Market Profile
for Wine
in Continental Europe

1.0 MARKET STRUCTURE[1]

1.1 Size

The global wine industry has become increasingly sophisticated and internationalised, with at least 67 nations now producing wine and 22 nations exhibiting at the 2008 London International Wines and Spirits Show. The market remains fragmented and information intensive but the industry is facing increasing consolidation as companies seek to gain share of the 25 billion litre world market. For example during the past decade the number of wine growers in France has fallen by nearly 50 percent, in Italy by 35 percent, and across the EU by 30 percent.

The EU still leads the global wine market but its share of exports (by value) has diminished quite considerably. According to *Viniflor 2006* France still has a global share of 35.5 percent and the rest of Europe had 36.5 percent, ie Europe's total share was 72 percent. Australia had a 9.6 percent share, Chile 5.5 percent, South Africa 2.1 percent, Argentina 1.7 percent and New Zealand 1.5 percent.

Overall EU wine consumption is falling steadily, with the largest losses being seen in those countries drinking more than 30 litres per head per annum. This has been partially offset by growth in consumption by those drinking less than 30 litres per head, especially Russia. Despite the overall decline, sales of quality wines have been increasing (though this was before the current economic downturn) and over the last 10 years imports of quality wines have grown by 10 percent per annum.

The wine industry currently faces a variety of challenges including the downturn in the global economy, the rise of concerns about sustainability, health and wellness, over indulgence and binge drinking, as well as the requirement for ever more information to be crammed onto labels.

The whole of the Continental EU currently buys NZ$40 million[2] of New Zealand wine per annum, which is roughly one quarter of what the United Kingdom currently buys. The

[1] *While every effort is made to ensure the accuracy of the information contained herein, New Zealand Trade and Enterprise, its officers, employees and agents accept no liability for any errors or omissions or any opinion expressed, and no responsibility is*

majority of this is sold to countries which do not have domestic production like Benelux and Scandinavia. Scandinavia has high alcohol taxes so the price differential for the consumer between good and bad wines is not high compared to their absolute cost.

Data sources are unfortunately not consistent. Euromonitor and GTIS has been used for much of the detail within each market, including size of import sales, while Datamonitor has been used for the overall national market sizes and values as Datamonitor includes the whole of Continental Europe, not just Western Europe. Wine exports from NZ are from Statistics New Zealand.

Statistics for key markets in Europe

Country	Total market value (US$m 2007)	Total wine drunk (m litres)	Av cost per litre ($ per litre)	Imported market (US$m 2005)
Italy	40,535	3,049	13.29	336
France	35,125	3,346	10.50	645
Russia	31,911	1,549	20.60	NA
Germany	23,869	2,176	10.97	2,233
Spain	13,188	1,550	8.51	143
Romania	9,639	577	16.71	NA
Portugal	5,323	454	11.72	110
Bulgaria	5,067	177	28.63	NA
Poland	5,000	302	16.56	NA
Switzerland	4,392	284	15.46	NA
Ukraine	4,162	247	16.85	NA
Austria	3,355	260	12.90	NA
Netherlands	3,206	296	10.83	3,991
Belgium	3,146	217	14.50	NA
Hungary	3,146	303	10.38	NA
Sweden	2,897	202	14.34	NA
Czech	2,144	170	12.61	NA
Denmark	1,820	175	10.40	NA
Croatia	1,710	130	13.61	NA
Norway	1,234	63	19.59	NA

Sources: GTIS, Datamonitor, Euromonitor.

1.1.1 Italy

Italy is one of the two largest wine producers in the world (the other being France). It is a fragmented market with the top 10 companies accounting for just 17% of volume (2005). The total market was worth over US$40 billion in 2007. Per capita, Italians drink 52 litres per annum (source: Euromonitor, Datamonitor). Still wine accounts for 86 percent of the market. Red wine is the largest sub-sector with a 50 percent volume share, white has 43 percent and rosé 7percent.

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[2] *Eurostat year to Jan 2007*

Italy has a long tradition of winemaking and a strong consumer preference for locally produced wine. As a result there are limited opportunities for foreign producers although imports of New World wines have risen, especially in the on-trade.

Imports amounted to €270m in 2005, up 7 percent year on year. France is the dominant supplier (63 percent), followed by the USA (14 percent), Spain (10 percent) and Portugal (4 percent). New Zealand currently sells $420,000 (year to June 2007) of wine to Italy. The agronomist and writer Riccardo Cataldi visited New Zealand in mid 2008 and it is hoped that his subsequent articles will educate the Italian consumer and result in an increase in this figure.

As income levels rosé, quality wine took a larger share of total wine consumption, but high price bands still only play a small part in the market, with 2.8 percent of red and 3.5 percent of white wines priced at €5 or over (where NZ wines are priced), up by 0.1 percent per annum.

On-trade consumption has been in decline as people drink less wine at lunchtime, though it is still one of the highest in the world. In 2006 an Italian economic downturn resulted in less frequent eating out in the evening. Off-trade now accounts for 60 percent by volume and 37 percent by value of the Italian wine sales market.

Supermarket chains account for over 40 percent of total volume sales and the 125,000 bars, cafes, pubs and beer houses account for about 25 percent of total sales.

1.1.2 France

France is the world's largest consumer of wine, however, wine consumption has been falling steadily. There was a sharp drop of 20 percent between 2000 and 2004 and this adjustment to more responsible attitudes to drinking is still being felt, with 2006 showing a year-on-year volume decline of 3 percent. Consumers are now drinking less but better quality wine.

This decline has lead to wine producers introducing FMCG[3] marketing strategies and exporting more, including using different packaging formats and market research. Labelling laws have been changed so that wineries can declare not just the origin of the wine but also the grape variety. This enables the less sophisticated wine drinker to buy French wine with greater confidence.

The market is fragmented both in terms of companies and grape varietals. The leading company, Castel Frères, has an 11 percent share. Still wine accounts for 83 percent of the market by volume, and red wine is the largest sub-sector of this at 67 percent, with rosé at 17 percent and white at 16 percent (though rosé is cheaper with only a 12 percent share by value). Champagne accounts for 5 percent of volume but 25 percent by value of the market. Thirty percent of red wines are priced at €6 or more.

[3] *Fast Moving Consumer Goods.*

Distribution channels for wine are dominated by supermarkets and hypermarkets, but there are also a few specialist retail outlets such as Nicolas, as well as specialist wholesalers ("négociants"), particularly in wine-producing regions. Sixty-five percent of wine by volume or 35 percent by value goes through the off-trade.

France’s viticultural tradition and its patriotic consumers make it difficult for imported wine to take any meaningful share of the market. Imports account for 2 percent by value and of this two thirds come from Italy, Portugal and Spain, though New World wines are providing competition, especially for French wineries wanting to export.

1.1.3 Russia

Russia is the third largest wine market in Europe. It has high import penetration and has grown 2001 to 2006 by 29 percent in volume and 105 percent in value. It has historically been a vodka market and the wine that was drunk tended either to be sweet local sparkling or else semi-sweet red wine from the Crimea. Beer was hard to obtain and imported wines were reserved for the ‘Party’ and hard currency shops. All this is changing. Beer is now plentifully available and spirits consumption has dropped as more responsible habits come in, especially among youth. Wine consumption now exceeds 1,000,000,000 litres and tastes are becoming drier.

In 2006 Russia introduced excise stamps for alcoholic drinks which caused short term confusion and shortages and a misleading apparent downturn in demand. It also banned wines from Moldova and Georgia on health grounds. This has lead to an influx of wines from Bulgaria, France, Spain, Ukraine, Italy, Argentina, Germany and Chile, and a doubling in sales in two years to nearly US$600m and an 80 percent value share.

While most Westerners would consider the wines available in Russia as value wines, they are quite expensive compared to the banned ones, so it is likely that places like Armenia, Macedonia and Azerbaijan will fill this lower level gap. They are likely to appeal to traditionalists while the younger, wealthy Russians prefer better quality imports.

Russians favour premium wines but they are still fairly ignorant about the many wine varieties that are now being imported. They are receptive to staff suggestions, therefore wine companies prepared to invest in staff education will find this a strong promotional technique. Consumers also respond to country of origin and manufacturer, although they are not loyal at this stage as there is so much that is new to explore. They do value and trust brands though, so once things settle down, loyalty will increase.

Favourable economic conditions will encourage wine consumption to grow further among the middle class, while prestigious premium wines will continue to appeal to the vanity of the extremely wealthy Russians.

Sales of wine are expected to increase by 7 percent compound annual growth rate (CAGR) in volume and to exceed this in value terms for the foreseeable future. It is hard to estimate the impact of the global economic downturn on the Russian economy and the demand for wine but Russia is a net exporter of energy and it has the highest number of millionaires in the world.

The off-trade dominates the market with 94 percent volume and 82 percent value shares, although the number of wine bars and restaurants is increasing quickly and will soon change this imbalance. The on-trade has grown in volume by 46 percent over the past five years and off-trade by 28 percent. Supermarkets account for 18 percent of the volume share while the majority (41 percent) is sold through independent stores.

Table wine is the largest sub-sector with around a 50 percent share. Sparkling wine remains popular and is growing. It has a 23 percent share by volume but because of its domestic origins, only an 11 percent by value.

Wines do not tend to be distributed nationwide yet as Russia spans 11 time zones. Imported wines will likely be available only in the larger cities for some time to come but this still represents a very substantial market. Moscow has 7 percent of the Russian population but accounts for 15 percent of wine sales. St Petersburg is 3 percent of the population but 6 percent of sales. These two cities rank as the seventh largest European market!

Many Western companies have adopted a city-by-city approach to Russia for resource reasons, though care must be taken in simply scaling up the Moscow sales to national sales as quite a bit of that volume is sold on to distributors in the outlying cities and Moscow is easily the wealthiest city.

1.1.4 Germany

The German wine market is Europe’s fourth largest and it is a stable market although it has suffered volume declines recently due to increasing consumer realisation about health and obesity. The market is fragmented with over 100,000 wines available and the largest German company has only a 1.3 percent share.

Off-trade has seen success with discounters (which Germany pioneered via Aldi) and private label offerings (private label share is 33% by volume) probably sourced from within the EU as German production costs are high. Imports account for 18% of wines sales by value, but 60% by volume, reflecting cheap imports from Italy and Spain. Wines costing more than €5 accounted for around 3%.

Sixty-seven percent of wine by value is still wine. Fifty-five percent of sales are red, 36 percent white, and 9 percent rosé. The off-trade has an 81 percent share of volume and 52 percent by value.

1.1.5 Spain

The Spanish are the fifth largest wine consumers in Europe and have a long tradition of wine making. However, the market continues to be over supplied (by 20 percent) and domestic demand continues to fall as lifestyles change and drink driving laws take their toll.

According to Euromonitor, the still wine market, which accounts for 81 percent of sales, is led by red wine (representing 60 percent of the total value) followed by white at 24 percent and rosé with 16 percent. Off-trade accounted for 42 percent of volume and 23 percent of value.

Wines over €12 accounted for 4.0 percent of sales in 2006, up from 3.6 percent in 2004. Imports accounted for 2.4 percent of sales according to Euromonitor, and these were dominated by France, Italy and Portugal.

1.1.6 Romania

Romania is exporting Pinot Grigio and Merlot to the UK, but little depth of data was available on this US$9 billion market. Datamonitor shows an above average price per litre and it is the sixth largest market for wine in Europe. With this in mind it is expected that Romania will improve as an export opportunity as its economy improves and Black Sea tourism becomes more established. NZ (as at June 2007) had no presence in this market.

1.1.7 Portugal

The Portuguese wine market is essentially an Iberian one. Whatever Portugal does not produce it imports from Spain, however, this only amounts to 3 percent. It has no history of buying from the New World. Off-trade has a 66 percent volume share and 48 percent by value. Within this, supermarkets and hypermarkets dominate sales with a 73 percent volume share. Still wine has a 92 percent share, led by red at 56 percent, white at 37 percent and rosé at seven percent.

Red wines costing more than €8.5 accounted for a surprisingly high 19.7 percent of volume sales but this is possibly driven by tourists eating out.

1.1.8 Bulgaria

Little depth of data was available on this US$5 billion market that is characterised by Cabernet Sauvignon and Merlot. Datamonitor shows a high average price per litre so it is expected that it will improve as an export opportunity as its economy improves and tourism on the Black Sea becomes more established. NZ had (as at June 2007) no presence in Bulgaria.

1.1.9 Poland

Little depth of data was available on this US$5 billion market. Traditionally Poland has been a beer and vodka market with imported wines only at premium prices. This has changed and the massive influx of Western retailers has enabled wine to become widely available at realistic prices. Poland is not a significant producer of wine and consumption at 7.5 litres per capita pa is very still low by European standards.

1.1.10 Switzerland

The Swiss are high consumers of wine at 38 litres per capita per annum, although this is in very slow decline (-3.3 percent 2001 to 2006). This decline is forecast by Euromonitor to continue at around 1 percent per annum (2006 to 2011).

Still wine is dominant with 95 percent share, of which red wine accounts for 71 percent, white for 27 percent and rosé for two percent. Volume consumption in off-trade remains stable at 75 percent. Eight point four percent of red and 7.1 percent of white wines are sold for more than CHF23 (NZ$30) per bottle.

Switzerland produces wine but imports 63 percent of its wine, primarily from France and Italy.

1.1.11 Ukraine

Ukrainians, like the Russians and Poles, have traditionally been vodka and beer drinkers. Wine consumption is at the modest level of five litres per capita per annum, about one tenth of French or Italian levels.

1.1.12 Austria

The Austrians are high consumers of wine at 42 litres per capita. Austria is a large domestic producer and its reputation has largely recovered from the anti-freeze scandal that eclipsed it some time ago.

1.1.13 Netherlands

The Dutch wine market has grown due to its perception as a healthy alternative, but its rate of growth has slowed lately. Seventy-six percent of the market is still wine, with 52 percent red, 35 percent white and 13 percent rosé. Eighty-nine percent by volume (62 percent by value) is sold through off-trade. Despite US$13 milliong of imports from New Zealand, only 0.6 percent of volume sales are accounted for by wines costing more than €6.5.

New World wines reached 31 percent share of still red wines in 2006 from 19 percent back in 2001. This growth has come at the expense of France, Spain, Italy and Portugal. South

Africa, with its historic links to the Netherlands and good value for money, has been particularly successful.

1.1.14 Belgium

Belgium has always been a beer country but is also a net exporter of wine, despite producing very little itself, because of the Port of Antwerp, which is a major European entry port. Data source GTIS states that it imports 622 million litres whereas Euromonitor's trade sources state that domestic consumption is only 278m litres. Included in this import figure is NZ$6m from NZ, though where the wine is actually consumed is not known.

Wine consumption is growing gently (+11 percent from 2001 to 2006), fuelled by media coverage of its alleged health benefits, although red wine as percentage of this has dropped by four percent.

Still wine accounts for 85 percent of total volume, with white wine amounting to 55 percent, red 31 percent and rosé 13 percent. Seventy-four percent of volume goes through off-trade, exactly the same proportion as five years ago.

Only 0.6 percent of wines are sold for more than €10. Two thirds of imports are from France.

1.1.15 Hungary

At a relatively stable 30 litres per capita, Hungary is both a significant wine producing and consuming nation. Most wines are cheap domestic ones but its fragmented domestic production spans all quality and price levels from the very low quality to top flight reds and the internationally famous Tokay.

Still wine dominates the market at 91 percent of volume. Of this, red wine accounts for 27 percent, white for 68 percent and rosé for 5 percent of consumption. Off-trade sales remain stable at 77 percent of volume.

Five point eight percent of white wine sales derive from bottles costing more than 2500 HUF (NZ$23).

Import penetration, mostly from Italy, is not high at two percent and it is unlikely to rise significantly in the next few years.

1.1.16 Sweden

The wine market in Sweden is determined by the state-owned monopolist retailer Systembolaget. According to Datamonitor, the still wine market is led by red wine (representing 63.2 percent of the total value) followed by white and rosé with a 35.2 percent and 1.6 percent market share respectively. Alcohol policy in Sweden is restrictive with high taxes on alcoholic beverages.

Swedish consumers are drinking more wine and less of their traditional beverages, beer and vodka, and this growth in market share for wine is expected to continue. Wine is now becoming slightly more affordable, while the flavours and brands are more consistent and recognisable, owing to the growth in recent years of New World wines. Cartons of wine remain extremely popular in Sweden, accounting for half of all wine sales, and are expected to gain market share over the next few years.

1.1.17 Czech Republic

Traditionally Czech has been a beer drinking country and wine has been sourced domestically or from Slovakia. Wine consumption is growing, probably as result of choice, and the massive growth in tourism has resulted in an increase in demand. The Czech Republic does import a very limited amount of New Zealand wine, likely for the top end restaurants.

1.1.18 Denmark

The Danish market boasts over 1,000 wine importers, unlike the state monopolies elsewhere in Scandinavia. Despite loss leading pricing in supermarkets, overall volume sales have declined by around 1 percent per annum over the past five years. Still wine dominates at 94 percent of volume, red being 77 percent, white 19 percent and rosé four percent. Off-trade volumes remain stable at 89 percent of sales.

Only four percent of volume is accounted for by wines costing more than 200 DKK (NZ$57) according to Euromonitor. France is the largest exporter to Denmark with a 20 percent share, though Chile (17 percent), Spain (15 percent) and Italy (15 percent) are not far behind. Euromonitor predicts a stable volume outlook for Danish wine consumption.

1.1.19 Croatia

Little depth of information is available on this gently growing US$1.7 billion market. There have been no wine exports from New Zealand to Croatia so far (although tourism is growing) probably because the local wines are considered sufficient for most holidaymakers. Croatia is outside the European Union but wants to join.

1.1.20 Norway

The growing (+38 percent volume from 2001 to 2006) Norwegian market is dominated by the state-owned monopolist retailer Vinmonopolet, which has an 86 percent volume share of the total market. It has recently decided to broaden its importing strategy to widen the range of wines and to include more New World wines. It places strong emphasis on quality and blind tasting, which tends to protect smaller importers.

As advertising for wine is prohibited the media can be crucial in promoting a wine through articles.

Still wines dominate the market with 95 percent of the volume. Of this, 75 percent is accounted for by red, 24 percent by white and 1 percent by rosé. Wines costing 133 NOK (NZ$35) or more account for 10.7 percent. Euromonitor forecast continued volume growth of 34 percent for the period of 2006 to 2011.

2.0 COMPETITIVE ENVIRONMENT

2.1 Major Players in the Market

The European market is fragmented on a national scale and extremely so on a Continental scale.

2.2 Marketing Strategies

See national entries.

2.3 Distribution Channels

See national entries

3.0 REGULATORY OVERVIEW

3.1 Duties/Taxes

Import duty is only applied on goods imported from a country outside the European Union (EU). Information on import duties can be obtained from the European Commission's tariff database: http://ec.europa.eu/taxation_customs/dds/tarhome_en.htm (TARIC).

Within the EU, no import duties are levied. The tariffs are indicative only at the time of this report and any rates should be confirmed with the relevant country's customs authority.[4]

A list of the excise duty rates and VAT rates that apply in EU member countries is available on the European Commission website:
http://ec.europa.eu/taxation_customs/taxation/excise_duties/alcoholic_beverages/rates/index_en.htm

[4] *There is a list of customs agencies around the world on the New Zealand Customs Service website -* http://www.customs.govt.nz/library/Links+to+Other+Sites/Resources.htm

3.2 Regulatory requirements

All wines must comply with EU winemaking regulations and undergo a certification process provided by the Wine Export Certification Service via NZ Winegrowers (NZWG).

There is a prohibition on the export of wines, including sweet ones, with a potential alcohol content higher than 15 percent.

3.3 Labelling

EU labelling regulations differ from New Zealand's and it is the EU's laws that have to be complied with. The following provides a brief overview of the mandatory information required on wine labels in the EU. Apart from the importer's details, the lot number and the allergenic ingredients, this information must appear on the front label of the bottle, in easily readable characters, and in one field of vision.

For third country wines, with no geographical indication, the following information must appear on the label:

- Wine of x country
- Actual alcoholic strength
- Nominal value
- Lot number
- Importer details (including the name of the importer, the local administrative area and member state in which the head office is situated)
- Allergenic ingredients (eg "Contains sulphites" or "Contains sulphur dioxide")

For third country wines, with a geographical indication, the following information must appear on the label:

- Wine of x country
- The geographical area
- Actual alcoholic strength
- Nominal value
- Lot number
- Importer details (including the name of the importer, the local administrative area and member state in which the head office is situated)
- Allergenic ingredients (eg "Contains sulphites" or "Contains sulphur dioxide")

More detailed information on the labelling requirements can be found in Annex VII of the EU's basic wine regulation *Council Regulation 1493/1999*[5]. Commission Regulation 753/2002[6] lays down rules for applying the provisions contained in regulation 1493/1999, which relate to the description, designation, presentation and protection of certain wine sector products.

[5] http://europa.eu.int/eur-lex/lex/LexUriServ/site/en/consleg/1999/R/01999R1493-20040501-en.pdf
[6] http://europa.eu.int/eur-lex/lex/LexUriServ/site/en/consleg/2002/R/02002R0753-20050901-en.pdf

Members of NZWG can access these regulations using their website www.nzwine.com Importers' guidance can also be very useful in ensuring labelling compliance and the NZWG office in London has prepared detailed leaflets on this topic.

3.4 Quotas

New Zealand wine is not subject to EU quota, except those referred to section 3.2 above.

4.0 RECOMMENDED STRATEGIES

4.1 Possible Points of Differentiation for NZ Companies

Sauvignon Blanc has been New Zealand's entry card internationally. It is well established in the UK but less so on the Continent. Wineries would often be expected to lead with a Sauvignon Blanc.

Pinot Noir has also been making significant headway recently.

4.2 Tactical Recommendations on Market Entry

4.2.1 Route to market

As ever, it is essential to sort out the import logistics and ensure that an effective route to market is in place before generating trial through tastings and professional advice should be sought before signing any agency or distribution agreement.

4.2.2 Retail or Food Service

The volume capability of the winery and its sales goal will determine whether to favour a retail or food service strategy. Retailers usually offer greater volumes quickly but at a lower margin than food service. Food service favours the limited volume winery.

4.2.3 Which Country?

In regards to which country or countries to address, most NZ wine exporters have started with the UK and Ireland before moving onto the Continent. NZWG's marketing strategy has been to concentrate initially on countries with good disposable income (or at least a substantial segment of society that is wealthy), reasonably high wine consumption per capita, especially of New World wines, and no domestic production eg Scandinavia and Benelux.

Markets like Russia, the third largest wine market in Europe, with increasing wealth and with very limited domestic wine producing capability, hold great potential.

4.3 Recommendations on Long Term Strategic Issues for Exporters to Consider

The question of “wine miles” becoming an issue has been researched but met with blank looks. However, sustainability is a very significant issue that needs to be considered.

Grove Mill saw their sales rocket in the UK after it secured carbon neutral classification. The Continent is not yet as far down the sustainability path as the UK but it is going in the same direction (see figure 4.4).

4.4 Sustainability Issues

Two initiatives have been trialled in the UK, one involved bottling with 30% lighter bottles to reduce glass usage and recycling, and the other involved a leading UK retailer shipping wine in bulk and then bottling it locally.

Consumers tend to believe that if they can recycle the packaging, then it must be eco friendly. This is especially true of wine as all towns in the UK are equipped with bottle banks. As the true eco impact becomes clearer and the effect of shipping excess glass around the globe better known, then the lighter bottle idea is one that merits exploration.

Shipping in bulk is not recommended for New Zealand wineries. The ethical pioneer supermarket chain Waitrose publicly stated that this was a bad policy because it deprives jobs from people at the manufacturing plant and can compromise the quality of the wine. Waitrose see it as a cost reduction exercise masquerading as sustainability.

5.0 MARKET RESOURCES AND CONTACTS.

5.1 Government

Systembolaget (the Swedish Alcohol Retail Monopoly) - www.systembolaget.se

Vinmonopolet (the Norwegian Retail Monopoly) - www.vinmonopolet.no/

5.2 Industry

New Zealand Wine Growers – www.nzwine.com and admin@nzwine.com

Deutsches Weininstitut (Institute of the German wine industry) - www.deutscheweine.de

5.3 Trade publications

Harper's (International) - www.talkingdrinks.com

Decanter (International) - www.decanter.com

Drinks International (International) - www.drinksint.com

The Drinks Business (International) - www.thedrinksbusiness.com

Off Licence News (International) - www.offlicencenews.co.uk

Just Drinks (International) - www.just-drinks.com

Apéritif (Sweden) -
http://spearhead.contex.se/projects/aperitif/upload/info/files/Aperitif_2008_eng.pdf

Vinbladet (Denmark) - www.vinbladet.dk/uk/index.html

De Wijnpers (Netherlands) - www.wijnpers.nl

Pers Wijn (Netherlands) - www.perswijn.nl

Meininger Wine Business International (German) - www.wine-business-interational.com

5.4 Trade events

NZ Winegrowers have a programme on the Continent (www.nzwine.com). The two largest events in Europe are ProWein and the London International Wines and Spirits Show.

ProWein in Dusseldorf - www.prowein.de

London International Wines and Spirits Show - www.londonwinefair.com

Other major European wine shows
The Italian wine show Vinitaly www.vinitaly.com and the Bordeaux based Vinexpo www.vinexpo.com/en are also significant though with more of a national bias.

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