

PRODUCER POSITIONING

Wine Lister's reports offer a 360° perspective on the global positioning of your wine, with fact-based, data-driven benchmarking against a peer group that is custom-built, combining analytics, qualitative feedback, our expertise, and your experience. We rely on 13 unique data points, obtained via our extensive proprietary research and exclusive data partnerships, covering the key markets of Europe, the United States, and Asia. Our team has worked with more than 60 wine producers, regional associations, and other members of the fine wine industry, delivering actionable strategy recommendations to support the growth of wine businesses across the globe.

INSIDE WINE LISTER'S REPORTS:



Global positioning

Analysis of your international competitor arena, increasing commercial awareness and offering exposure to concurrent trends in the global wine fine wine marketplace



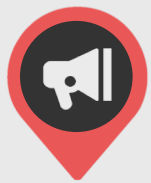
Local positioning

Establishing your regional peers, revealing the specific areas for opportunity that exist by comparison, and developing strategic recommendations so you can get ahead



Quality positioning

Reviewing the quality perception of your wine via data from our six Wine Lister partner critics, to determine methods and areas to communicate the unique story behind your wine



Brand positioning

Showing where your brand stands compared to your competitors based on restaurant presence and online popularity, and advising on ways to build your brand



Economics positioning

Identifying key opportunities for price adjustments, allowing you to close economic gaps to wines of comparable quality and brand equity



Trade surveys

Access to opinion leaders in key global markets through our anonymous in-depth surveys, giving insight and actionable advice to target specific markets or companies

Wine Lister's consulting reports allow you to identify pragmatic opportunities to grow your business – such as reviewing your pricing strategy, increasing on-premise distribution in target markets, and boosting brand equity in the fine wine trade; all initiatives for which Wine Lister can offer further support through our bespoke consulting.

BESPOKE CONSULTING

Wine Lister's consulting expertise extends beyond our standard models of benchmark reporting, in order to meet the specific needs of our clients. Our existing bespoke consulting portfolio includes custom pricing strategy, new product positioning research and brand launching, label advice, and route-to-market consulting, among many other topics.

HAVE A SPECIFIC PROBLEM THAT NEEDS SOLVING?

HOW WINE LISTER CAN HELP:



PR & COMMUNICATIONS

Wine Lister's dedicated PR division allows fine wine producers to make valuable connections within the UK fine wine market. The service is designed entirely on a client-by-client basis, with the identity and strategic ambitions of the wine or property at the forefront of any plan.

WHY WINE LISTER?

OUR EXPERTISE:

Wine Lister's strategic consulting experience to top wine producers, combined with journalistic and fine wine marketing backgrounds, gives the Wine Lister team a deep understanding of how brand messaging, tone, and identity impacts a wine's success in the global marketplace. Leveraging Wine Lister's library of best practice examples from producers, as well as industry insights gained through our unparalleled network of relationships with key members of the wine trade and wine press – including major publications such as The Financial Times and The World of Fine Wine – the team is well placed to advise on the best communications strategies for a wine brand and its target audience.



Communication content strategy

The generation of content across a multitude of platforms, to support and further a client's brand communication goals (in English and/or French), including website text, press releases, and sales offers

Tasting & event organisation

Our experience in organising stylish, engaging, and impactful events adds a further dimension to Wine Lister's PR offering – be they virtual, such as tastings through Zoom, or on-the-ground physical interactions

Social media support & strategy

Development of custom social media plans to help achieve your brand communication goals by engaging followers, increasing interest in your brand story, and measuring platform performance

TESTIMONIALS:

“ Often, in the business of winegrowing and taking wines to market, we tend to rely on intuition and a general sense of how things are going. It is extremely helpful to have a source as rigorous and reliable as Wine Lister to help sort the fact from the fiction. ”

– Don Weaver, **Harlan Estate**

“ There is no doubt that the report will be a great tool for having discussions based on concrete data for improving our strategy. It has really exceeded my expectations! ”

– Francisco Zilleruelo, **Almaviva**

“ We commissioned Wine Lister to carry out in-depth benchmarking analysis on Masseto, Ornellaia, and Le Serre Nuove dell'Ornellaia. We have found the reports extremely detailed and useful as they take into account the many different facets needed in analysing a brand's true performance and understanding how the future should be approached. Well worthwhile! ”

– Giovanni Geddes da Filicaja, **Ornellaia and Masseto**

“ Fascinating tasting, and an absolute pleasure – a very interesting exercise! Thanks for the invitation! ”

– Julian Campbell, Fine Wine & Spirits Buyer, **Justerini & Brooks**

“ Great to taste Ipsus 2015 – it's a fascinating project that really shows a blueprint for engaging wine lovers, and undeniably impressive wine. ”

– Tom Harrow, Wine Director, **Honest Grapes**

“ An amazing private tasting lead by the proprietor; I cannot wait to see this wine in the market. Thank you, Wine Lister! ”

– Beatrice Bessi, Head Sommelier, **Chiltern Firehouse**

“ Thank you for a fab evening and tasting. What a great event, and such lovely people. ”

– Joe Fattorini, TV host (*The Wine Show*) and IWC Personality of the Year 2017

A HANDFUL OF OUR CLIENTS:

