



Wine Services

Power of information
To drive performance

Introduction



Wine Services



Market intelligence agency, expert and world leader in wine market data.



In a complex and evolving ecosystem, we offer a clear and comprehensive view of the markets.



Tailor-made support for wine, champagne and spirits houses and wine organisations.



Decisions based on reliable data: opportunities, performance, sales optimization.

Your complete tool and our expert advice to help you improve your performance



Identify the territories where you need to focus your commercial efforts



Control your prices and vintages



Target the locations where your brand needs to be distributed



Monitor your media presence (digital and paper press) and tasting notes



Find out your competitors' position



Compile sales statistics for your wine dealers and importers

Our promises



Commitment to **Quality** and **Reliability**

Decisions based on reliable data: to guide your marketing and sales actions strategically and operationally.

Tailor-made solutions: adapted to the specific needs of sectors, inter-professions and industry players.



Personnalisation and **Support**

Choice of information collected: brands, competitors, markets, distribution networks.

Personalised customer platform and ongoing support from our Customer Relations team.

95% Customer Satisfaction Rate since 2010, ensuring a high-quality customer experience.



Certifications and **Data Security**

Data Integrity' label awarded in 2023 by Bureau Veritas.

Secure servers to exacting standards, with state-of-the-art encryption to protect information.

Our clients

We work with more than 250 wine and champagne houses every year.



CARDINALE



CHATEAU TALBOT



CHAMPAGNE BOLLINGER
MAISON FONDÉE EN 1829



Shafer



TWOMEY



DALLA VALLE



Our objective: optimise your sales strategy

Wine Services can help you base your decisions on reliable, objective data from the field.

➔ What is my performance? Where are my wines and those of my competitors?

Track your indicators by market (penetration rate, rotation rate, etc.)

Navigate the world map of your points of sale (restaurants, wine merchants, e-commerce)

Identify your competitors and the prestigious locations you want to conquer

Access the list of the top 100 most visible brands on the market

➔ What are the prices for each vintage?

Analyze price trends for vintages and different formats by channel and market

Compare them with those of defined competitors

Receive alerts if prices are not respected

➔ What visibility do I have in the press?

Access a detailed, personalized press review

Keep up to date with industry trends

Compare tasting notes to maintain your competitive position in the market

➔ What sales do my traders and importers make?

Identify the countries where your wines are sold and how they are evolving

Keep up to date with your importers' and traders' customers

Analyse the performance of your traders and importers

Key figures

Scope

2010

date of creation
of Wine Services

15

years of experience in the wine and
champagne industry

250

customers, 40% of which are
exported and 18 employees

Global coverage and real-time data

10

million unique data items
processed annually

Coverage of

90

Cities in 25 countries on
every distribution networks



Real-time reports for digitalized
points of sale, ensuring that data is
relevant and up to date.

Qualified and valuable information



26 450 restaurants



4 250 wine shops (independents, chains and e-
commerce)



9 500 importators et distributors



43 200 media sources

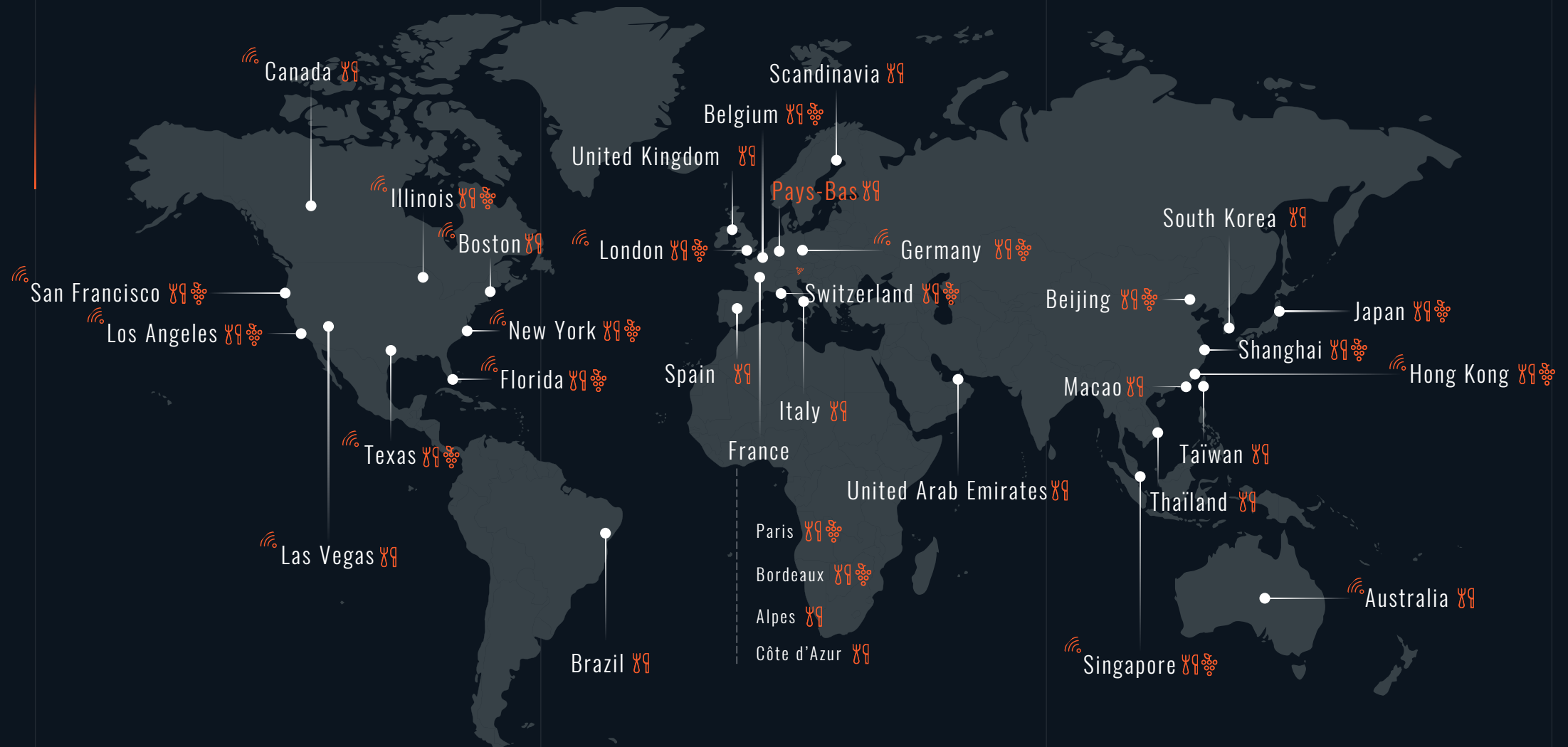


10 market ambassadors



150 000 wines

Worldwide coverage: 33 markets and 90 cities



Worldwide coverage: 33 markets and 90 cities

<p>Germany (Germany)</p> <p> 549 restaurants surveyed</p> <p> 64 wine shops surveyed</p>	<p>CHINA (Hong Kong, Taiwan, Shanghai, Beijing)</p> <p> 650 restaurants surveyed</p> <p> 133 wine shops surveyed</p>	<p>UNITED STATES (New York, San Francisco, Los Angeles, Florida, Illinois, Texas, Boston, Las Vegas)</p> <p> 2 289 restaurants surveyed</p> <p> 517 wine shops surveyed</p>	<p>MALAYSIA (Singapore)</p> <p> 271 restaurants surveyed</p> <p> 45 wine shops surveyed</p>
<p>AUSTRALIA (Australia)</p> <p> 213 restaurants surveyed</p>	<p>SOUTH KOREA (South Korea)</p> <p> 105 restaurants surveyed</p>	<p>FRANCE (Paris, Bordeaux, Alpes, Riviera, Others)</p> <p> 1 262 restaurants surveyed</p> <p> 140 wine shops surveyed</p>	<p>United Kingdom (London, UK)</p> <p> 502 restaurants surveyed</p> <p> 71 wine shops surveyed</p>
<p>BELGIUM (Belgium)</p> <p> 195 restaurants surveyed</p> <p> 47 wine shops surveyed</p>	<p>UNITED ARAB EMIRATES (Dubai)</p> <p> 105 restaurants surveyed</p>	<p>ITALY (Italy)</p> <p> 475 restaurants surveyed</p>	<p>SCANDINAVIA (Sweden, Finland, Norway, Denmark)</p> <p> 454 restaurants surveyed</p>
<p>CANADA (Vancouver, Toronto, Montreal, Calgary, Quebec)</p> <p> 327 restaurants surveyed</p>	<p>SPAIN (Barcelona, Madrid)</p> <p> 191 restaurants surveyed</p>	<p>JAPAN (Tokyo)</p> <p> 208 restaurants surveyed</p> <p> 60 wine shops surveyed</p>	<p>SWITZERLAND (Switzerland)</p> <p> 423 restaurants surveyed</p> <p> 56 wine shops surveyed</p>

A multi-circuit approach

We collect wine from over 10 000 restaurants, 1 250 wine shop et 150 e-commerces.



Restaurants

1,2,3*, awarded, Green, Bib Gourmand Michelin, Wine Spectator, World's 50 Best, hotels 4 and 5 stars, Relais & Châteaux, gastronomic guides (Fooding, Gault et Millau...), local guides (Timeout, eater, Vuitton Guide Books, Zagat, Diningcity, The Beijinger, Tablelog, SmartShanghai, Culture Trip, etc) or trendy restaurants (social media...)

Wine shops

Independant wineshops
Big chains (Le Repaire de bochus, Oddbins...)
Spécialized wine shops (Berry Bros & Rudd...)
Spécialized stores (Total Wine & More, BevMo!, K&L...)
Department store (Le Bon Marché, Selfridges...)
Big supermarkets (Whole Food, Milan's Market, Mariano's, Woodman...)

E-commerce

145 major e-commerce website, in partnership with Wine Decider : Flickinger Wines, Waly's Wine & Spirits, The Fine Wine Expérience, Top wijnen, Farr Vintners, Hedonism Wines, Millesima, iDealwine, GuteWeine, Tannico, Daniel Gazzar...

Auction houses

The most prestigious auction houses : Bonhams, Bruun Rasmussen, Christies, Hart Davis, Sothebys, Acker Merrall, Artcurial, Tajan, Zachys.

Our selection and collection methods

→ Selection method for restaurant

12 years of expertise acquired by on-site visits to restaurants and thanks to a network of reliable partners

Local market contacts (importers of fine wines or sommeliers)

Press articles in specialist magazines

Gastronomic books and guides

Local guides: Timeout, Eater, Vuitton Guide Books, Zagat, Diningcity, The Beijinger, Tablelog and SmartShanghai, Culture Trip ...

→ Wine list collection method

Email & phone calls

Field visits

Websites (if complete & updated)

→ Selection method for wine merchants

12 years of expertise acquired by on-site visits to wine merchants and thanks to a network of reliable partners

Local market contacts (importers of fine wines or sommeliers)

Wine shops with the highest consumer ratings

A wide and coherent range of fine wines

→ Wine merchant offers collection method

Field visits

Websites (if complete & updated)

Catalogues

→ Selection method for e-commerce

Since 2020, exclusive partnership with Wine Decider

Selection of 145 of the world's biggest wine websites

→ E-commerce collection method

Daily data collection on websites

Checks and updates

Use of digital tools to track changes in offers and prices online

What is my performance? Where are my wines and those of my competitors?

The facts

Complex management of visibility and monitoring of markets and competition.



Thanks to Wine Services:

Track your indicators by market (penetration rate, rotation rate, etc.)

Navigate the world map of your points of sale (restaurants, wine merchants, e-commerce)

Identify your competitors and the prestigious locations you want to conquer

Access the list of the top 100 most visible brands on the market

The solution

Complete analysis via our business intelligence platform, for optimum management of your global distribution.



Advantages:

Define your commercial strategies in line with the positioning of your products.

Work with distributors on your sales action plans to maximise efficiency.

Develop your brand strategies to increase the desirability of your wines.

Identify market opportunities and build brand ambassador loyalty.



What are the prices **for each vintage?**

The facts

The challenge is to maintain price consistency across different markets and distribution channels.



Thanks to Wine Services:

Analyse price trends for vintages and different formats by channel and market

Compare them with those of defined competitors

Receive alerts if prices are not respected

The solution

Allows you to compare your prices across different markets and distribution channels + put them into perspective with those of your competitors.



Advantages:

Track your prices to avoid confusion for consumers and inconsistencies for your brand.

A clear, detailed overview to help you promote your wines to your commercial partners.

Price alerts: real-time notifications in the event of non-compliance with established pricing strategies.



What visibility do I have in the press?

The facts

Diversity of media channels, rapid development of trends, management of a massive volume of articles. Varied information: diverse sources and media quality, online opinions, evolving regulations, etc.



Thanks to Wine Services:

Access a detailed, personalised press review (automatic retrieval of articles using keywords specific to each customer + manual selection by our experts to eliminate duplicates and retain high added-value content).

Keep up to date with industry trends

Compare tasting notes to maintain your competitive position in the market

The solution

Global monitoring of digital and print media worldwide, for comprehensive and relevant coverage.



Advantages:

Relay, share and analyze your impact and propose strategic partnerships with key media.

Capture all media signals in real time to strengthen your positions.

Track and analyse the history of your scores and your Wine Expert Rating (wxr).



What sales do **my traders and importers** make?

The facts

Data exchange between merchants and estates has often been informal, unstructured and insecure.



Thanks to Wine Services:

Identify the countries where your wines are sold and how they are evolving

Keep up to date with your importers' and traders' customers

Analyse the performance of your traders and importers

The solution

A collaborative business intelligence service designed to optimise and secure the exchange of data between these two key players.



Advantages:

Optimizing and securing data exchanges.

Technology platform: a leading-edge solution to facilitate and secure data exchange.

Fluid data exchange: improves the responsiveness and effectiveness of commercial strategies.

Defined legal framework: clear contract to protect intellectual property and define data usage.



Consultancy and personalised studies



Market Research

Qualitative and quantitative research to analyze market and consumer trends.

Identify distribution channels and key developments while conducting targeted media monitoring.

Uncover growth opportunities and refine your positioning.

Market Strategy

Customised strategy for your brand.

Definition of positioning, distribution channels and the most effective marketing actions.

Strategic partnerships to maximise your visibility.

Business Model

Concrete action plan based on proven business models: innovative practices and sustainable strategies.

A solid framework for the long-term development of your brand.

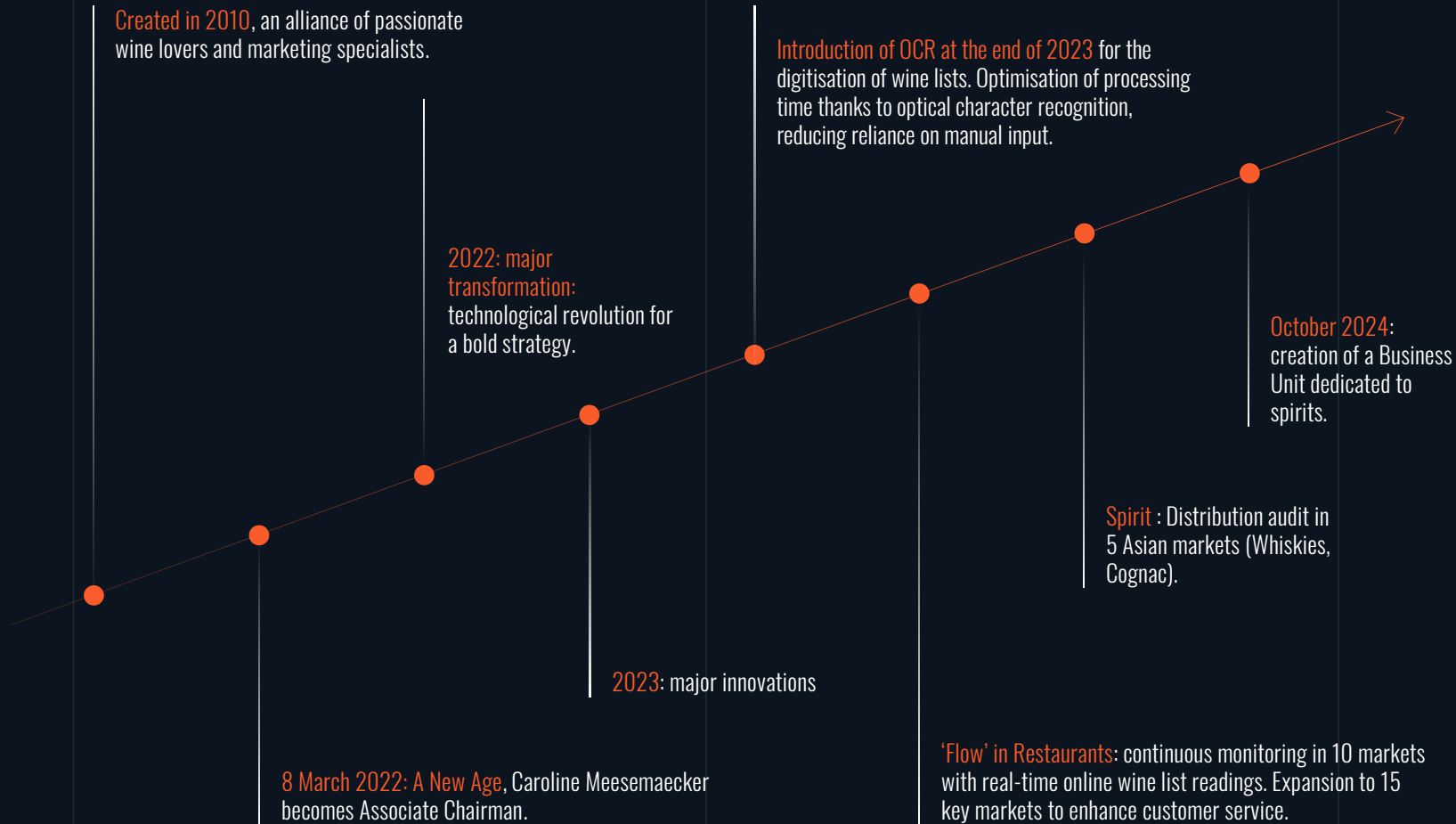
Media monitoring

Analysis of your media presence.

Your visibility versus that of your competitors.

Identification of key influencers.

Our history and evolution



Over the years, we have expanded **beyond Bordeaux** to serve 250 estates worldwide.



Our team



Between passion and expertise



18 expert employees: a team united by a shared passion for the world of wine.



Diverse talents: technical expertise, in-depth knowledge of the market, and oenological sensibility.



Unique contribution: each member brings his or her own expertise, enriching our global vision of the wine industry.



Our common goal: to help our partners excel in a competitive market.

For further information ...

Discover **our case studies** on our website

