there was a line from *Small is the New Big*, a recent book by the American writer Seth Godin, whose previous works include the highly recommendable *Purple Cow*, and *All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World*. Godin suggests that anyone in any kind of business today needs to answer three basic questions: "Who are you?", "What do you do?" and, most importantly, "Why should I care?"

Now, hold onto those thoughts and then turn your attention to another visionary American, named Marc Engel, Associate Partner and Director of Wine Research at a Californian marketing research agency called B/R/S. Last year, he gave a talk at the Wine Evolution conference in Paris entitled 'Engaging the Wine Consumer: A New Paradigm'. The difference between Engel's 'new' paradigm with the one that went

before is the gulf that separates a monologue from a conversation. Traditionally, wine producers - like makers of other products - tended to say "Hey, consumer, here's my story and this is why you should buy my wine". That 'story' might have been about terroir, history, Parker points or whatever, but in Engel's view it tended to be a "one-size-fits-all approach in which [the winemakers] assumed there was a singular type of person who perceived and used their product as suggested. This approach was paternalistic, even authoritarian".

Consumers, by contrast now say "Hey, winery, catch my interest and I'll build my own story around you based on what's important to me". Catching that interest could be achieved by a few words in a magazine, by an eye-catching t-shirt, a bargain price tag or a memorable label - or, and this is the tricky part, by something else altogether. Successful players in today's market have to be like a clever trout fisherman who has learned the subtle art of using a rod and fly. Or, more prosaically, a successful participant in sessions of speed dating where the skill lies in making the required impression on a potential date in less than three minutes. Of course, explaining that mastering speed dating is a necessary way to run your business more effectively may take some explaining to loved ones at home, but sometimes, one simply has to make a few personal sacrifices.

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The secretive family now sails without its founders into new, uncharted waters, both upscale and off-shore.

#### PORTUGAL

For too long it's been an afterthought by importers diversifying their Spanish portfolio - but now Portugal is coming into its own.

#### WHO'S WHO IN BENELUX

We look at the key players in Belgium, the Netherlands and Luxembourg.

#### THE UNITED KINGDOM

Price compression and stagnant consumption have brought a long period of growth to a standstill. Where to from here?

#### DISTRIBUTION IN RUSSIA

We shine a torch into the very intriguing, but very mysterious, Russian market.

#### THE MAN BEHIND HAWESCO

Few outside Germany have heard of Alexander Margarithoff, but the founder of Hawesco pulls the strings at one of Europe's largest distribution structures.

#### PETER LEHMANN

The man who saved the Barossa Valley.

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