



International Marketing Plan d'Arenberg Exporting Red Wine to China



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Introduction to the company

- d'Arenberg is located in McLaren Vale, SA
- Joseph Osbourne purchased the vineyard in 1912
- His son (Frank) constructed the cellars in 1927
- The first vintage was produced in 1928
- d'Arenberg label and "red stripe" was introduced in 1959
- Predominately family run – SME

(d'Arenberg 2013b)



(d'Arenberg 2013b)

Market research

Table 2 – Wine Consumption, Leading Countries
Data: International Wine & Spirits Research

Country	2008	2009	2010	2011	2012
France	1,233	1,237	1,233	1,233	1,233
USA	1,233	1,237	1,233	1,233	1,233
Italy	1,233	1,237	1,233	1,233	1,233
Germany	1,233	1,237	1,233	1,233	1,233
Spain	1,233	1,237	1,233	1,233	1,233
China	1,233	1,237	1,233	1,233	1,233
UK	1,233	1,237	1,233	1,233	1,233
Canada	1,233	1,237	1,233	1,233	1,233
Japan	1,233	1,237	1,233	1,233	1,233
South Africa	1,233	1,237	1,233	1,233	1,233
Australia	1,233	1,237	1,233	1,233	1,233

Why China?

- Fast growing economy has produced a middle class
- China is the fastest growing wine consumption market
- Wine has exhibited the strongest growth amongst all other beverages



Market research

Table 2. – Wine Consumption, Leading Countries
(thous. hectoliters)

Country	2008	2009	2010	% Change 2008-10
France	30,800	29,304	29,438	-4.4%
US	27,950	27,250	27,110	-3.0%
Italy	26,166	24,600	24,500	-6.4%
Germany	20,747	20,250	20,205	-2.6%
Spain	12,790	11,271	10,600	-17.1%
China	6,991	8,948	10,500	50.2%
sub total	125,444	121,623	122,353	-2.5%
Rest of World	119,756	114,877	113,947	-4.9%
Total	245,200	236,500	236,300	-3.6%

(Global Economic Intersection 2011)