

THE BUYER

CONNECTING THE PREMIUM DRINKS TRADE

SEARCH



CONNECTING THE DRINKS TRADE

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How Wine Services' insights helps put fine wines in the right markets

"In today's market, visibility the data to drive performan

the pitch that Caroline Meesemaecker makes for the difference that

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Wine Services can make in helping fine wine, Champagne and now spirits brands better understand the international markets they are in, how they are performing with key restaurants, retailers, distributors and operators compared to their major competitors and what they need to be doing better and more efficiently to maximise sales in those channels and markets.



9th May 2025 by Richard Siddle
posted in **Insight**,



For those that don't know Wine Services what is your pitch to the wine industry that you can offer?

We believe we are the global leader in market intelligence dedicated to fine wines and Champagnes. We work with over 250 of the world's most prestigious wine estates, helping them monitor where their wines are sold, how they are priced, and how they compare to competitors across key cities and markets worldwide.

What makes us different is our ability to transform complex, field-based data into actionable commercial insights. Our clients use our platform to drive distribution strategy, defend pricing, benchmark brand performance, and identify growth opportunities - with real-time visibility at the point of sale.

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Wine Services' chief executive Caroline Meesemaeker hopes its partnerships with major fine wine and Champagne brands helps give them an edge in the markets they are operating in

In 2025, we are accelerating our US expansion with full coverage across all 50 states and the launch of a dedicated subsidiary. We are also extending our expertise to spirits: following a successful pilot with [Pernod Ricard](#), we are now launching a new division focused on premium whisky, cognac, and craft spirits.

Our mission is clear: to bring transparency, precision, and strategic clarity to an increasingly complex global market.

How do you do that?

Wine Services is the global reference for market intelligence dedicated to fine wines and Champagnes. We provide producers, distributors, and négociants with real-time, field-based data that helps them optimise their global distribution, pricing, and brand positioning with precision, visibility, and strategic clarity.

What sets us apart is our ability to provide granular, location-specific insights on what is sold, at what price, in which

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competitors. Our clients don't just look at trends they see the market in real time, at the point of sale.

Where do you get the data that you work with to offer the services you provide?



Wine Services uses real time data from sales in top end restaurants and retailers to see how different brands are performing

We collect our data through a combination of physical and digital store checks, trusted partner networks, and proprietary tools. Our current coverage includes:

- * 10,850 restaurants and 2,500 wine retailers (independent and chains).
- * 9,500 importers and distributors across over 25 countries.
- * 43,200 media sources, including digital press.

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* Each year, we integrate over 10 million unique data points across pricing, distribution, vintage availability, and media visibility. This enables us to deliver truly actionable insights.

How do you recruit the merchants and operators you work with?

We target high-impact, prescriptive accounts in each market. Those that matter most for premium brand visibility. Selection is based on reputation, sales influence, and relevance to fine wine. We prioritise relationships that are built on trust, long-term collaboration, and data reliability.

What specific data are you collecting and why?

We track four key categories of data:

- * Distribution data: Where wines are listed, how often, and in what type of venue.
- * Pricing and vintage monitoring: Price by format and vintage, across cities and sales channels, with alerts for underpricing.
- * Media coverage and tasting notes: Tracking scores, mentions, and positioning in press and digital channels.
- * Competitive analysis: How each brand compares to its defined competitors in presence, pricing, and prestige visibility.

Our clients use this intelligence to guide commercial strategy, adjust pricing, reinforce key markets, and prepare for launches or repositioning.

Has that data collection changed since you started and if so how and why?

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The Wine Services team

Yes, significantly. Since our founding in 2010, we've moved from manual reporting to a tech-driven platform. In 2023, we received the “Data Integrity” certification from [Bureau Veritas](#), confirming the quality, traceability, and security of our data.

Our current focus is real-time integration, cross-market comparison tools, and predictive models to help our clients stay ahead in a volatile market.

How do you then use that data to make the reports and analysis you provide?

Our clients access all insights through a secure digital SaaS platform, with custom dashboards and interactive tools. We transform raw data into:

- * Brand performance reports.
- * Competitive benchmarks.
- * Distribution heatmaps.
- * Vintage pricing evolution.
- * Score and media visibility trackers.

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Each output is designed to support strategic and operational decision-making—whether at HQ, in export teams, or for commercial reviews with partners.

You say you can provide brand analysis of where it is being sold vs your competitors. Can you give some examples?

One of our longstanding clients used our data to compare its US distribution against two direct competitors. It discovered it was underrepresented in key fine dining venues in Chicago and Miami. Within a quarter, they redirected efforts toward those accounts, leading to a 32% increase in prestige placements.

In another case, a Bordeaux estate tracked price erosion in specific New York retailers. Thanks to our alerts, they addressed it early, preserved their brand image, and realigned their pricing policy with their distributor.

You work in multiple countries around the world – do you work in the same way in every country or offer different services?

The methodology is consistent. We use store-level data collection, real-time analysis, competitive benchmarking, but our deployment is fully tailored to each market. We adapt to local distribution models, pricing structures, and commercial dynamics to ensure our insights are always relevant and usable.

How do you decide which merchants and operators to work with in those countries?

We select merchants and venues based on:

- * Influence on local demand.
- * Relevance for premium brands
- * Stability and transparency

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We continuously review and refresh our sample to reflect market evolution and emerging prestige accounts.

What other services do you provide?

Beyond distribution intelligence, we offer:

- * Media and tasting score tracking, across thousands of sources.
- * Strategic consulting, from brand audits to go-to-market planning.
- * Custom reports for boards, investors, and export reviews.
- * Price monitoring tools, including alerts and historical tracking.

In 2025, we are also launching a dedicated spirits division, following a successful pilot with Pernod Ricard's whisky and cognac brands. The same demand for visibility, pricing control, and strategic presence applies to premium spirits—making this a natural next step for us.

Anything else to say?

Wine Services now works with over 250 prestigious producers worldwide. Our mission is to make the wine and spirits world more transparent, measurable, and strategic.

With the opening of our US subsidiary in May 2025, and the rollout of coverage across all 50 states, covering 50,000 accounts surveyed this summer, we are accelerating our global ambition: to become the number one market intelligence platform for fine wines and premium spirits.

*** You can find out more about Wine Services can offer your business at its [website here](#).**

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