



PREMIUM WINE BROKER

# WORKING WITH WINE BROKERS

“THE VALUE OF AN UNBIASED CONVERSATION”

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WHAT'S IN THIS PRESENTATION?

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I. What is a wine broker?

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1. What is a wine broker?
2. How a wine broker can save you money

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5. How the broker helps you access a “buyers market”

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1. What is a wine broker?
2. How a wine broker can save you money
3. The value of keeping your organisation slim
4. The value of the unbiased conversation
5. How the broker helps you access a “buyers market”
6. How the broker helps you listen to the final consumer



# WHAT IS A WINE BROKER?



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- The broker is independent



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- The broker is independent
- Job description: to facilitate deals



# WHAT IS A WINE BROKER?

- The broker is independent
- Job description: to facilitate deals
- How exactly does the broker facilitate deals?



#1

# HIGH QUALITY MATCHING



#1

# HIGH QUALITY MATCHING

- Avoidance of inappropriate matches



#1

# HIGH QUALITY MATCHING

- Avoidance of inappropriate matches
- High quality matching reduces negotiation costs



#1

# HIGH QUALITY MATCHING

- Avoidance of inappropriate matches
- High quality matching reduces negotiation costs
- Reduces information asymmetry





#2

# ORGANISATION KEPT SLIM



#2

# ORGANISATION KEPT SLIM

- Trends moving faster



#2

# ORGANISATION KEPT SLIM

- Trends moving faster
- Do you really need a team of wine buyers?



#2

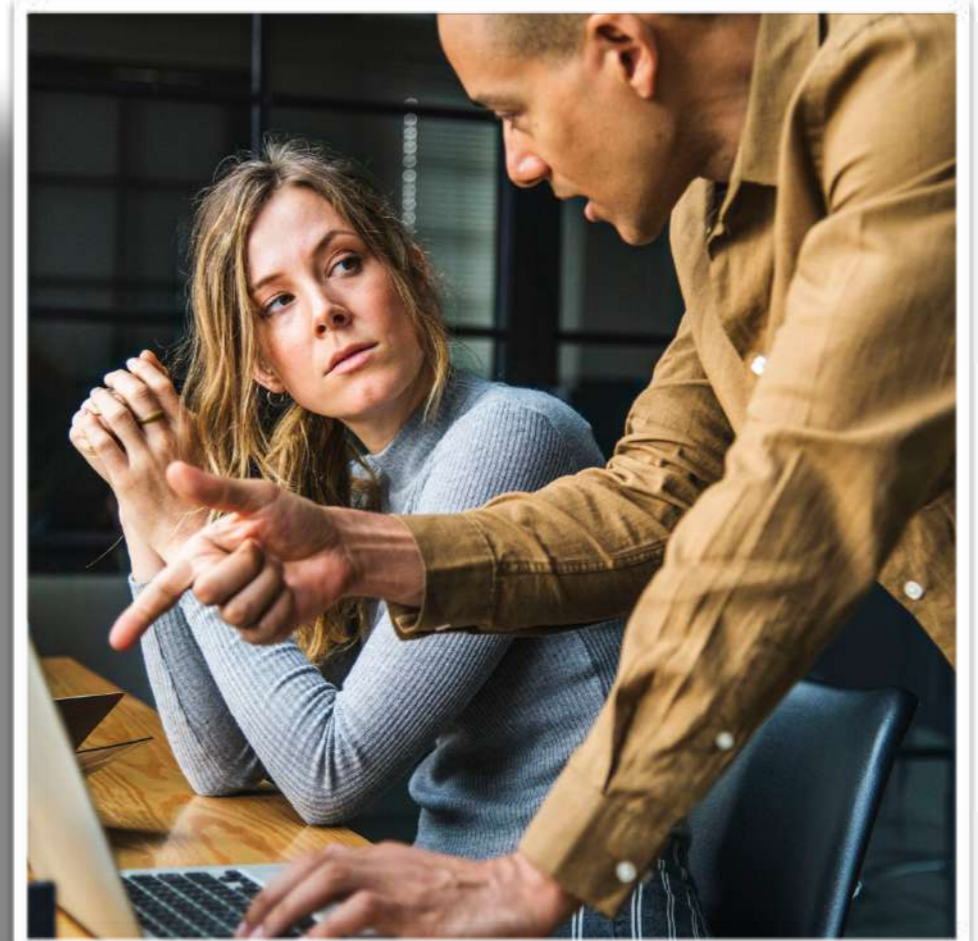
# ORGANISATION KEPT SLIM

- Trends moving faster
- Do you really need a team of wine buyers?
- Outsourcing part of the responsibilities of the buyers



#3

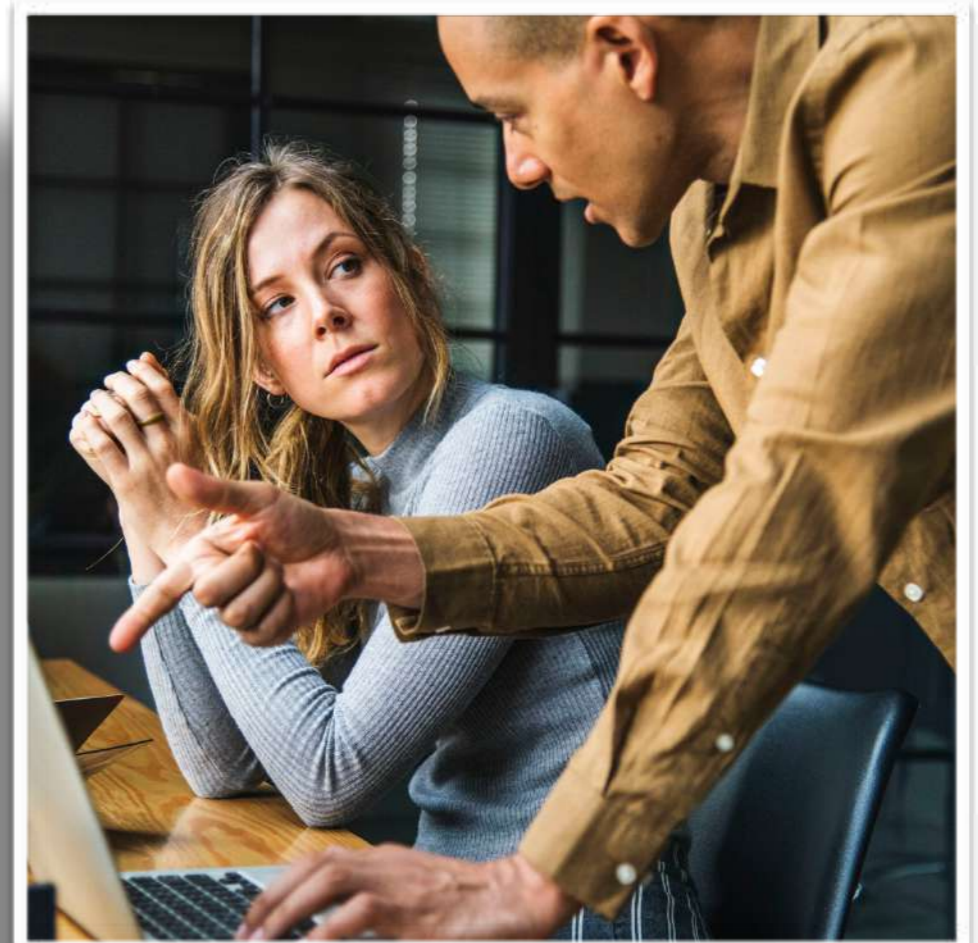
# THE UNBIASED CONVERSATION



#3

# THE UNBIASED CONVERSATION

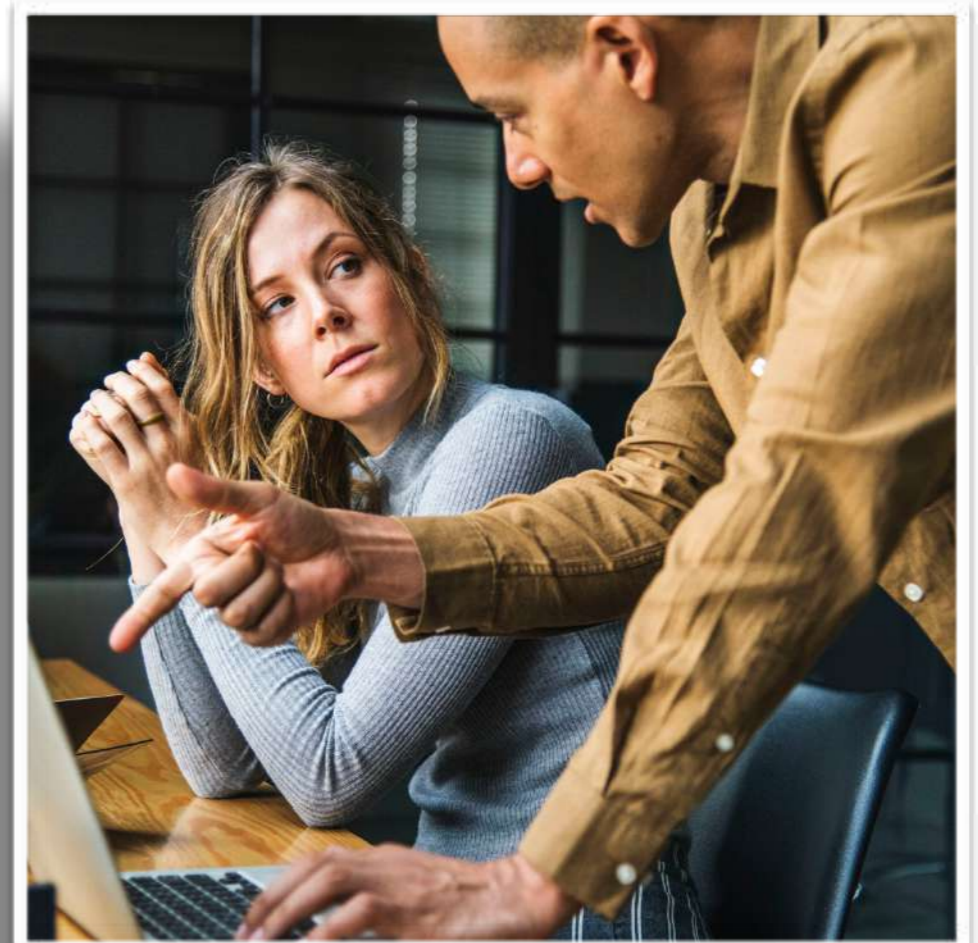
- Export managers are not consultants



#3

# THE UNBIASED CONVERSATION

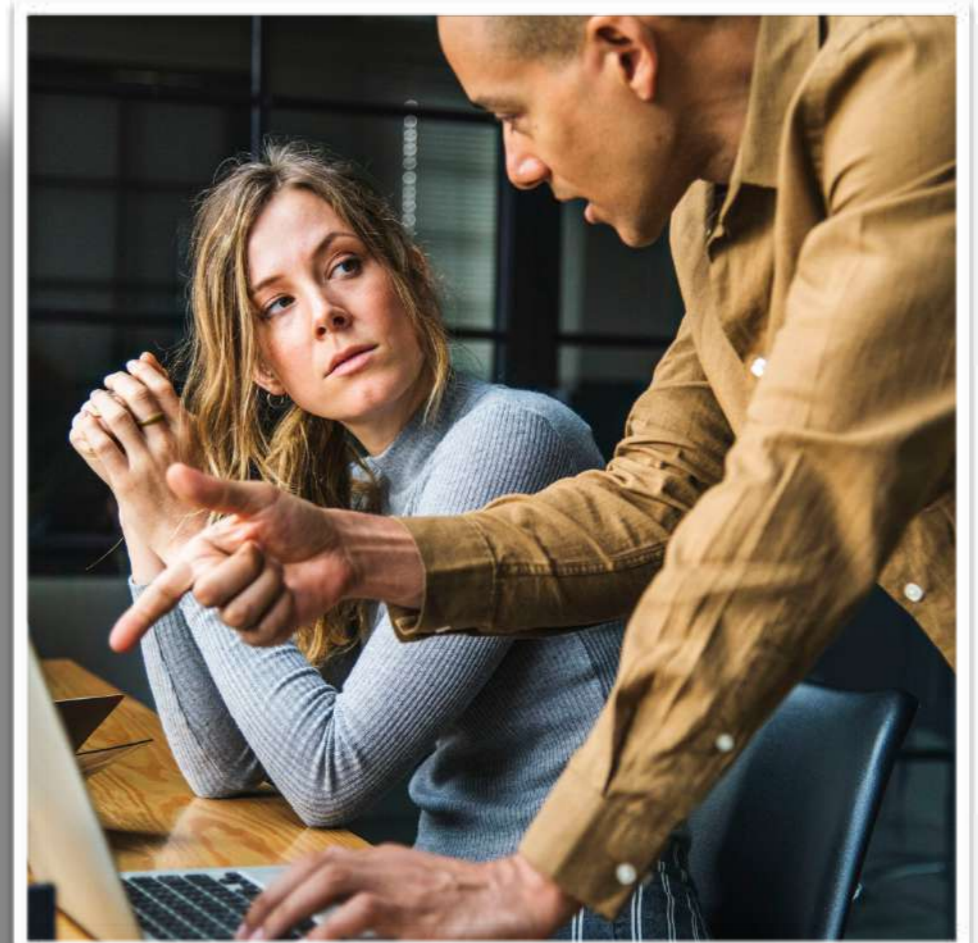
- Export managers are not consultants
- If you need to talk business; talk with a broker



#3

# THE UNBIASED CONVERSATION

- Export managers are not consultants
- If you need to talk business; talk with a broker
- The broker should have a wide understanding of wine quality





#4

# ACCESS A “BUYER’S MARKET”



#4

# ACCESS A “BUYER’S MARKET”

- 70 wineries sell 90% of the wine in United States



#4

# ACCESS A “BUYER’S MARKET”

- 70 wineries sell 90% of the wine in United States
- More than 9000 wineries are competing for 10%



#5

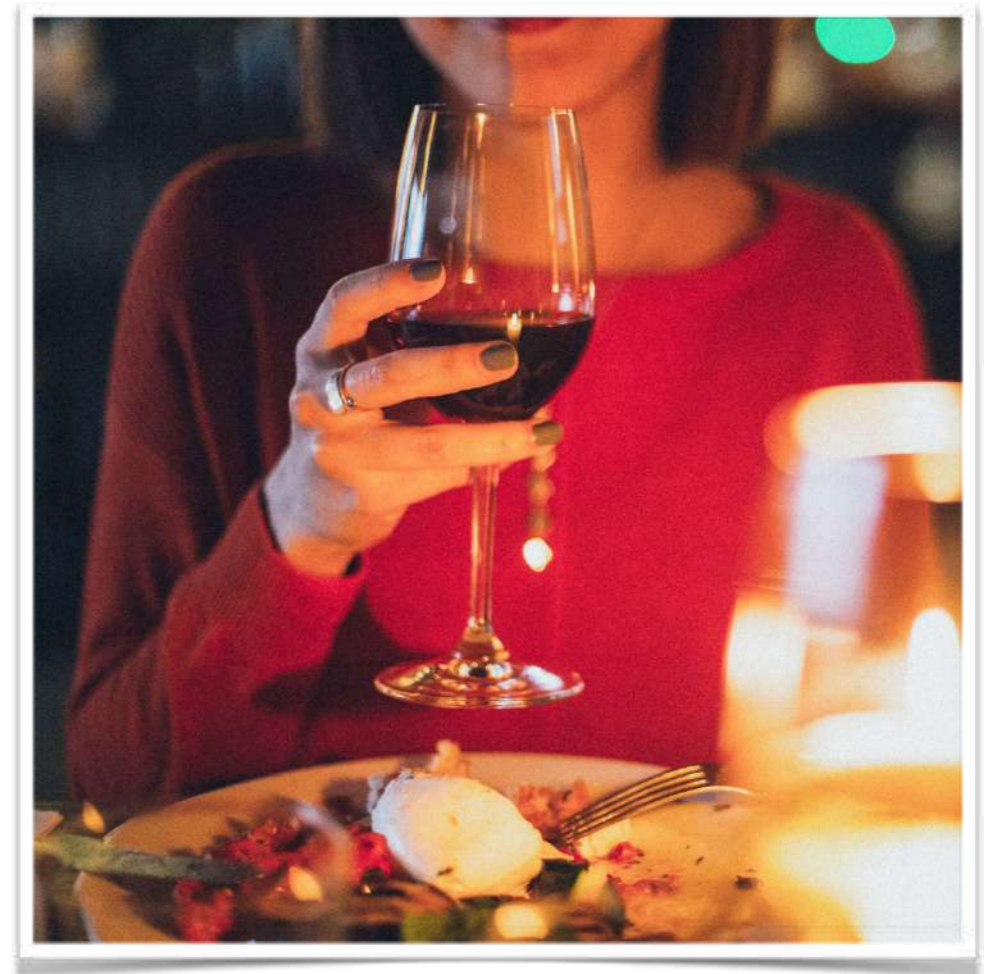
# CONSUMER TRENDS



#5

# CONSUMER TRENDS

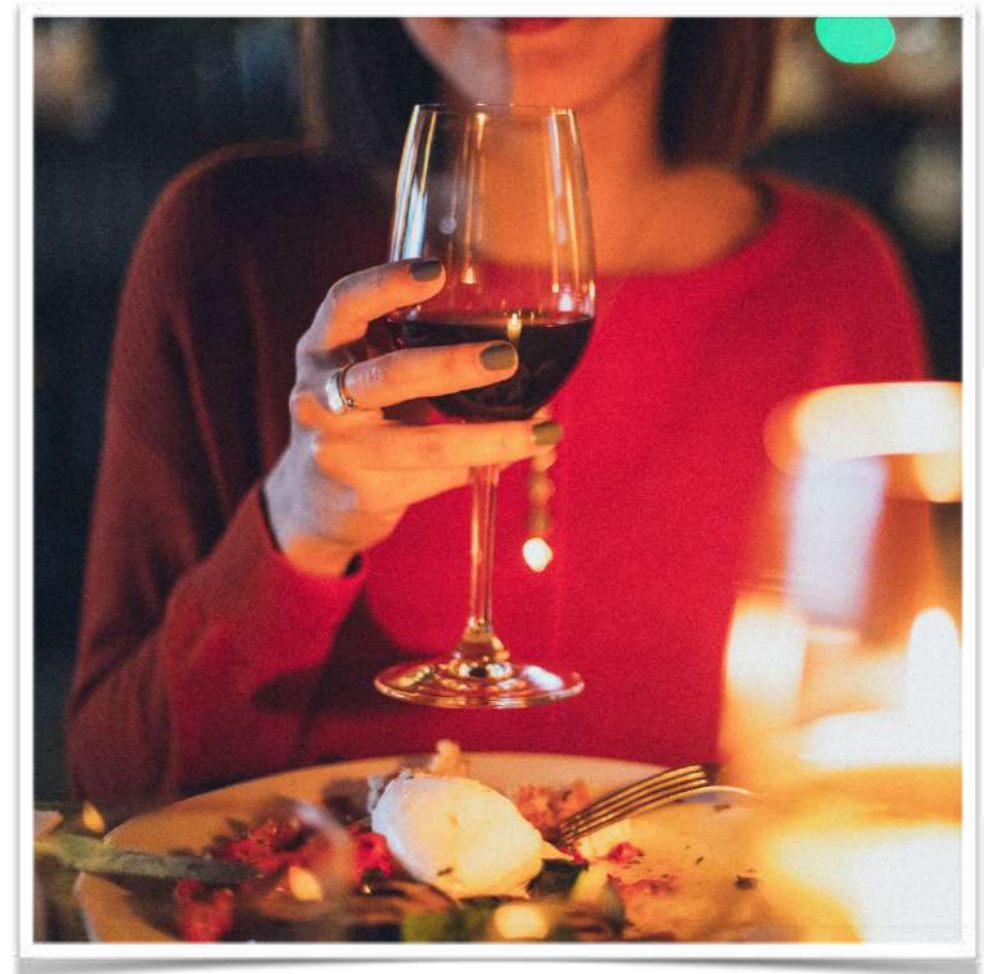
- The message from the wine industry does not resonate



#5

# CONSUMER TRENDS

- The message from the wine industry does not resonate
- The broker knows what the consumer values





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# QUESTIONS?

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