

Perspectives offers a platform for professionals in diverse places to express their views. In this issue we asked key international players how packaging, new trends and cultural prejudices will affect their business in 2008. What are the threats? Where do the opportunities lie? What are their goals?



After studying in Bordeaux, Fernando Chivite returned to his family's estate in Navarra as winemaker. As the figurative head of the clan, he

developed the Arinzano estate, which was recently given official recognition as *Vino de pago*.

What percentage of your wine production is currently bottled with alternative closures?

For the moment, very little, but we foresee an increase for specific types of wine. The screw cap is technically a very efficient closure system.

Could you imagine bottling your finest wines with screw caps?

No. Besides image and marketing, any wine that requires extended bottle ageing should be closed with a cork.

Do clients ask for varietal wines?

No, we do not see very much interest in varietals anymore. The variety has

become complementary information, but is no longer a relevant factor behind consumer's purchase intent. Instead, we seek to build a branded image for our company within the region of production, be that Navarra, Rioja, Ribera del Duero and perhaps one day Rueda.

What motivates consumers to spend more money on wine?

You must inform the consumer, polish your reputation and acquire a 'social status indicator' among the knowledgeable in major markets.

How does being Spanish help you internationally?

We have been present in foreign markets for a long time, but only of late has the image of Spain improved.

Does it have any drawbacks?

Today, I would say that being Spanish has no drawbacks. Quite the opposite! Spanish wines are more highly regarded in the world than ever before - and for good reason. There is no other country with such a long tradition that is so young, dynamic and innovative.



After years with Bouchard Père et Fils, Bernard Hervet became chief executive officer of Faiveley in January 2007. Since then, his focus has been on

fine tuning quality and expanding the white wine range, as with the recent acquisition of Domaine Monnot in Puligny.

What percentage of your production is currently bottled with alternative closures?

Faiveley doesn't use screwcaps, but has experimented with alternative closures for Aligoté and Bourgogne Blanc. Still, being in the heart of Burgundy, we prefer to remain traditional with corks.

How does being French help you internationally?

There is an undisputed revival in interest for well-balanced classical wines, a style more often seen in countries with a long winemaking tradition. France is the flag bearer of this movement.

Does being French have any major drawbacks?

Our main problems are almost all bureaucratic. Our legislation is too complicated, our administrative burden too complex and our professional organisations lack the structure and solidarity to mitigate between the powers that be.



After earning an Honour's degree in Oenology and doing a stint as viticulturist for KWV, JC Bekker has been the winemaker at Boschendal since 1996. Since its

acquisition by DGB in September 2005, his responsibilities now include all aspects of wine production.

What percentage of your production is currently bottled with alternative closures?

Twenty percent, but we foresee growth up to 70% in two years.

Could you imagine bottling your finest wines with screw caps?

Yes, there is a strong case for aromatic whites to be under screwcap - and we are busy learning how to deal with a reductive environment for red wines that age. Different permeability levels on liners is an exciting development in this regard.

Are your clients asking for single vineyard wines?

Consumers want to know what is in the bottle. Single origin wines have

value at the top end of the brand pyramid, but this is not client driven at the moment.

How does being South African help you internationally?

South Africa is an interesting place: the people, history, biodiversity and being part of Africa. All these form part of our brand promise

Does it have any drawbacks?

We operate in a country that is part first and part third world. This can create production challenges, but the diverse terroir more than makes up for this.

What percentage of your production is under alternative closures?

All Penfolds' white wines are now bottled under screwcap - and all reds, with the exception of Grange, are available in screwcap, on a global, market-by-market basis. Numerically that is 39%.

Could you imagine bottling your finest wines, even Grange, with screw caps?

We have bottled trial quantities of Grange under screwcap and continue to evaluate the results. We have also bottled Grange under a glass-closure prototype (not Vinolok) and are very encouraged to date. We continue to look closely at all closure alternatives, including cork.

Are your clients asking for single vineyard wines?

Many of our clients do ask for single-vineyard wines and these requests have been delivered for many years now: Magill Estate Shiraz, Kalimna Block 42 Cabernet Sauvignon and so on. These wines have a



Following in the footsteps of John Duval and the legendary Max Schubert, Peter Gago – at the helm since 2002 – is only the fourth head winemaker at Penfolds since 1948.

terrific 'sense of place'. What we're really offering is choice.

What motivates consumers to spend more money on wine?

Ensuring a wine is perceived as offering great value for money is

important. More importantly, within the fine wine marketplace, absolute wine quality and longevity endorsed by all opinion-makers, and sustained across time, will always motivate consumers to spend more.

How does being Australian help you internationally?

Although Penfolds is an Australian brand it is not a brand that is totally about Australia. The brand's provenance, history and heritage have made it what it is today, yet its positioning as a global luxury wine brand transcends its Australianness. Penfolds plays with the best of the New and Old World, so being Australian is neither a positive or negative, it is just a part of the brand.



Piero Totis is the managing director of Le Tenute di Genagricola, the vinous arm of Genagricola SpA, which owns 26 agricultural estates, both in Italy and abroad. The seven prestigious wine estates alone cultivate 750 hectares of vineyards, situated in Friuli, Veneto, Piedmont, Romagna, and Lazio.

What percentage of your production is bottled with alternative closures?

We are testing one line in supermarkets, but have no intention to do so on-trade. We do not think screw caps are suitable to promote high quality wines, but are considering glass closures.

Are your clients asking for single vineyard wines?

Only some advanced European markets value single vineyard bottlings. We once extended our range, but have considerably reduced the offer.

What motivates consumers to spend more money on wine?

First, of course, you need a large number of potential consumers with higher incomes. After that, interest and diffusion of information become important. Quality must be perceived as such by the buyer who treats himself to a better bottle.

How does being Italian help or hinder?

Italian wine has a leadership position in two important markets, the United States and Germany, but even in Great Britain and Canada attention is high. That said, Italy has so many medium sized wine producers who have been slow to develop emerging markets, conceding share to the New World.

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