



Die rool afleweringstrook waarmee die wynmaatskappy Westcorp se wyn in Kalifornië versprei word.

SA wyn pryk nou op Walmart se winkelrakke

NELLIE BRAND

KAAPSTAD. – 'n Suid-Afrikaanse wyn gaan nou vir die eerste keer deur die Amerikaanse supermark reus Walmart verkoop word.

Die wyn, Goiya, van die weskus-wynprodusent en uitvoerder Westcorp Internasionaal, gaan op 'n proeflopie van drie maande in 75 Wal-Mart winkels in Texas verkoop word. Daarna kan dit moontlik in elke Wal-Mart-winkel in Amerika verkoop word.

Die nuus word as baie positief vir Suid-Afrikaanse wyne beskou.

Me. Su Birch, uitvoerende hoof van die internasionale bemarkingsliggaam Wines of South Africa (Wosa), sê dit is goeie nuus en 'n groot prestasie as in ag geneem word dat Walmart net 150 verskillende wynhandelmerke op sy rakke het.

"Walmart is een van die mees ge-

respekteerde supermarkte in die wêreld. As hulle Suid-Afrikaanse wyn op hul rakke sit, gaan dit help."

Birch sê meer uitvoerders het die afgelope drie jaar op die Amerikaanse mark gefokus. Dit is ook 'n belangrike tekengebied vir Wosa.

Birch sê die potensiaal is enorm, maar dat Suid-Afrika nog skaars begin het in Amerika.

Die mark word as geweldig gekompliseerd beskou en die vordering is stadig.

Volgens mnr. Fanie Augustyn, bemarkingsbestuurder van Westcorp, gaan twee wyne uit die Goiya-reeks, 'n versameling chardonnay en sauvignon blanc en 'n shiraz in die winkels verkoop word.

Indien die wyne na verwagting presteer, sal die afsetpunte op 'n permanente basis uitgebrei word na Walmart-takke in 42 Amerikaanse state, die sogenaamde kettingstate.

As die afsetpunte uitgebrei word, word die onmiddellike volume potensiaal op 10 seevrug-uitvoerders, of tewel 120 000 kiste van 9-liter (of 12 bottels) per jaar geraam. Dit is 'n 700%-toename van die sowat 15 000 kiste wyn wat die maatskappy nou jaarliks in Amerika verkoop. Sy wyn word verkoop in ander supermarkte in die omgewing van Florida.

Volgens Augustyn kan dit blans die eerste jaar 5% van die groep se totale uitvoer uitmaak.

"Die USA is berug daarvoor dat dit 'n uiters moeilike mark is om in suksesvol te wees, maar dit is belangrik om net vir ons nie, maar ook vir Suid-Afrika" sê hy.

Volgens hom is die prestasie bereik na twee jaar se intensiewe marknavorsing. Hy skryf dit ook toe aan die werk wat deur Westcorp se agent in Amerika, Hemmingway & Hale, gedoen is.

Hy sê die verpakking en styl van die wyn moes aangepas word vir die Amerikaanse mark. Dit is gedoen op grond van die verbruikersnavorsing wat daar gedoen is. Volgens hom is die regte wynstyl en gehalte verpakking uiters belangrik in die mark.

Goiya word ook in Brittanje en plaaslik verkoop waar dit baie goed vaar, aldus die groep.

Bete min Suid-Afrikaanse wyn word in die USA verkoop – dit verteenwoordig slegs sowat 0,8% van ingevoerde wyn en 0,2% van totale wyn verkoop.

Suid-Afrikaanse wynverkope in Amerika het verlede jaar met 19% gegroei. Meer as 500 000 kiste wyn word nou na Amerika uitgevoer, of 3% van die totale plaaslike uitvoer.

Augustyn het gesê die wyn, wat van die Orlifantsrivier-omgewing kom, sal ook baie beteken vir die streek.

South African Wines now on Wal-Mart Shelves

Cape Town - For the very first time, a South African wine will now be sold at the American supermarket giant Wal-Mart.

The wines, Goiya from a West Coast producer - WestCorp International, will be tested in 75 Wal-Mart stores in Texas. Thereafter, it will possibly be expanded to all Wal-Mart stores in America.

This news is very positive for South African wines in general. Mr. Su Birch, executive director of the international marketing association for South African Wines (WOSA), says this is a huge achievement, especially since Wal-Mart only has 150 SKUs on their shelves.

"Wal-Mart" is one of the most respected supermarkets in the world. If they put South African wines on their shelves, it will help the entire industry."

Birch said that in the last three years, exporters have been focusing more on the American market. This is also a very important target for WOSA.

Birch says the potential is enormous, but also that South

Africa is only in the beginning stages. The market is very complicated and it is difficult to make progress.

Mr. Fanie Augustyn, marketing manager of WestCorp, says that 2 SKUs will be sold in Wal-Mart, a Chardonnay/Sauvignon Blanc blend and a Shiraz.

If the wines perform according to what is expected, sales will be expanded to 42 states, the so called "chain-states." In the case of this happening, volume will increase to 10 containers, or 120,000 - 9 liter cases per year.

This will account for a 700% growth in the company's current sales to America. WestCorp's wine is currently sold in Florida.

According to Augustyn, wine sales to Wal-Mart could account for 5% of the company's total exports within the first year.

"The USA market is known for being very difficult to be successful in, but this is important, not only for us, but for the whole of South Africa" says Augustyn.

According to him, this success can be attributed to intensive to intensive market research and work of WestCorp's American agent, Hemmingway & Hale.

He says the packaging and style of the wine has been adjusted to better suit the American style. This was done based on consumer research. According to him, the packaging and style of the wines are very important.

Goiya is also sold in Great Britain and locally.

Very few South African wines are sold in the USA, the sales only represent 0.8% of imported wines and 0.2% of total wines sales. South African wines in America grew 19% last year. More than 500,000 cases are exported annually. This accounts for 3% of the local production.

Augustyn also added, that the fact that these wines come from the Olifants River Region will also mean a lot to other wines from this region.

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