

# Wine market analysis

July 1, 2016

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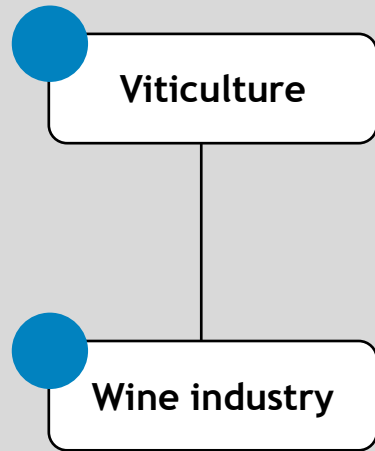
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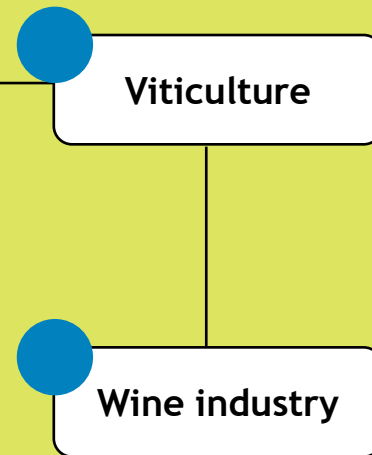
Ursu Laura

# Agenda

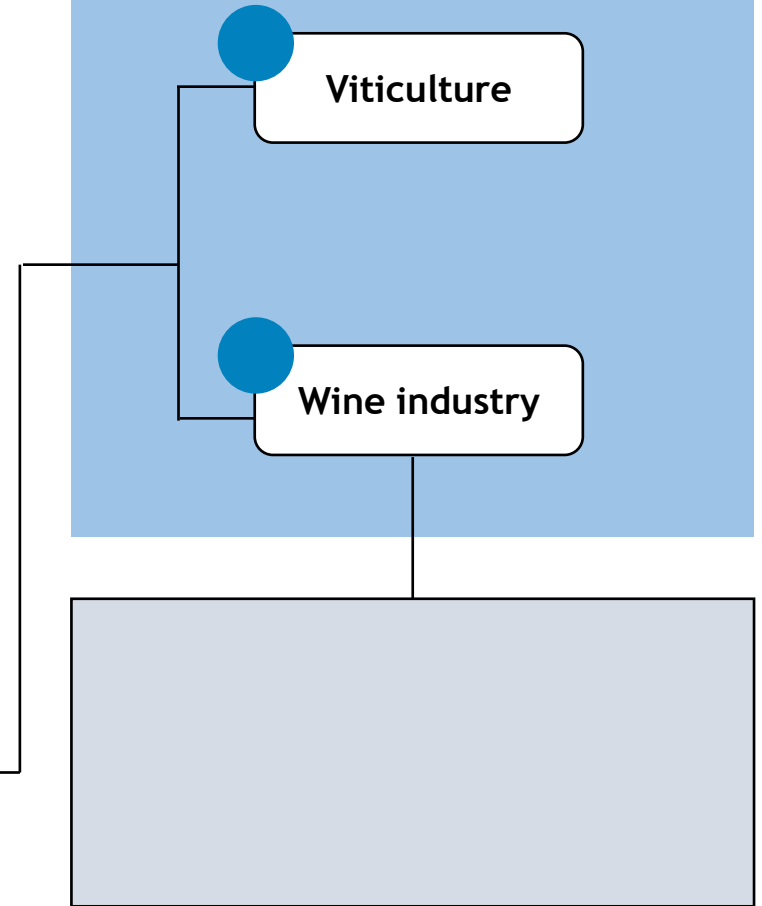
[World]



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[conclusions]

# Agenda

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Viticulture

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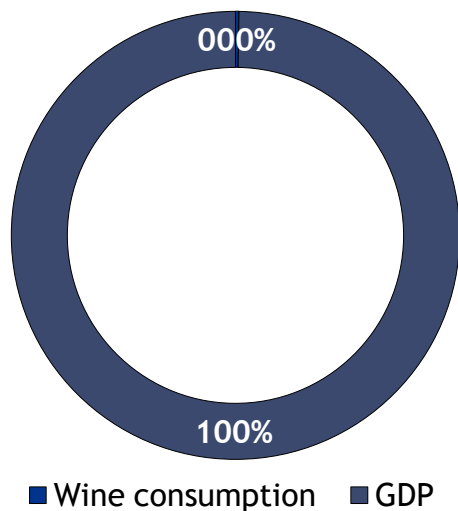
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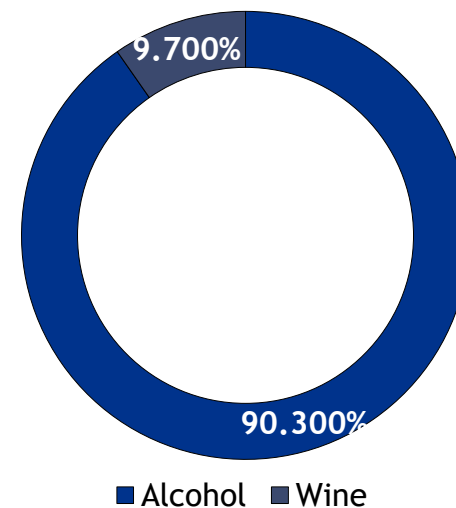
# Global alcohol and wine consumption

In 2015, global alcohol consumption hit 248 billion liters. Wine accounted for 24 billion liters, making up 0,25% of the world GDP.

GDP share of wine consumption  
(2015, %)



Global alcohol and wine consumption  
(2015, %)

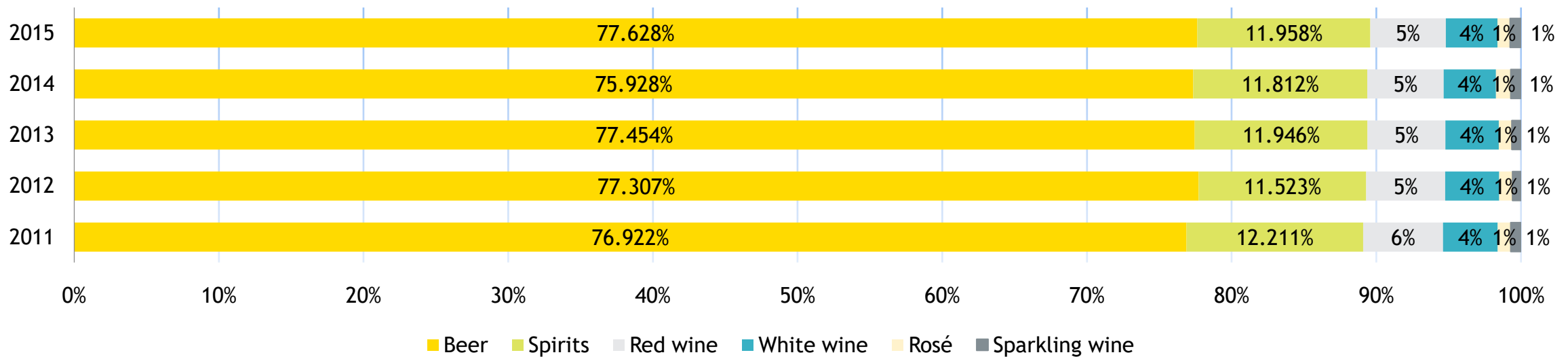


Worldwide wine consumption in 2015 was 24 billion liters, representing 9,7% of the total alcohol consumption and 0,25% of the global GDP.

# Global alcohol consumption

Beer is by far the most popular alcoholic drink, followed by spirits and wine.

Alcohol consumption breakdown  
(2011-2015, %)

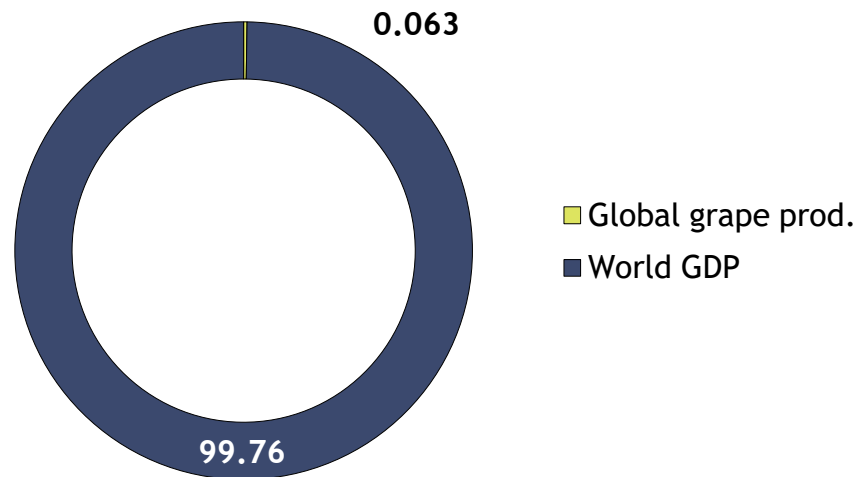


Beer is the most widely consumed alcoholic beverage, in 2015 it made up 77,6% of the total alcohol consumption. Asia and Europe were the biggest beer consumers, these regions accounted for 60% of the total alcohol consumption. Wine made up 10,4% of the total alcohol consumed, 5,2% of which was red, 3,6% white, 0,9% rosé and 0,7% sparkling wine.

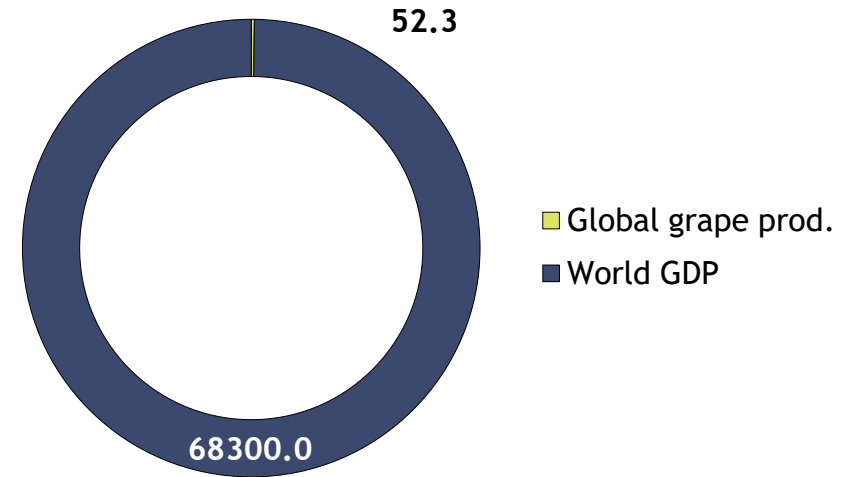
# Global grape production

Global grape production is very different from wine production. 71% of grape produced is used in the wine industry, 27% is served as fresh fruit, and 2% as dried fruit.

Global grape production in the global GDP (%)



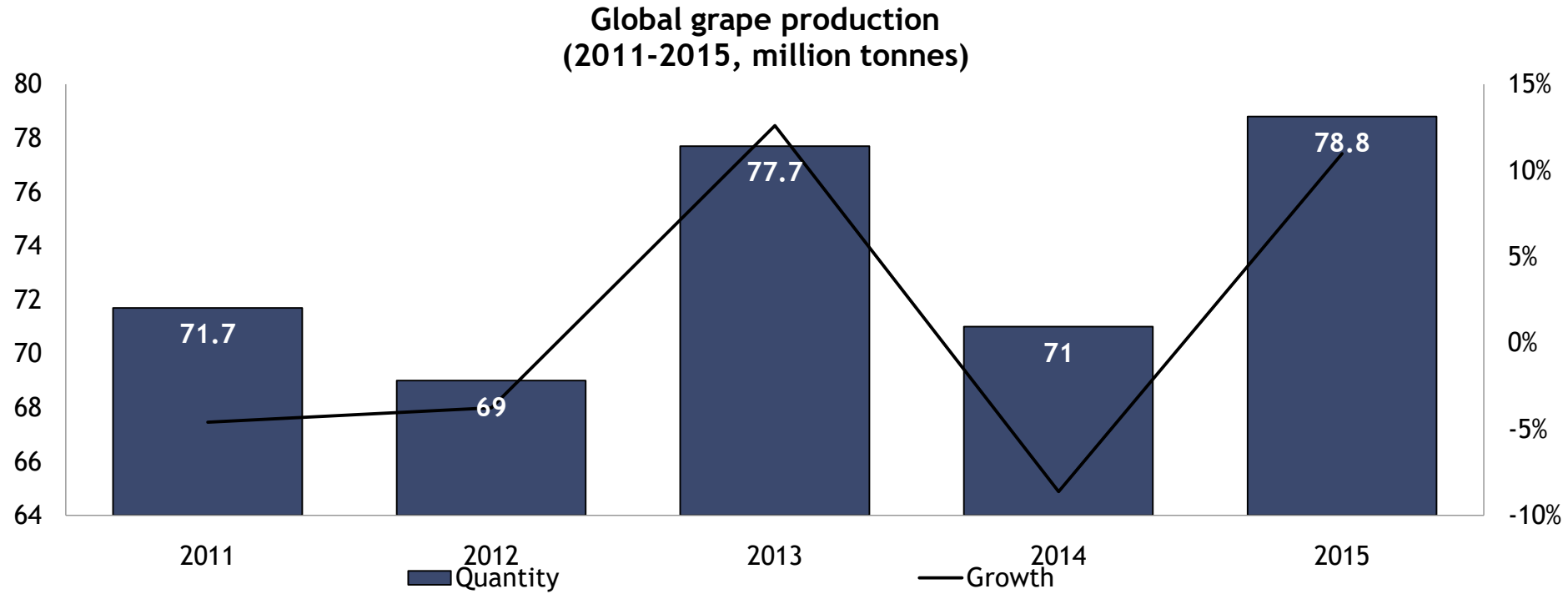
Global grape production in the global GDP (billion EUR)



▶ Global grape production is 75 million tonnes, making up only 0,06% of the global GDP.

# Global grape production

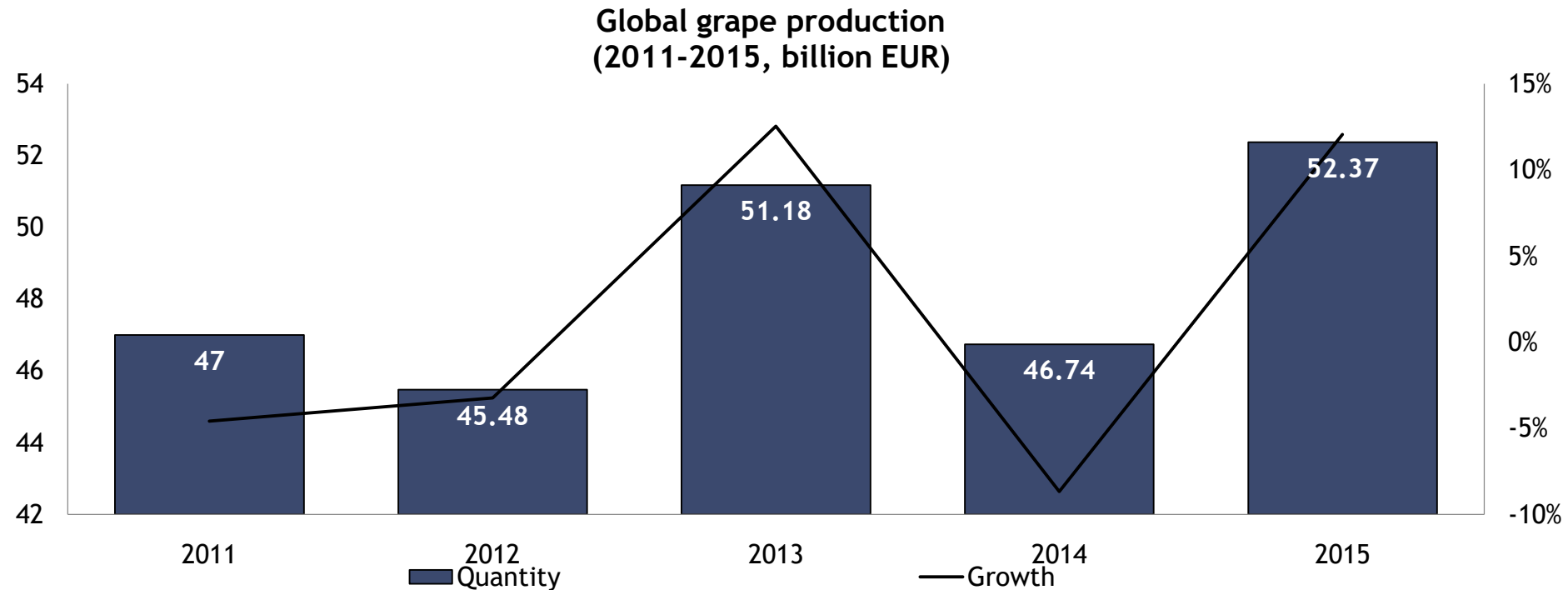
Global grape output varied widely between 2011 and 2015, reaching 78,8 million tonnes in 2015.



Global grape production reached its highest value in 2015, hitting 78,8 million tonnes.  
The CAGR of the 2011-2015 period was 2,1%

# Global grape production

Global grape production by value showed fluctuating growth between 2011 and 2015.

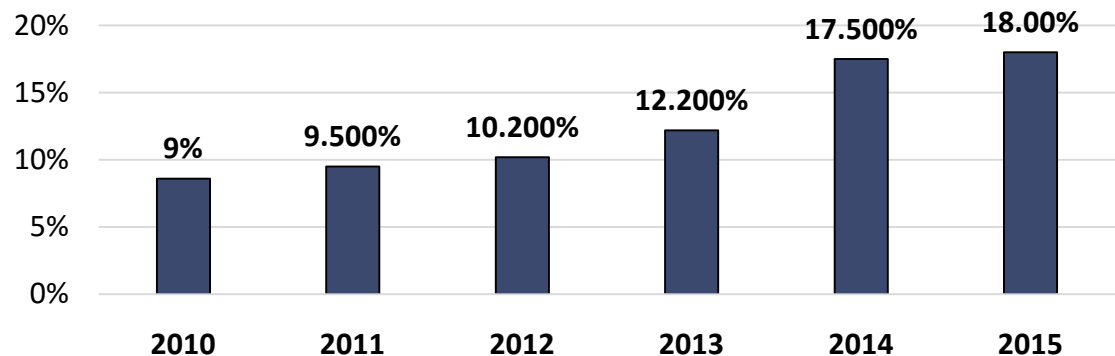


Global grape production reached a value of 52.37 billion EUR in 2015, through a CAGR of 2.2% over the 2011-2015 period.

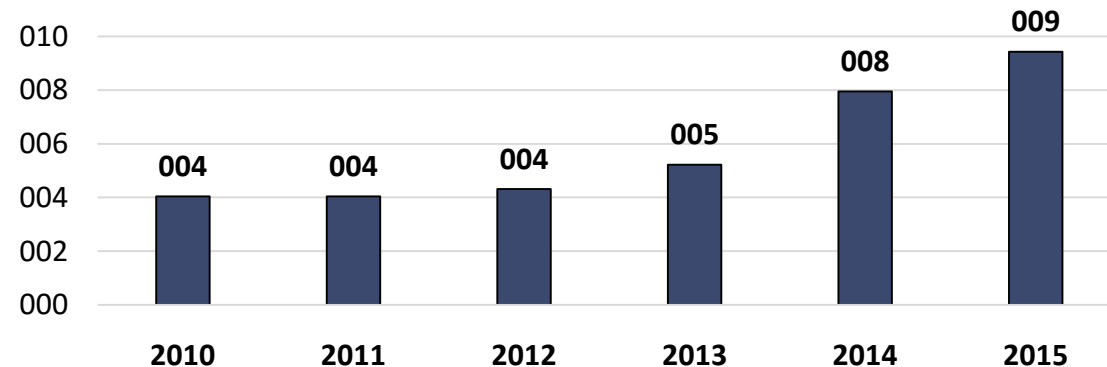
# Global grape growing industry profits

The grape growing industry's profit margin grew constantly along the years, from 8,6% in 2010 to 18% in 2015.

Global grape growing industry average profit margin  
(2010-2015, %)



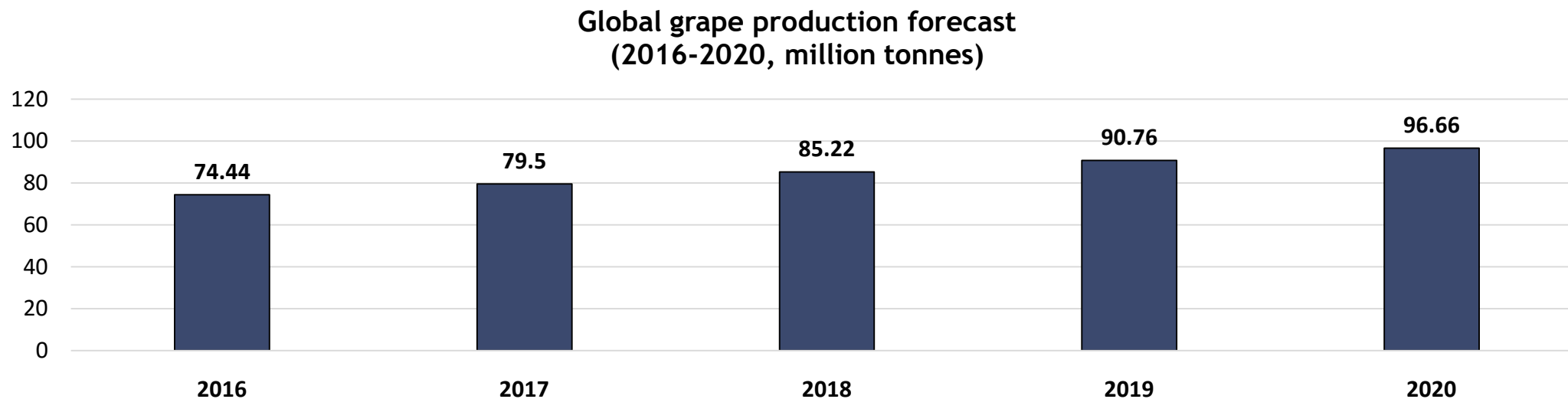
Global grape growing industry average profit  
(2010-2015, billion EUR)



Grape producers around the world saw growing profits in recent years, somewhat hindered by their inability to handle unfavorable weather conditions.

# Global grape production forecast

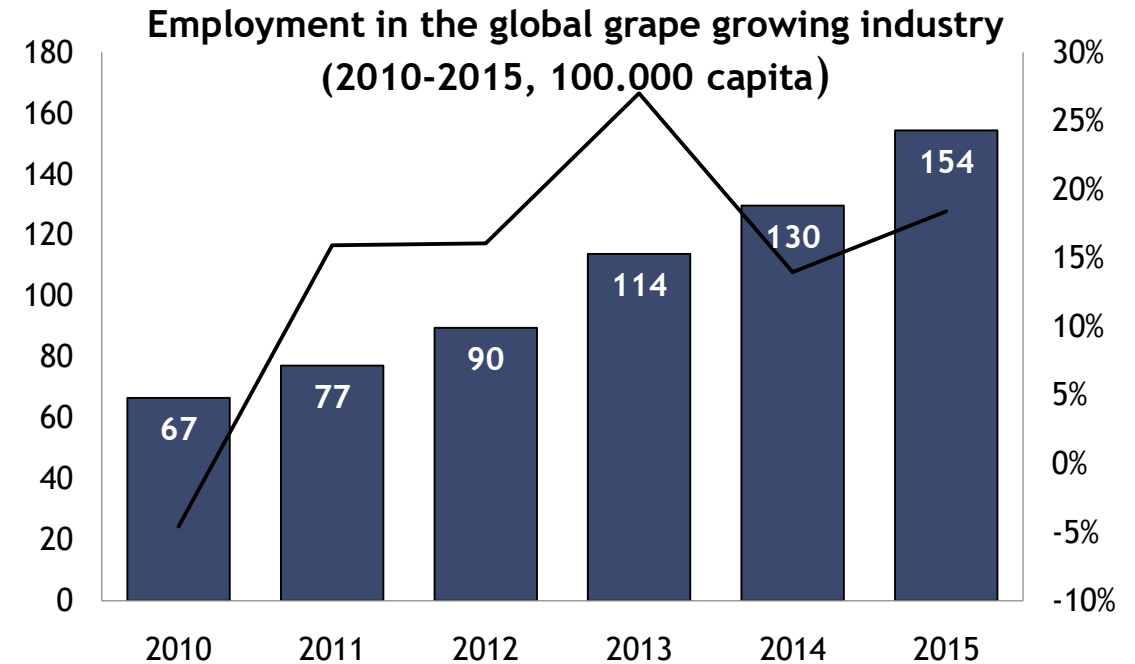
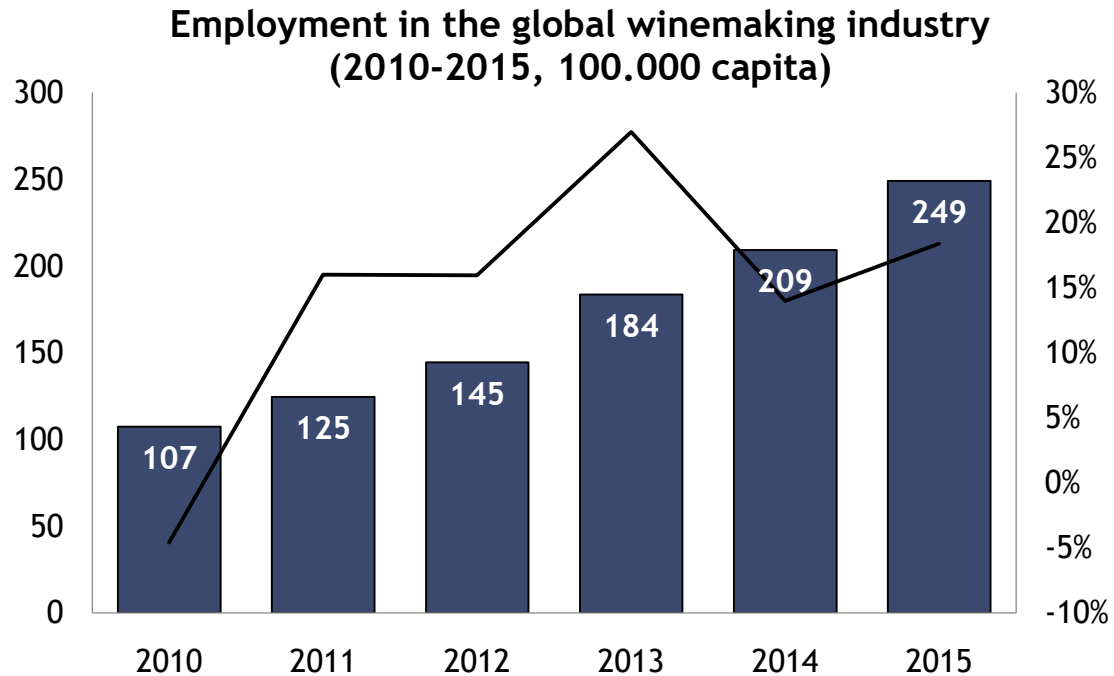
The forecast below is merely a guideline, since unforeseeable weather events can cause serious damage in grape harvest in every region of the world.



We expect a yearly growth rate of 6-7% in the following years. However, actual output can vary greatly, depending on the weather.

# Global grape growing industry by number of employees

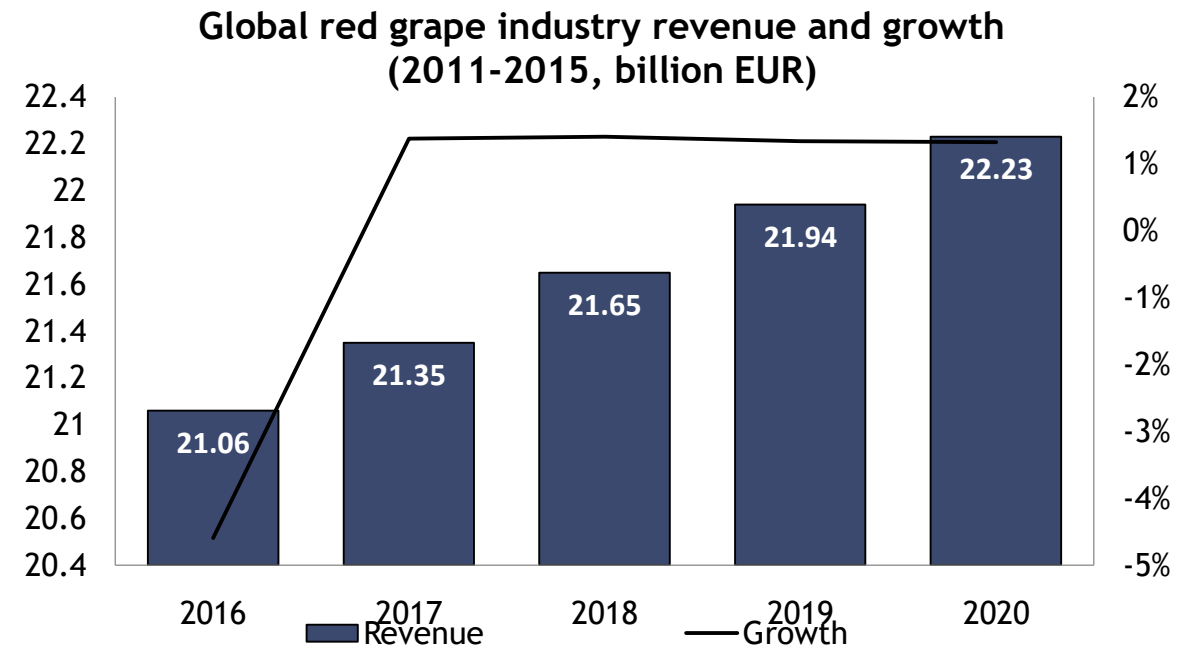
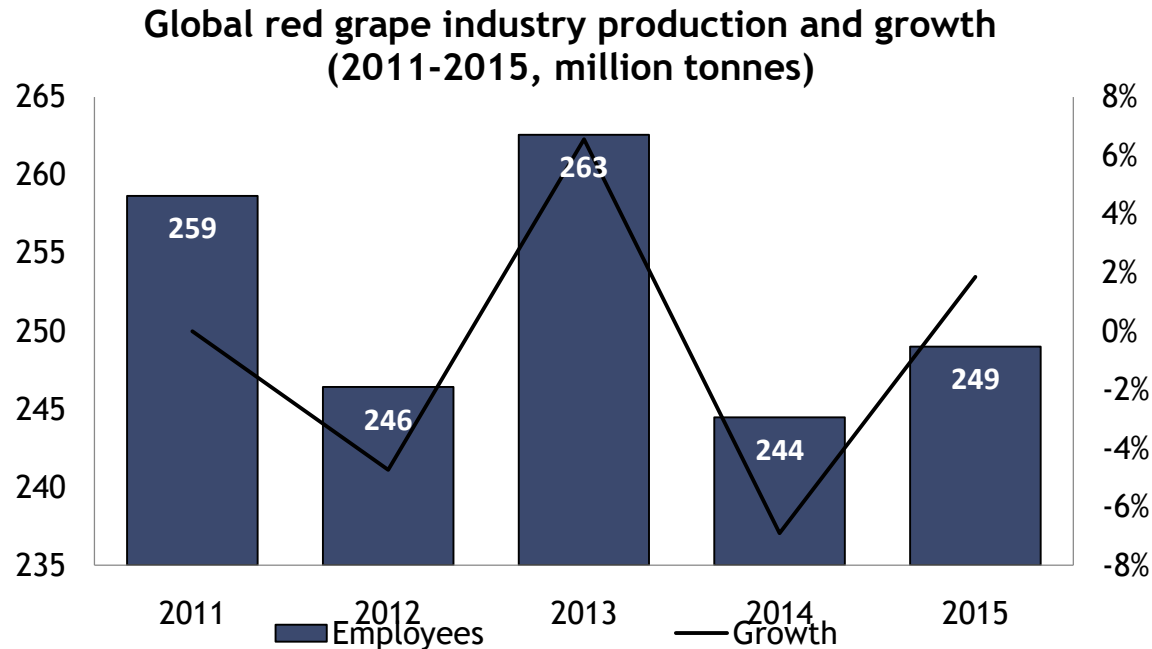
Grape producers employ 62% of the global winemaking industry's workforce.



The growth in number of employees in the global grape growing industry showed a slight fluctuation in the last 5 year, which correlates with the winemaking industry's numbers, reaching an 18,4% CAGR through the 2010-2015 period.

# Global red grape production and revenue

Production of red grape fluctuated widely, barely making a CAGR of 2% in the 2011-2015 period. By 2015, it reached an output of 47,34 million tonnes, with a value of 31,16 billion EUR.

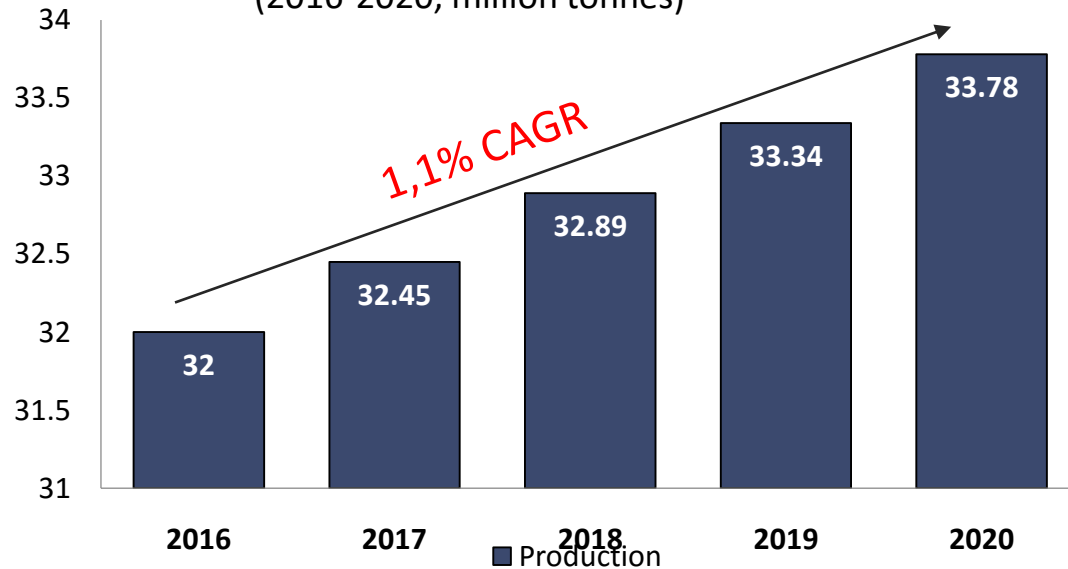


Red grape production makes up 60% of total yearly grape output. Changes in yearly production were minor, in 2015 it reached 47,34 million tonnes, at a value of 31,16 billion EUR.

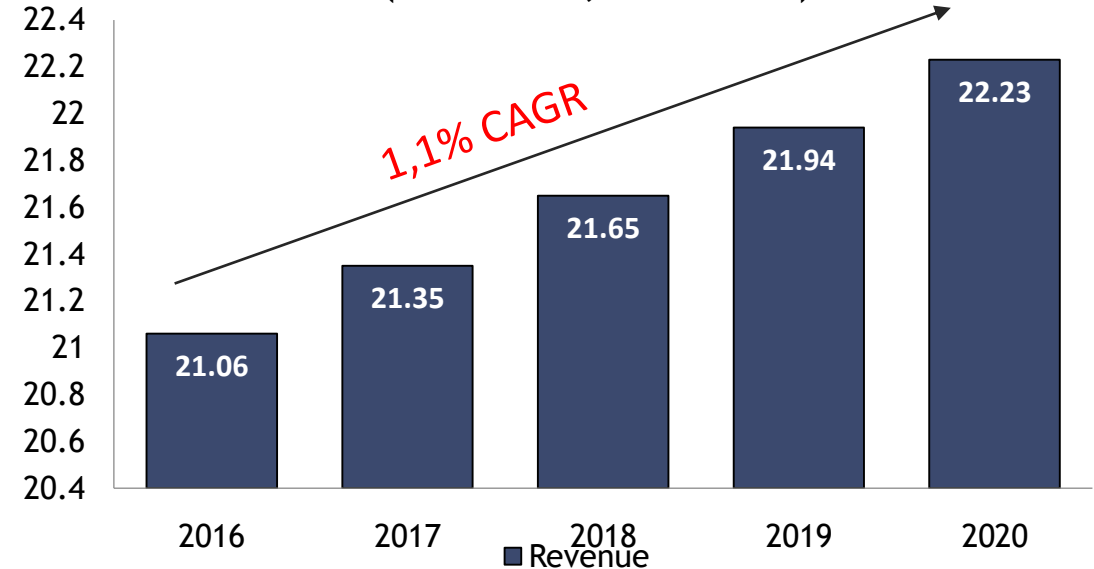
# Global red grape production and revenue forecast

According to forecasters, red grape production will grow at a CAGR of 1,1% from 2016 to 2020, reaching an output of 50,68 million tonnes and a value of 33,33 billion EUR by the end of the period.

Global red grape industry production forecast  
(2016-2020, million tonnes)



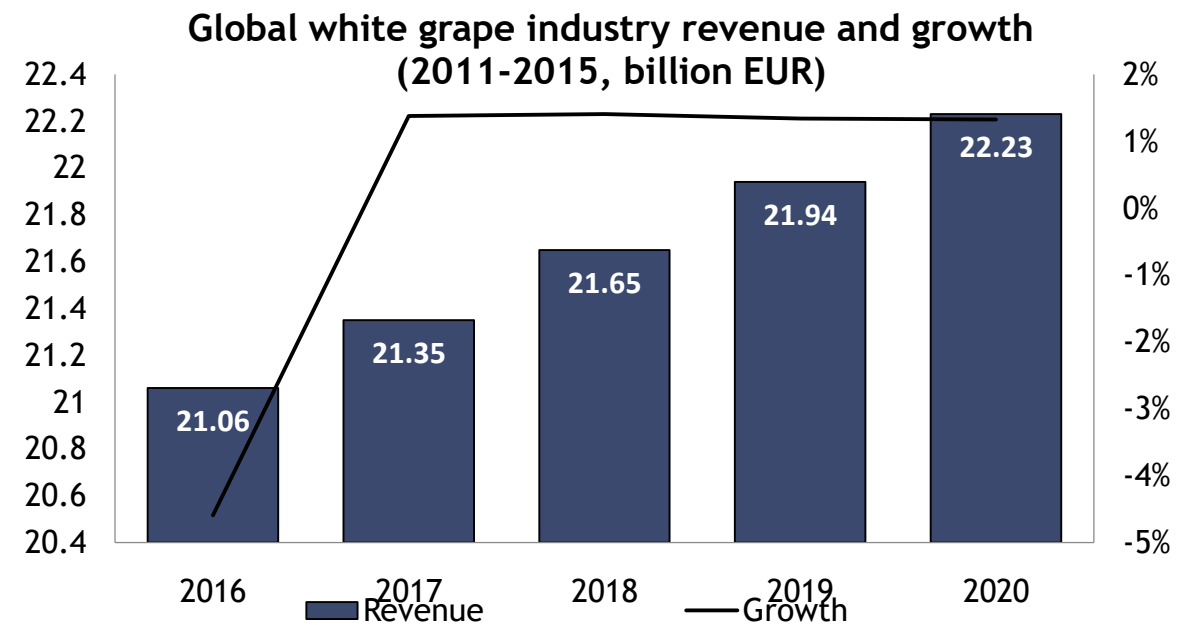
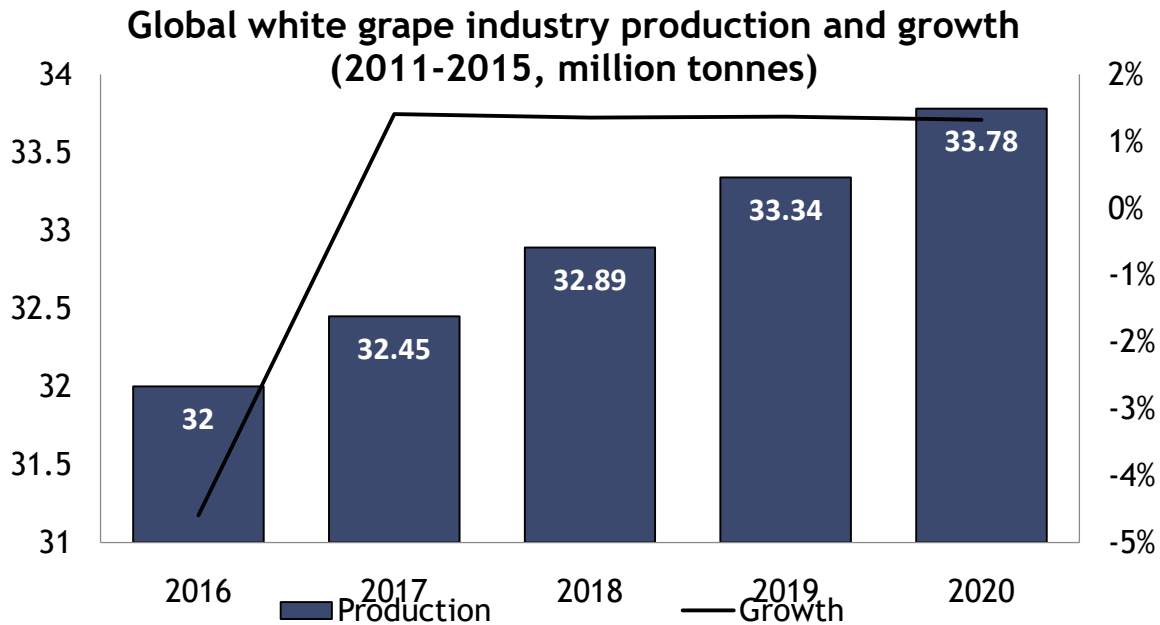
Global red grape industry revenue forecast  
(2016-2020, billion EUR)



Forecasting of any industry related to agriculture is cumbersome and rarely accurate. According to grape growing industry professionals, however, a CAGR of 1,1% can be expected over the following 5 years.

# Global white grape production and revenue

The global white grape production showed a CAGR of 2% in the 2011-2015 period. By 2015 it reached 31,56 million tonnes, and a value of 20,77 billion EUR.

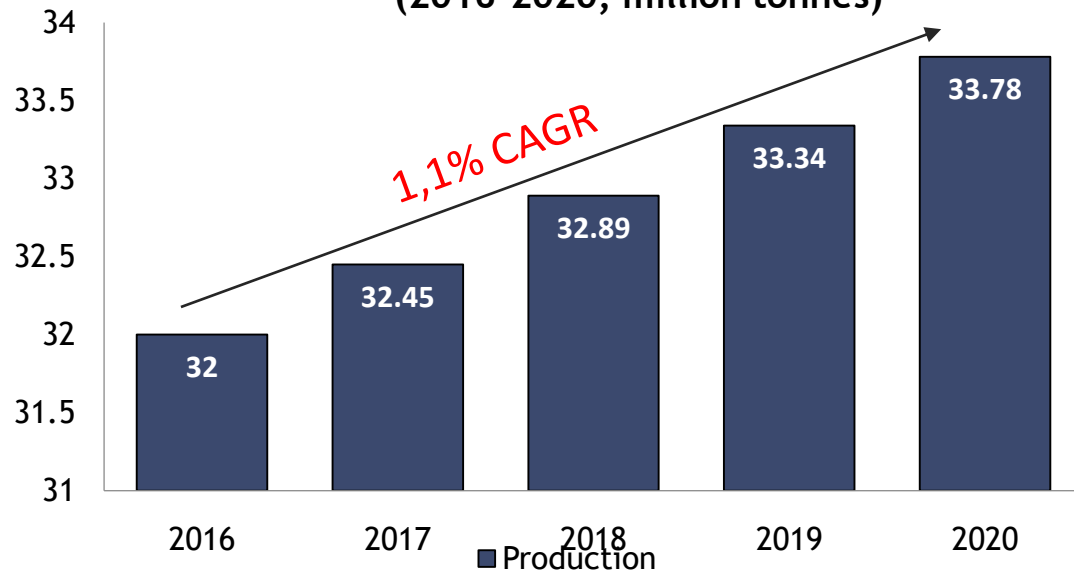


White grape production makes up 40% of total yearly grape output. Changes in yearly production were minor, in 2015 it reached 31,56 million tonnes, at a value of 20,77 billion EUR.

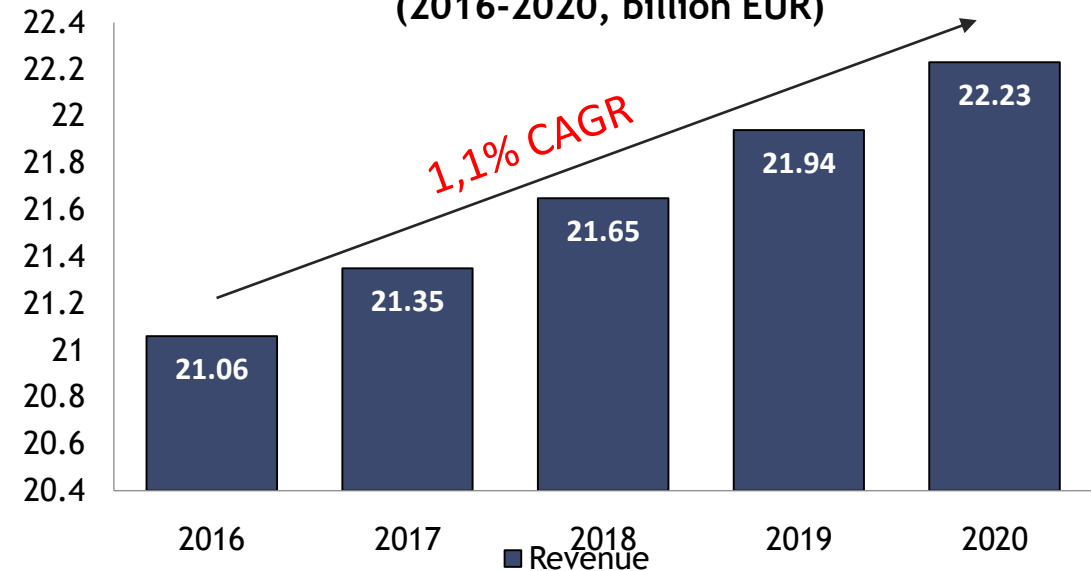
# Global white grape production and revenue forecast

According to forecasters, white grape production will grow at a CAGR of 1,1% from 2016 to 2020, reaching an output of 33,79 million tonnes and a value of 22,24 billion EUR by the end of the period.

Global white grape industry production forecast  
(2016-2020, million tonnes)



Global white grape industry revenue forecast  
(2016-2020, billion EUR)

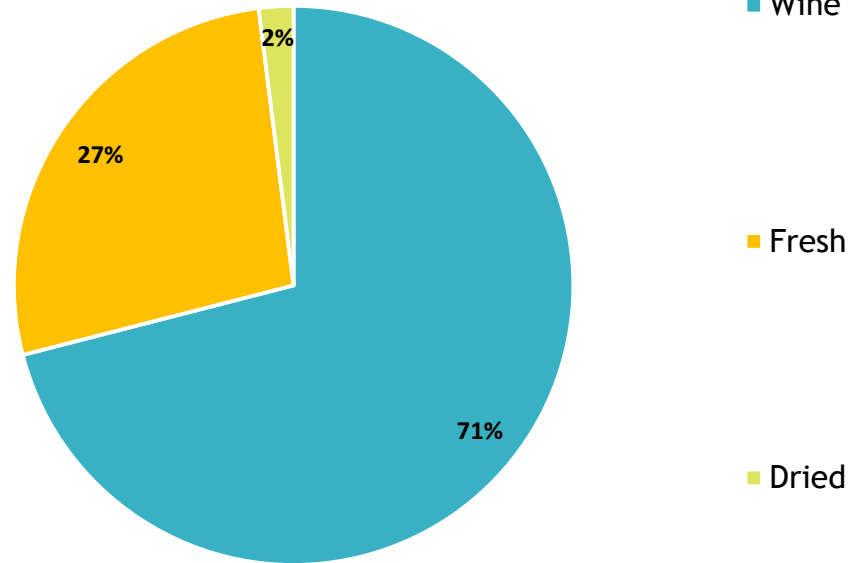


Forecasting of any industry related to agriculture is cumbersome and rarely accurate. According to grape growing industry professionals, however, a CAGR of 1,1% can be expected over the following 5 years.

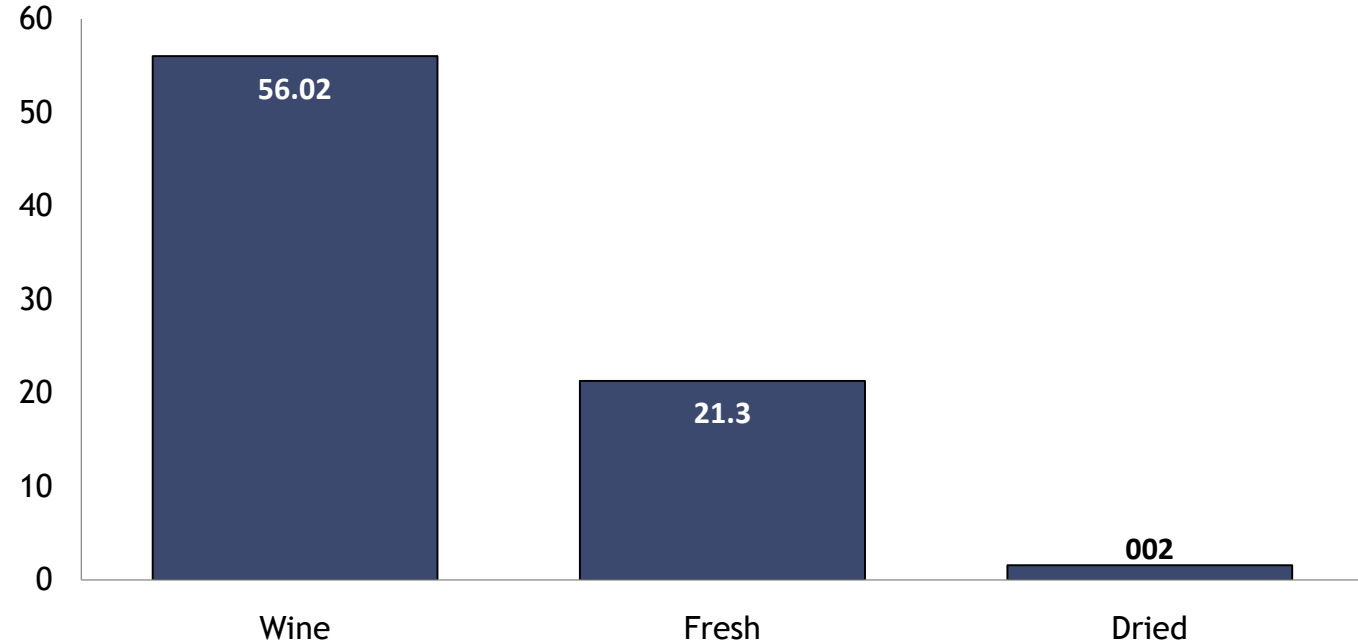
# Grape production breakdown

71% of grape produced is used in winemaking, 27% is served as fresh food and 2% is dried and sold.

Breakdown of grape production  
(2015, %)



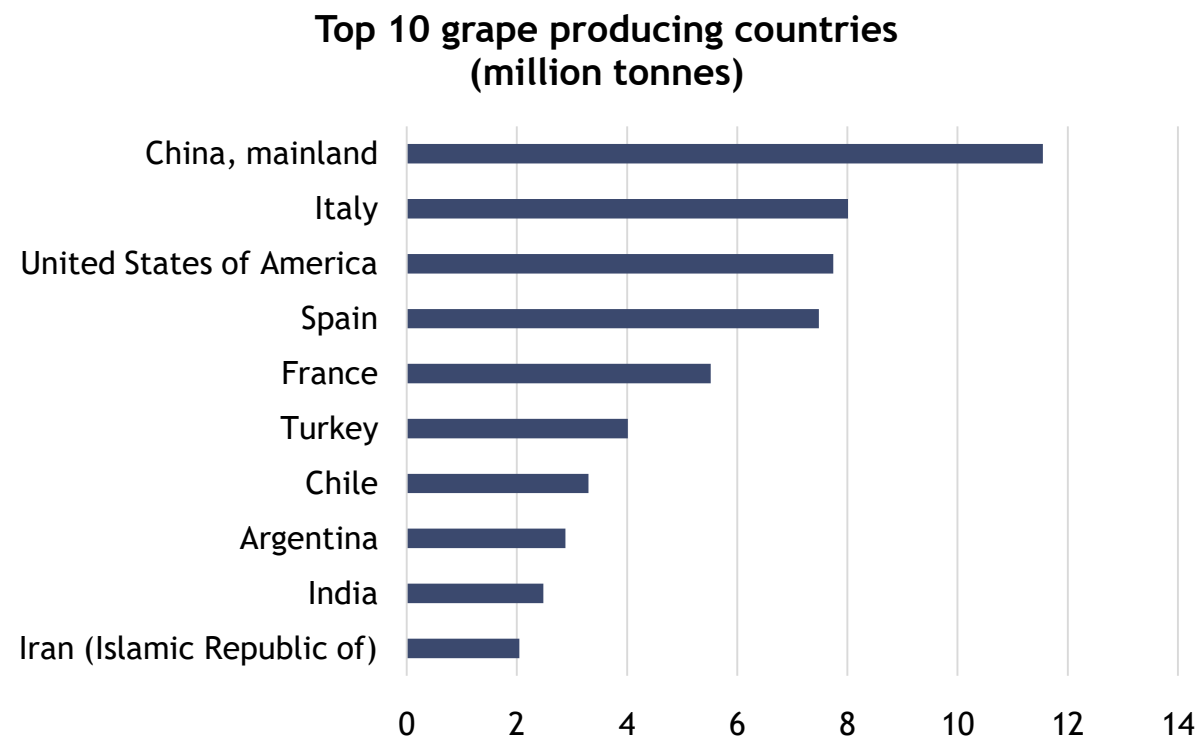
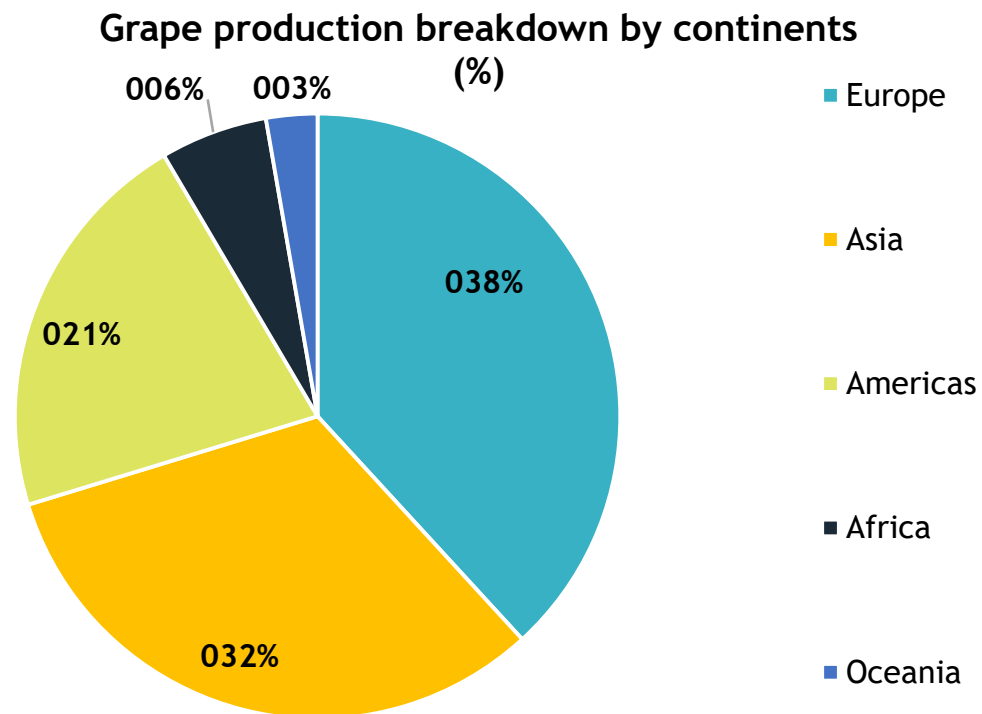
Breakdown of grape production  
(2015, million tonnes)



In 2015, 56,02 million tonnes of grape was consumed in winemaking. The rest was sold either as fresh fruit (15,12 million tonnes) or as dried grape (1,12 million tonnes).

# Global top grape producers

China is the biggest producer of grapes among all countries with 11,5 million yearly tonnes. The leading continent is Europe, with 38,18% of the global output.

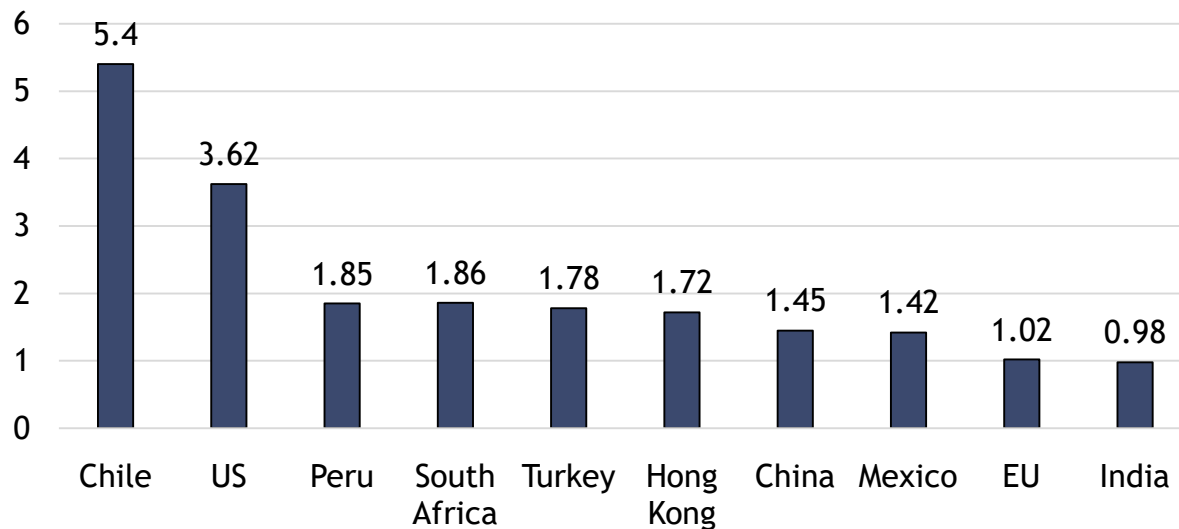


China is the global leader in grape production, with 11,5 million tonnes in 2015. It is followed by Italy (8 million tonnes) and the USA (7,75 million tonnes).

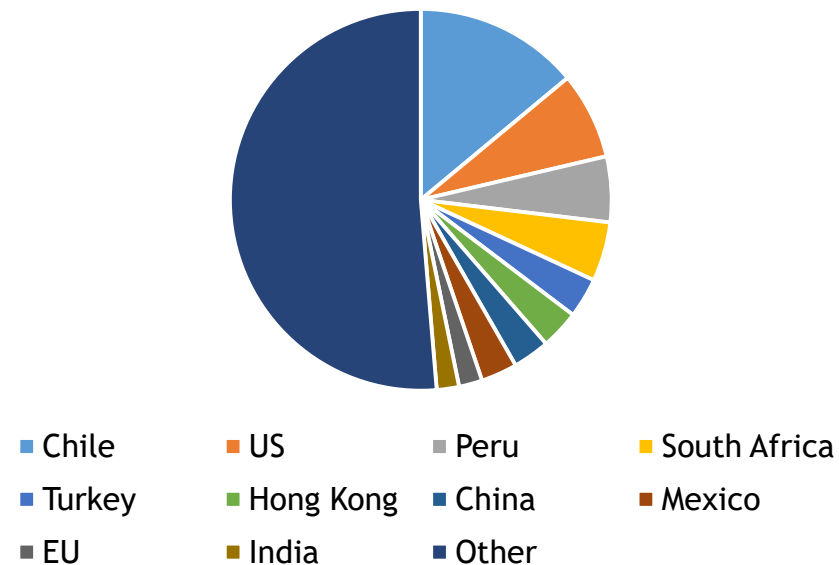
# Global grape export

Global grape export is dominated by the countries located on the American continent. The EU only made it to 9<sup>th</sup> place.

Top 10 exporters  
(2015, million tonnes)



Top exporters breakdown  
(2015, %)

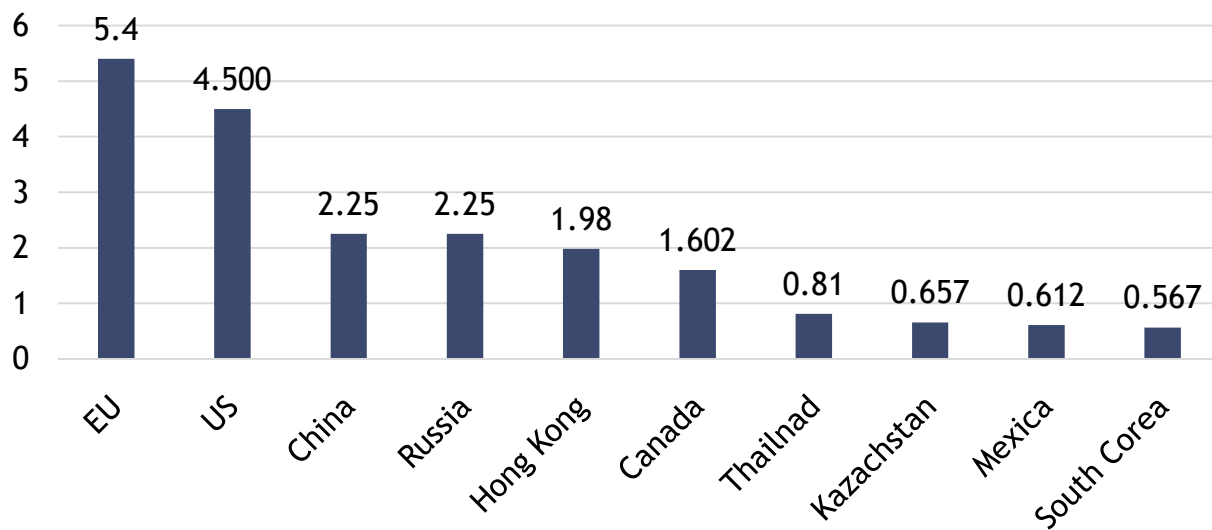


The top grape exporting country is Chile with 5.4 million tonnes. The top 10 exporting countries represent half of the global export.

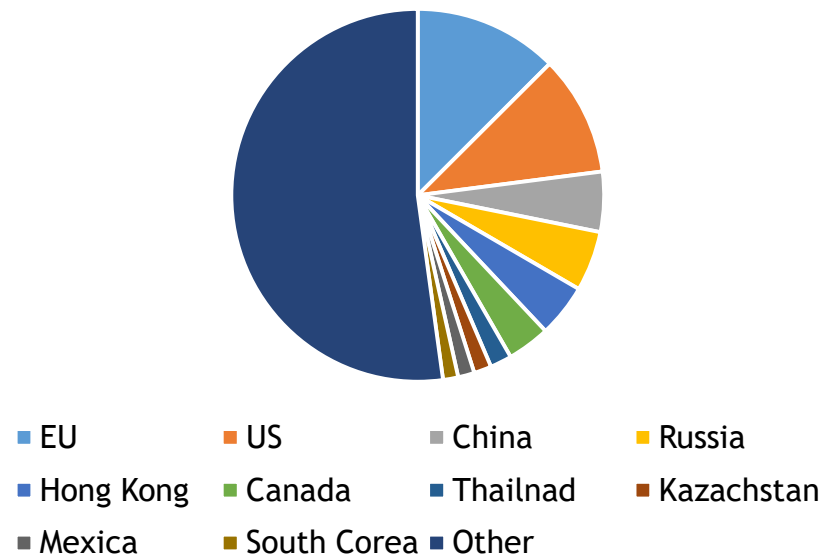
# Global grape import

The EU is the leading grape importer with 5,4 million tonnes, followed by the US with 4,5 million tonnes and China with 2,25 million tonnes.

Top 10 importers  
(2015, million tonnes)



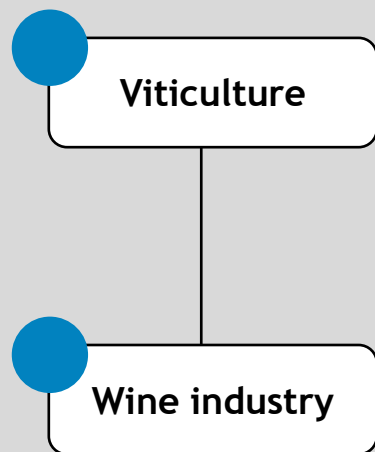
Top importers breakdown  
(2015, %)



The EU leads in terms of grape imports due to its large consumption. Unexpected countries like Canada and Thailand also made it to the top.

# Agenda

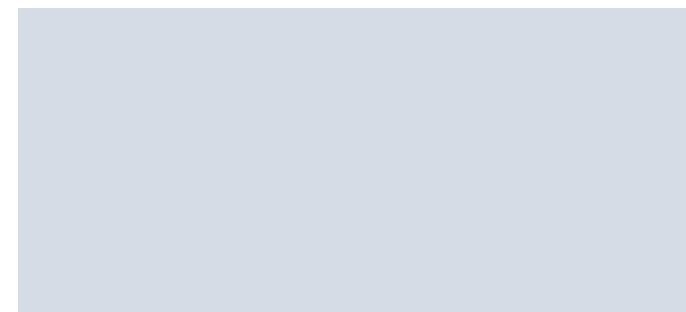
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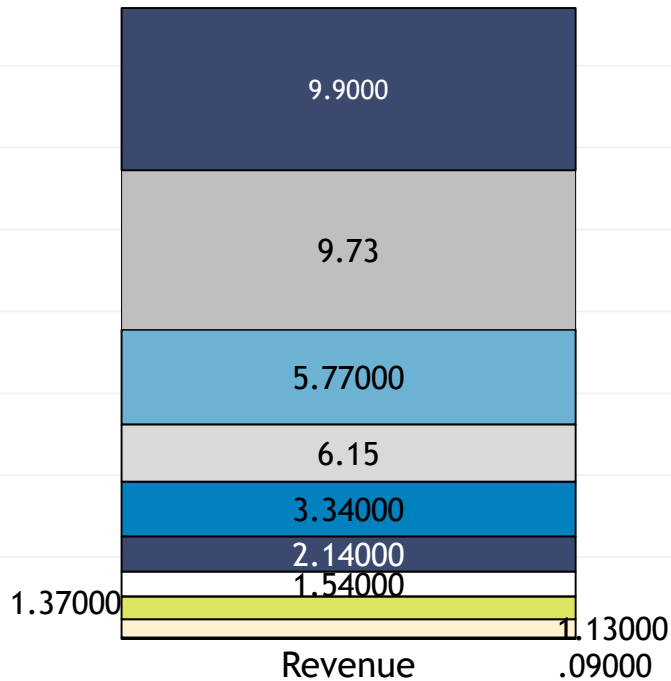


[conclusions]

# Wine industry global overview

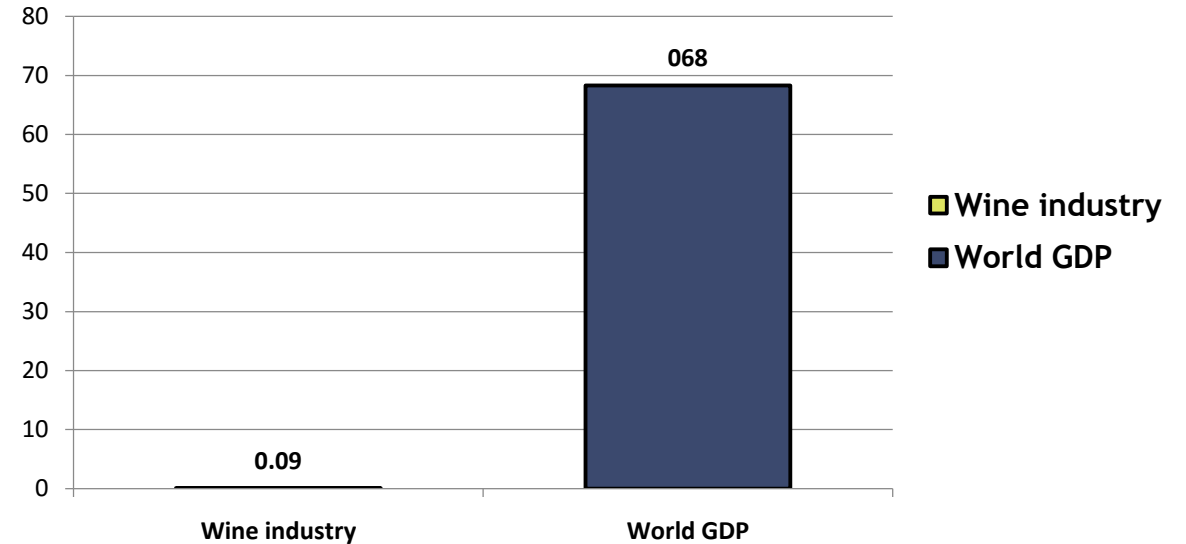
In 2015, the global wine industry amounted up to 85 billion EUR, representing 0,12% of the world GDP.

Top industries by revenue  
(2015, trillion EUR)



- Wine
- FMCG2
- Automobile
- Banking
- Utilities
- ICT
- Life Insurance
- Construction
- Oil and Gas
- Real estate

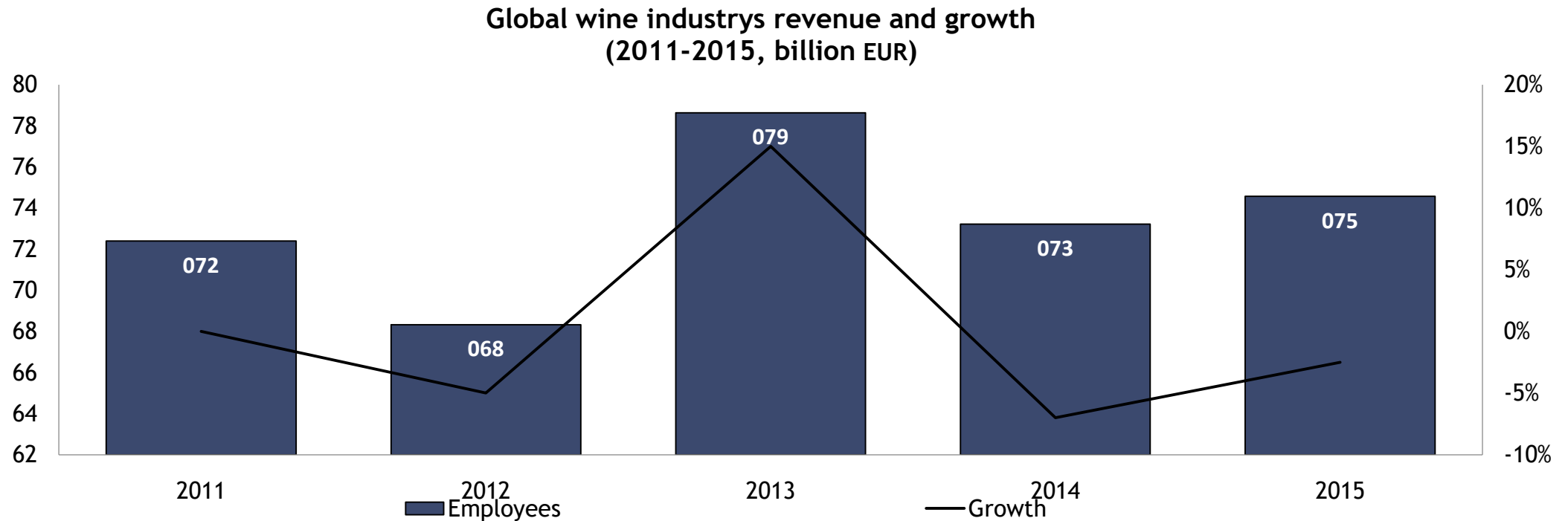
Global wine industry and world GDP  
(2015, trillion EUR)



Winemaking did not make it to the top industries, since it represents a small portion of world GDP (0,12%).

# Global wine industry by revenue

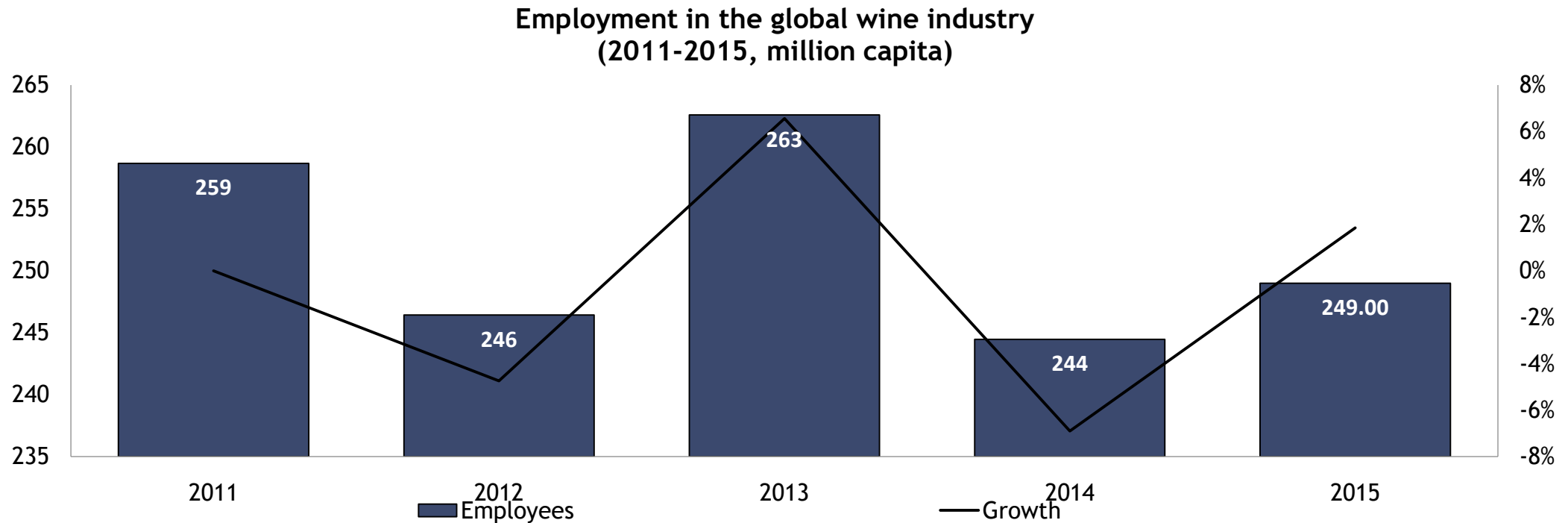
The global wine industry varied throughout the years, with CAGR of 0,6% in the 2011-2015 period. By 2015 it reached a total value of 74,57 billion EUR.



Winemaking is dependent on grapes, so the output varied in a similar manner to that of the grape growing industry's, the best year being 2013, with an output value of 78,64 million EUR.

# Global wine industry by employment

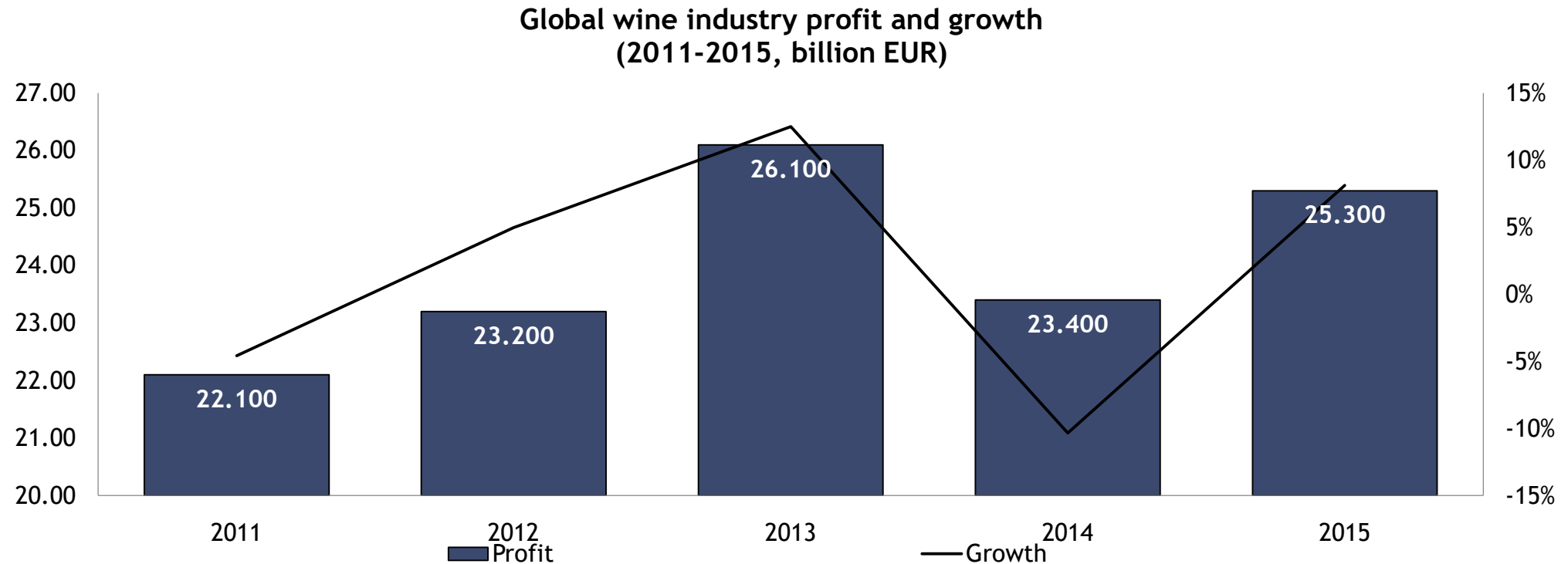
Employment in the sector varied greatly in the last 5 years, with a CAGR of -0,8%. In 2015, 249 million people worked in winemaking.



Employment varied through the years due to the fluctuation in output and the implementation of increasingly efficient technological solutions.

# Global wine industry by profit

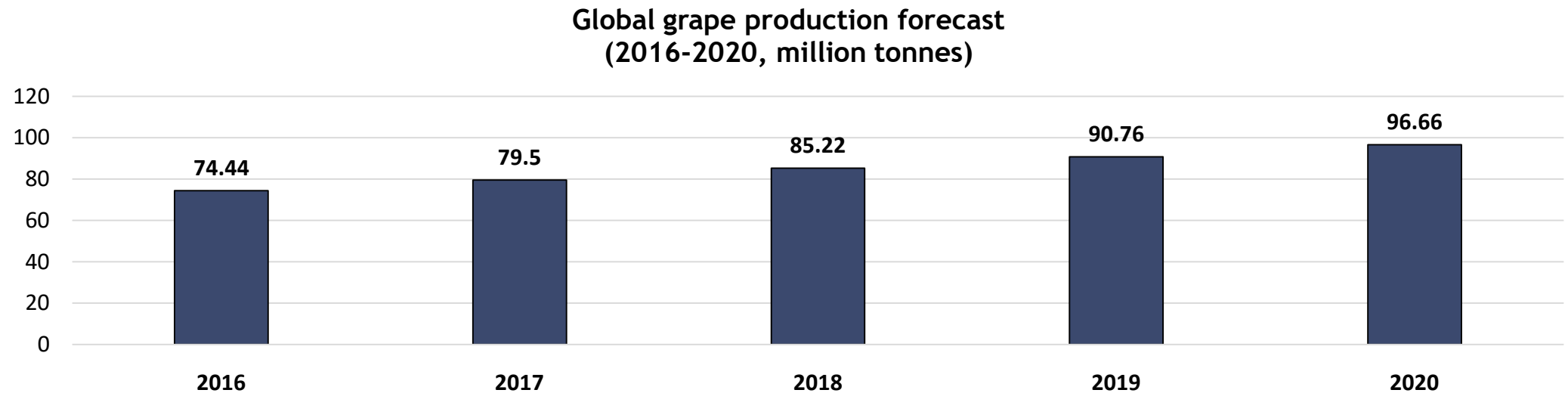
In 2015, global winemaking had a profit margin of 30%. The EU improves the global average, there the profit margin is close to 40%.



In 2015, the profit of the wine industry reached 25,3 billion EUR. The profit margin was around 30%.

# Global grape production forecast

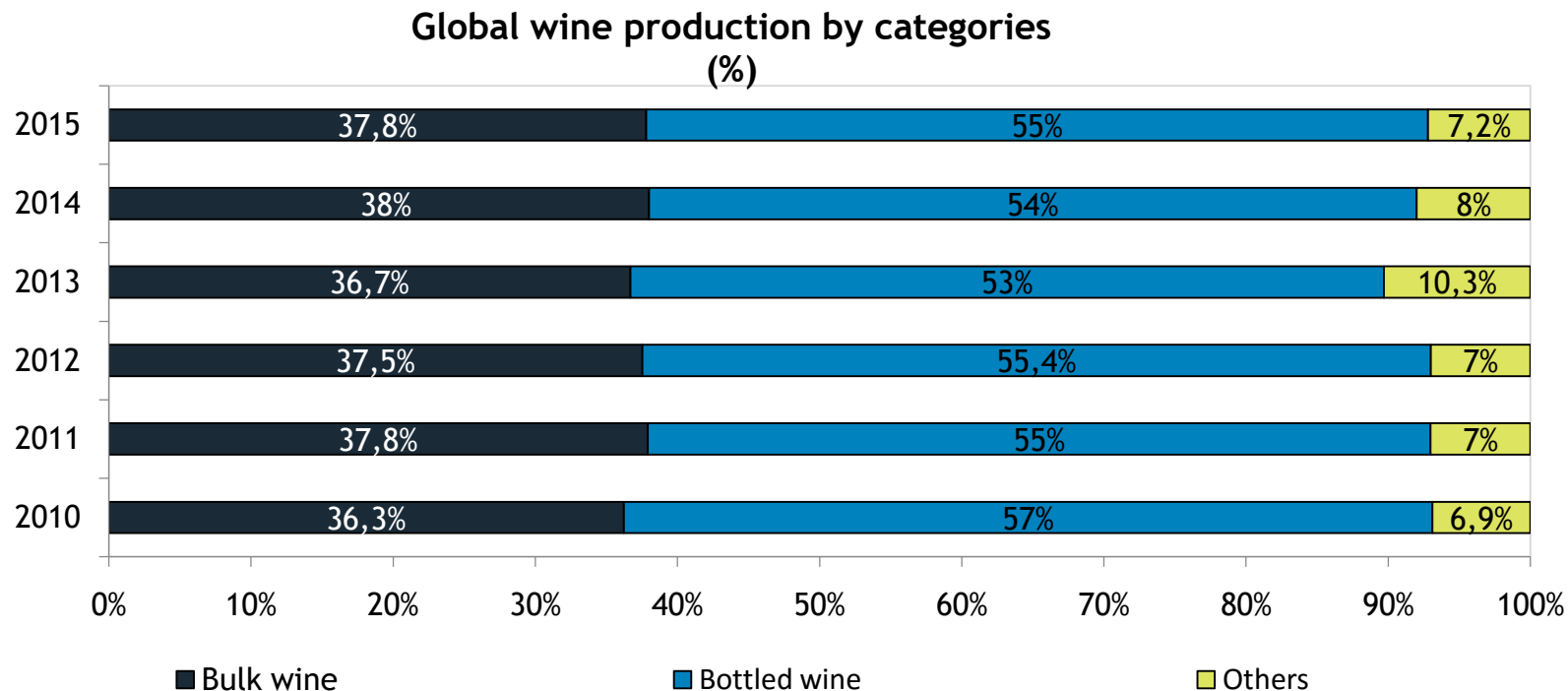
The forecast for the 2016-2020 period is merely an estimate, since grape output is highly influenced by unforeseeable weather phenomena.



Forecasts show an expected growth of 6-7% in grape output for the 2016-2020 period.

# Global wine production

The wine market is made up of several segments, the 2 biggest being bulk and bottled wine, together making up 92% of the total production. Others, like juice, barely make a dent.



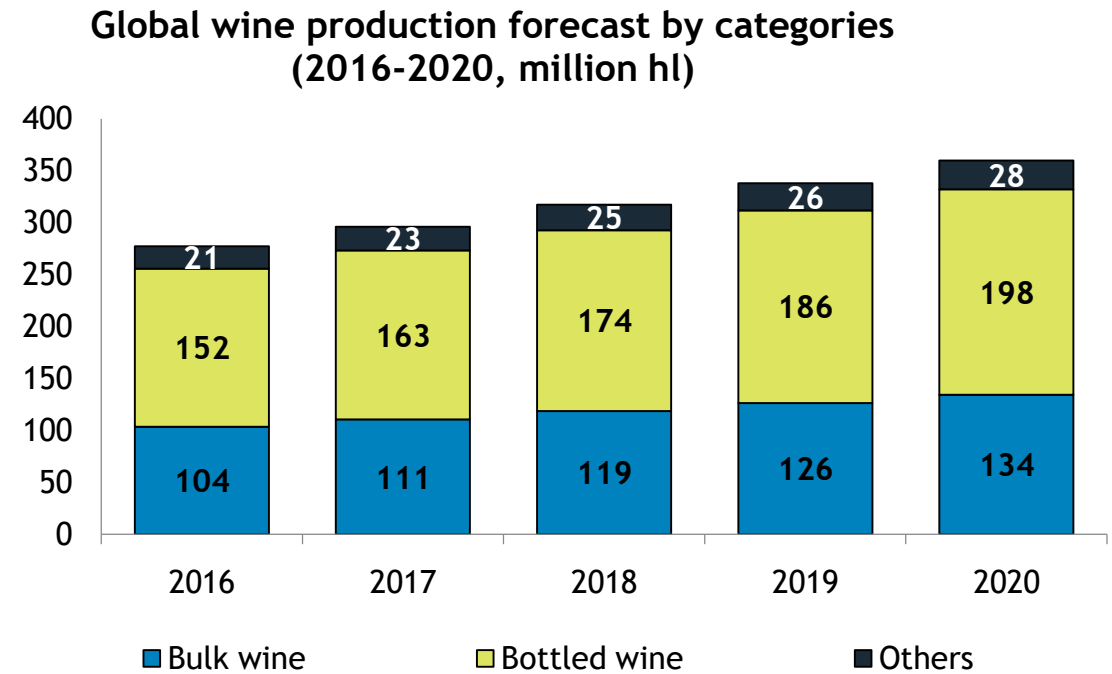
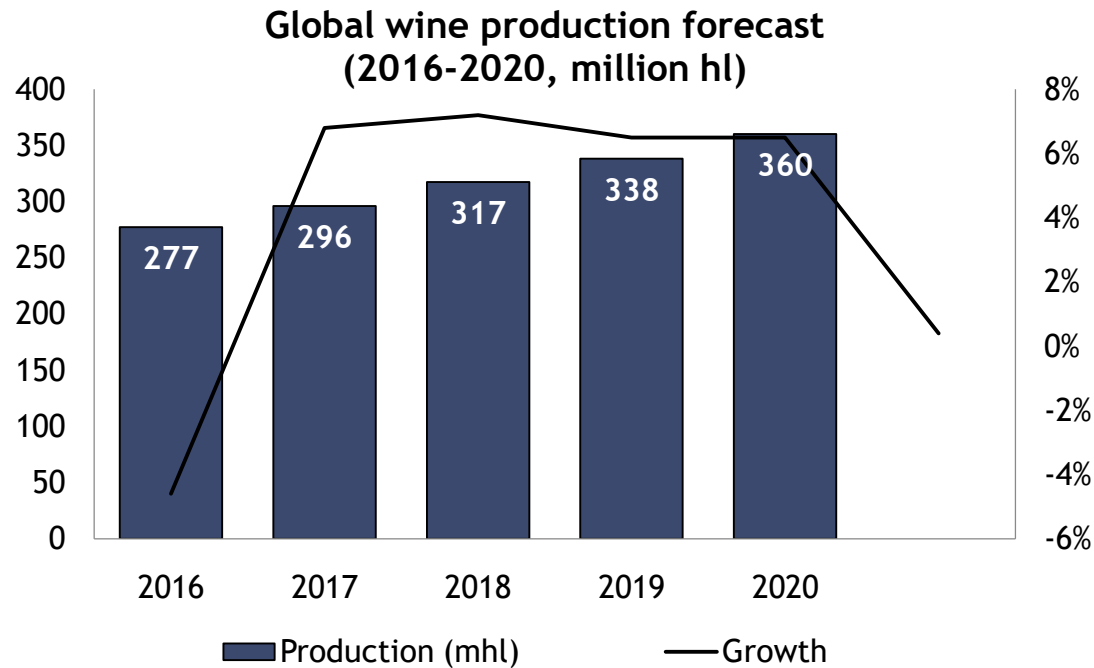
Bottled wine had an average share of 54,9%.

There has not been any significant change in the breakdown of the production.

Bottled wine is the leading category, which is followed by bulk wine, with its 37,35% average share.

# Global wine production forecast

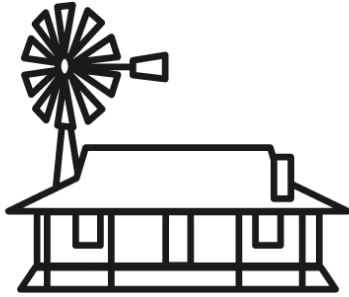
Global wine production will use up 71% of the global grape production, according to industry experts.



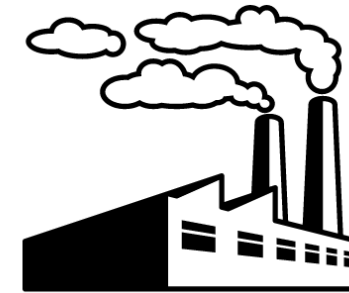
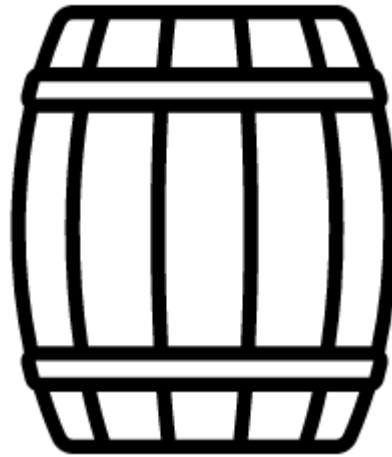
Global wine production growth will fluctuate in the following 5 years. Bottled wine will keep being the best-sold category with a share of 54,9%, followed by bulk wine with 37,35%.

# Global wine production breakdown

Below you can see the breakdown of wine production into different technologies.



Global traditional wine production  
**53,9 %**

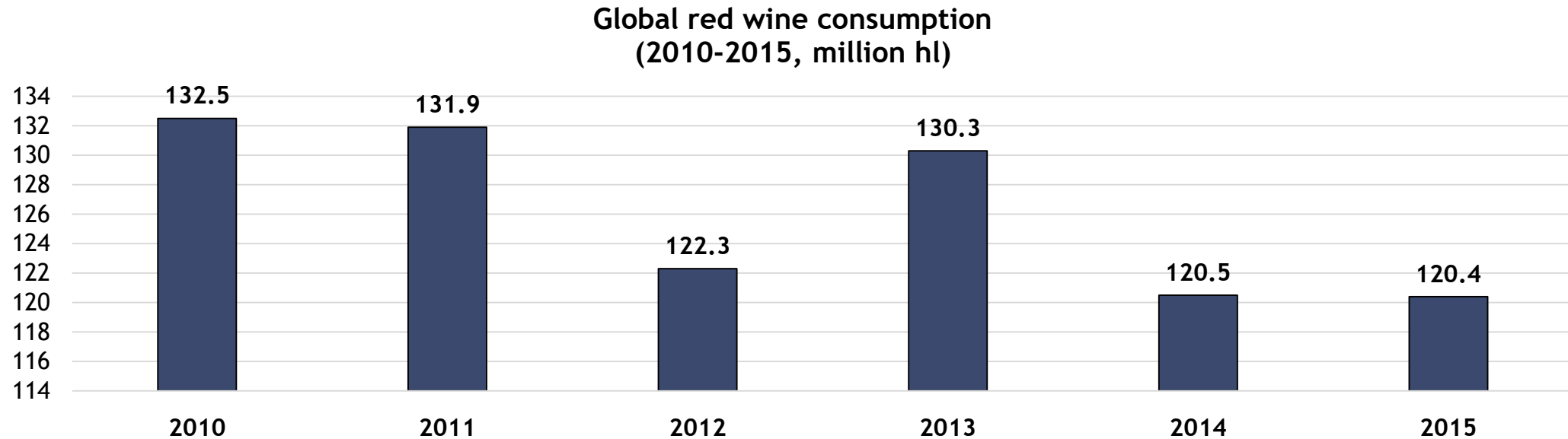


Global innovative wine production  
**46,1%**

While Spain and Italy top the list of traditional production methods, Argentina, the USA and China lead the list of countries applying innovative wine production technologies.

# Global red wine consumption

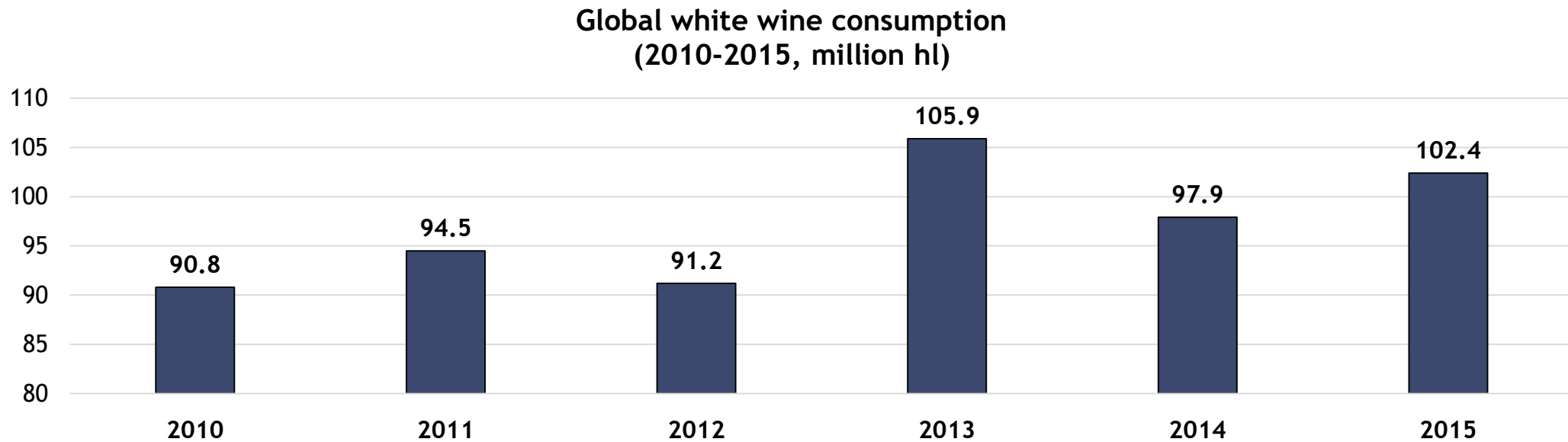
Global red wine consumption decreased by 9,2% in the 2010-2015 period.



In the past 6 years, red wine consumption went through a considerable slump, total consumption decreasing by 9,2% in this period.

# Global white wine consumption

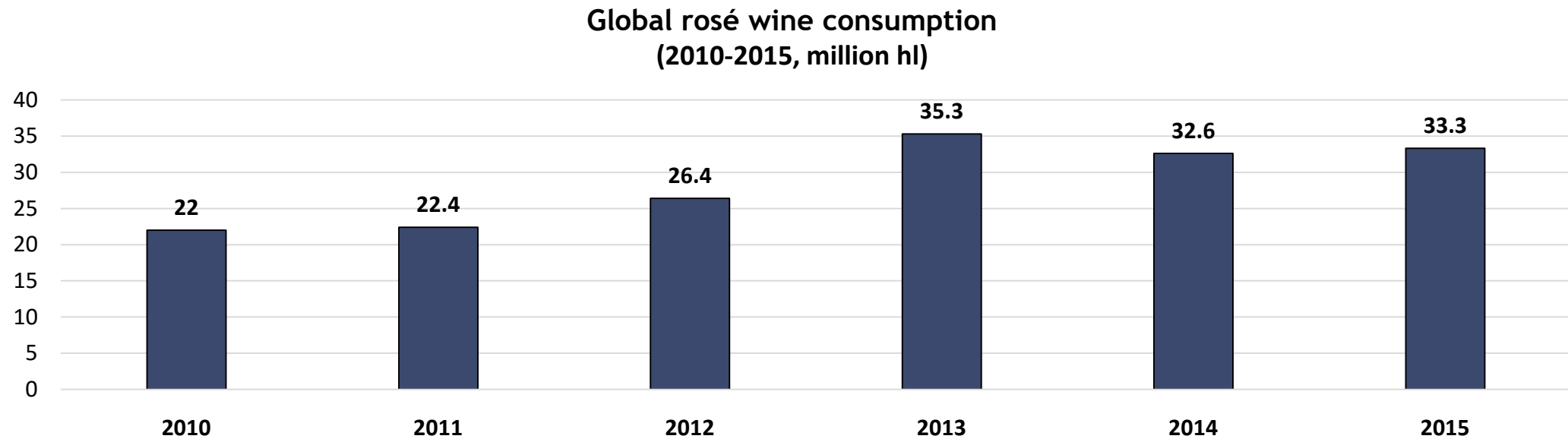
Global white wine consumption increased by 12,8% in the 2010-2015 period.



In the past 6 years, white wine consumption went through a significant rise, total consumption increasing by 12,8% in this period.

# Global rose wine consumption

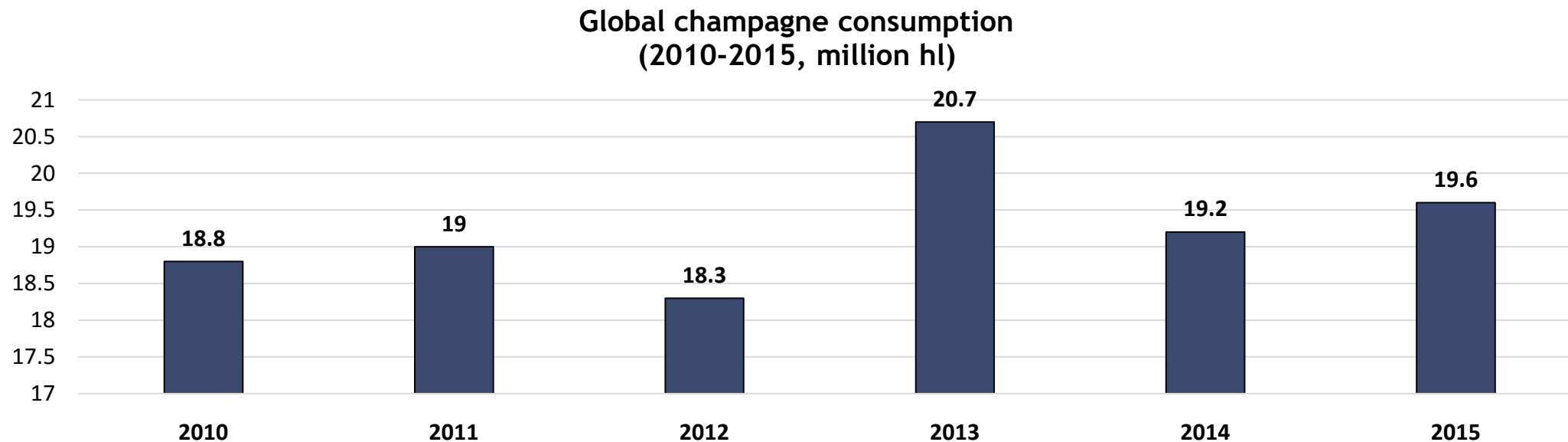
Global rosé wine consumption rose by 51,36% in the 2010-2015 period.



In the past 6 years, rosé wine consumption went through a big rise, total consumption increasing by 51,36% in this period.

# Global champagne consumption

Global champagne consumption rose by 4,3% in the 2010-2015 period.

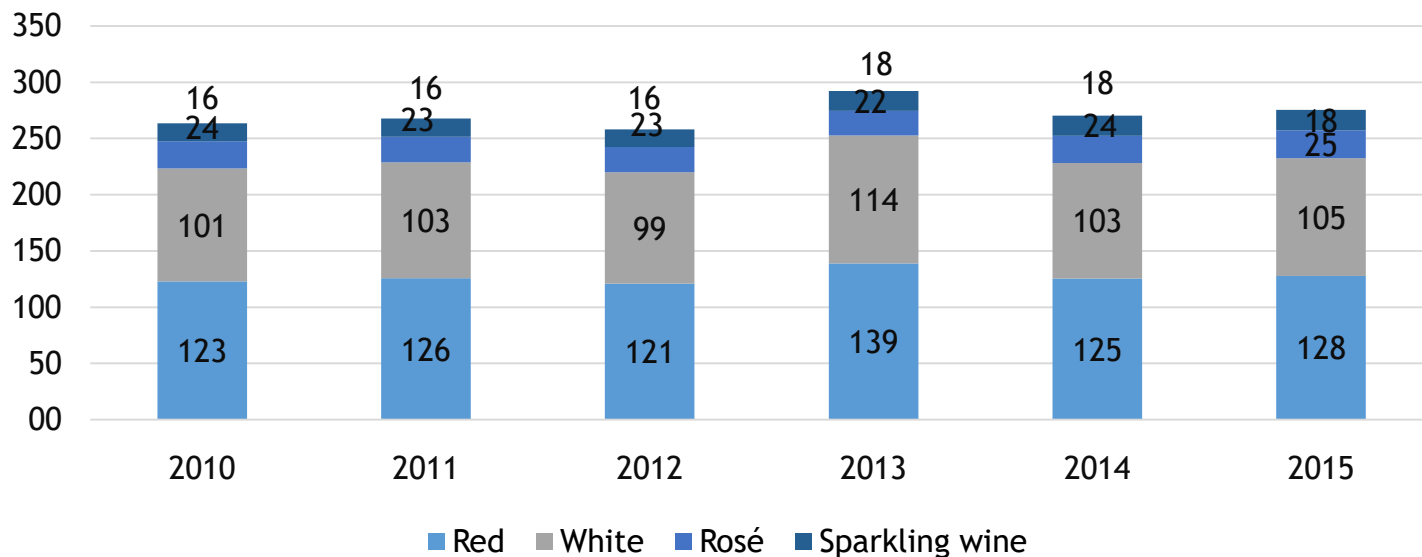


In the past 6 years, champagne consumption went through a steady rise, total consumption increasing by 4,3% in this period.

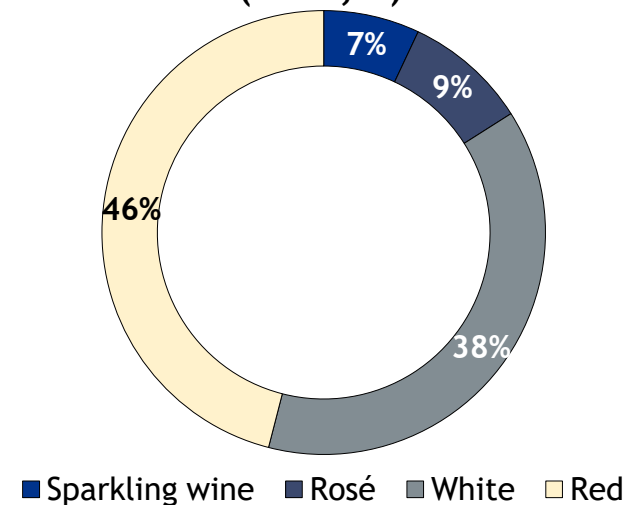
# Global wine production by varieties

Global wine production in 2015 was 275,6 million hl, of which 46% was red wine.

Global wine production by varieties  
(2010-2015, million hl)



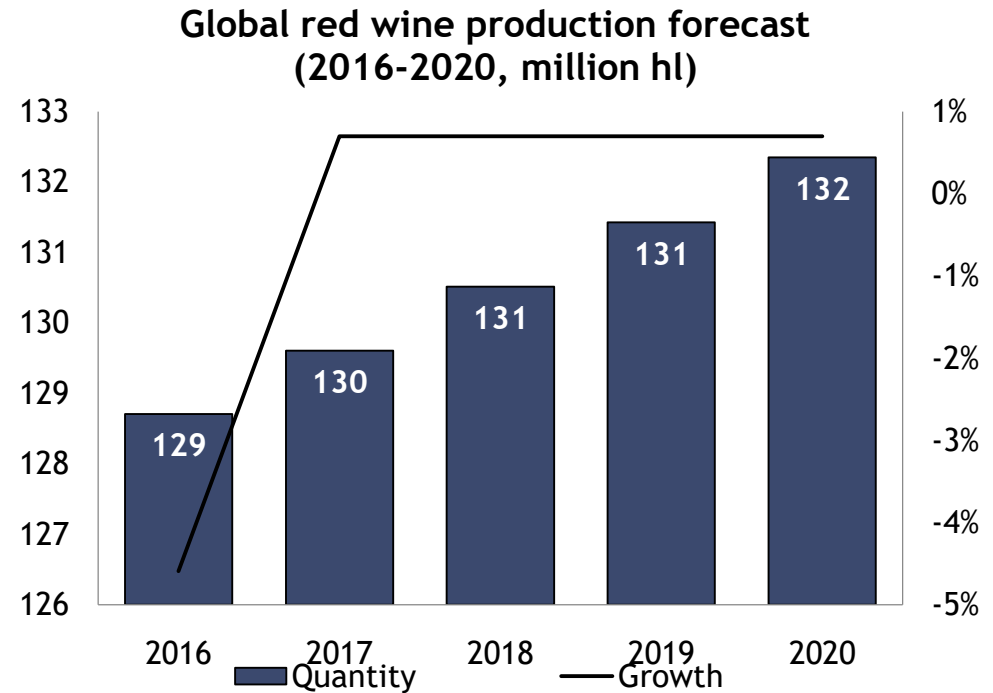
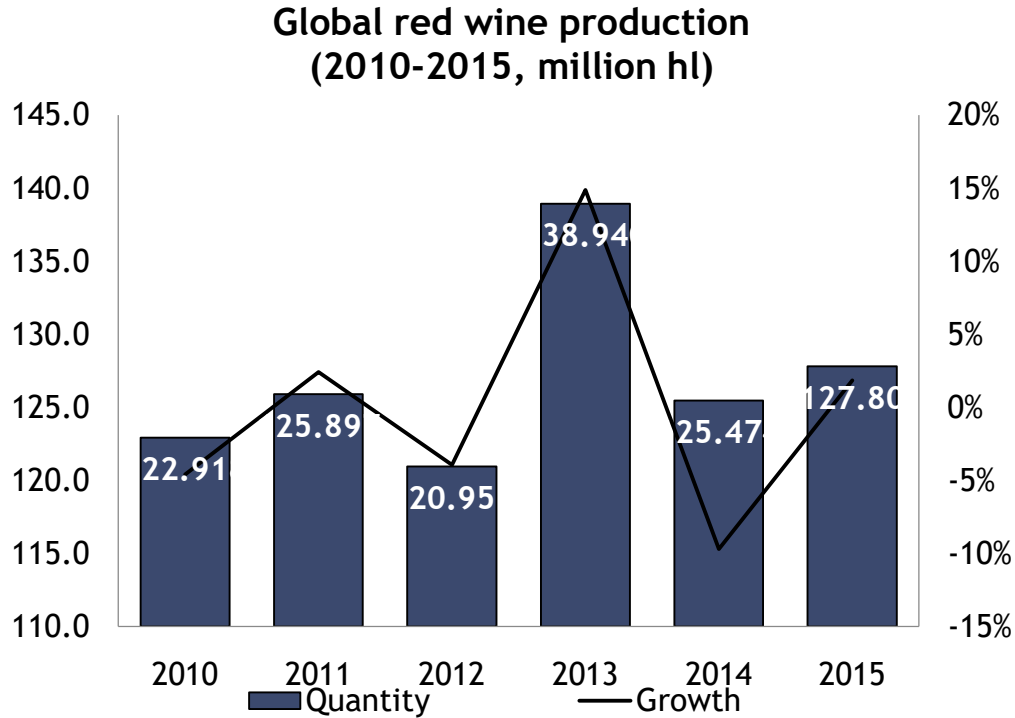
Global wine production by varieties  
(2015, %)



In 2015, global red wine production amounted up to 127,8 million hl, representing 46% of total wine output. White wine was second with 38%, followed by rosé and sparkling wine, with 9% and 7% respectively.

# Global red wine production

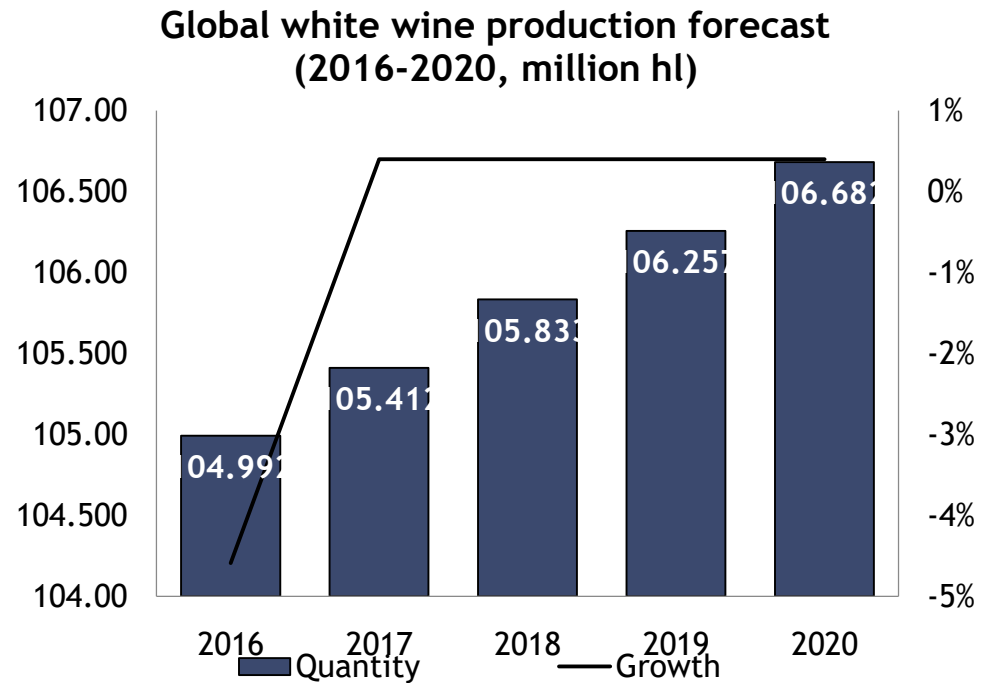
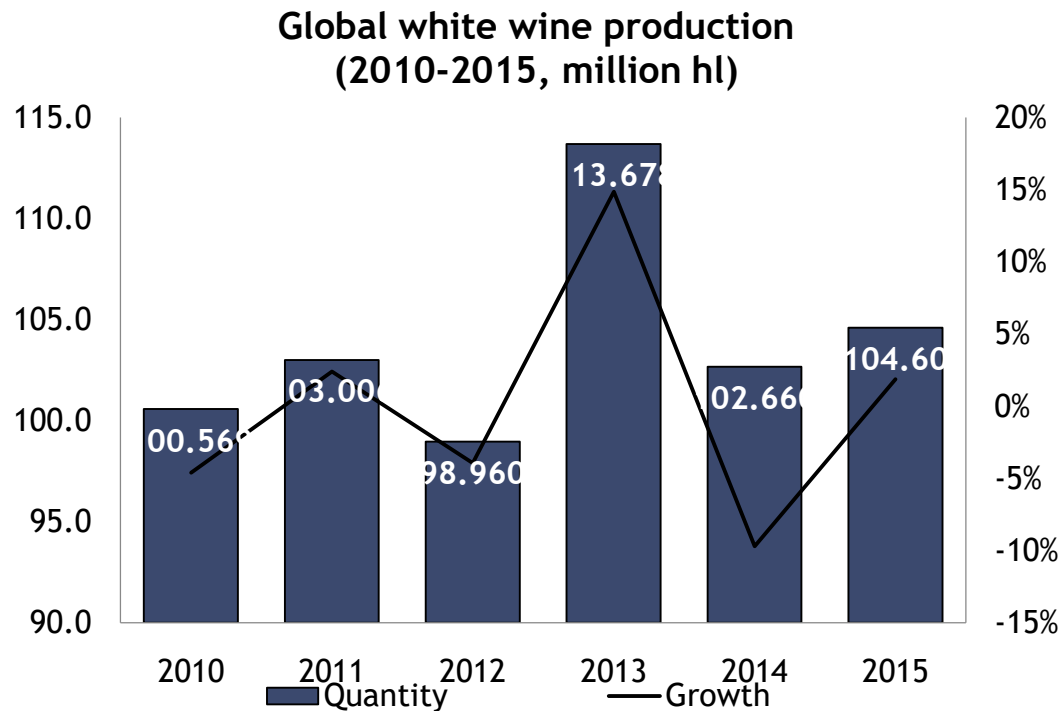
Global red wine production hits its peak in 2013, at 138,9 million hl.



Global red wine production reached 128 million hl in 2015, after a CAGR of 0,7% in the past 6 years. In 2020 it is expected to reach 132,2 million hl.

# Global white wine production

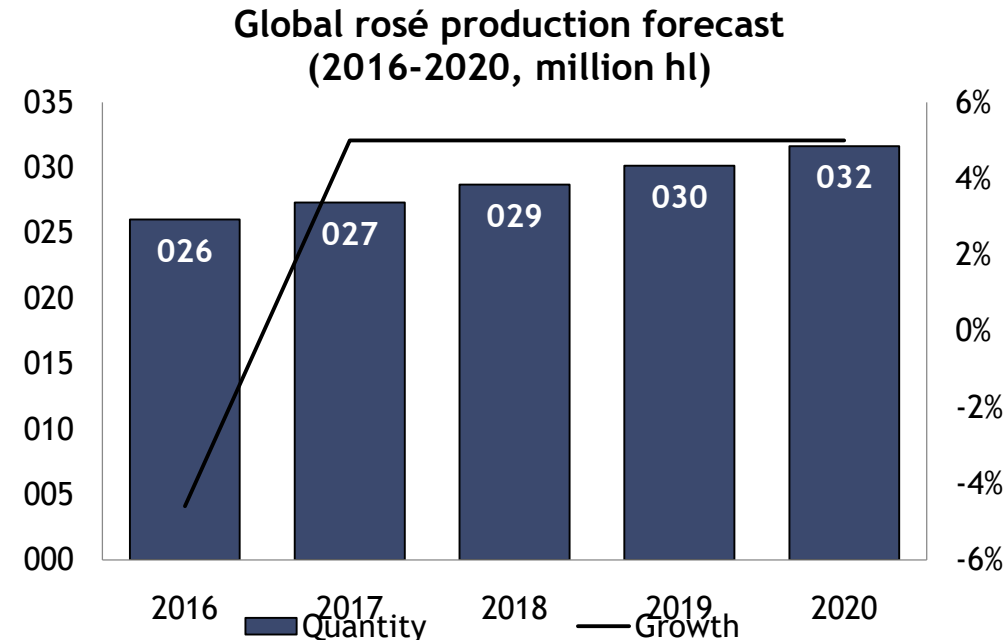
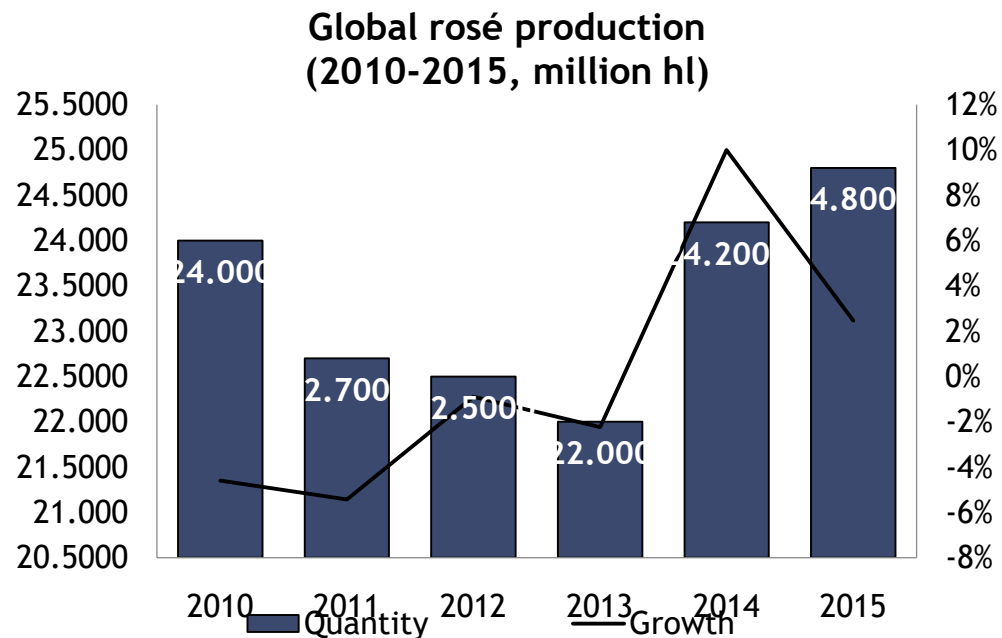
Global white wine production hit 102,7 million hl in 2015.



Global white wine production reached 113,7 million hl in 2013 and fell to 104,6 million hl in 2015. CAGR between 2010 and 2015 was 0,4%.

# Global rosé production

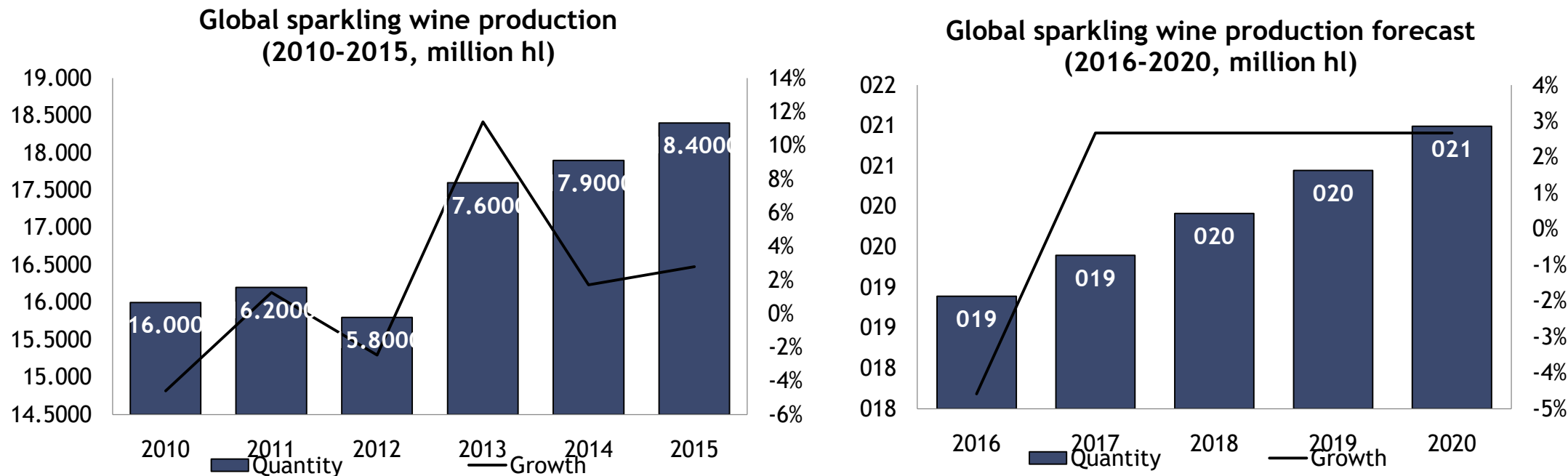
Global rosé production hit 24,8 million hl in 2015 and the forecasts show it will reach 31,7 million hl by 2020.



In 2015 global rosé output was 24,8 million hl, which made up 9% of global wine production. With its 6,33 million hl in 2012, France was the world's number one producer of rosé wine, representing 28% of total production. Forecasts show rosé production will increase between 2016-2020 and it will reach 31,7 million hl by 2020.

# Global sparkling wine production

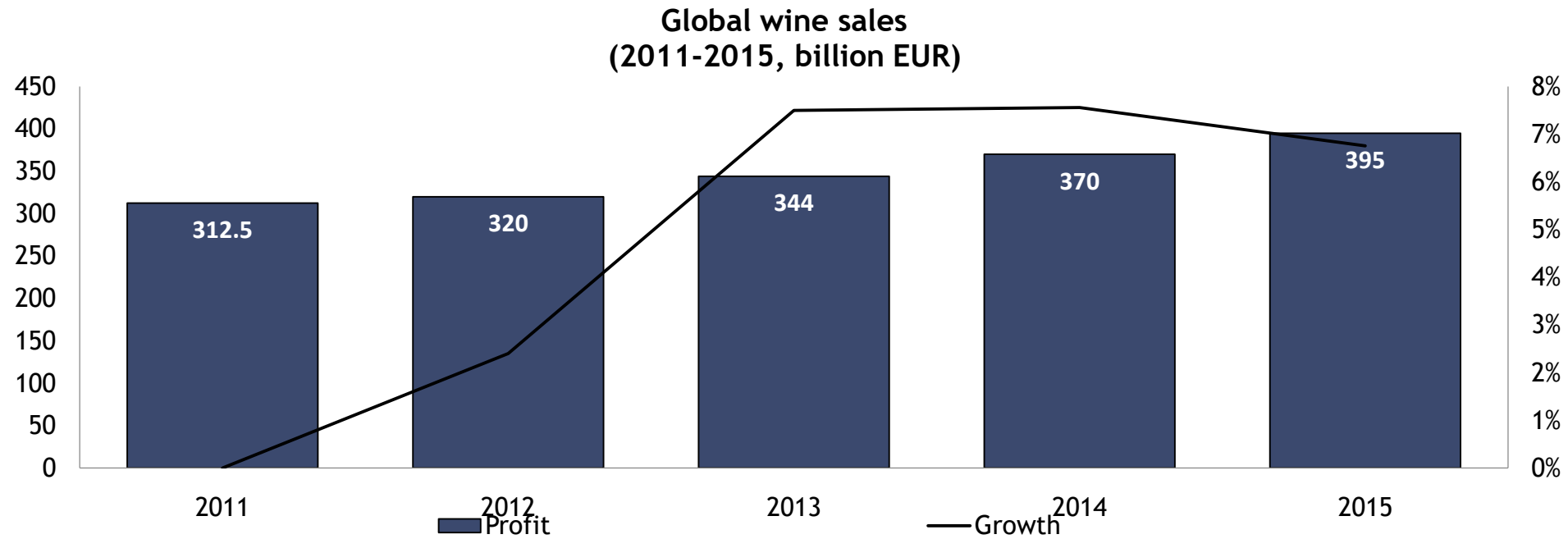
Global sparkling wine production increased by a CAGR of 2.4% in the last 6 years, reaching 18,4 million hl in 2015. Analysts forecast a CAGR of 2,67% between 2016 and 2020.



18,4 million hl of sparkling wine was produced in 2015 - 7% of global wine production. A mere five countries produce 74% of sparkling wine: France, Italy, Germany, Spain and Russia. In 2020, global sparkling wine output will reach 21 million hl.

# Global wine sales

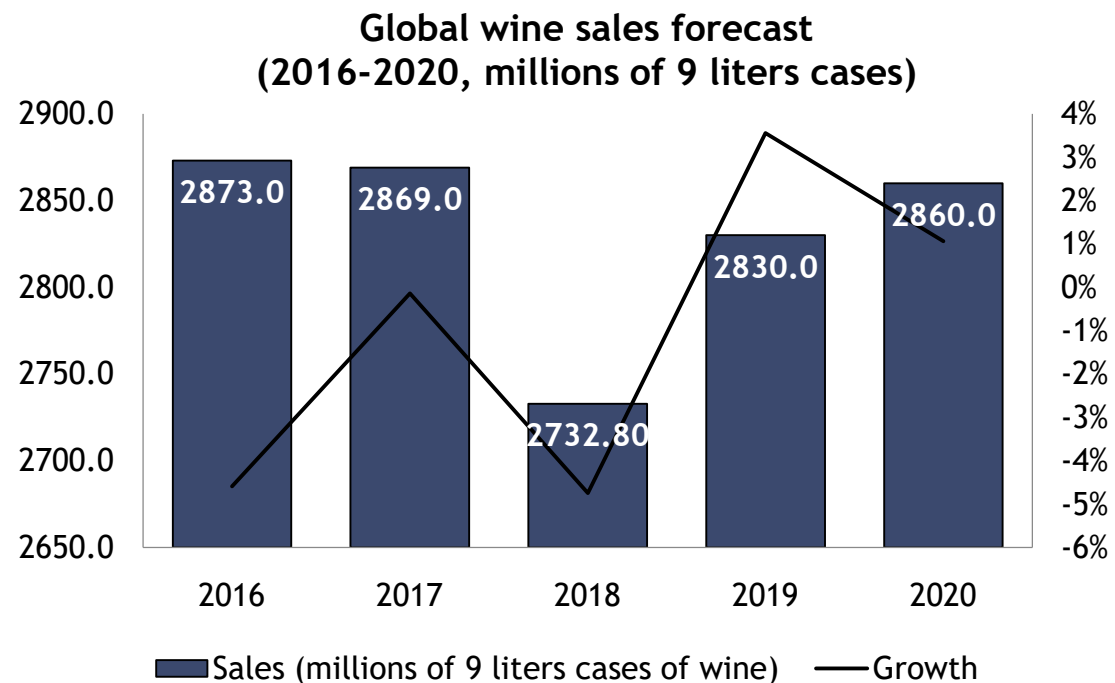
Global wine sales increased between 2011 and 2015, reaching 396 billion EUR in 2015.



Between 2011 and 2015, global wine sales grew by a CAGR of 4,8%.

# Global wine sales forecast

The wine market will see a drop in 2018, followed by a recovery in the following two years. Sales will peak in 2016.



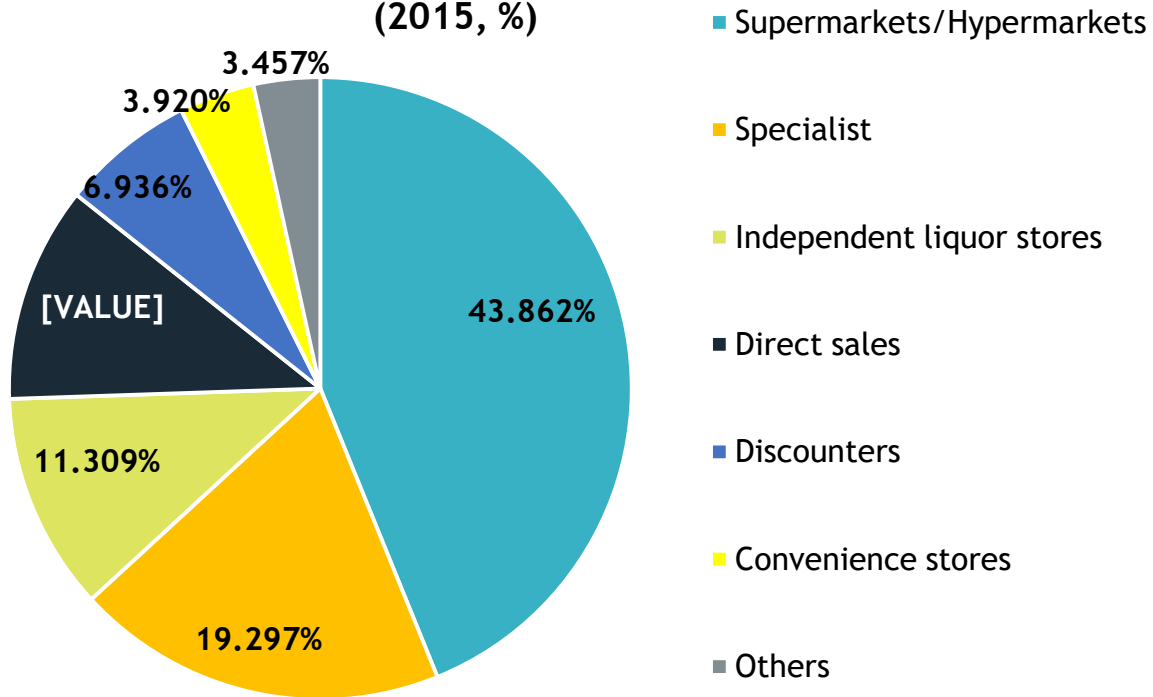
Sales of bottles above 8,77 EUR will rise between 4% and 8%, while volume and prices will drop for bottles priced below 7,02 EUR.

Demand for fine wine priced 17,54 EUR and above will increase by 9-13%.

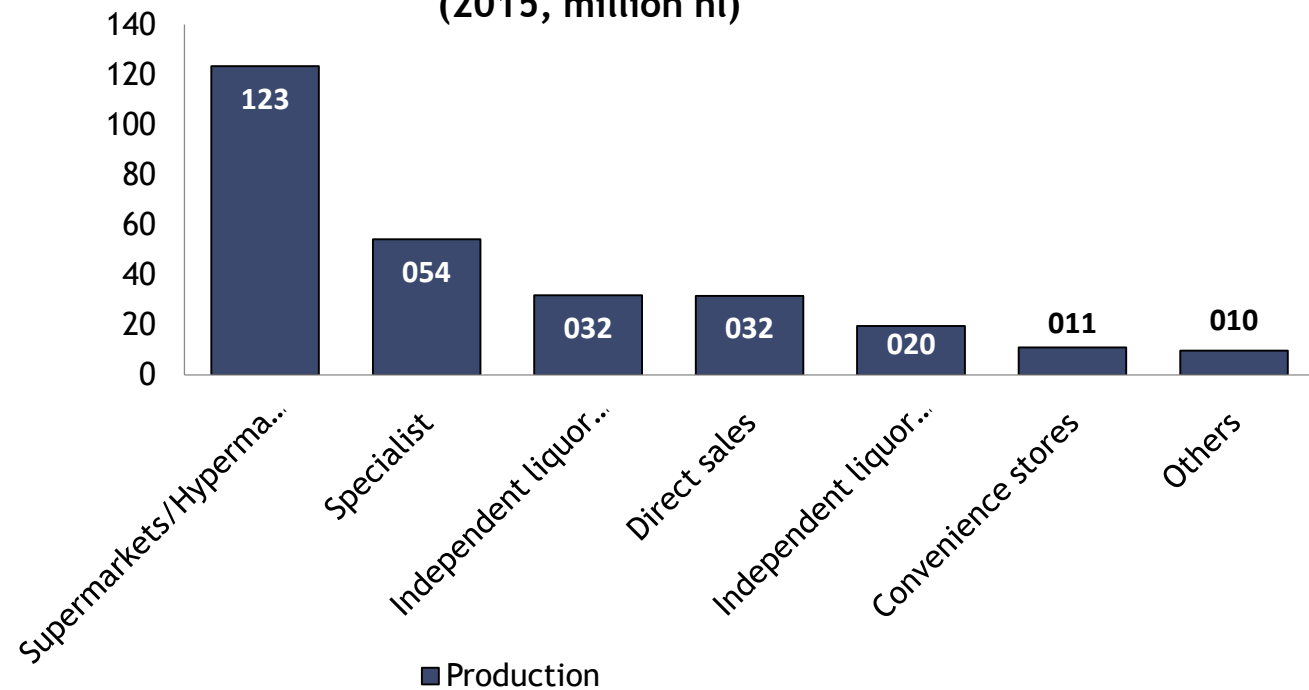
# Breakdown of distribution channels

Customers choose supermarkets and hypermarkets most frequently, in 43,86% of cases. Globally 123,35 million hl of wine was sold through this channel in 2015.

Breakdown of distribution channels  
(2015, %)



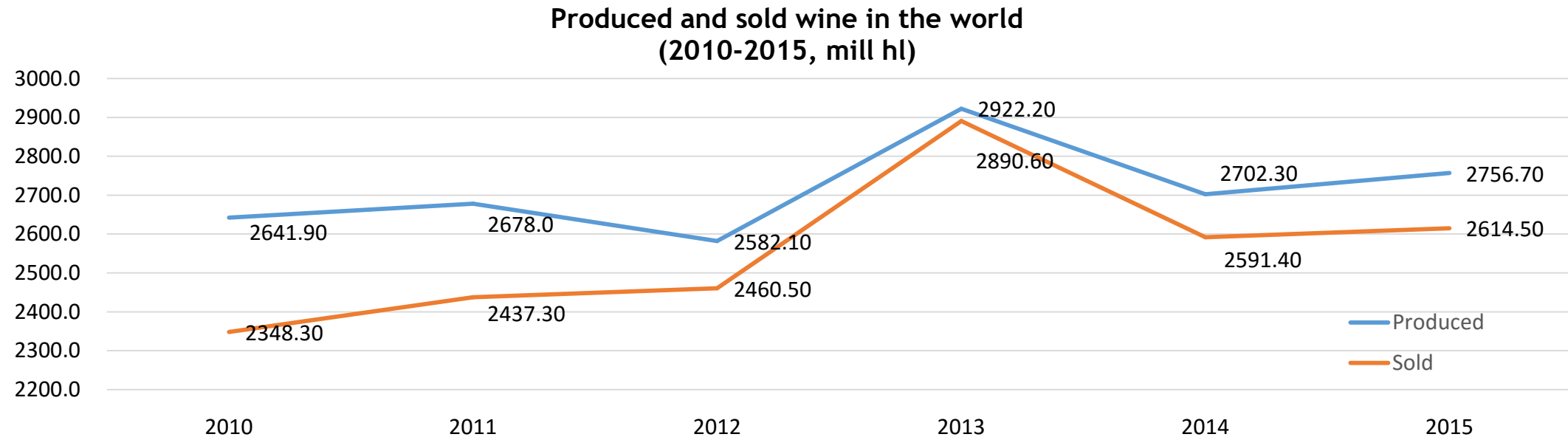
Breakdown of distribution channels  
(2015, million hl)



Following the leading channel, the specialist stores are holding a strong position with a share of 19,3%. After that, independent liquor stores and direct sales are the popular ways for wine purchasing, with a share of 11%.

# Global wine consumption and production

In 2015, 142,2 million hectoliters less wine was sold than it was produced, a gap that kept widening since 2013.

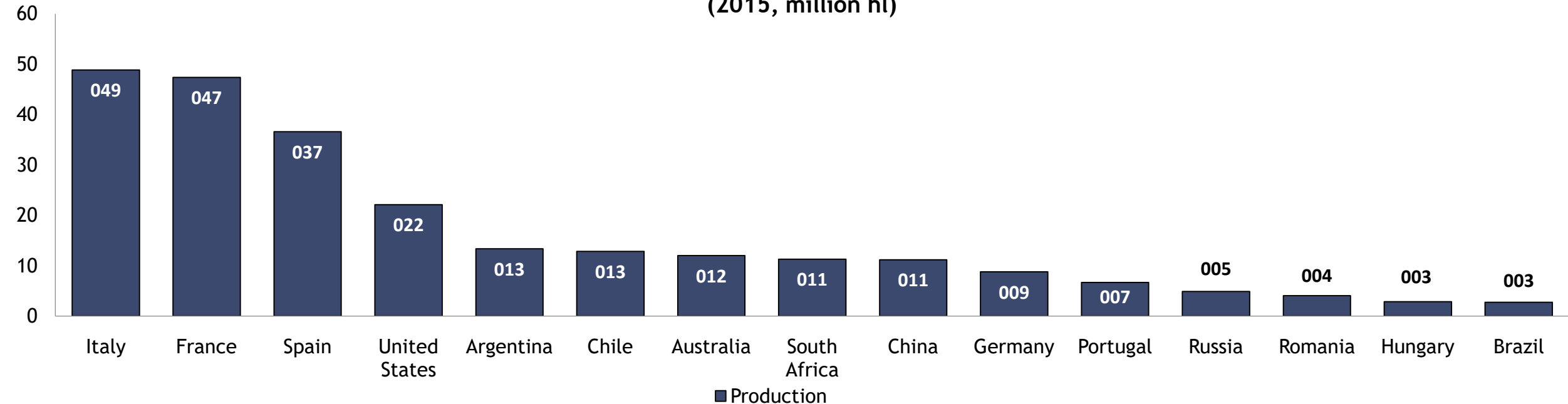


There is no significant difference between the amount of wine produced and sold in a year. The largest deviation occurred in 2010, when 11% less wine was purchased than produced, the smallest was in 2013, when 1,07% less wine was sold than produced.

# Top wine producing countries

Italy is the biggest wine producing country with 48,87 million hl in 2015, but France is catching up. Romania is the 13<sup>th</sup> on the global market.

Top wine producing countries  
(2015, million hl)



The biggest wine producers are from Europe. Italy is leading the list with 48,87 million hl in 2015, but France and Spain are not far behind. Romania is the 13<sup>th</sup> on the global market, with 4,07 million hl and Hungary too has a solid production value of 2,87 million hl.

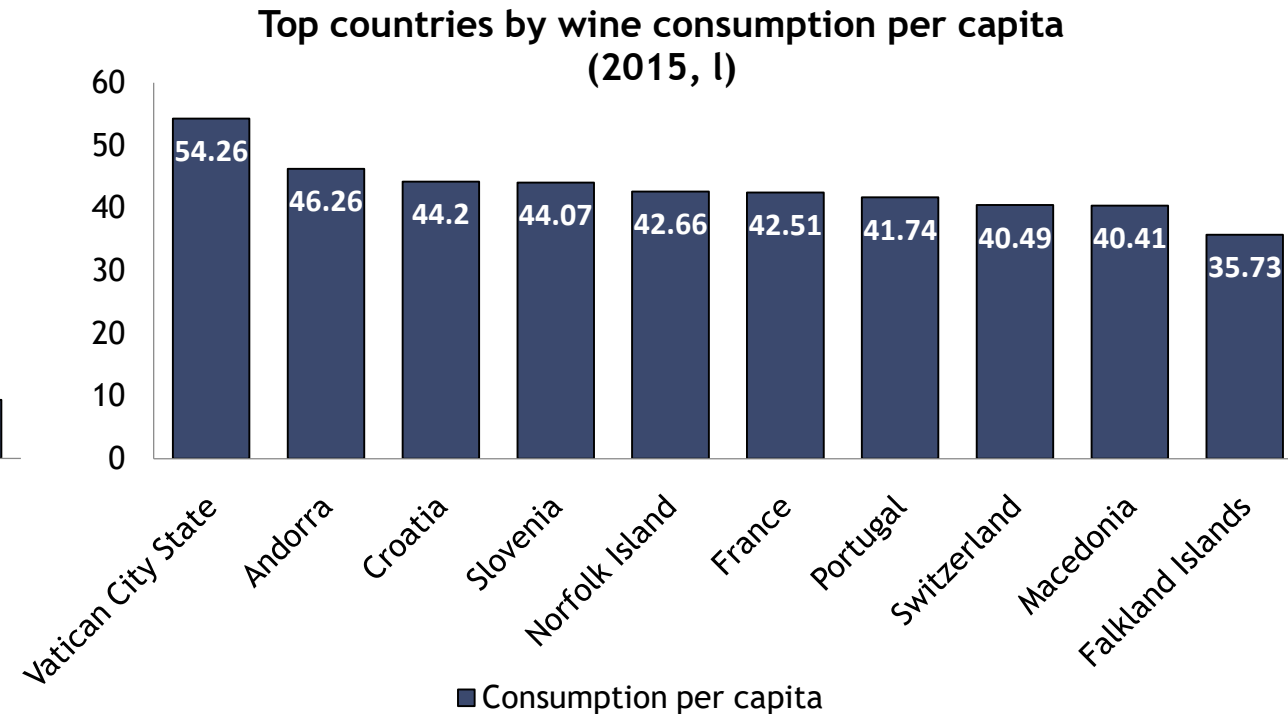
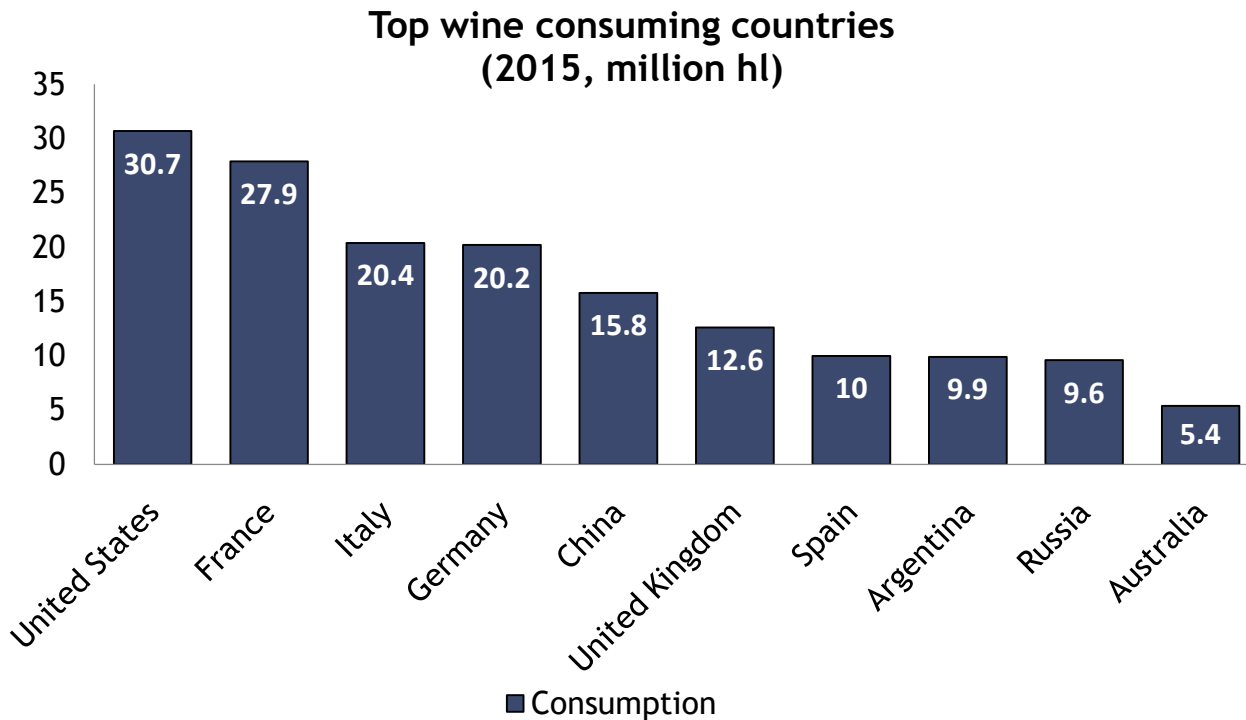
# Top 10 wine producing countries

In the last five years Italy produced on average 47,4 million hl of wine per year, while France produced 46,04; the race for first place is tight.

Country	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2011-2015
1. Italy			1	1	1	1	
2. France			1	1	1	1	
3. Spain							
4. USA							
5. Argentina			2	2			
6. Chile			3		3	3	3
7. Australia			1	1	1	1	
8. South Africa			1		2	1	
9. China			1	3		1	3
10. Germany							

# Top wine consuming countries

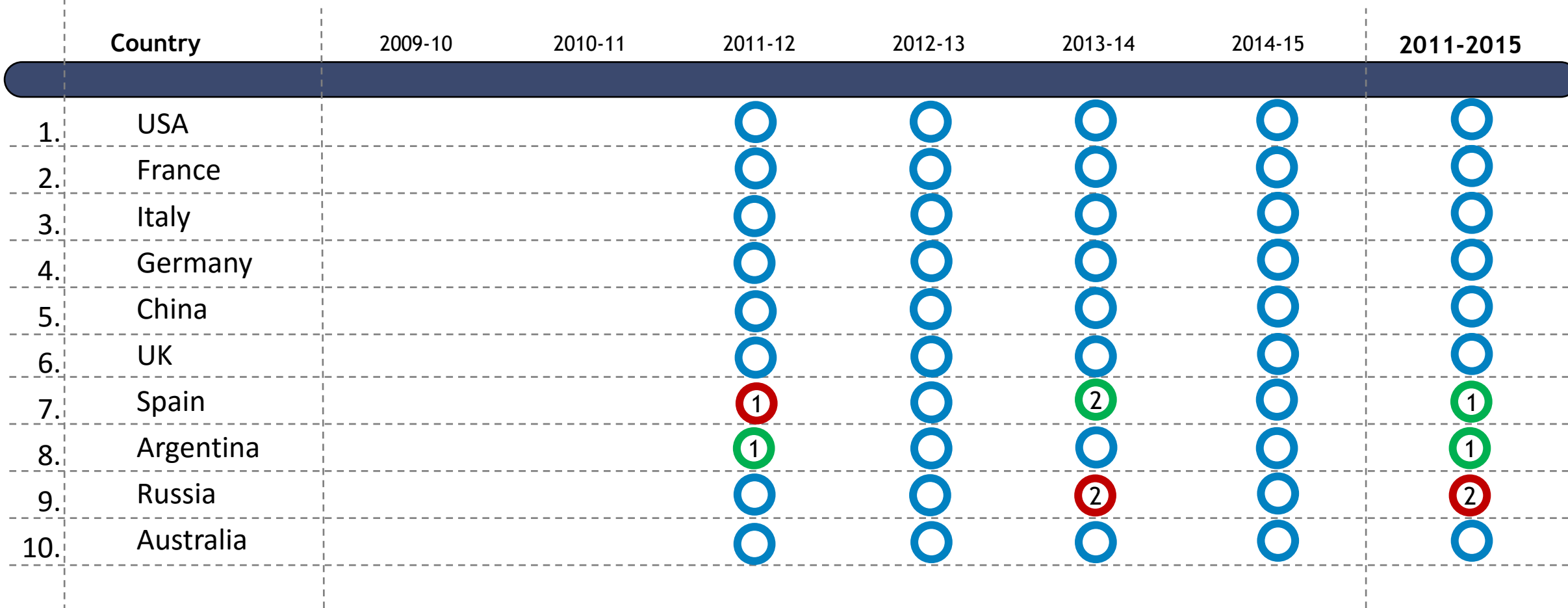
The USA is the first in global consumption with a total value of 30,7 million hl in 2015, but in consumption per capita the Vatican City State takes the lead, with 54,26 l.



While the U.S is leading in the overall wine consumption, it did not make it to the top countries list by consumption per capita, where smaller countries are on the podium like the Vatican City State and Andorra. Only France is in the top 10 in both categories.

# Top 10 wine consuming countries

Compared to production consumption can be characterized as static. There are smaller fluctuations, the USA consumes 31,45 million hl of wine yearly, while France consumes 28,72.



# Top 10 countries by wine consumption per capita

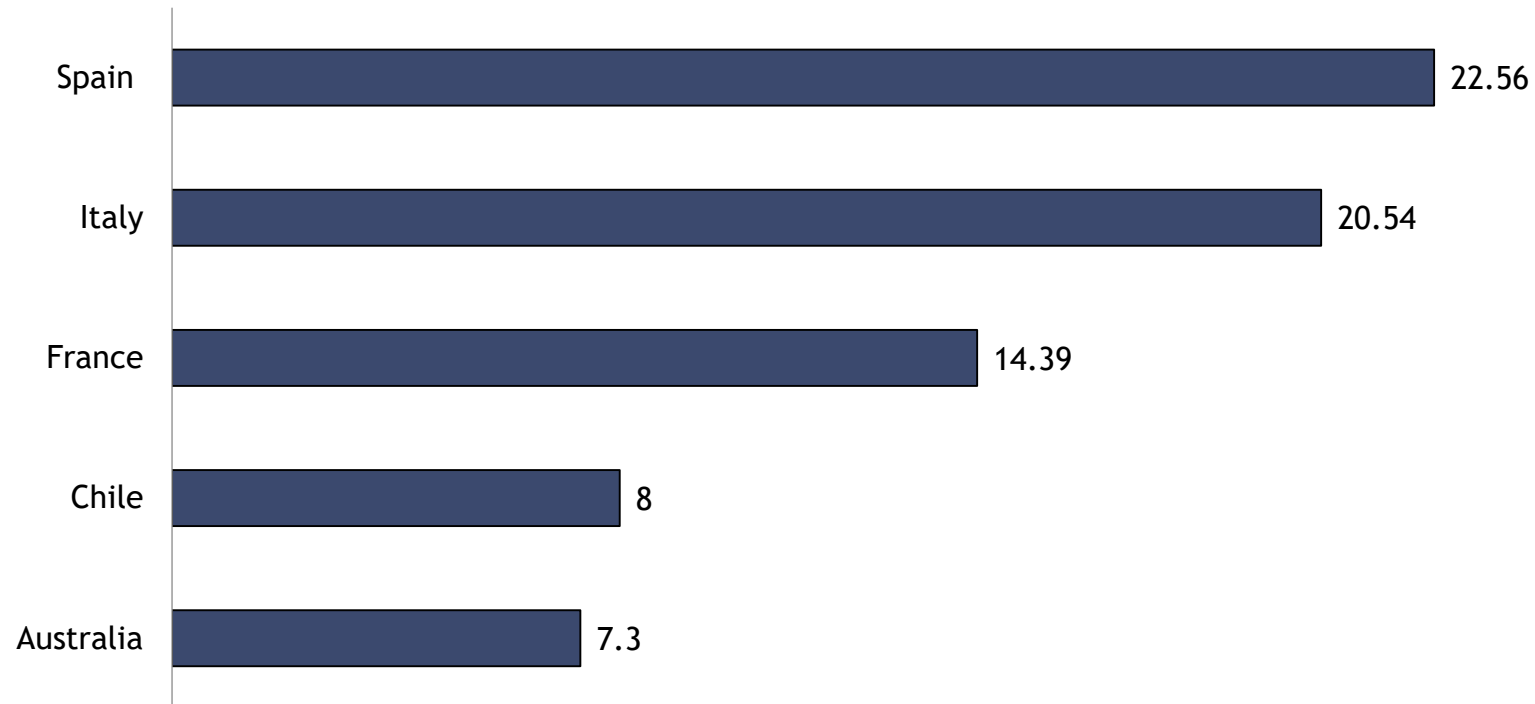
Vatican City State has been a leader in this category for several years, on average a citizen of this state drinks 60 liters of wine a year, this statistics includes the pope.

Country	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2011-2015
1. Vatican City State			○	○	○	○	○
2. Andorra			○	○	○	○	○
3. Croatia			③	①	②	○	○
4. Slovenia			⑤	○	○	○	⑤
5. Norfolk islands			⑤	⑥	②	○	①
6. France			②	③	○	○	①
7. Portugal			①	②	○	○	①
8. Switzerland			①	①	①	○	①
9. Macedonia			①	①	①	○	①
10. Falkland islands			○	○	○	○	○

# Leading countries in wine export

In 2015, the leading exporters were Spain, Italy and France. The USA did not make the top 5 list, with its export of merely 4,2 million hl that year.

Top 5 wine exporting countries  
(2015, million hl)

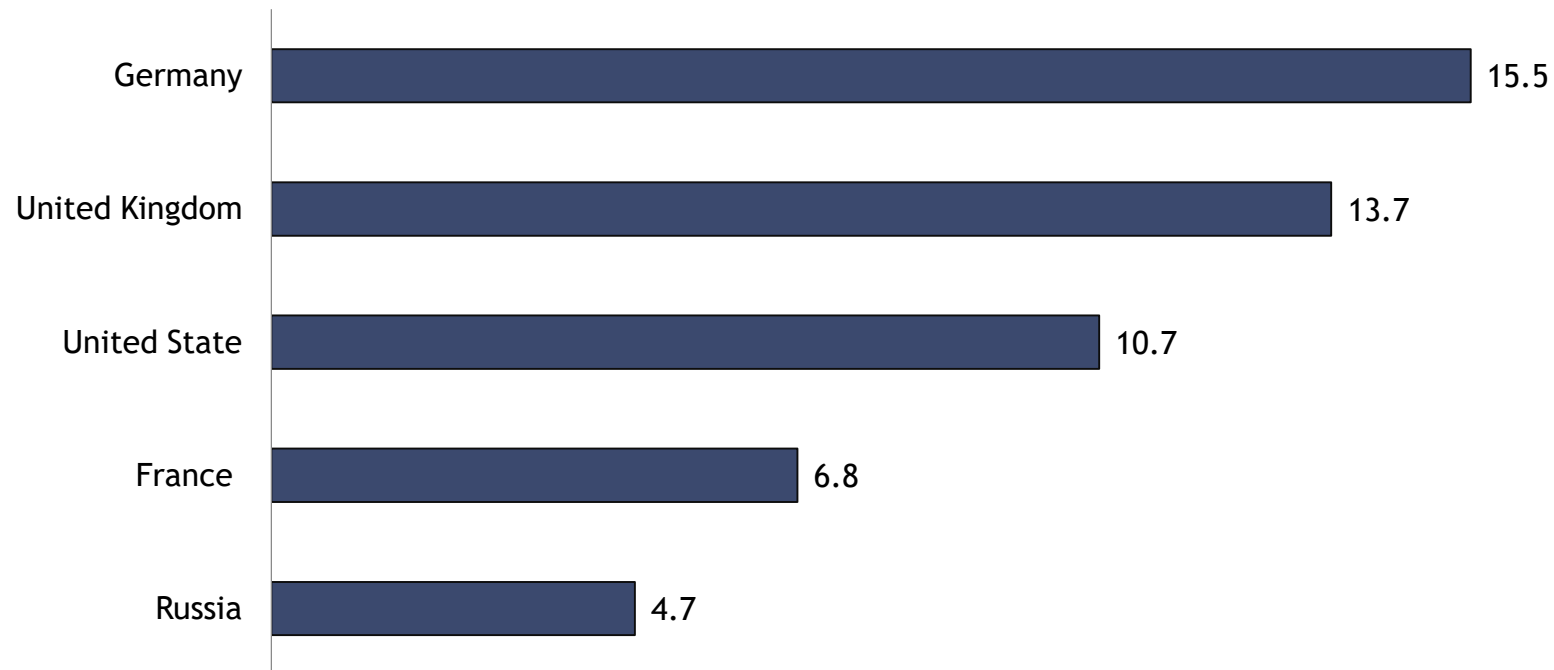


Spain, Italy and France were ranked as the leading wine exporting countries in 2015. That year Chile exported about 8 million hl of wine.

# Leading countries in wine import

In 2015, the largest importers were Germany, the United Kingdom and the USA.

Top 5 countries wine importing countries  
(2015, in million hl)

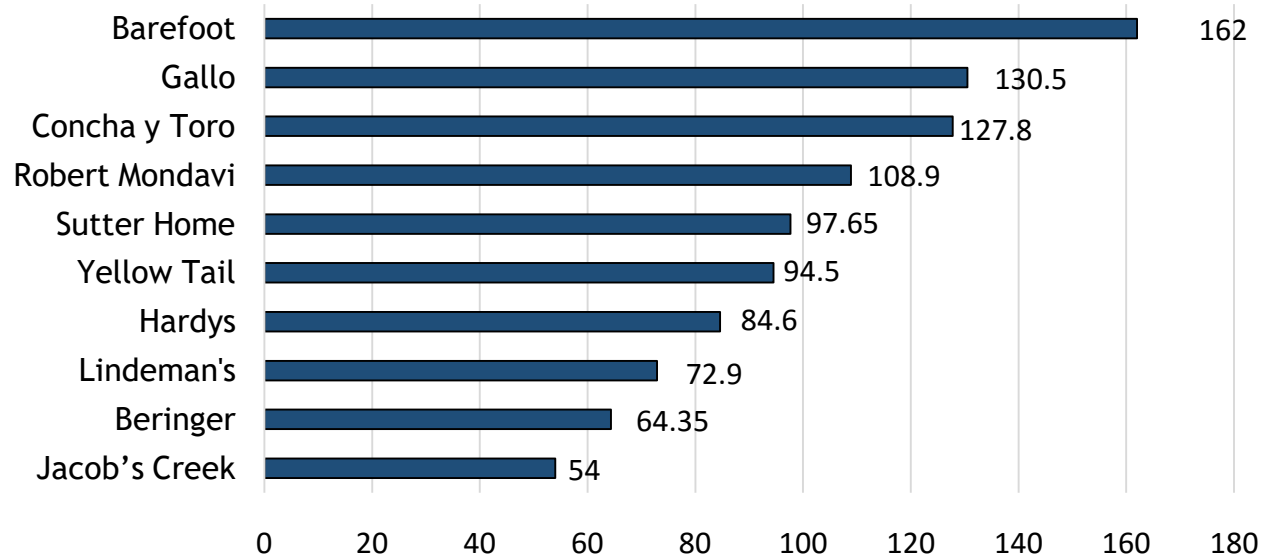


Germany was ranked as the leading wine importing country in 2015, importing about 15,5 million hl of wine.

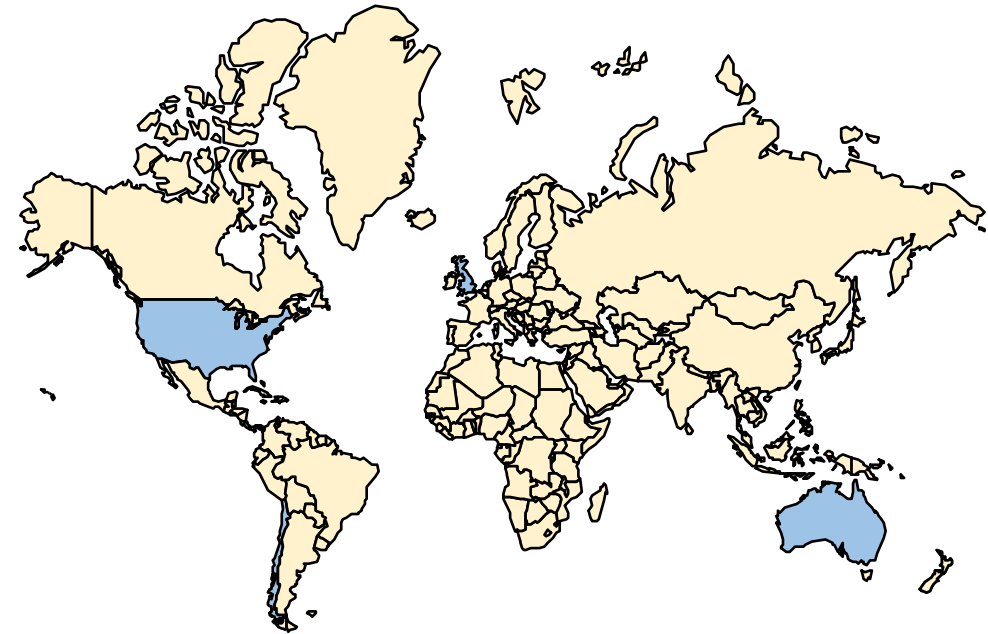
# Top 10 best selling wine brands

The companies which own the brands are located in the USA, Australia, Chile and the UK. Half of the companies which own the brands are located in the USA.

Best selling wine brands  
(2015, million liters)



The Top 10 companies by headquarters

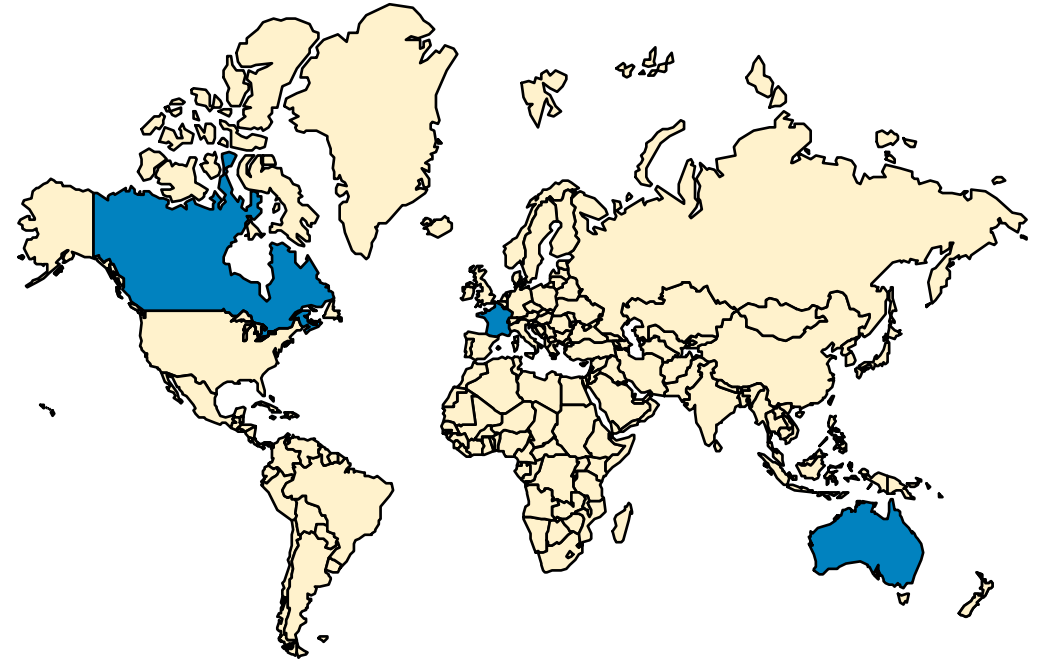
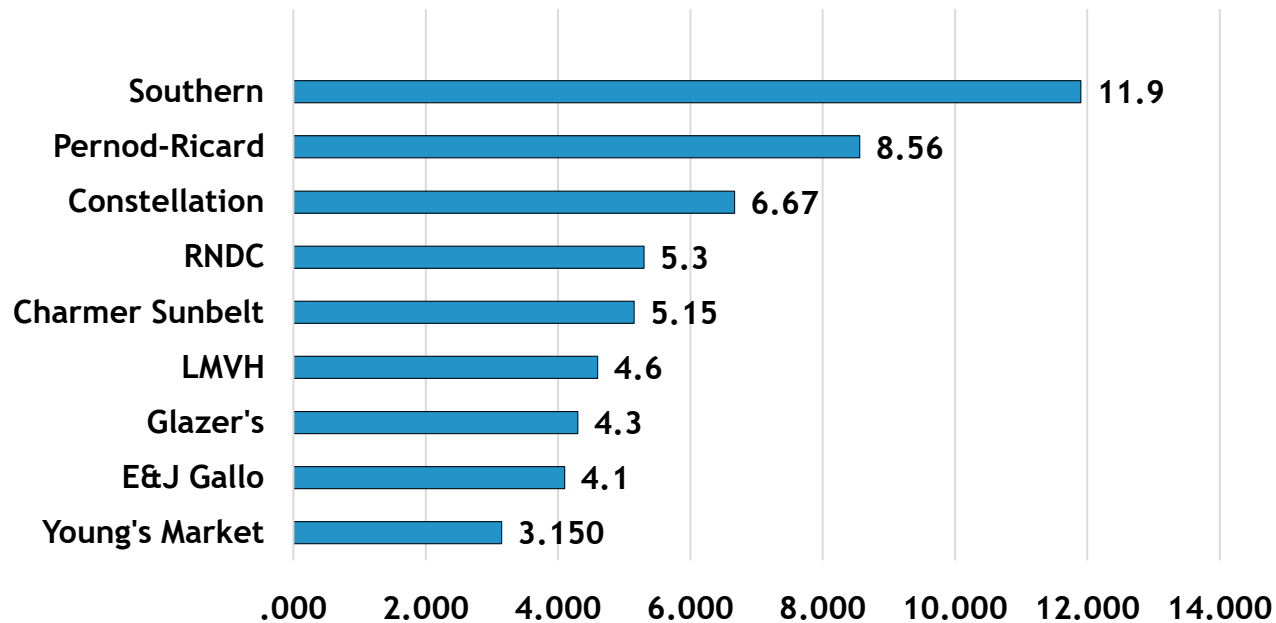


The 2 best selling brand are owned by E&J Gallo Winery which is located in California. Also the 8<sup>th</sup> and 9<sup>th</sup> best selling brands are owned by Treasury Wine Estates, but the head offices managing the brands are located in other countries: USA and UK.

# Top 10 wine trading companies

The top 10 companies have their headquarters in the following countries: United States, France and Australia. The most influential companies are headquartered in the USA.

Top 10 international distributors by sales  
(2015, billion EUR)

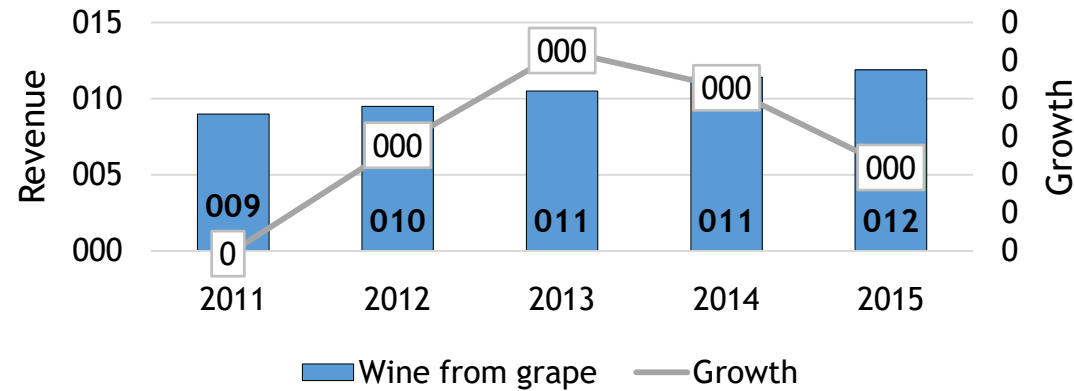


The companies have a wide distribution network and have maintained their position during the years. Most of them are also wine producers and a majority distribute other alcoholic drink as well.

# TOP 10 Companies - 1. Southern Wine and Spirits

First on the top 10 list of the largest alcoholic beverage distributor companies in the world is Southern Wine and Spirits. Southern is one of the largest private companies, with 11.9 billion EUR in revenue.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded in 1968  
14.500 employees now

Diversified portfolio:  
Mainly Wine  
5.000 brands

B2B, wineries  
Coastal Wine&Spirits  
Transatlantic Wine&Spirits

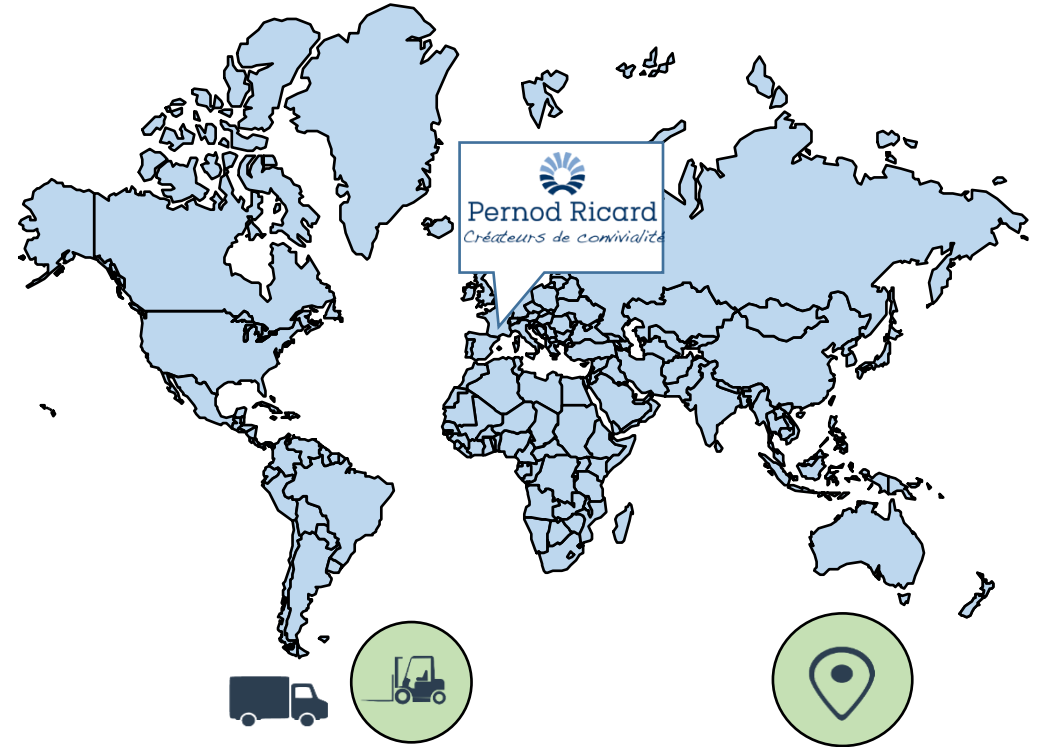
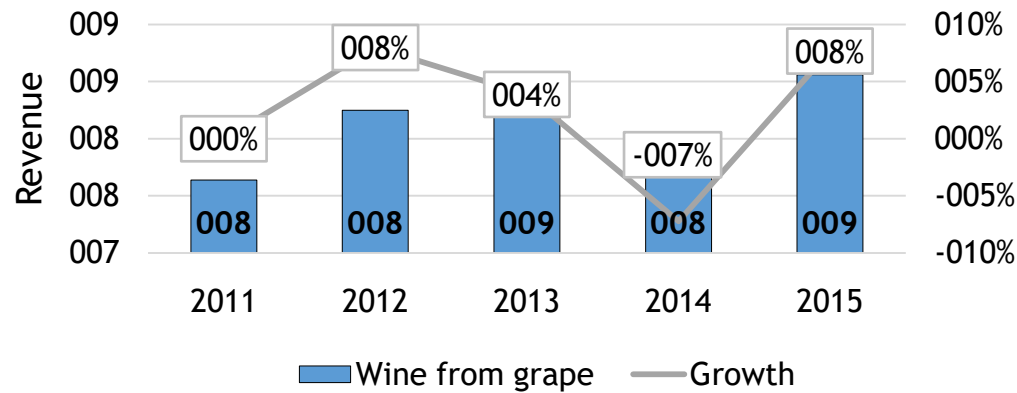
35 states served

Miami, Florida, USA

# TOP 10 Companies - 2. Pernod Ricard

Second on the top 10 list of the largest alcoholic beverage distributor companies in the world is Pernod Ricard. Pernod Ricard is a famous Premium and Prestige spirits merchant, headquartered in France.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded in: 1975

18.421 employees now

Diversified portfolio:  
Wine  
Cognac, Vodka, Whiskey  
19 brands

B2B partners

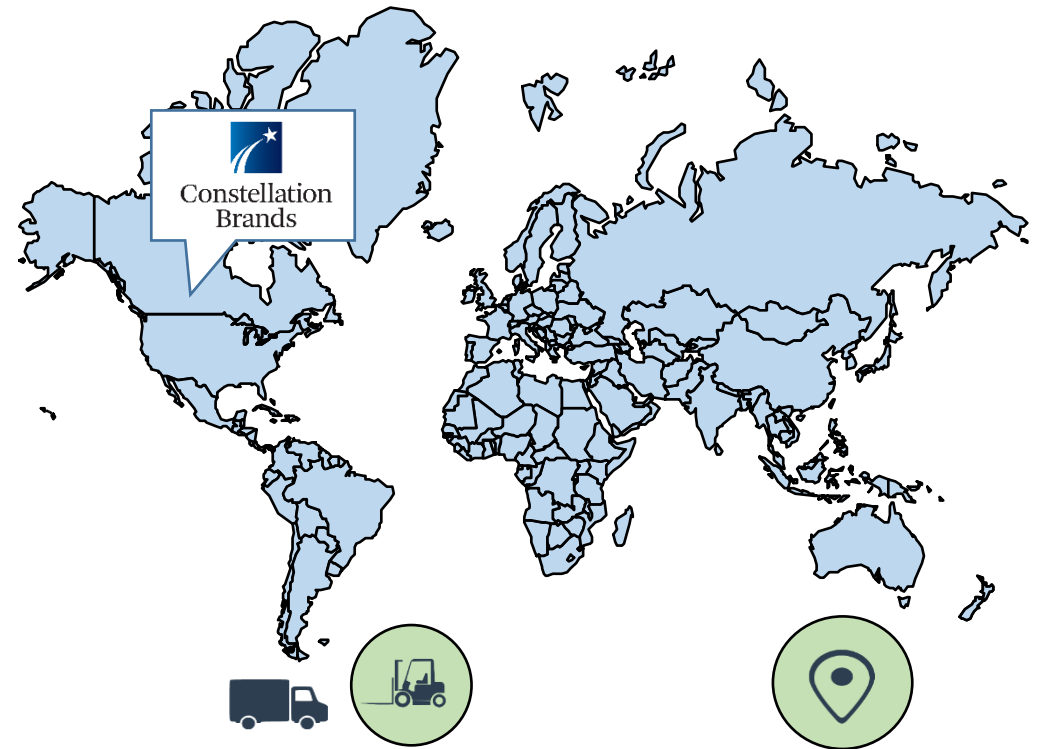
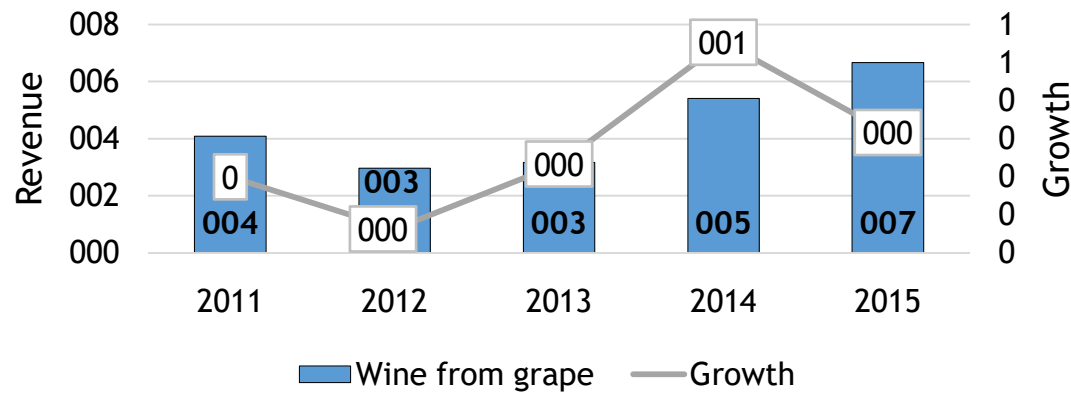
85 states served

Paris, France

# TOP 10 Companies - 3. Constellation Brands

Third on the top 10 list of the largest alcoholic beverage distributor companies in the world is Constellation Group.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded in: 1945

6.300 employees now

Diversified Portfolio:  
Wine and spirits  
Beer

B2B, wineries

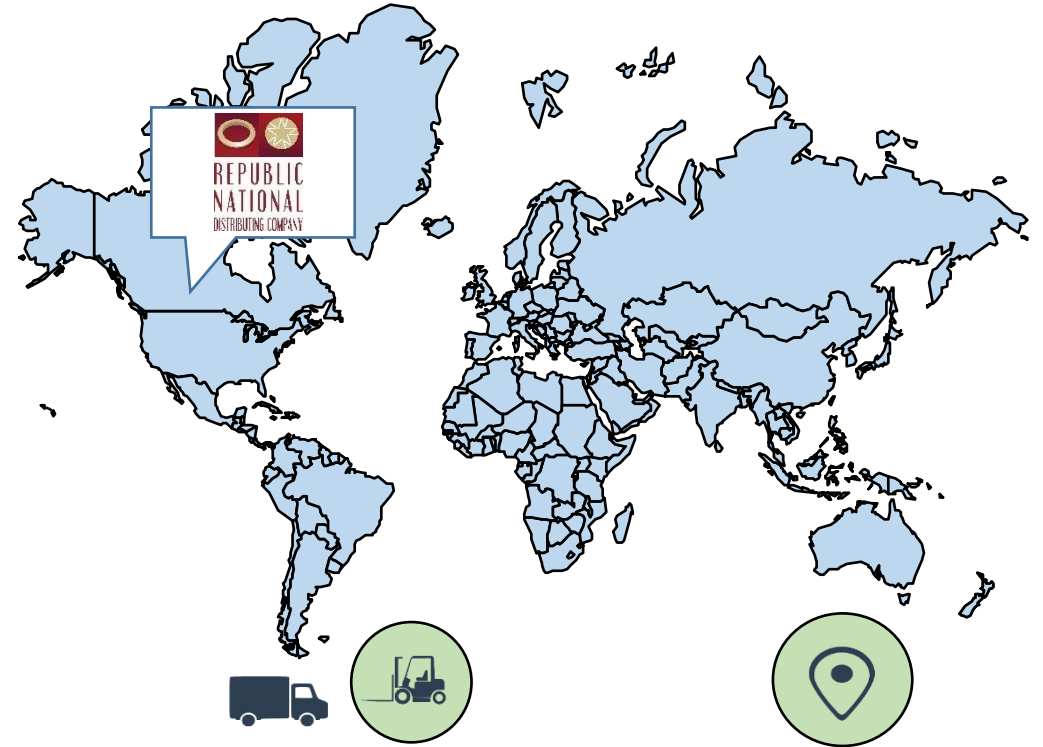
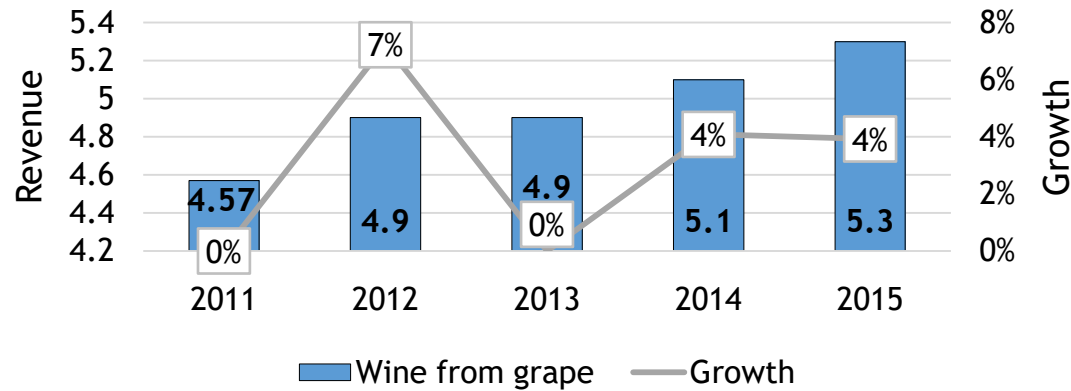
40 production facilities

Victor, New York, USA

# TOP 10 Companies - 4. RNDC - Republic National Distributing Company

Fourth on the top 10 list of the largest alcoholic beverage distributor companies in the world is RNDC.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded in 1996

9.000 employees now

Wine  
Spirits  
Beer

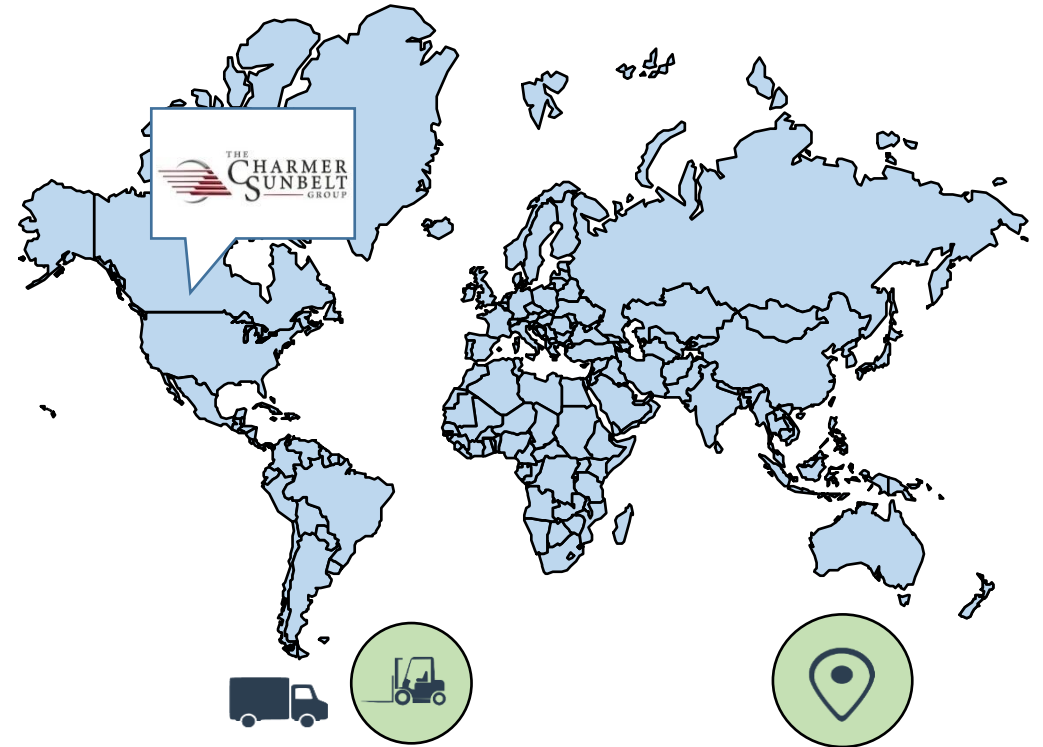
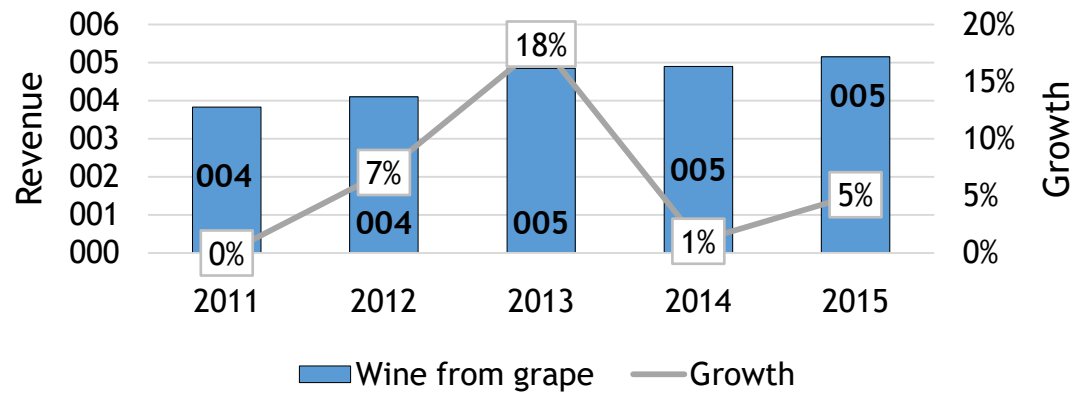
B2B, wineries  
Banfi, Beam Suntory,  
Brown-Forman, Delicato W.  
Constellation, Diageo, E&J

Houston, Texas, USA

# TOP 10 Companies - 5. Charmer Sunbelt

Fifth on the top 10 list of the largest alcoholic beverage distributor companies in the world is Charmer Sunbelt. In 2015, Charmer merged with Writz's Beverage and together became the BreakThru Beverage Group.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded in 1977  
7.000 employees now

Mainly Wine

B2B, wineries

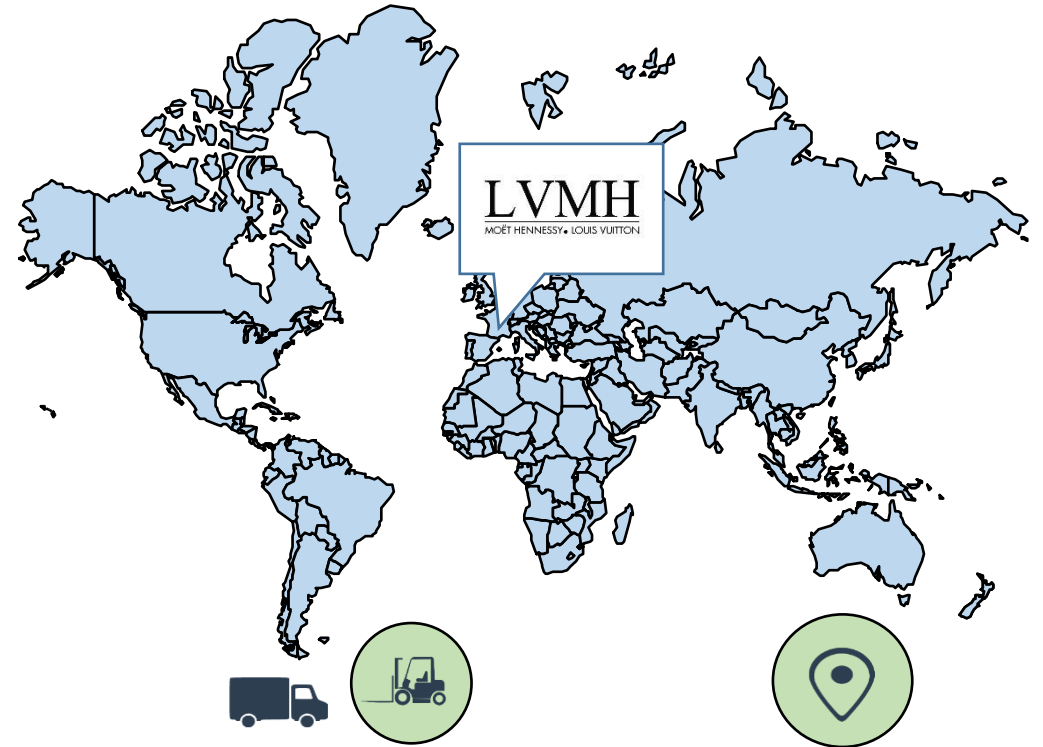
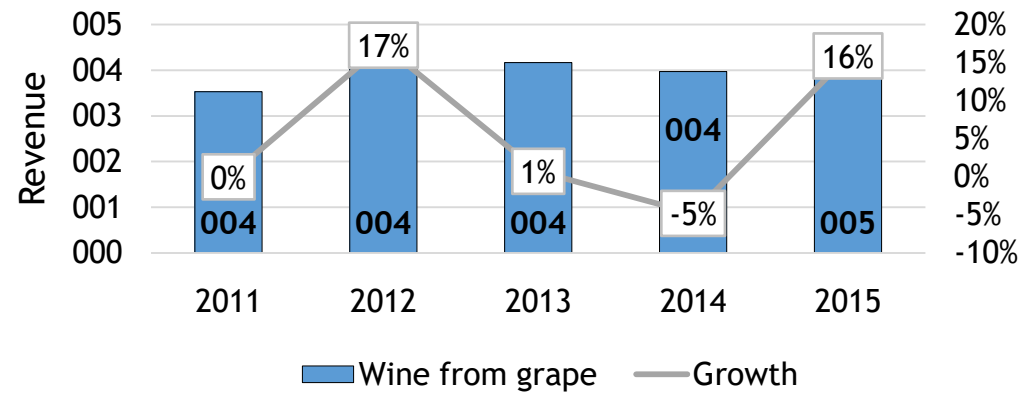
Operating in 15 states

New York, New York, USA

# TOP 10 Companies - 6. Moët Hennessy Louis Vuittonnes

Moët Hennessy Louis Vuittonnes is a multinational luxury goods conglomerate, but also one of the largest wine and spirits distributor in the world. It mainly deals in luxury wine and champagne.

Earned revenue from alcohol distribution  
(2011-2015, billion EUR)



Founded in: 1987

120.000 employees now

Diversified portfolio:  
Wine and spirits  
Luxury goods

B2B, B2C

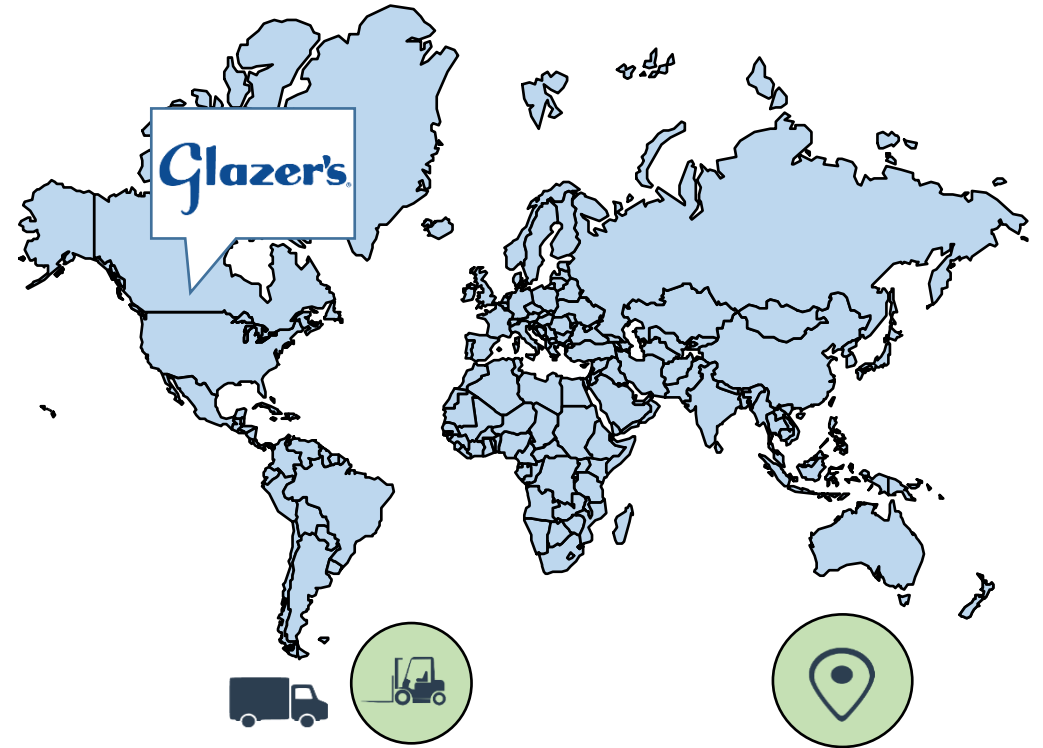
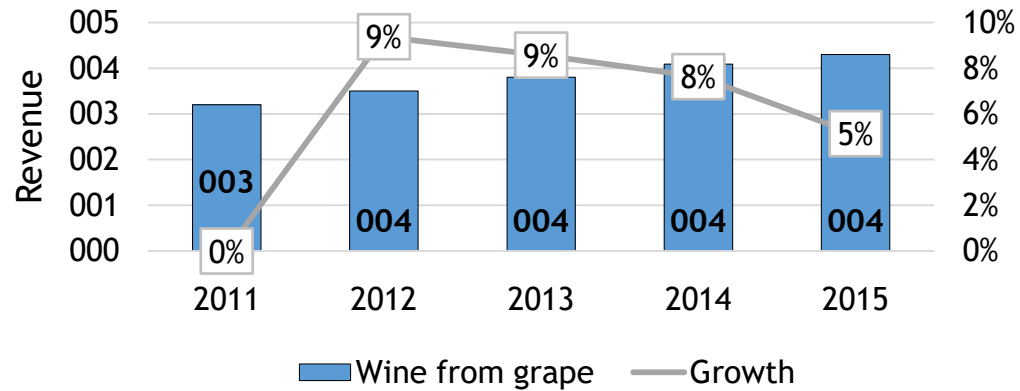
Worldwide presence

Paris, France

# TOP 10 Companies - 7. Glazer's

In december of 2015, Southern and Glazer's merged and became the largest beverage distributor in the USA with more than 16 billion USD total revenue.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded in 1909  
7.000 employees now

Diversified portfolio:  
Mainly wine

B2B, wineries

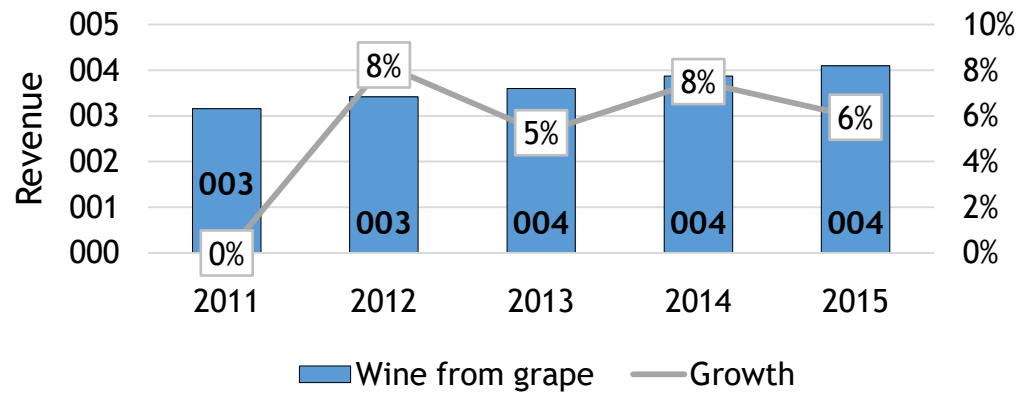
Operating in 15 states

Dallas, Texas, USA

# TOP 10 Companies - 8. E&J Gallo

Eighth on the top 10 list of the largest alcoholic beverage distributor companies in the world is E and J Gallo.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded: 1933

5.000 employees now

Mainly Wine

B2B, wineries

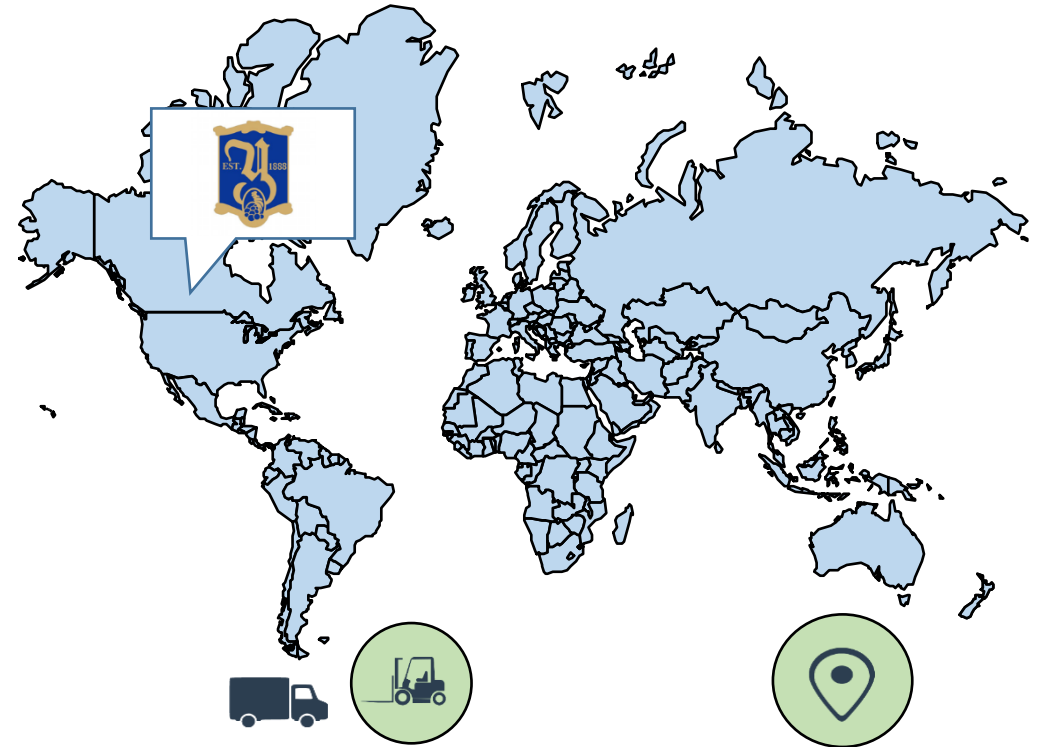
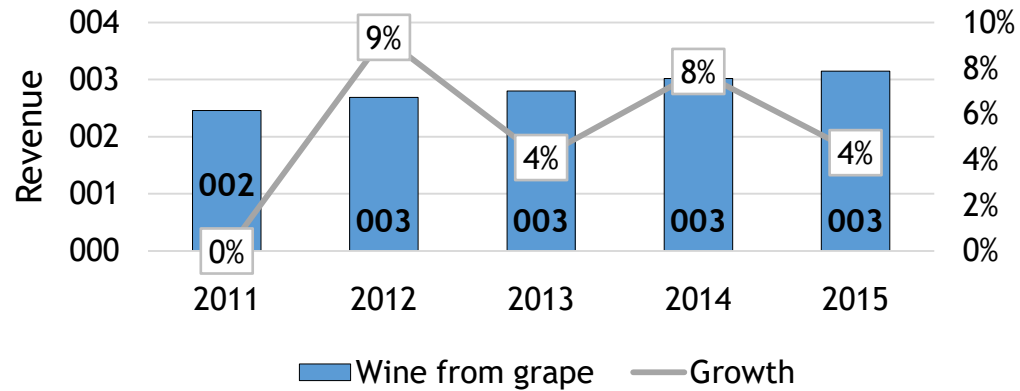
Worldwide

Modesto, California, USA

# TOP 10 Companies - 9. Young's Market Company

Ninth on the top 10 list of the largest alcoholic beverage distributor companies in the world is Young's.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



Founded in 1888  
3.000 employees now

Diversified portfolio:  
Wine  
Spirits  
Beer

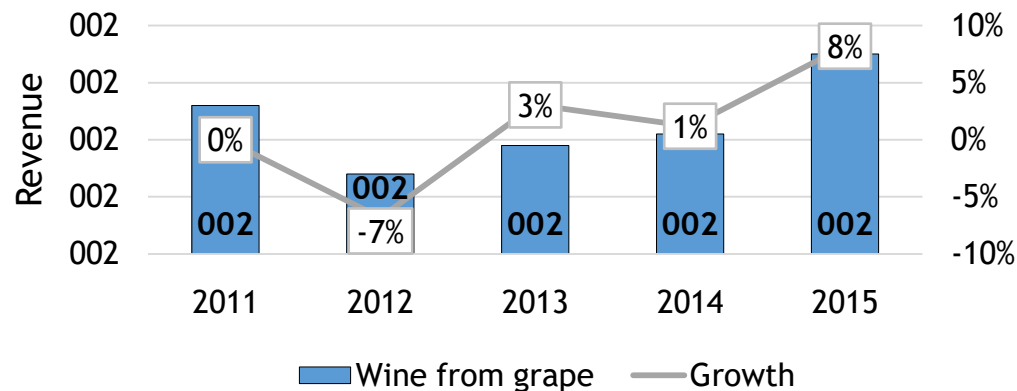
B2B, wineries  
Wilson Daniels  
Better Brands  
K and L distributors

Tustin, California, USA

# TOP 10 Companies - 10. Treasury Wines

The last on the top 10 list of the largest alcoholic beverage distributor companies in the world is Treasury Wine Estates (TWE). TWE is the largest wine distributor, headquartered in Australia.

Revenue earned from alcohol distribution  
(2011-2015, billion EUR)



3.500 employees now

Mainly Wines and  
Champagne

B2B, wineries

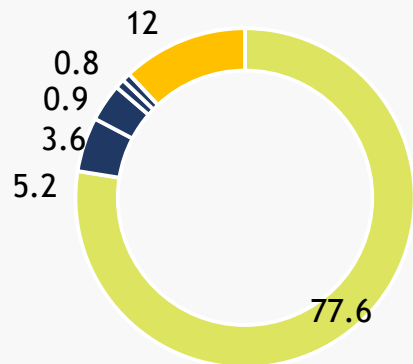
Shanghai, Singapore  
Auckland, Melbourne  
Napa Valley, Toronto  
Twickenham, Tuscany

Southbank, Victoria, Australia

# World summary

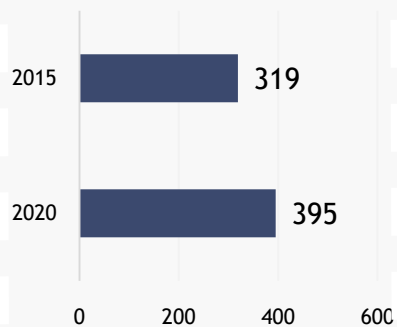
[Supply, 2011]

Alcohol consumption [%]

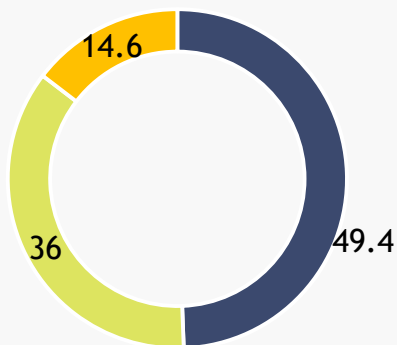


- Beer
- White wine
- Sparkling wine
- Red wine
- Rosé
- Spirits

Wine sales [billion EUR]



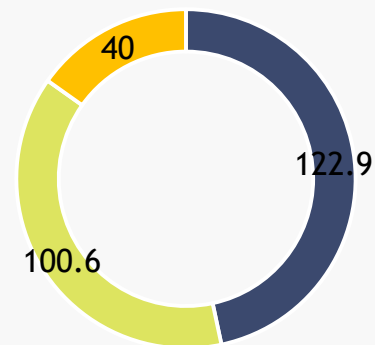
Wine categories [%]



- Red wine
- White wine
- Other\*

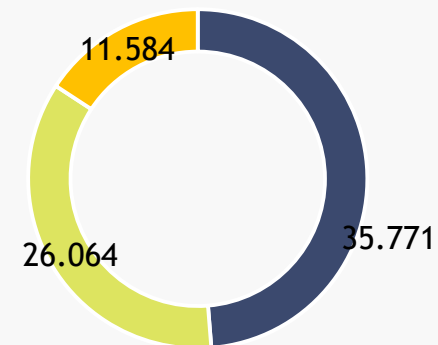
[Demand, 2011]

Wine categories [million hl]

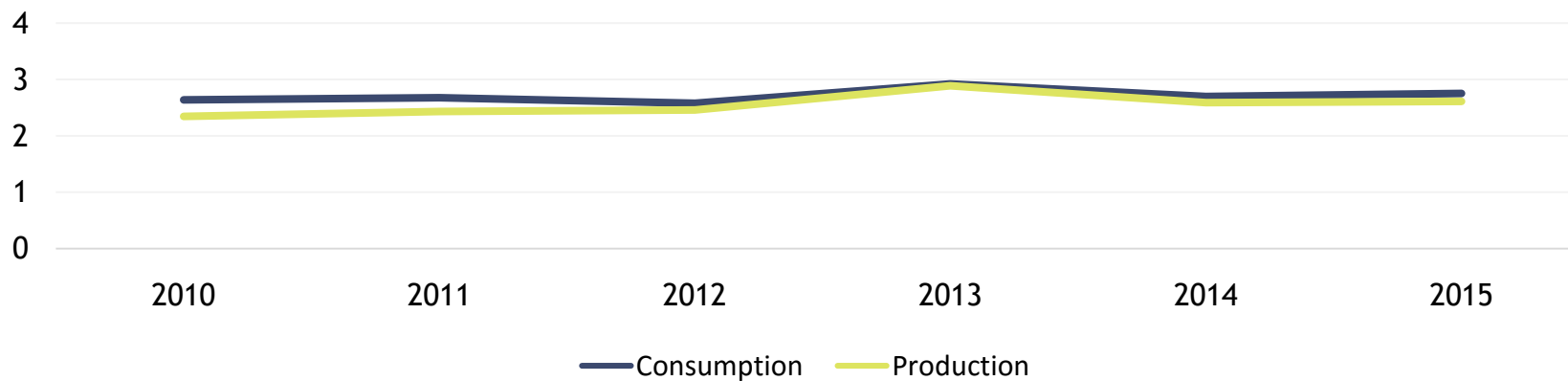


- Red wine
- White wine
- Other\*

Wine categories [million EUR]



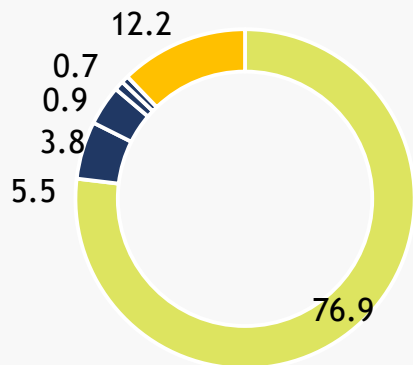
- Red wine
- White wine
- Other\*



# World summary

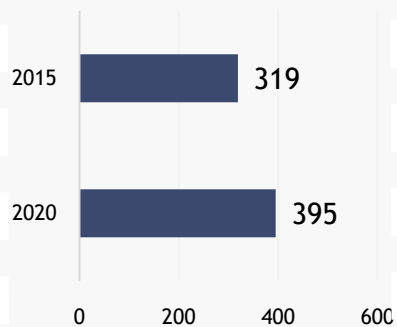
[Supply, 2015]

Alcohol consumption [%]

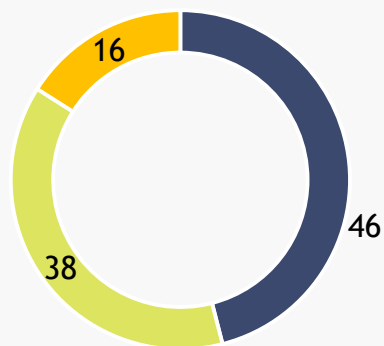


- Beer
- White wine
- Sparkling wine
- Red wine
- Rosé
- Spirits

Wine sales [billion EUR]



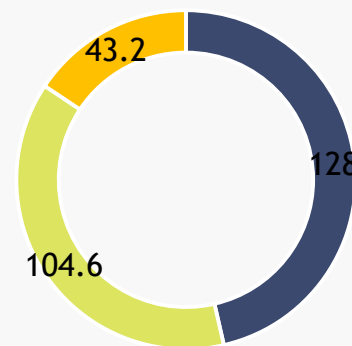
Wine categories [%]



- Red wine
- White wine
- Other\*

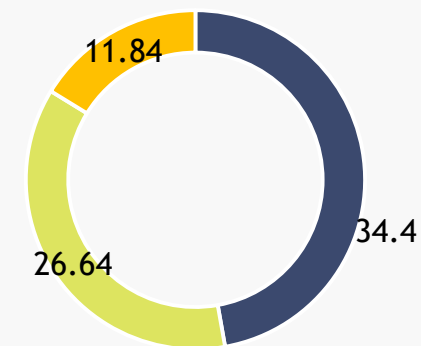
[Demand, 2015]

Wine categories [million hl]

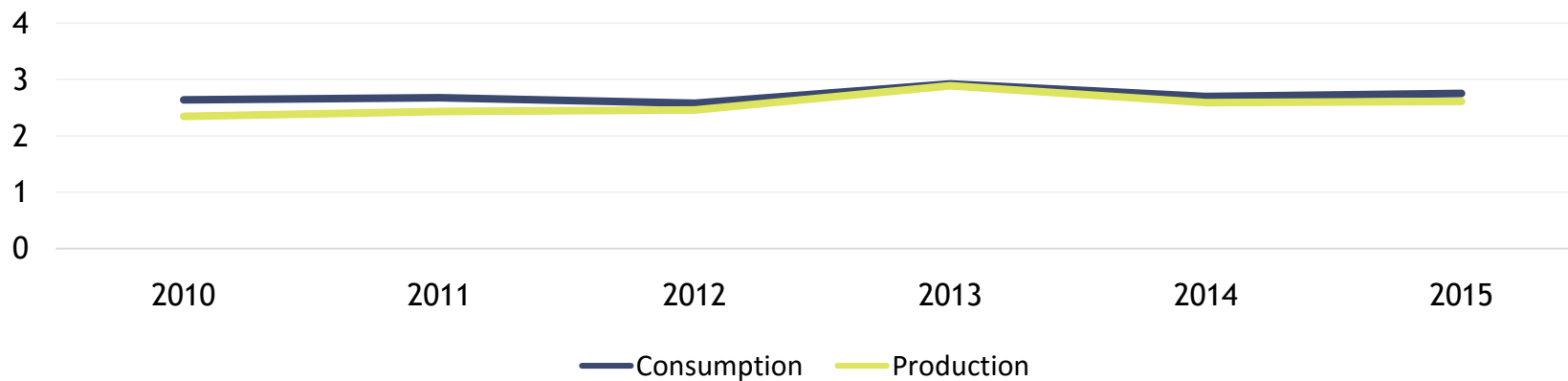


- Red wine
- White wine
- Other\*

Wine categories [million EUR]

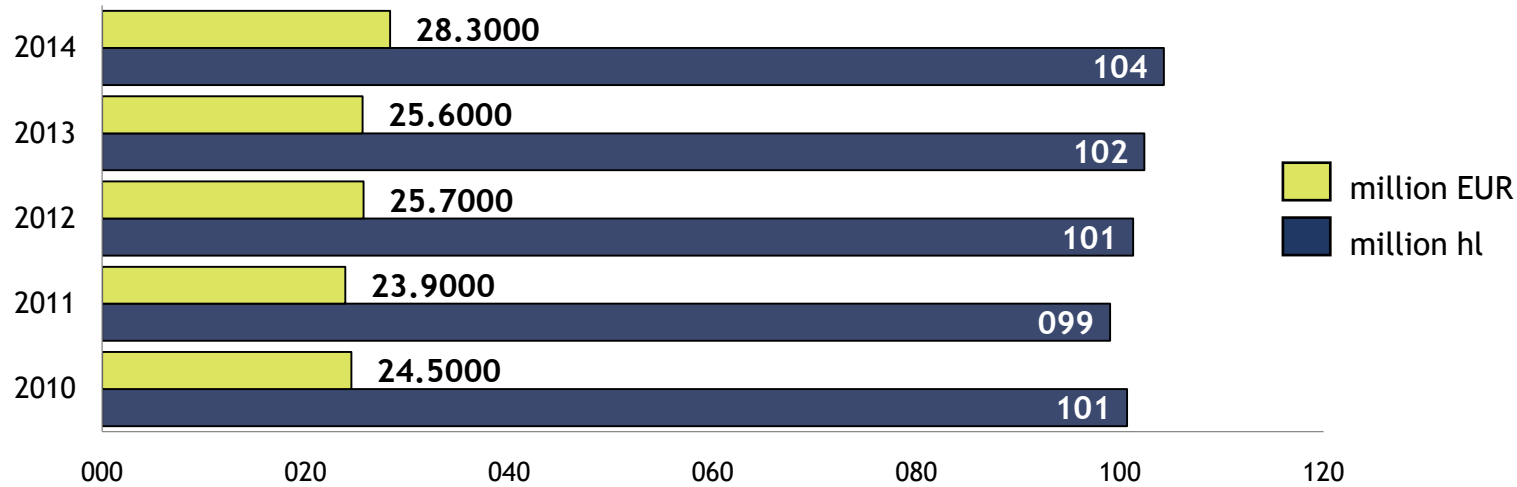


- Red wine
- White wine
- Other\*



# World summary


## Export & Import



## Top 5 EX

1.  [France]
2.  [Italy]
3.  [Spain]
4.  [Chile]
5.  [Australia]

## Top 5 IM

1.  [Germany]
2.  [UK]
3.  [US]
4.  [France]
5.  [Russia]

## Top 5 trading companies

	Country of origin	Revenue	Portfolio	Sale channels	Distribution
1. Southern Wine & Spirits	 [US]	11,9 billion EUR	Wine	B2B	35 states
2. Pernot Ricard	 [France]	8,56 billion EUR	Wine, Spirits	B2B	85 countries
3. Cosstelation Brands	 [US]	6,67 billion EUR	Wine, Spirits, Beer	B2B	Worldwide
4. Rndc	 [US]	5,3 billion EUR	Wine, Spirits, Beer	B2B, B2C	Worldwide
5. Charmer Sunbelt	 [US]	5,15 billion EUR	Wine	B2B	15 states

# Agenda

[World]

Viticulture

Wine industry

[Europe]

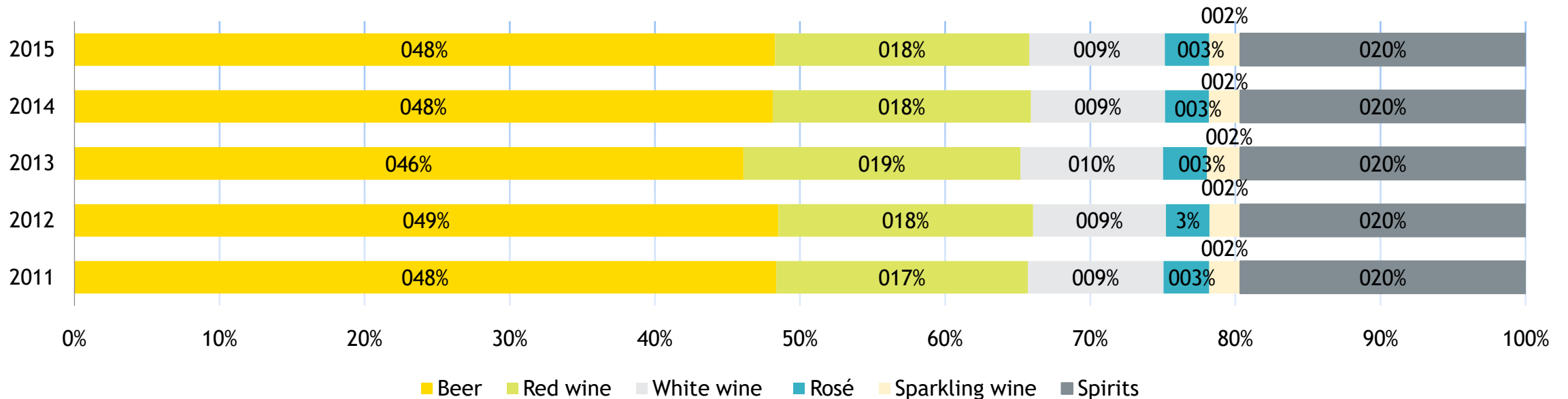
[Romania]

[conclusions]

# Distribution of alcohol consumption

Beer is the most widely consumed alcohol, followed by wine. Out of the total consumption of 2015, 48,27% was beer and 32,08% was wine. In 2015, 63,21% of the wine consumed was bottled and 36,79% bulk.

Alcohol consumption between  
(2011-2015, %)



Beer is the most consumed alcohol, followed wine. Out of the total consumption in 2015, **48,27%** was **beer** and **32,08%** was **wine**. In 2015, **63,21%** of the wine consumed was **bottled** and **36,79%** **bulk**. **Germany** mainly consumes beer, while **France** and **Portugal** are the countries where wine consumption is higher than beer consumption.

# Agenda

[World]

Viticulture

Wine industry

[Europe]

Viticulture

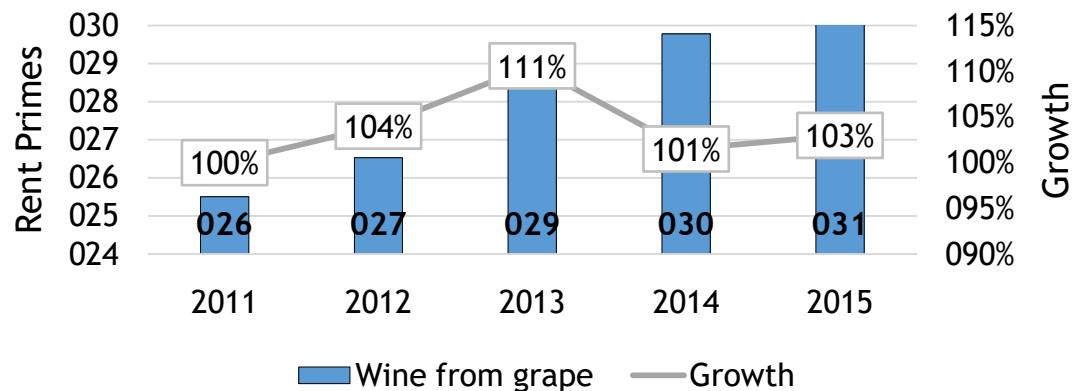
[Romania]

[conclusions]

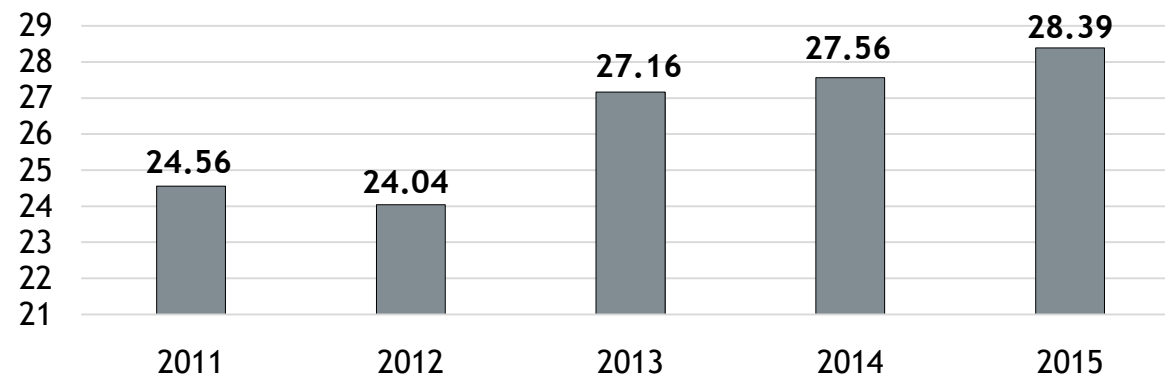
# European grape production

In 2014, the total European grape production amounted up to 78,34 million tonnes. Europe is the largest grape producer, with heavy weights in the South-European region: Spain, France, Italy and Portugal.

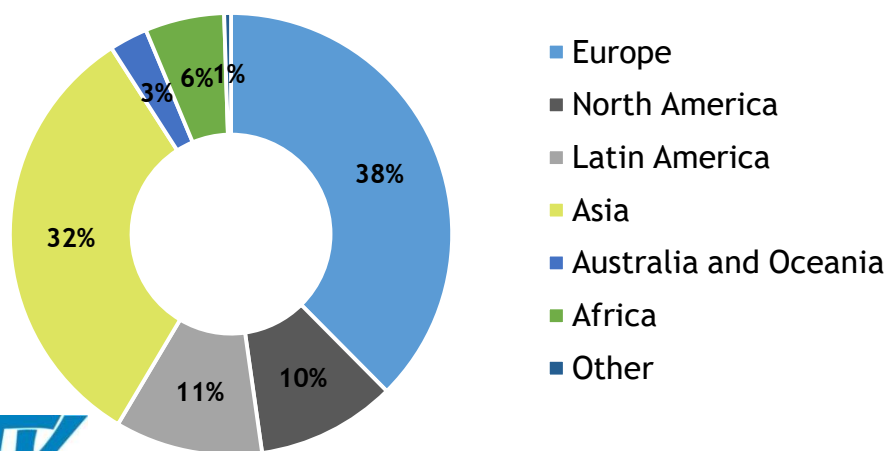
European grape production  
(million tonnes, 2010-2015)



European grape production  
(billion EUR, 2010-2015)



Global grape production breakdown (2014, %)



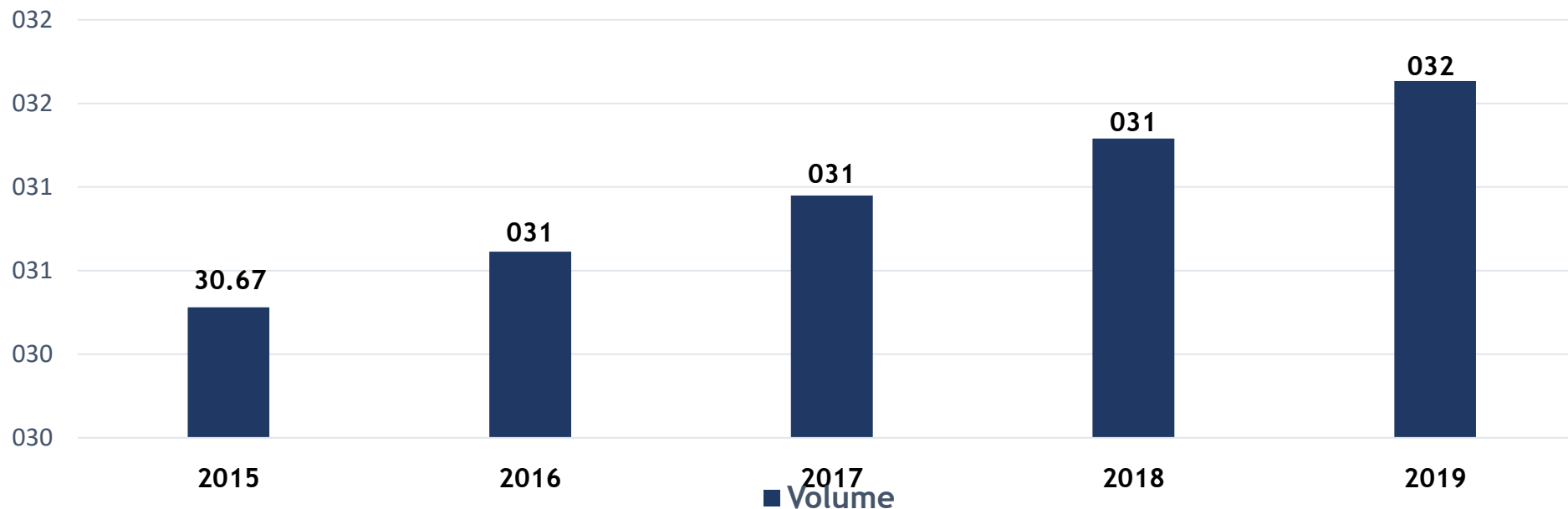
Europe has been the global leader in grape and wine production, in 2014 accounting for 37,56% of global grape production, followed by China with its 32,37% share.

The total value of grapes grown in 2015 was 28,39 billion EUR.

# European grape growing industry

Italy, Spain and France are the top grape growers in the EU. Spain has the largest vineyard area reported to its total surface (30%), followed by France (24%) and Italy (22%).

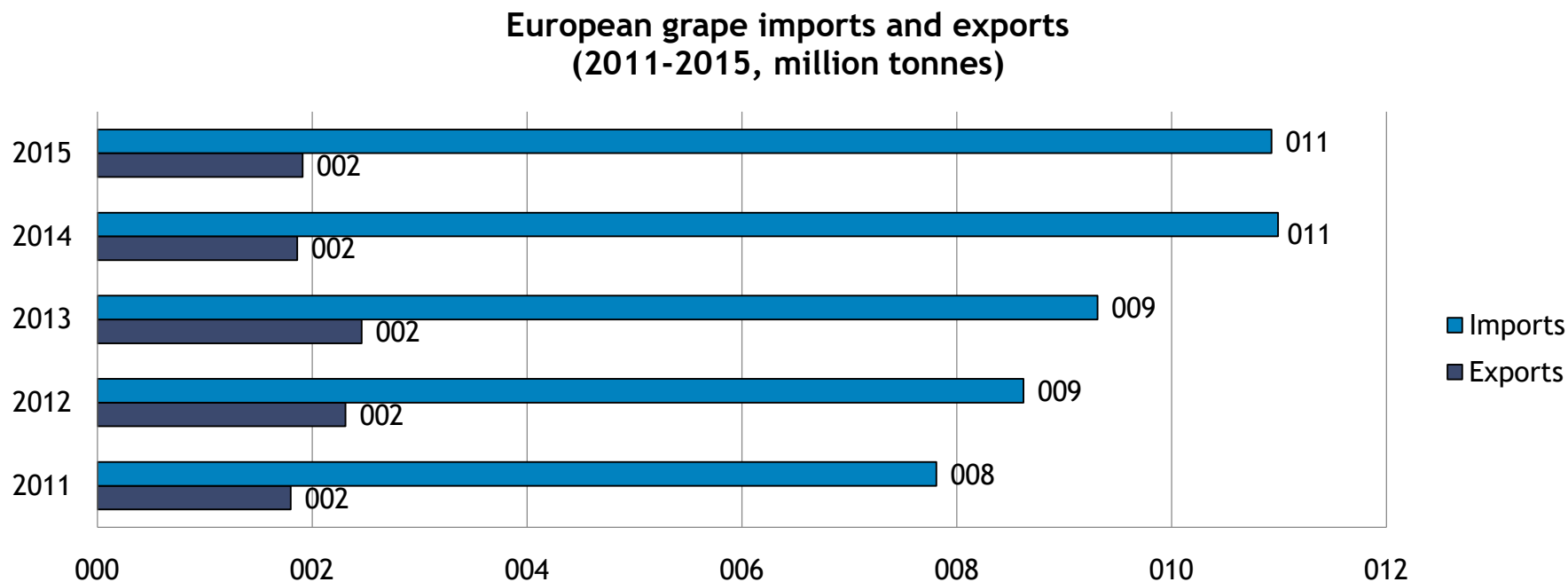
Grape growing forecast  
(2015-2019, mill tonnes)



Yearly wine grape output is projected to grow by a CAGR of 1,1% over the 2016-2020 period.

# European grape imports and exports

Europe imports more and more grape each year. In 2015, total imports reached 10,93 million tonnes, exports hit 1,8 million tonnes. South Africa and Chile are the main suppliers of the European market.

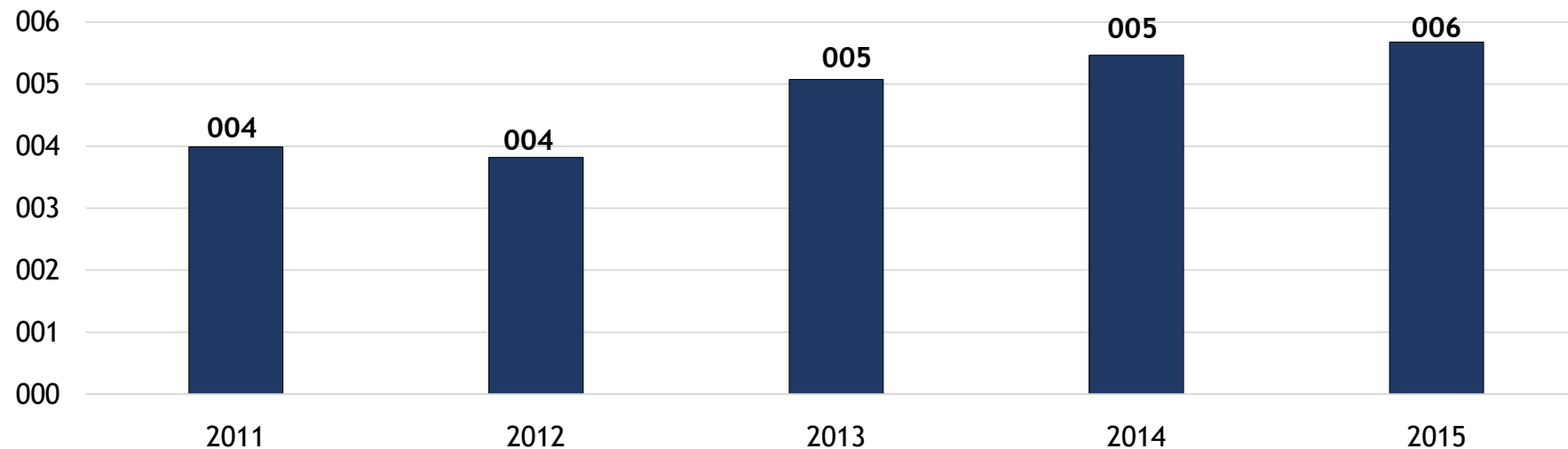


In 2015, total imports were **10,93 million tonnes**, exports were **1,93 million tonnes**. Exports hit a slight decrease in 2013, while imports remained constant.

# European grape growing industry profits

In 2015, the gross profit made in the European industry was 5,68 billion EUR. The average gross profit margin was 8,04% in the 2011-2015 period, with an average growth of 3,83% year-on-year.

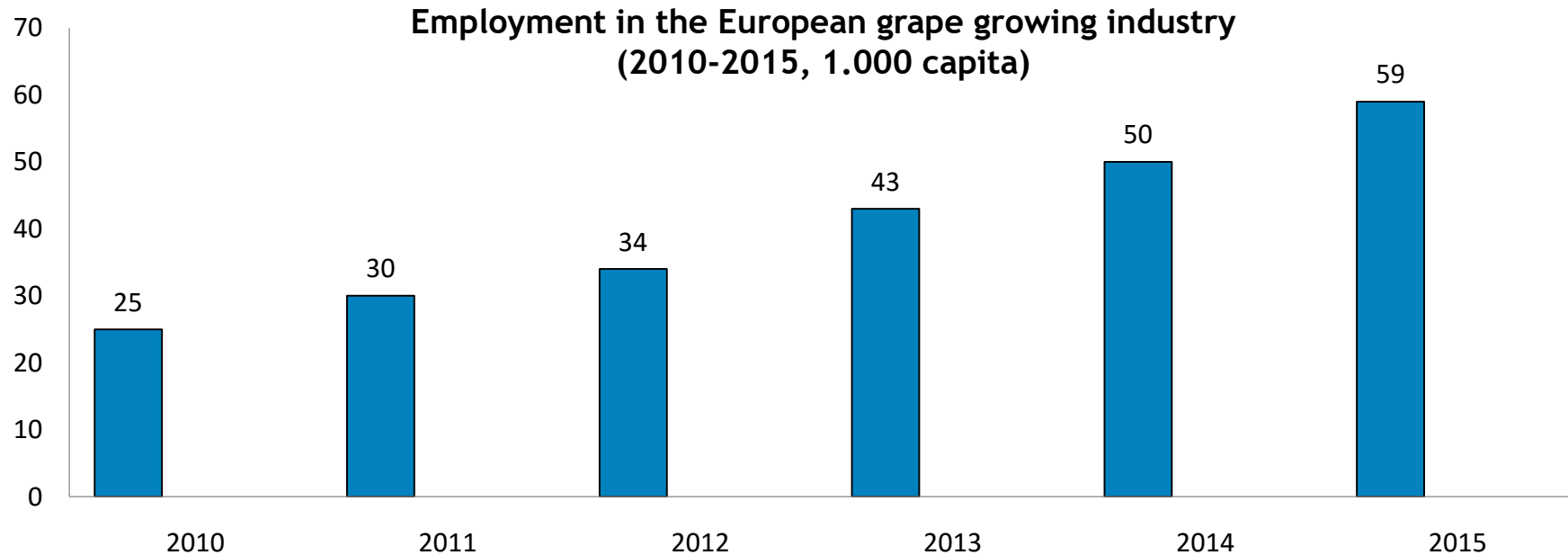
Grape growing by profit  
(2010 and 2015, billion EUR)



Between 2011 and 2015 the average profit rate of the industry was 8,04%.  
Due to favorable weather conditions from 2012 to 2013 the profit rate rose by 32,85 %.

# European grape growing industry by employment

Employment in grape growing has been rising over the last 6 years.

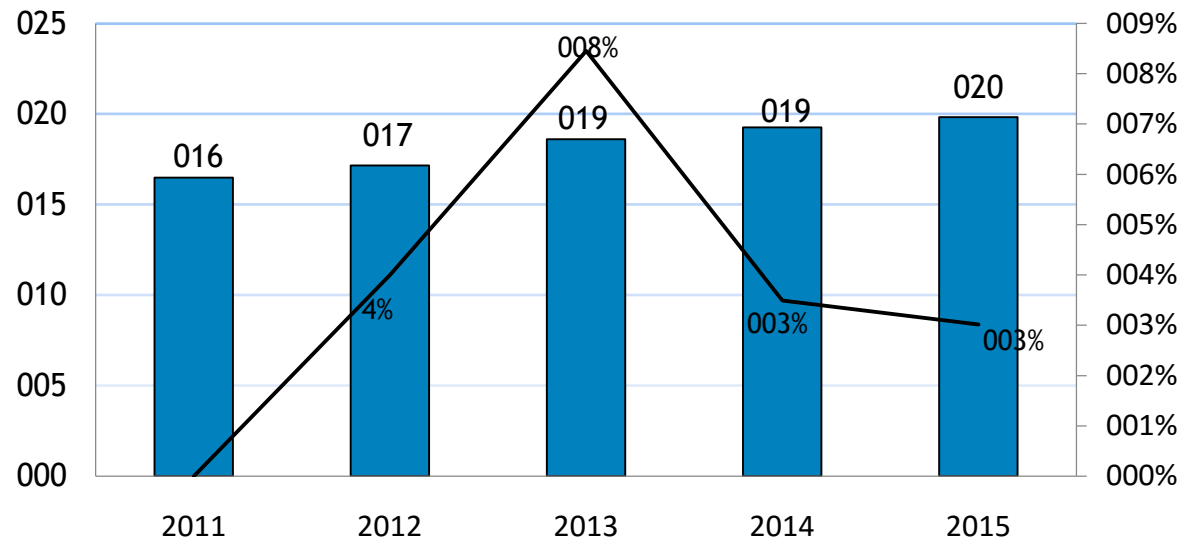


- Employment was the highest in 2015, when 59 thousand people worked in the grape growing industry.
- European employees made up 38% of the global industry employees in 2015.

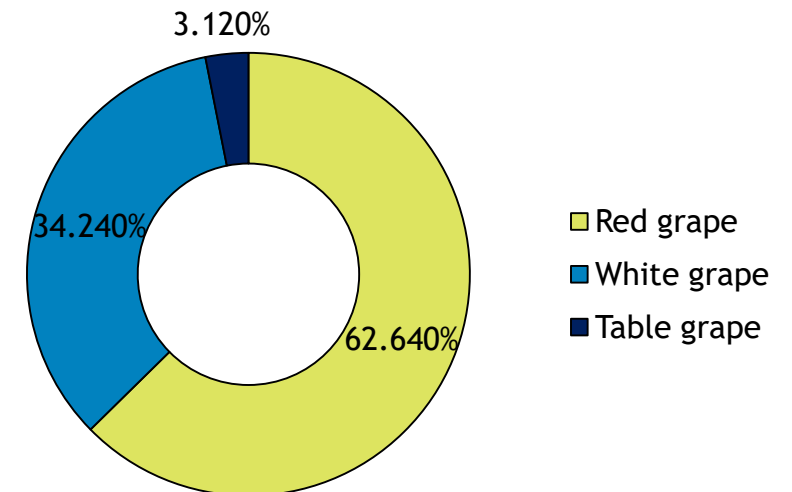
# European red grape production

In 2015, red grape production hit 19,83 million tonnes, increasing by 3% from the previous year. In 2015, red grapes made up 64,64% of total grape production.

European red grape production  
(2011-2015, million tonnes)



European grape production breakdown  
(2015, %)

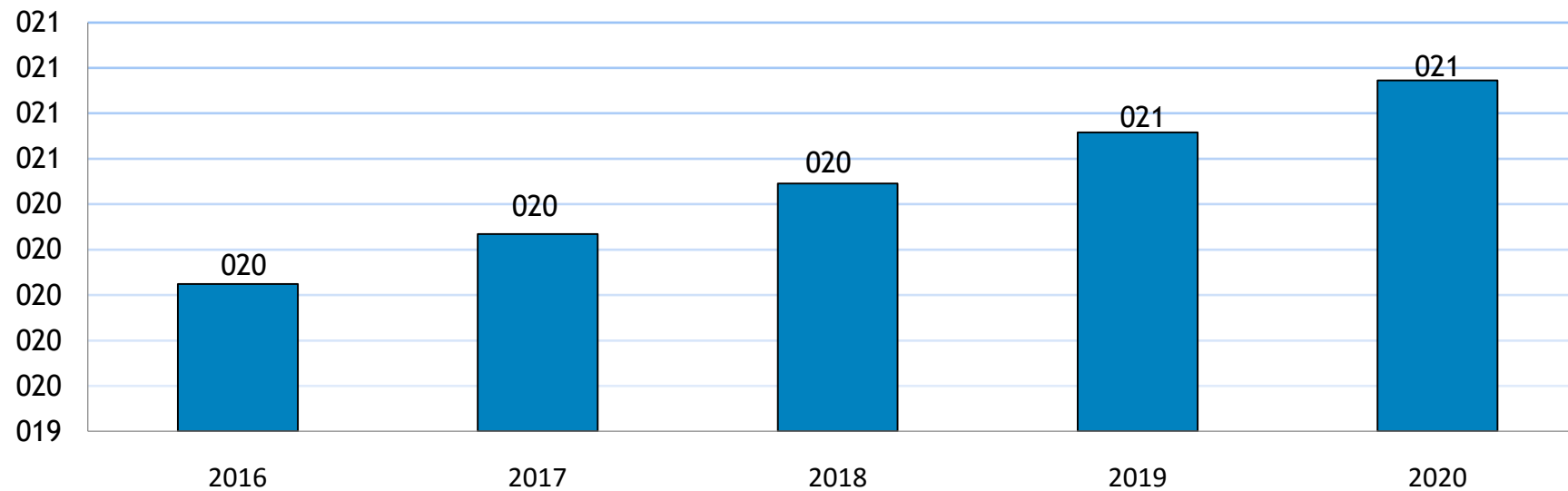


In **2015**, red grape production reached **19,83 million tonnes**, increasing by 3% from the previous year. Red grape production **made up 64,64%** of total grape output. In this period, Europe lost market share in the red grape segment.

# European red grape production forecast

Red grape production will grow constantly between 2016-2020. In 2020, the production will surpass 20,94 million tonnes. The CAGR will be 1,1% in this period.

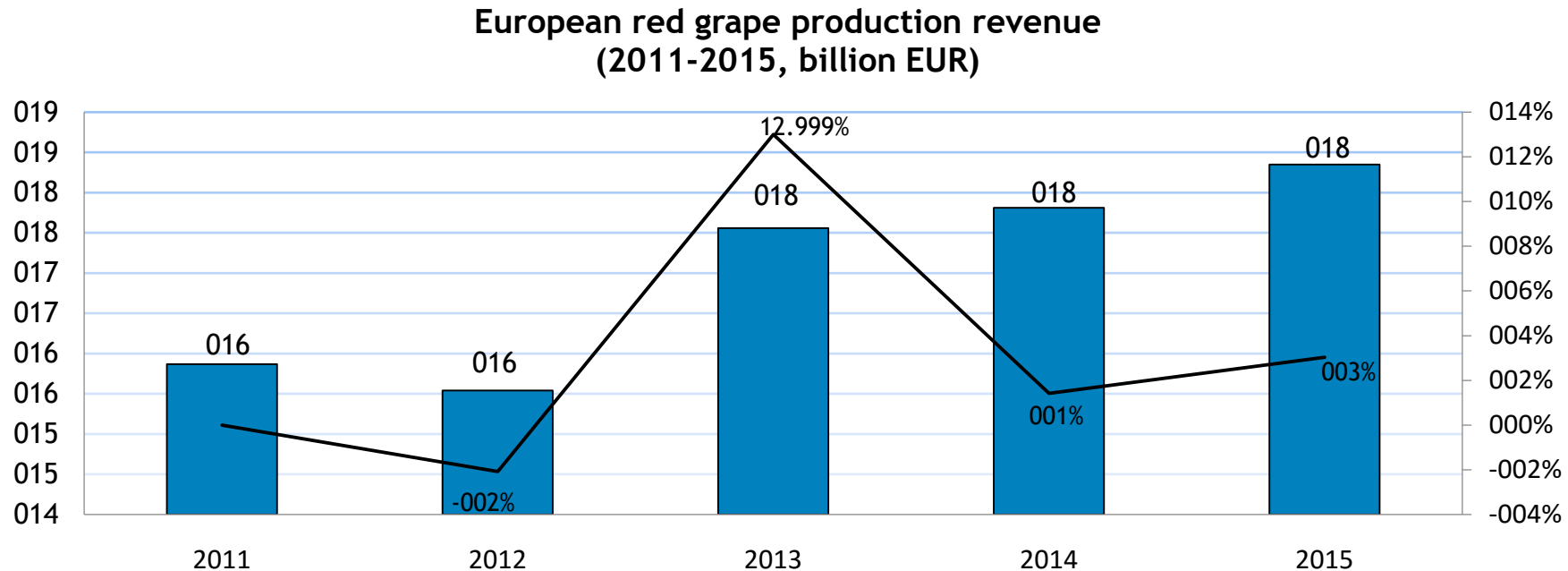
European red grape production forecast  
(2016-2020, million tonnes)



Red grape production will grow constantly between 2016-2020. In 2020 the production will surpass **20,94 million tonnes**. The **CAGR** will hit **1,1%** in this period. The most influential countries will remain France, Italy and Spain.

# European red grape production revenue

Revenue from red grape in 2015 was 18,35 billion EUR, the highest of the last 6 years. The highest revenue had been reached by France followed by Italy and Spain. France, Italy and Spain were the leaders in terms of revenue.

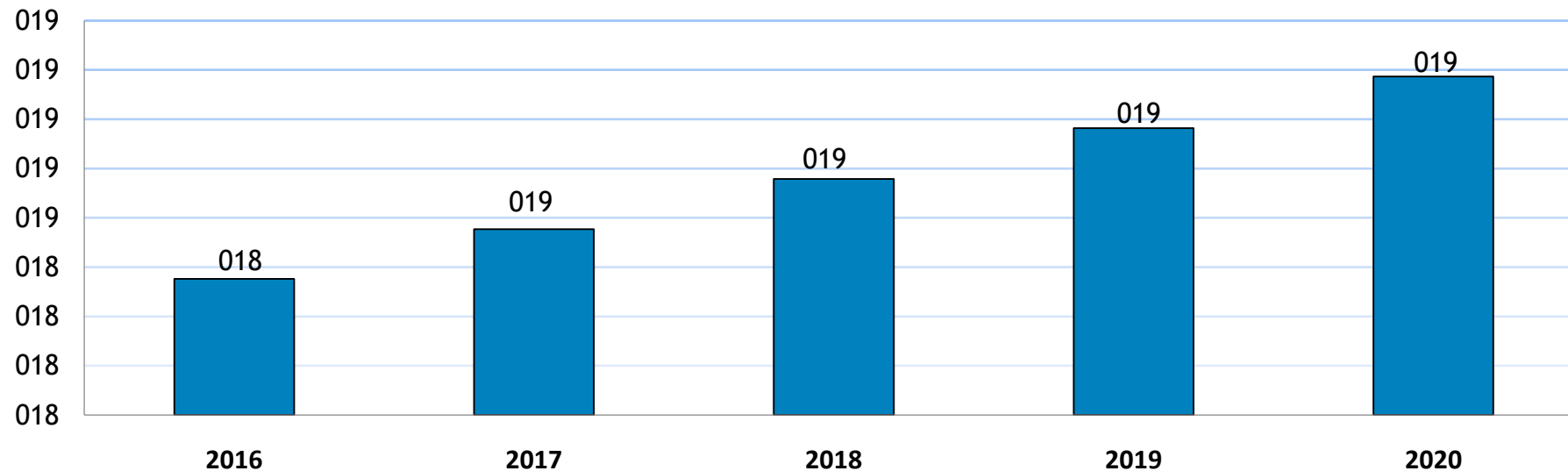


European red grape revenue in **2015** reached **18,35 billion EUR**, the highest value in the 2011-2015 period. The leading countries were France, Italy and Spain.. Grape prices grew constantly in this period.

# European red grape production revenue forecast

European red grape revenue will grow constantly between 2016-2020. In 2020, the production will reach 19,17 billion EUR. The CAGR will be 1,1% in this period. France will maintain its position as market leader.

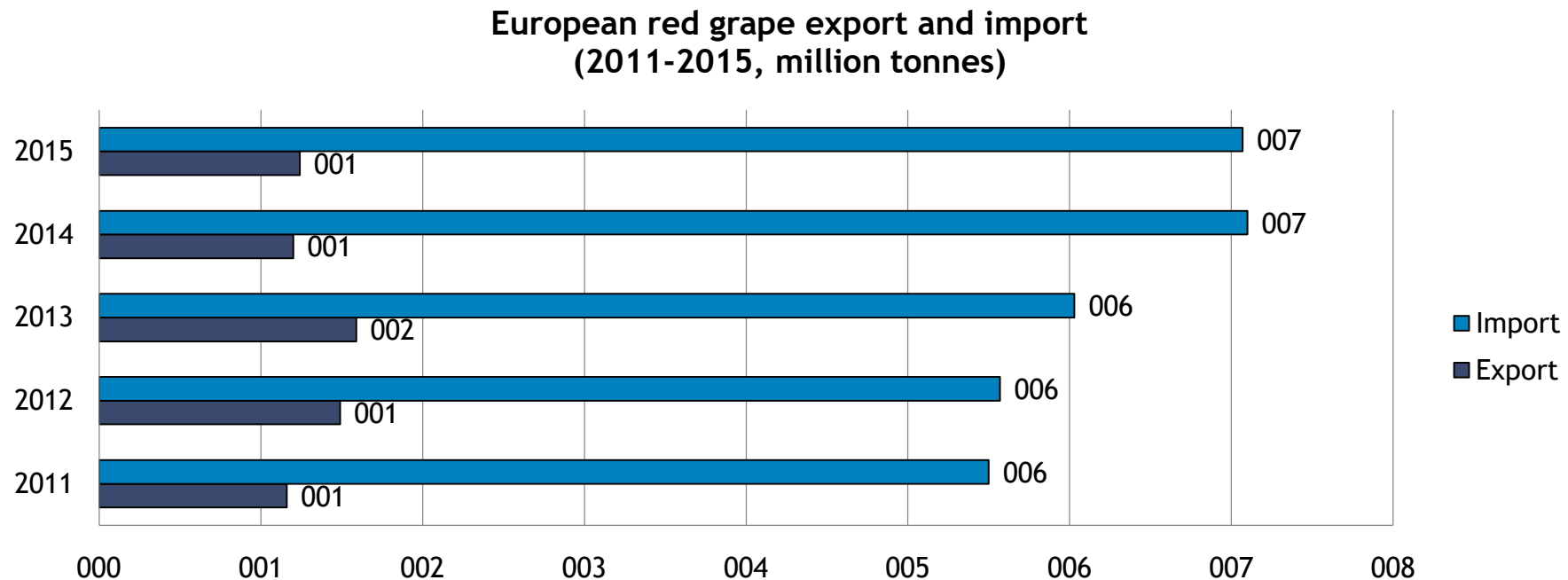
European red grape production revenue forecast  
(2016-2020, billion EUR)



The red grape revenue will grow constantly between 2016-2020. In 2020 the production will be over **19,17 billion EUR**. The CAGR will be **1.1%** in this period. France will maintain its position as market leader.

# European red grape export and import

Europe imports more red grape each year. In 2015, imports hit 7,07 million tonnes and export reached 1,24 million tonnes.

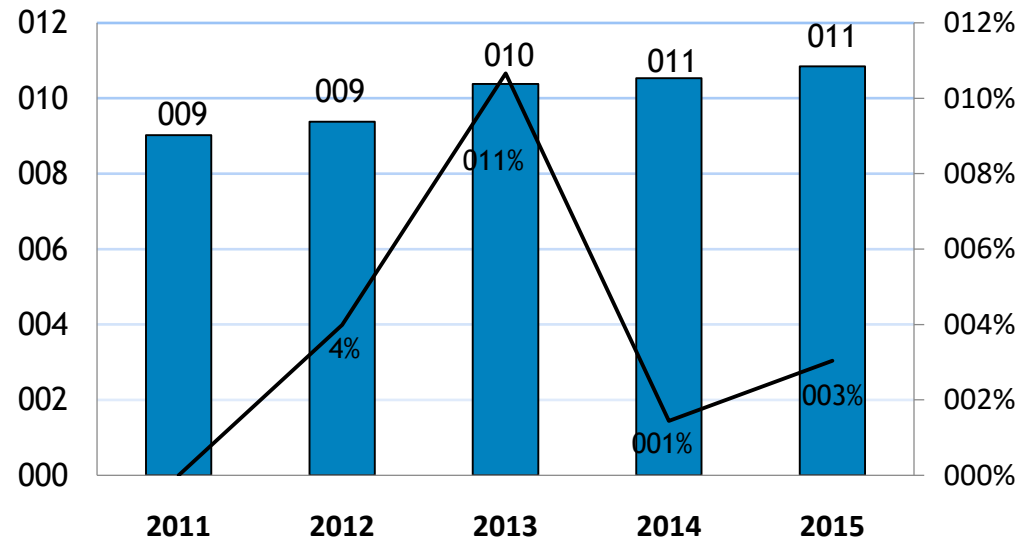


Europe **imports more red grape every year**. In 2015, imports hit **7,07 million tonnes** and **exports** reached was **1,24 million tonnes**. The export value dropped after 2013, while imports showed a constant growth.

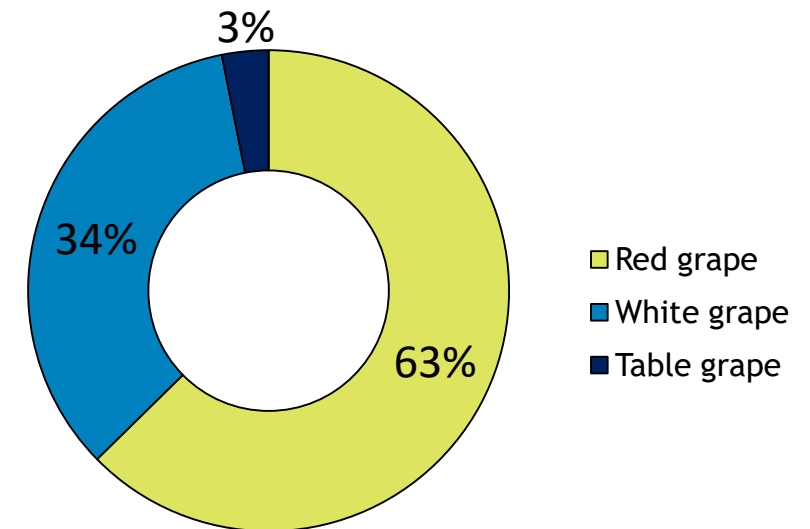
# European white grape production

In 2015, white grape production hit 10,85 million tonnes. Production showed a constant growth, and amounted up to 35,36% of the total grape production.

European white grape production  
(2011-2015, million tonnes)



European grape production breakdown (2015, %)

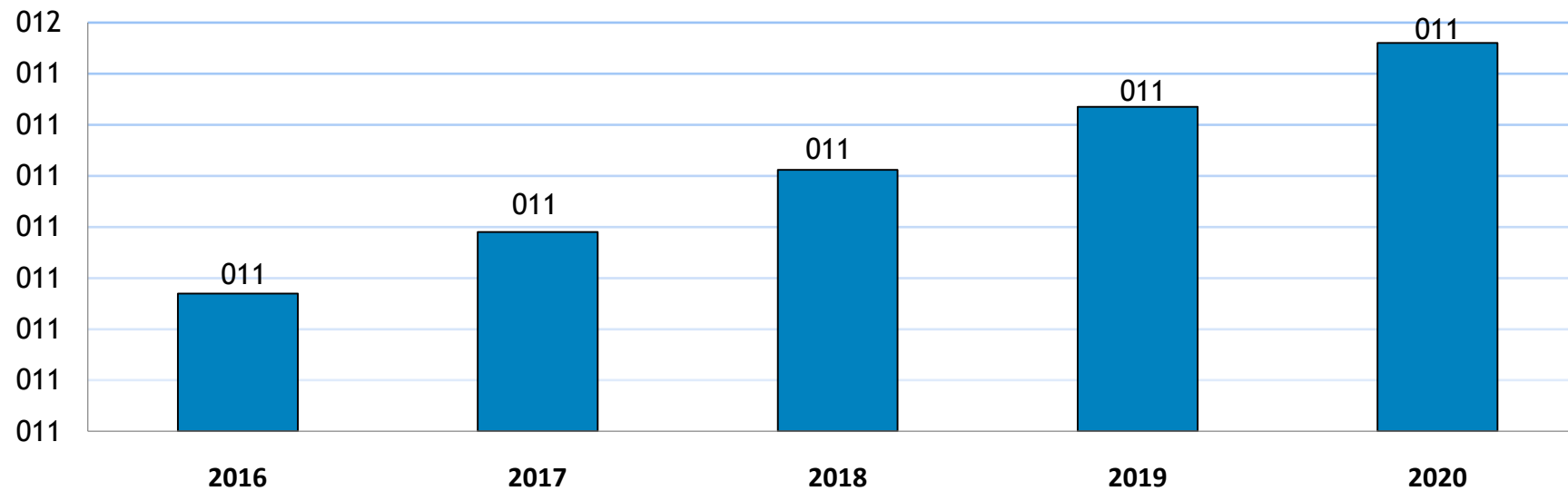


White grape production in 2015 was **10,85 million tonnes**. Between 2014-2015, white grape production increased by 3,04%. **The production grew constantly**. White grape production represents **35,36%** of total grape production.

# European white grape production forecast

White grape production will grow constantly between 2016-2020. In 2020 the production will reach 11,6 million tonnes. The CAGR will be 1,1% in this period.

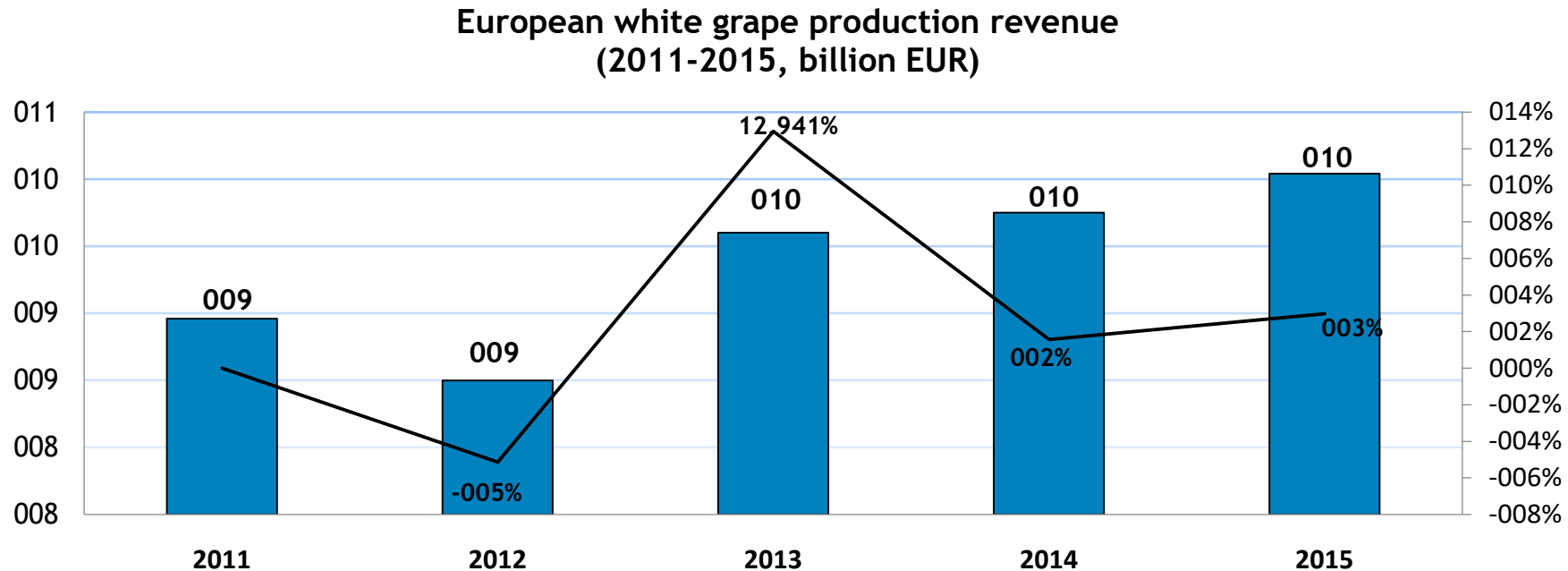
European white grape production forecast  
(2016-2020, million tonnes)



White grape production will grow constantly between 2016-2020. In 2020 the production will reach **11,46 million tonnes**. The **CAGR** will be **1,1%** in this period. The most important countries will remain France, Italy and Spain.

# European white grape production revenue

White grape revenue in 2015 was 10,04 billion EUR, the highest value in the last 5 years. The highest revenue was reached by France, followed by Italy and Spain. The revenue grew constantly after 2012.

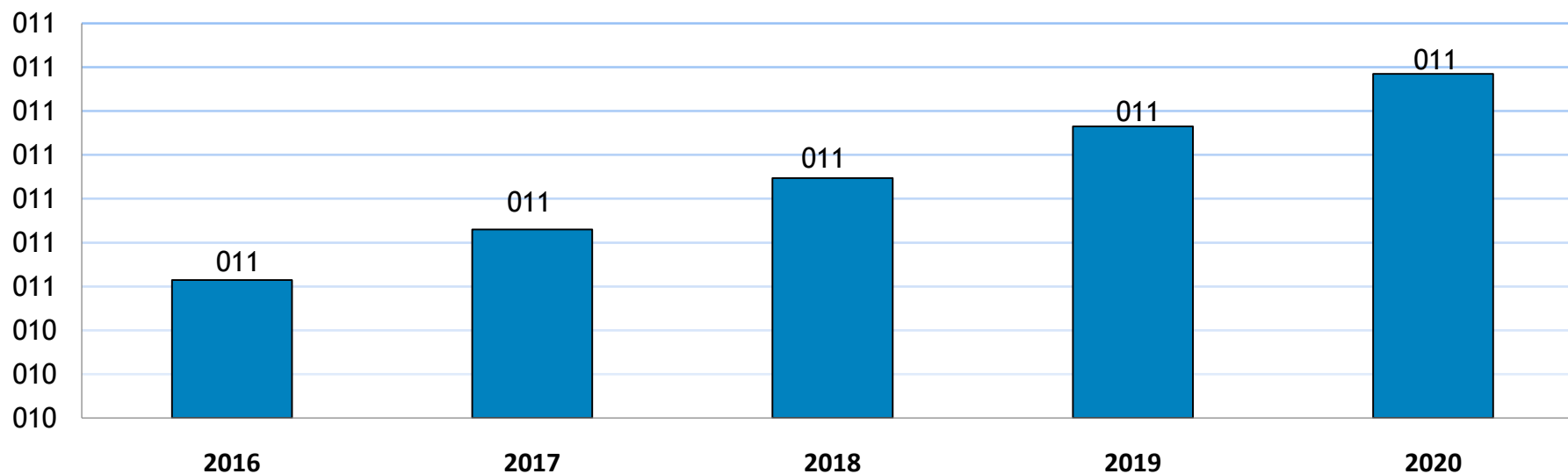


White grape revenue in **2015** was **10,04 billion EUR** the highest value in this period. The highest revenue was reached by France, followed by Italy and Spain. The price of grapes grew in this period.

# European white grape production revenue forecast

White grape revenue will grow constantly between 2016-2020. In 2020 the production will reach 10,98 billion EUR. The CAGR will be 1,1% in this period. France will maintain its position as market leader.

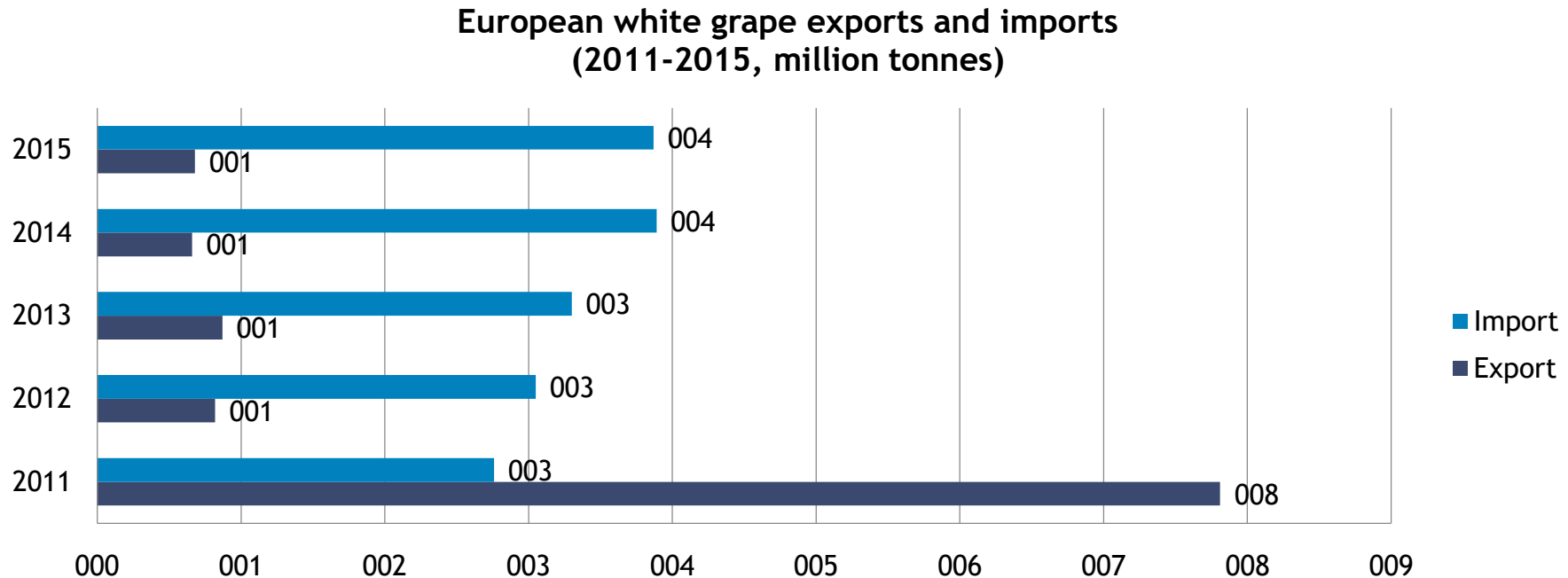
European white grape revenue forecast  
(2016-2020, billion EUR)



White grape revenue will grow constantly between 2016-2020. In 2020 the overall revenue will be over **10,98 billion EUR**. The CAGR will be **1,1%** in this period. France will maintain its position as market leader. Beside France, Italy and Spain will remain the most important countries.

# European white grape exports and imports

Europe imports more white grape every year. In 2015, imports reached 3,87 million tonnes and exports were 0,68 million tonnes.



Europe **imports more white grape every year**. In 2015, imports reached **3,87 million tonnes** and exports were **0,68 million tonnes**. Exports dropped after 2013 and imports grew between 2011 and 2014.

# European table grapes production

In 2015, 1,68 million tonnes of table grapes were produced, amounting to a value of EUR 1,12 million.

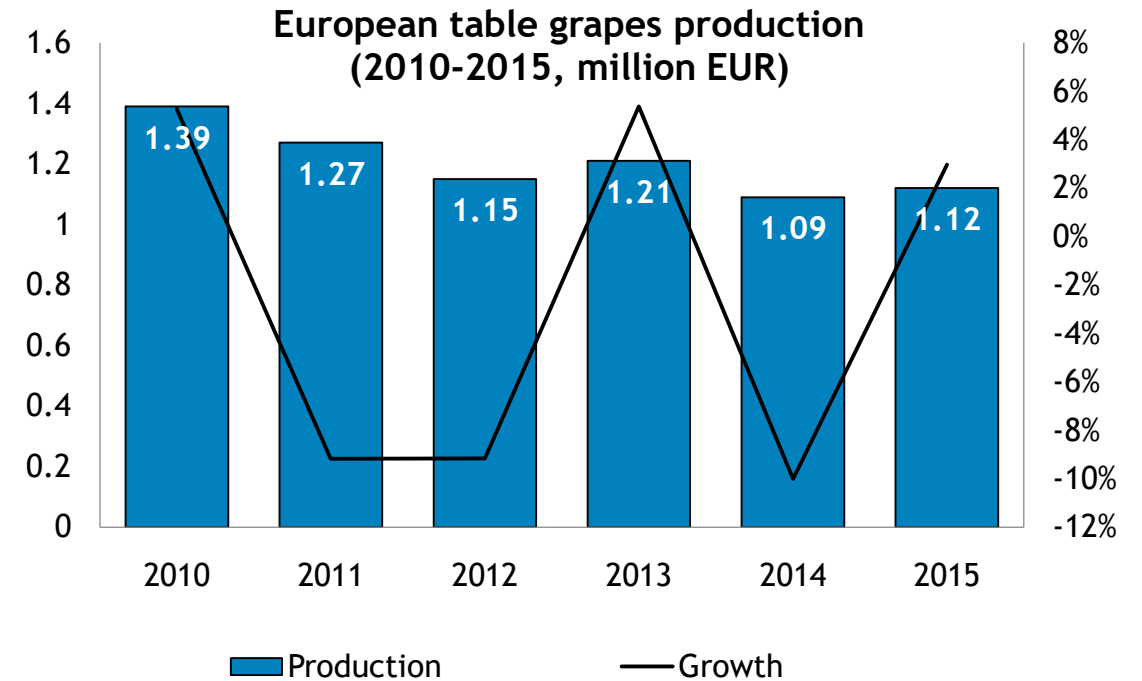
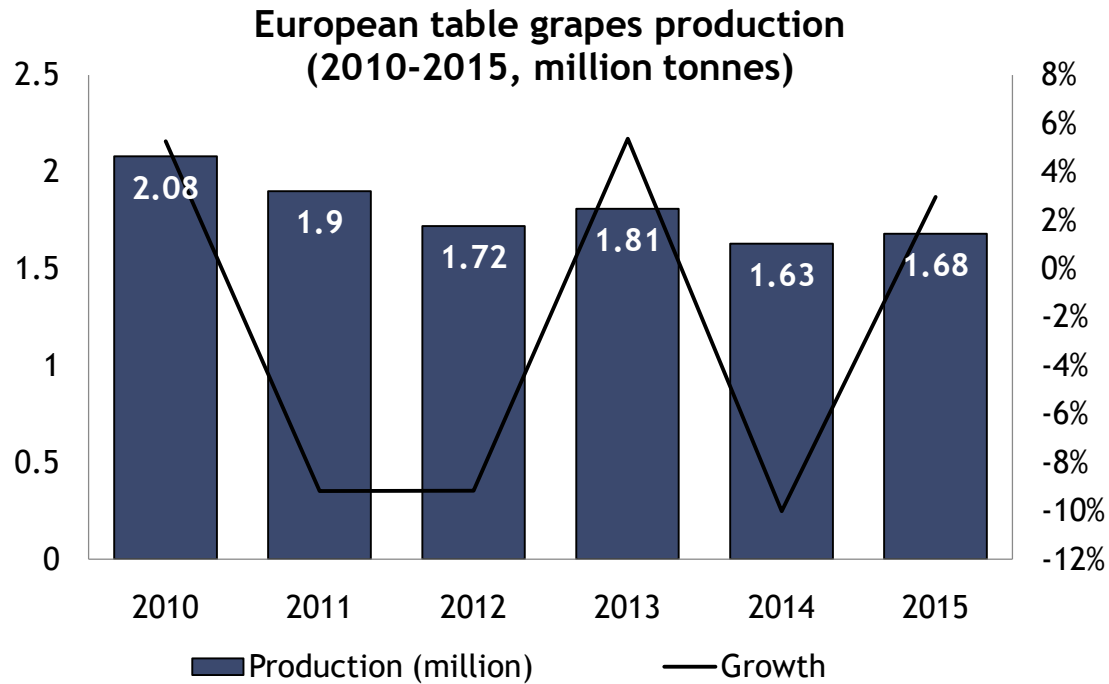


Table grape production fluctuates from year to year. The highest amount was produced in 2010. The lowest point was registered in 2014 with only 1,63 million tonnes, in 2015 a slight increase was registered.

# European table grape production forecast

Table grape production is expected to fall in the following years.

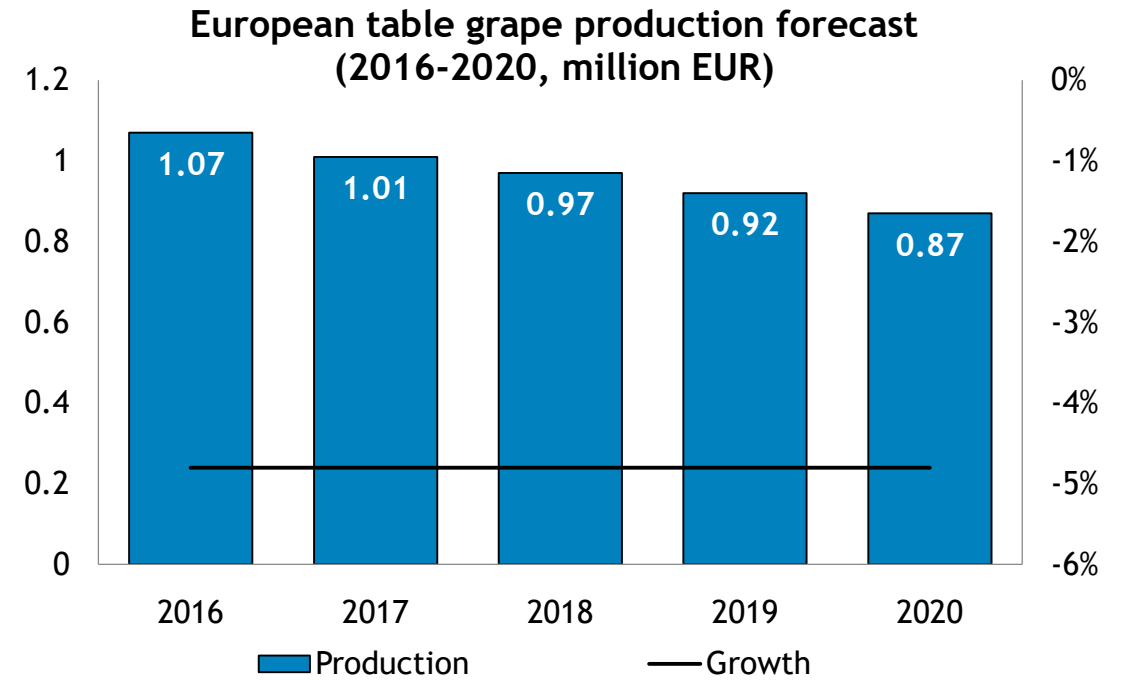
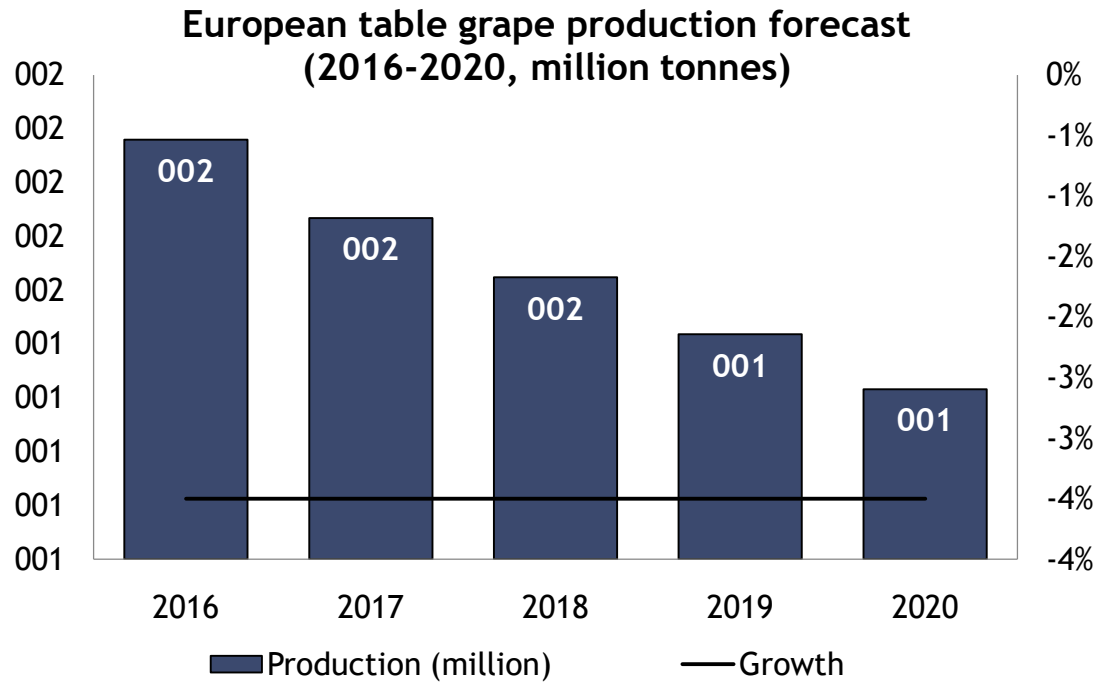
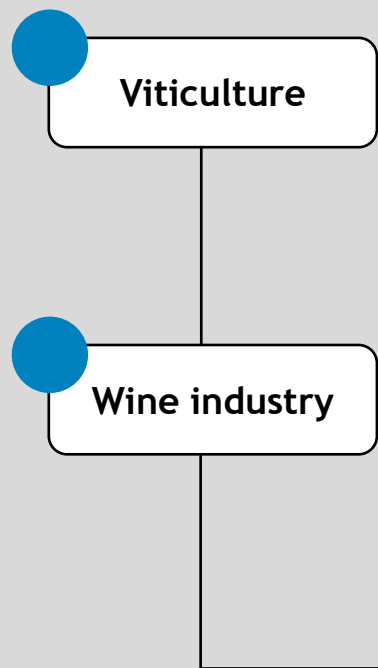


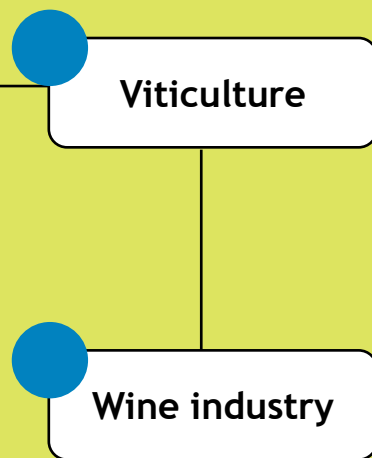
Table grape production forecast shows a major decrease of -3,5% for the future years, reaching its lowest point in 2020 with a total of 1,4 million tonnes produced.

# Agenda

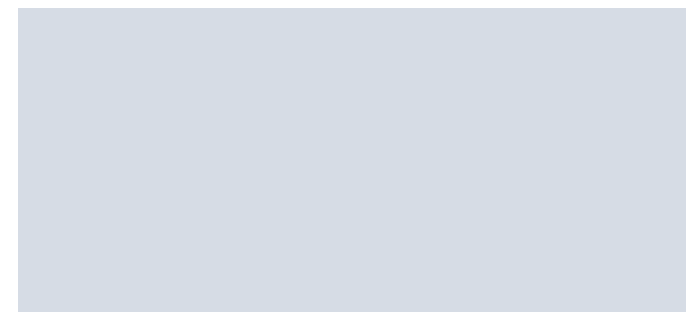
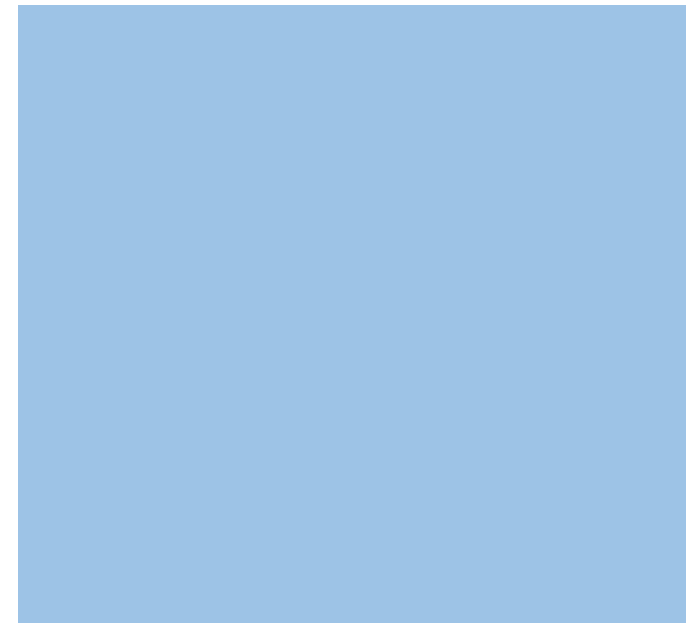
[World]



[Europe]



[Romania]

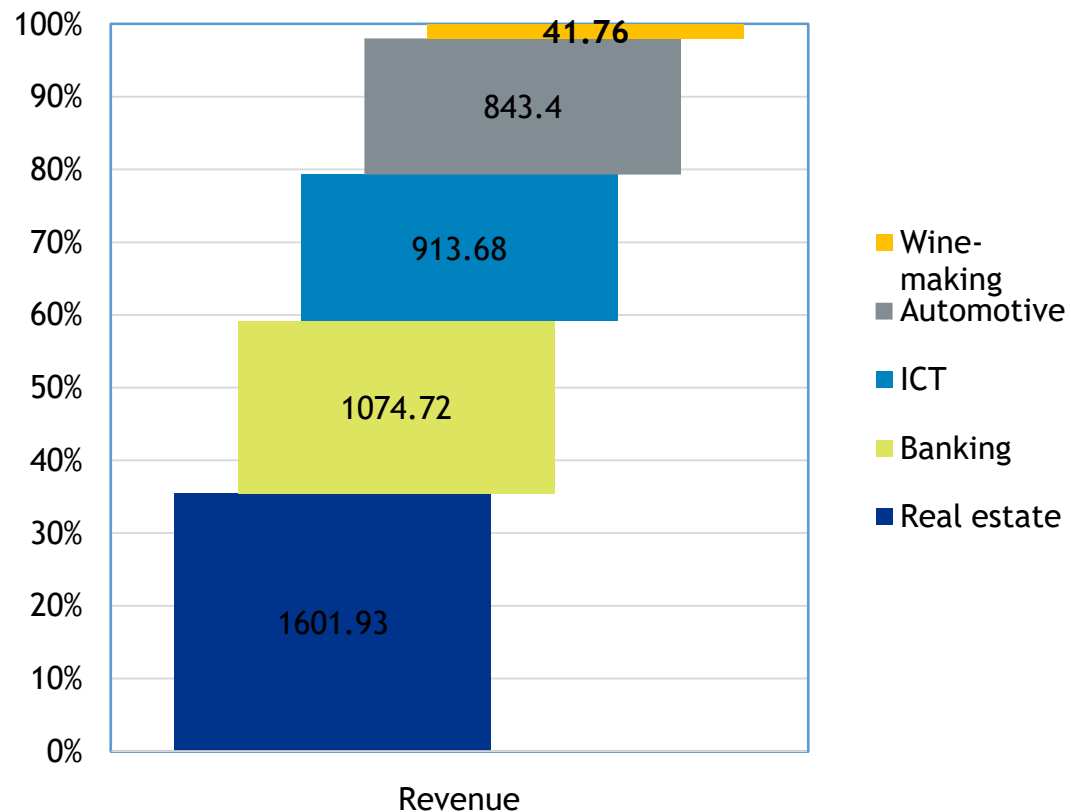


[conclusions]

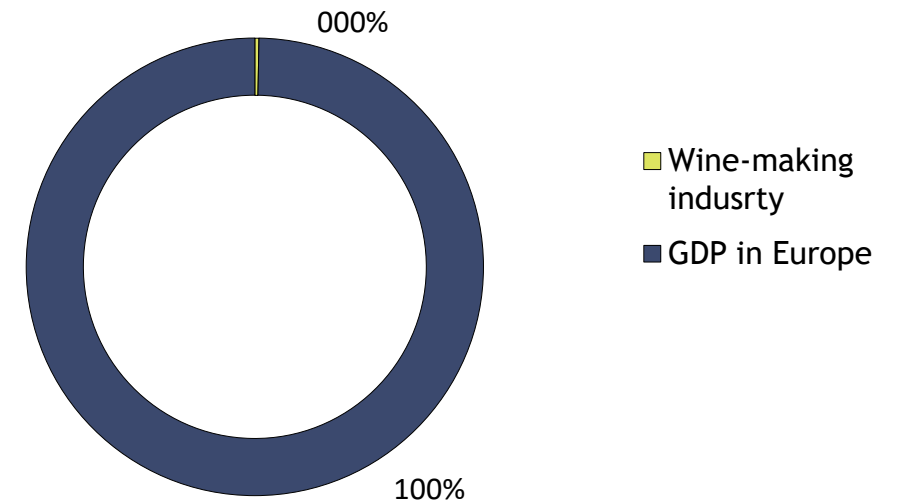
# European wine market size

In 2014, European wine production revenue was 41,76 billion EUR, contributing to the GDP's volume by 0,29%.

Top European industries by turnover  
(2014, billion EUR)



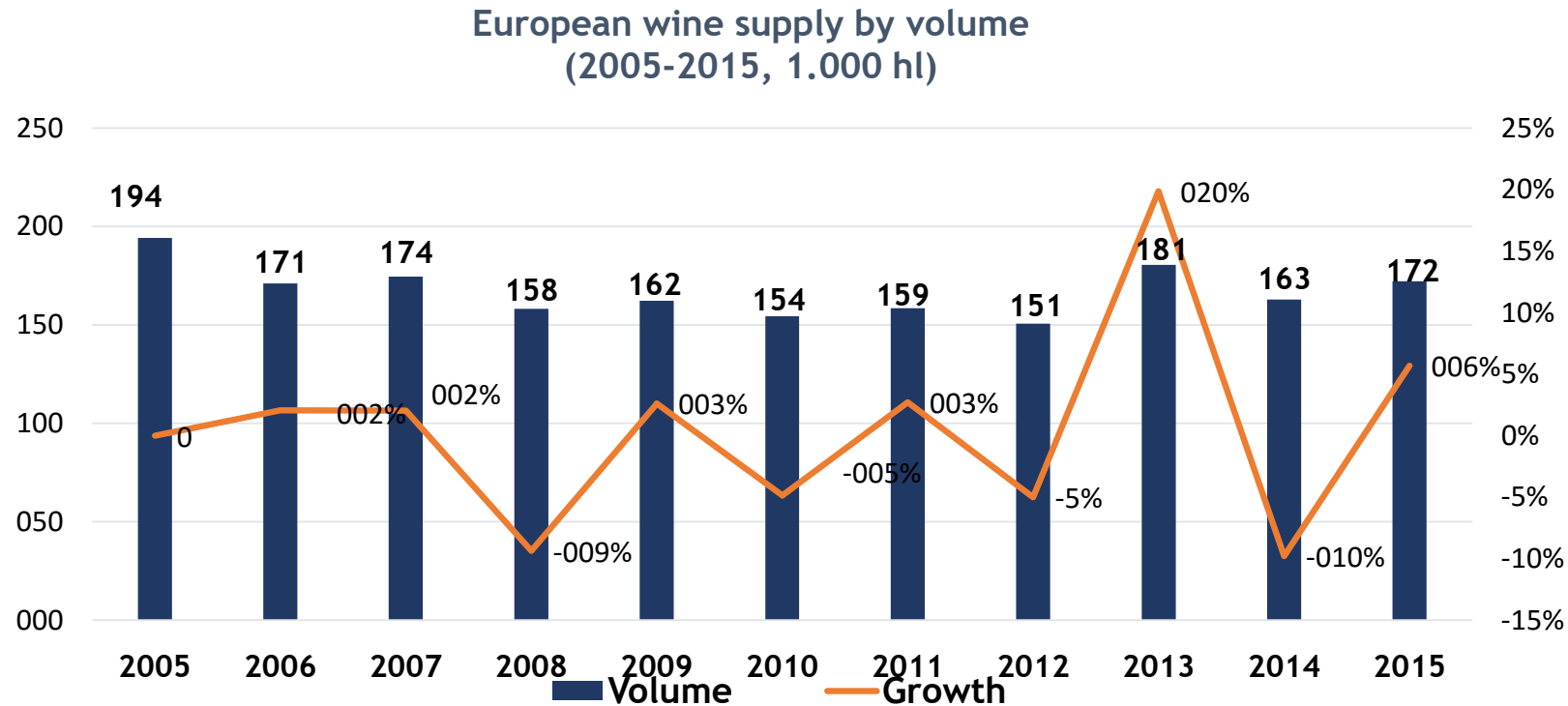
European wine making industry and GDP  
(2014, %)



Europe's total GDP in 2014 was 13,921 trillion EUR. Wine production is not a significant industry, only adding 0,29% to the European GDP.

# European wine supply and demand

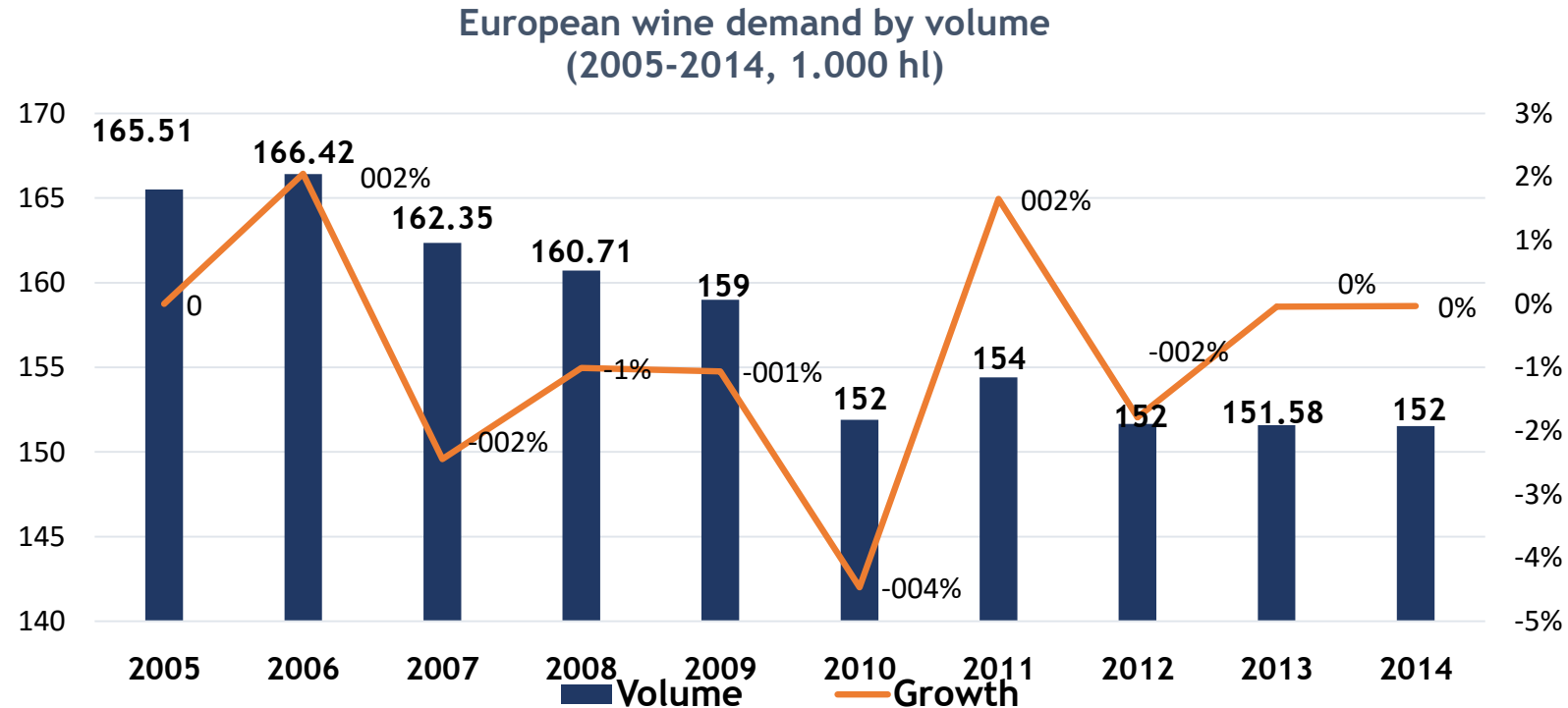
After five modest consecutive harvests (from 2007 to 2011), there was an exceptionally low 2012 output. In 2012 the wine demand exceeded the supply, which was balanced with wine from import.



The 2014 wine production was down 9,8% from relatively high 2013 output, after a cold winter crippled vines, hailstorms ravaged vineyards, and rain in August delayed ripening, thus leading to considerable variance in grape quality.

# European wine supply and demand

After five modest consecutive harvests (from 2007 to 2011), there was an exceptionally low 2012 output. In 2012 the wine demand exceeded the supply, which was balanced with wine from import.

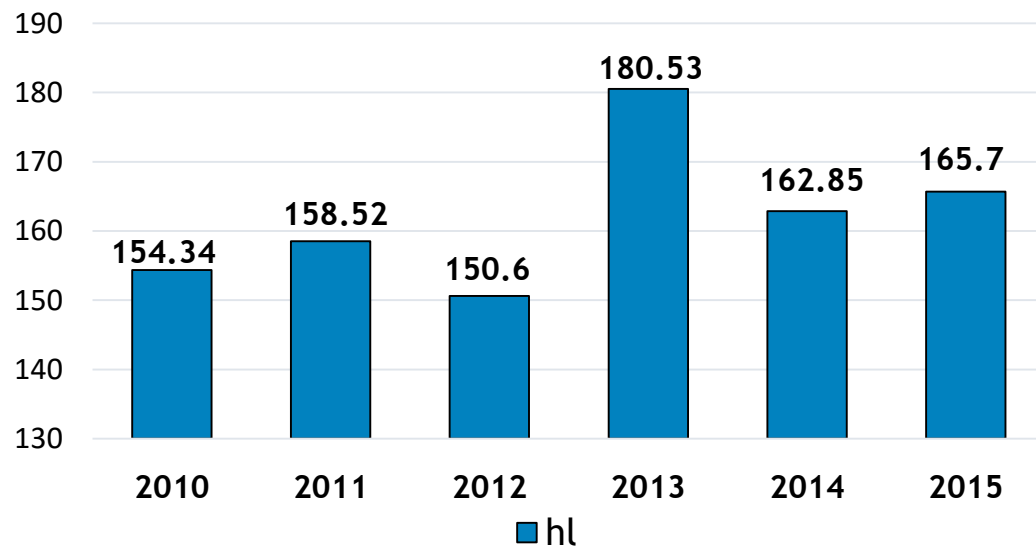


In the 2005-2014 period, wine **demand** showed a constant decreasing tendency, the CAGR reaching -2,2%, while on the **supply** side, there was a -5,6% CAGR caused by the 2007-2012 period's low harvest.

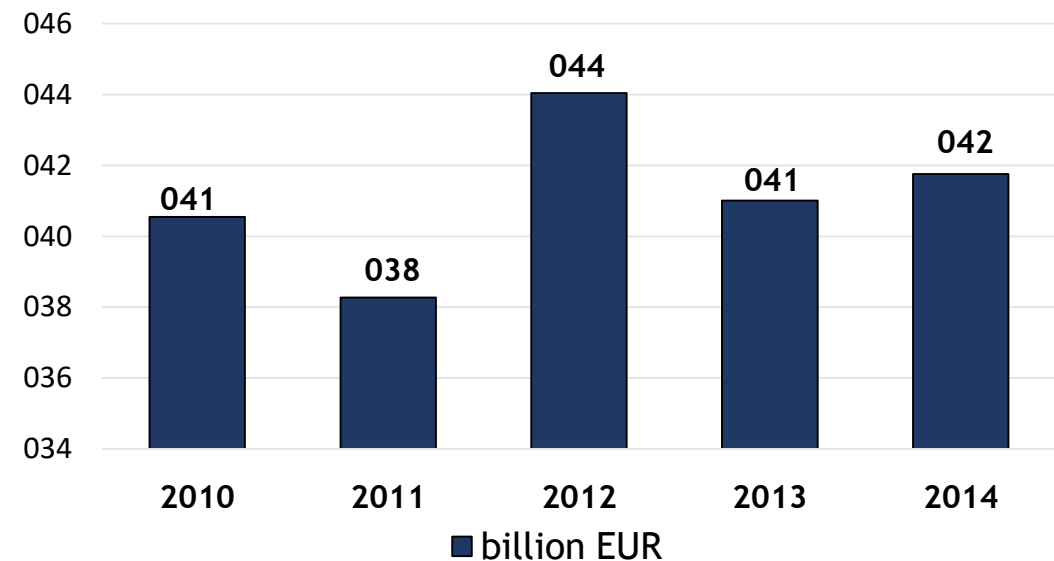
# European wine production revenue

Europe makes around two thirds of the world's wine. Europe's top 3 producers make between them nearly half of the global total and around 80% of the continent's wine.

European wine production by volume  
(2010-2015, 1.000 hl)



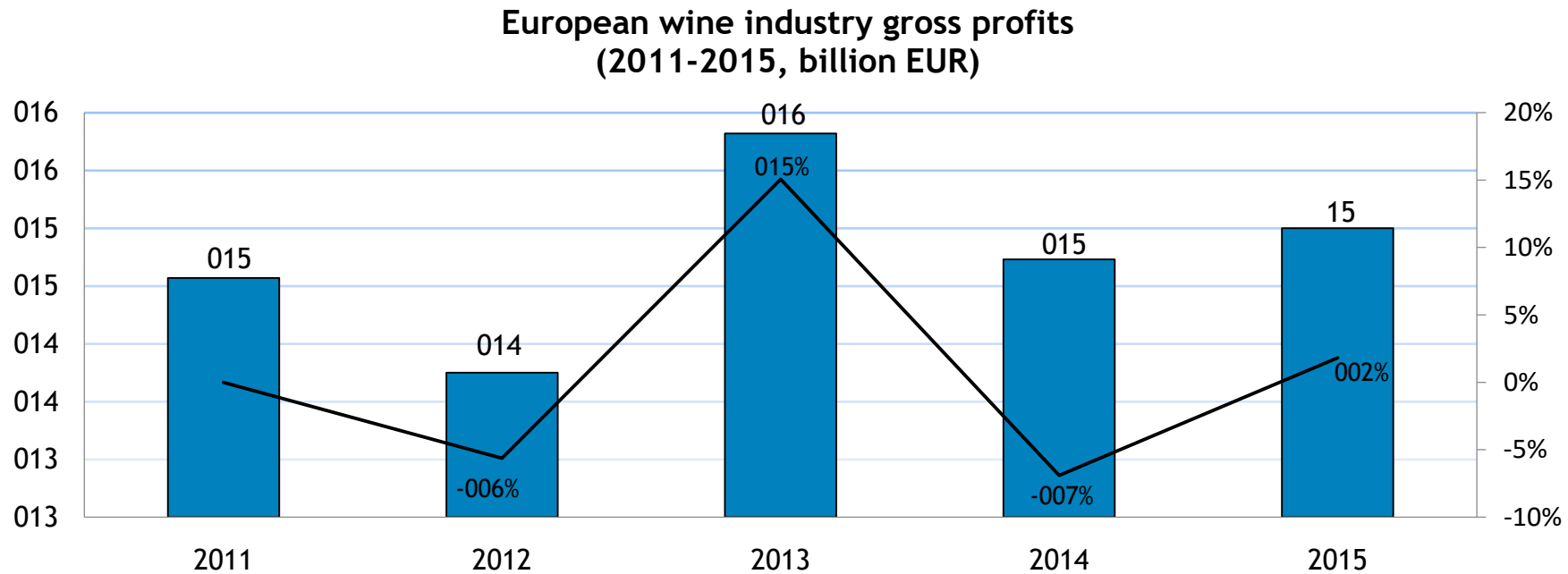
European winemaking industry revenue  
(2010-2014, billion EUR)



France is the biggest wine producer (+12% production compared to 2013), Italy is pushed down to second place. Every year these two countries jockey for the first place. Spain is in the third place.

# European winemaking industry gross profits

The industry-wide gross profit in 2015 was 15 billion EUR. The gross profit margin was 35,93% between 2011 and 2015. The profit grew in 2015 by 1,83%.

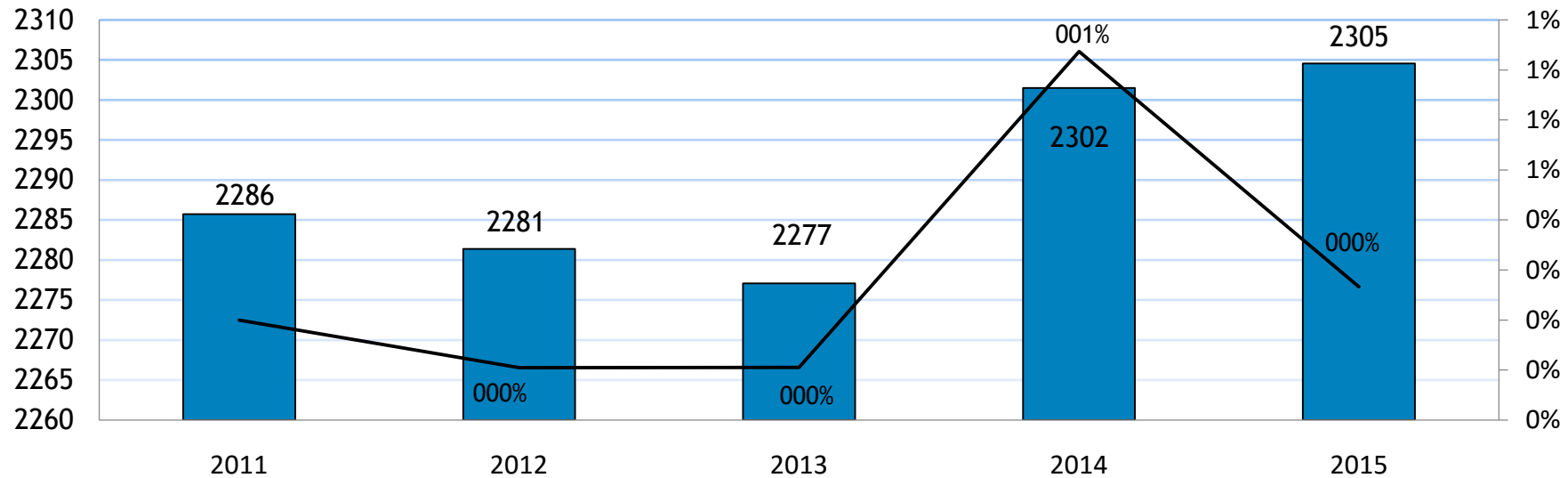


The gross profit in the wine industry in 2013 was **15,82 billion EUR**. The average gross profit margin was **35.93%** between 2011 and 2015. The profit grew in 2015 by 1,83%.

# European winemaking industry by employees

The employee figures in the winemaking industry were over 2,3 million capita in 2015. 20% of the agriculture workforce worked in the winemaking industry. The highest number of employees was in 2015.

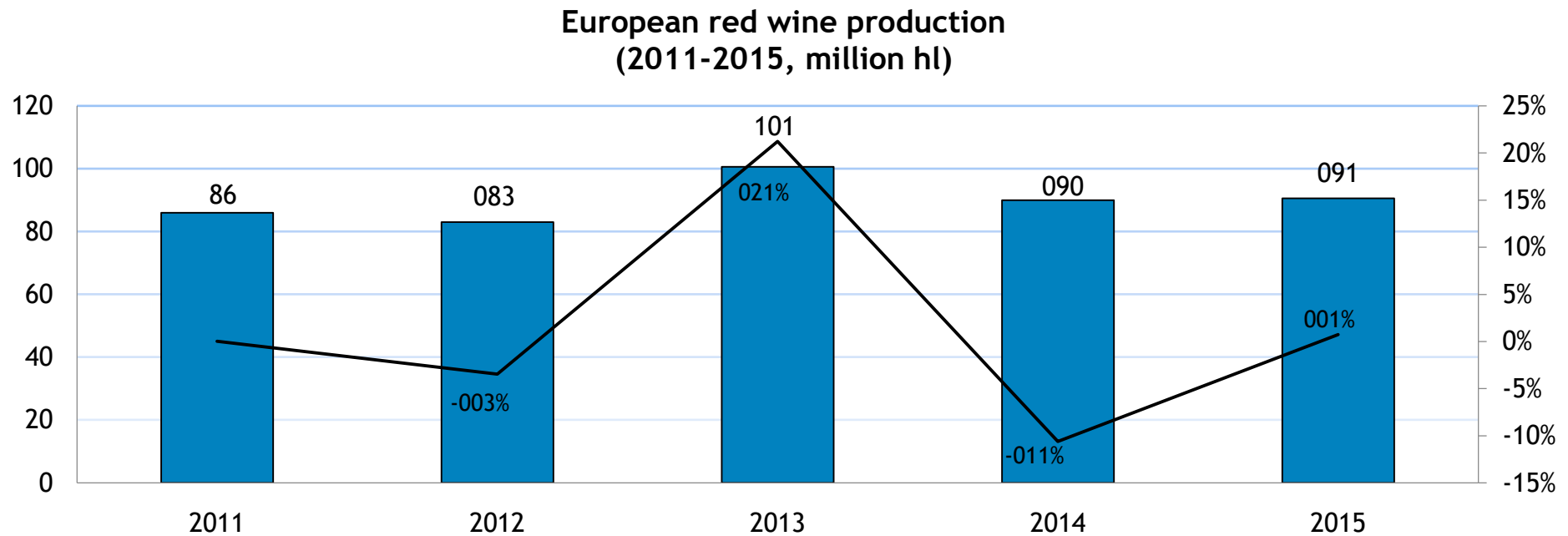
Employees in the European winemaking industry  
(2011-2015, 1.000 capita)



The employee figures in the industry in 2015 were **over 2,3 million capita**, the highest number in the period analyzed. The wine industry employs 20% of the total agricultural workforce. The number of employees grew constantly after 2013.

# European red wine production

Red wine production was 90,59 million hl in 2015. Between 2014 and 2015 the production grew by 0,71%. The highest production was in 2013 with 100,64 million hl.

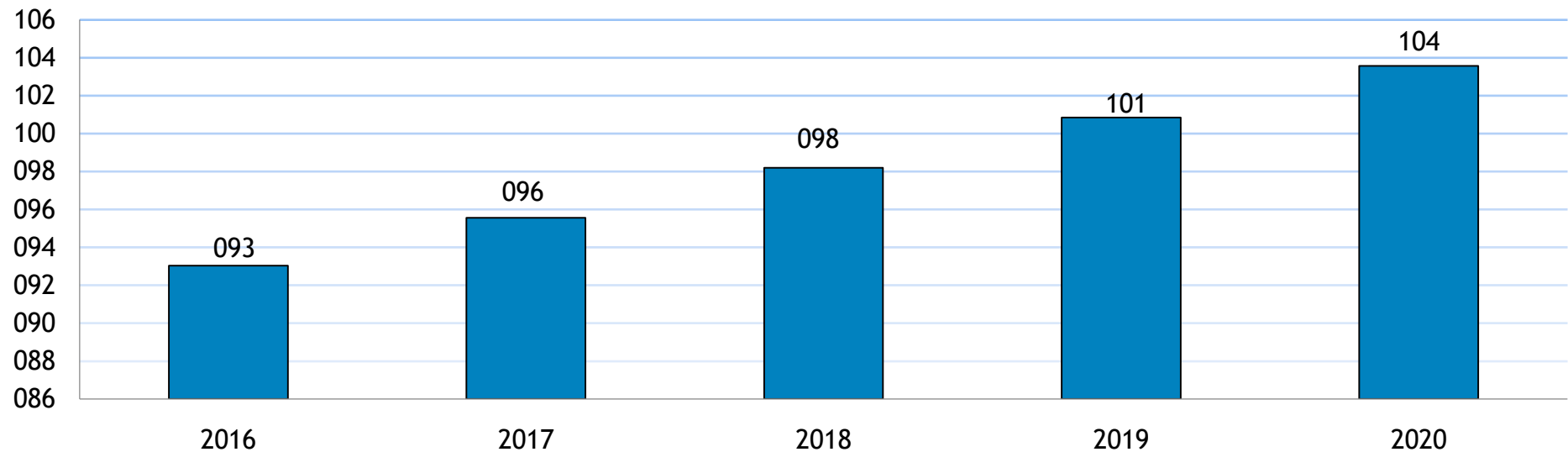


Red wine production was **90,59 million hl** in **2015**. The production grew between 2014 and 2015 by **0,71%**. The highest output was reached in 2013, with 100,64 million hl. Then the overall production decreased due to Italy's and Spain's production slump.

# European red wine production forecast

Red wine production will reach 103,57 million hl by 2020. The production will growth constantly in this period. France, Italy and Spain will remain the top three countries in red wine production.

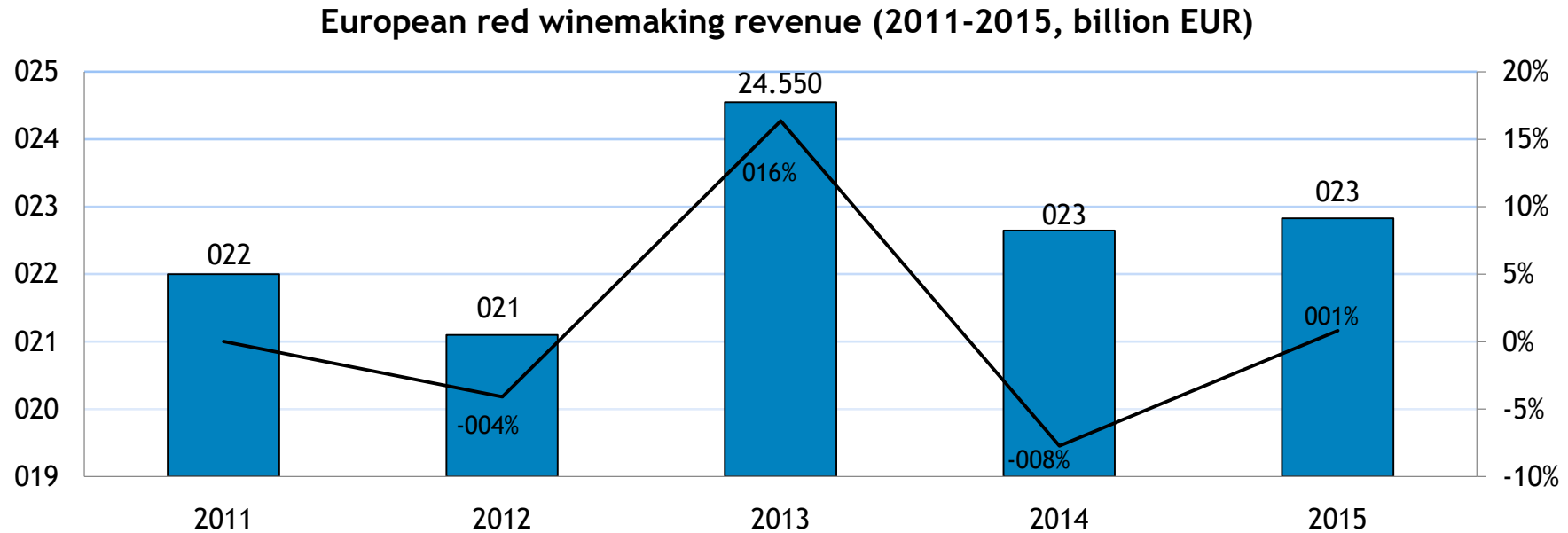
European red wine production forecast  
(2016-2020, million hl)



Red wine production will surpass **103,57 million hl** in **2020**. The production will growth constantly in this period. France, Italy and Spain will remain the top three countries in red wine production. The average CAGR will be 2,75%.

# European red wine production revenue

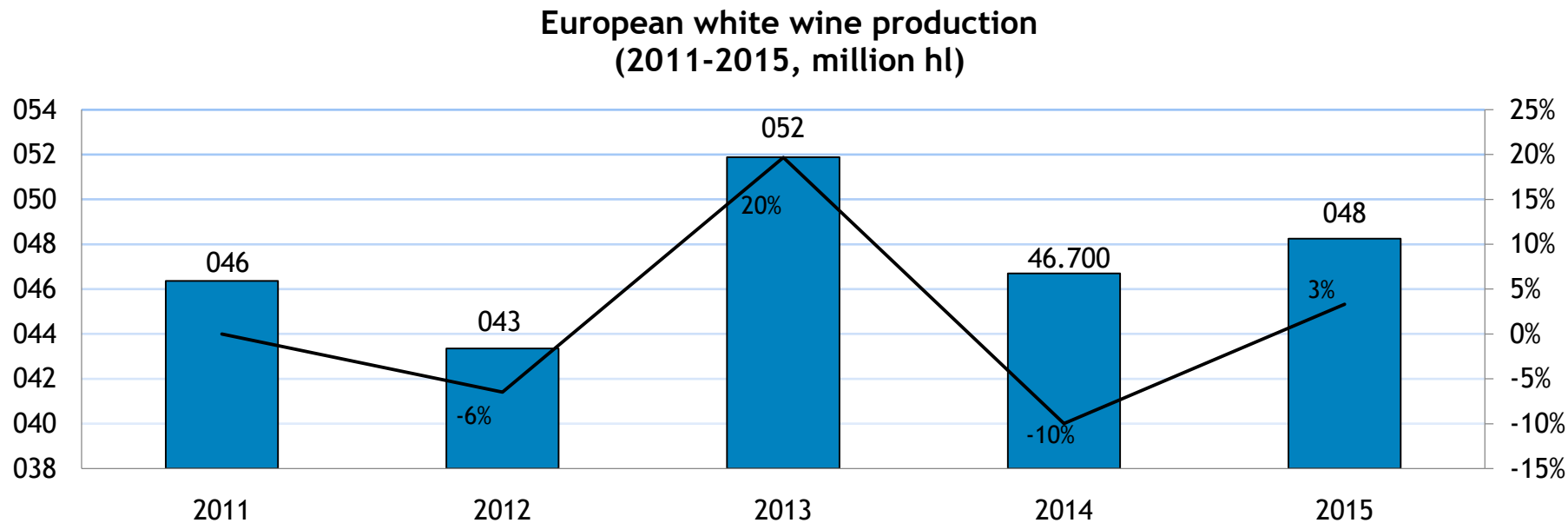
Revenue from red wine grew constantly between 2011 and 2015. Revenue in 2015 was 22,83 billion EUR and grew by 0,79% compared to the previous year.



Revenue from red winemaking **grew constantly** between 2011 and 2015. The revenue in 2015 was **22,83 billion EUR**, growing that year by 0,79%. Italy had the highest revenue, followed by France and Spain.

# European white wine production

White wine production reached 48,25 million hl in 2015. The production grew between 2014 and 2015 by 3,32%. The highest output occurred in 2013, 51,88 million hl.

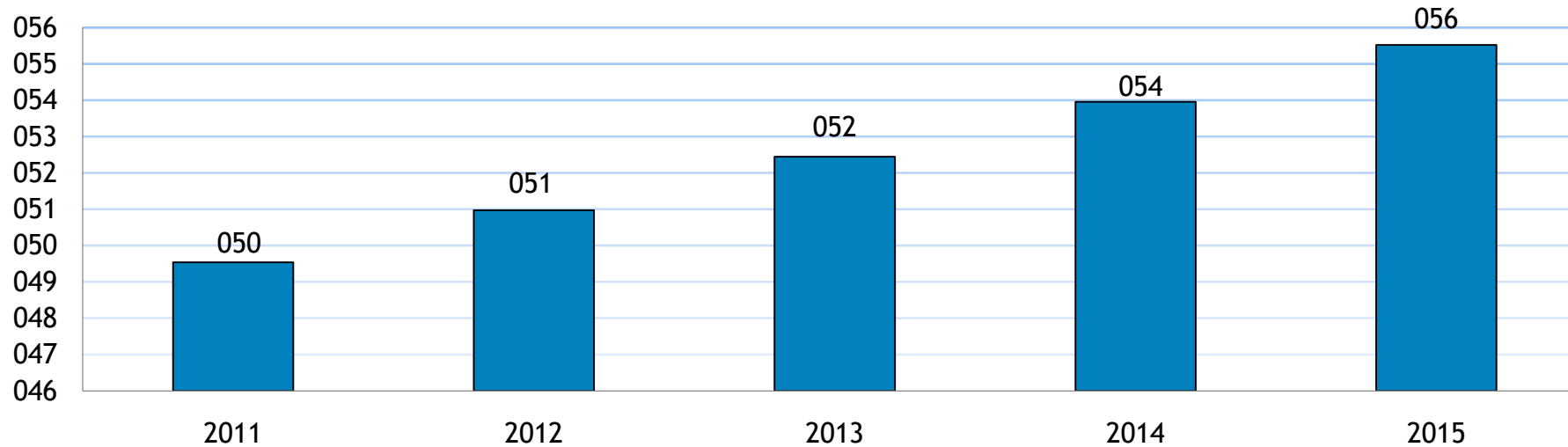


White wine production reached **48,25 million hl** in **2015**. The production grew between 2014 and 2015 by **3,32%**. The highest production was in 2013, 51,88 million hl. France, Italy Spain had the highest production in 2015.

# European white wine production forecast

White wine production will reach 55,52 million hl by 2020. The production will grow constantly in this period and the CAGR will be 2,89%. France, Italy and Spain will have the highest outputs.

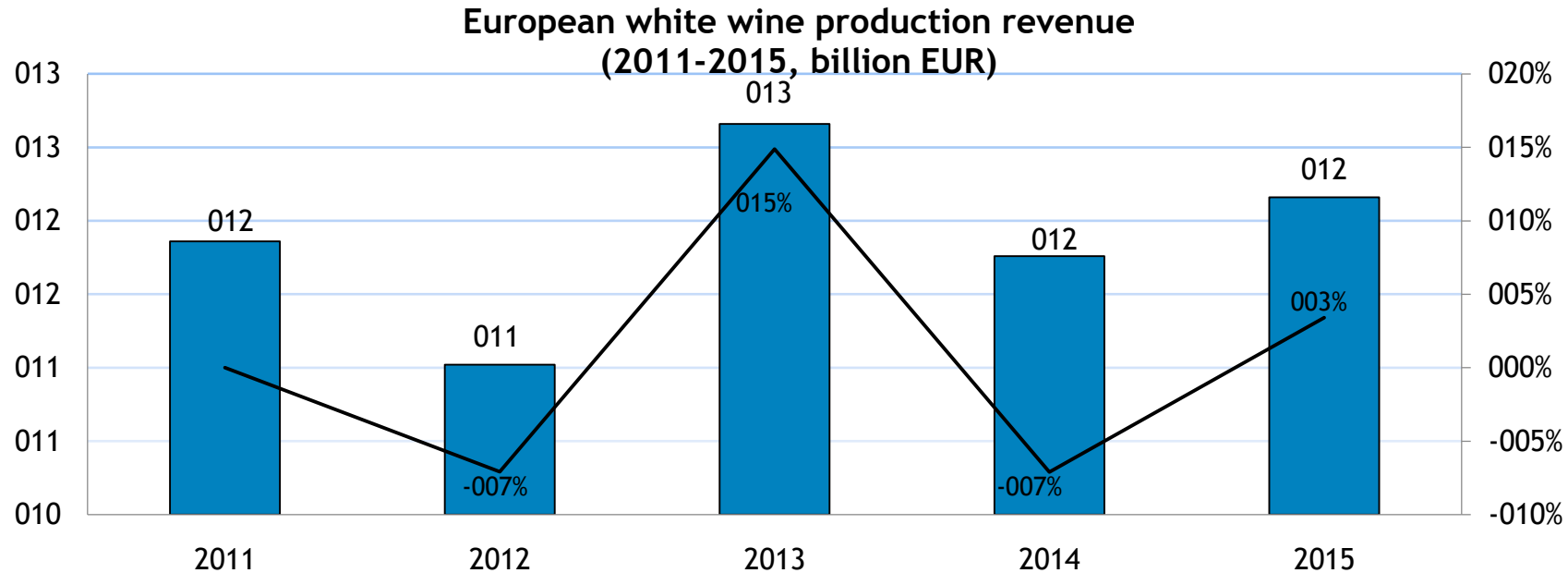
European white wine production forecast  
(2016-2020, million hl)



White wine production will surpass **55,52 million hl** by 2020. The production will groww constantly in this period and the **CAGR** is projected to be **2,89%** . France, Italy and Spain will be the top three countries based on production.

# European white wine production revenue

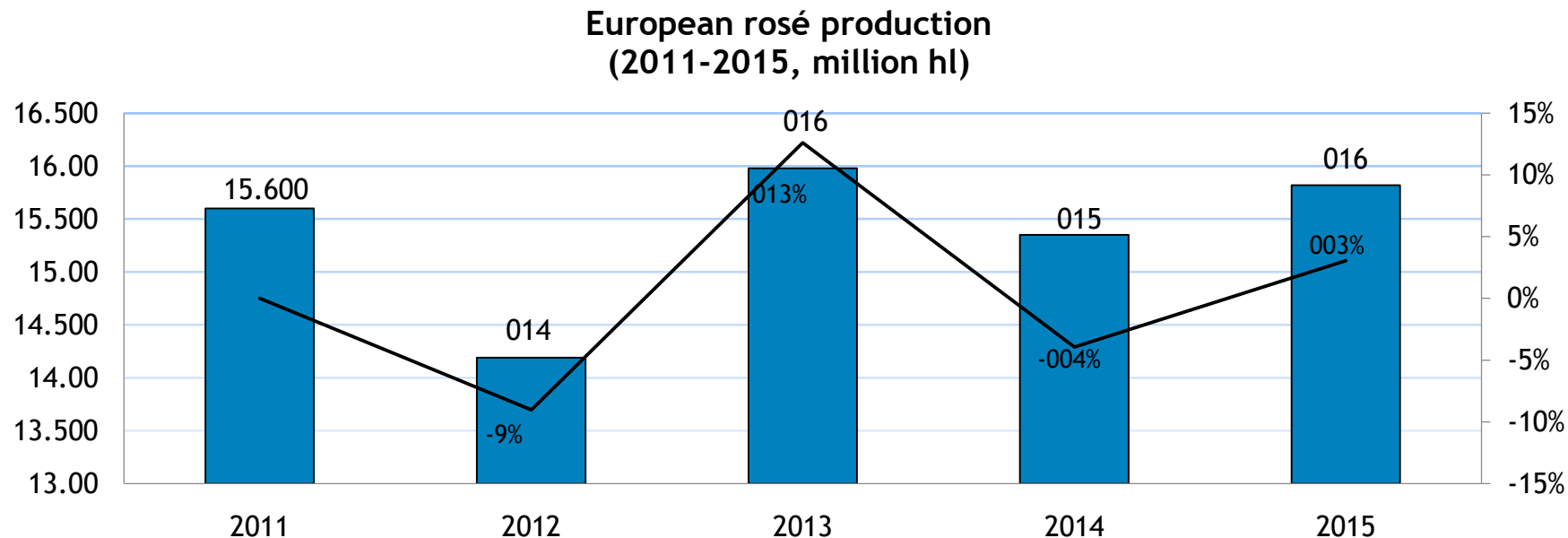
Revenue from white wine grew between 2011 and 2015. Revenue in 2015 was 12,16 billion EUR and revenue growth that year was 3,4%.



Revenue from white wine **grew** between 2011 and 2015. Revenue in 2015 was **12,16 billion EUR** and revenue grew that year by 3,4%. Italy had the highest revenue, followed by France and Spain.

# European rosé production

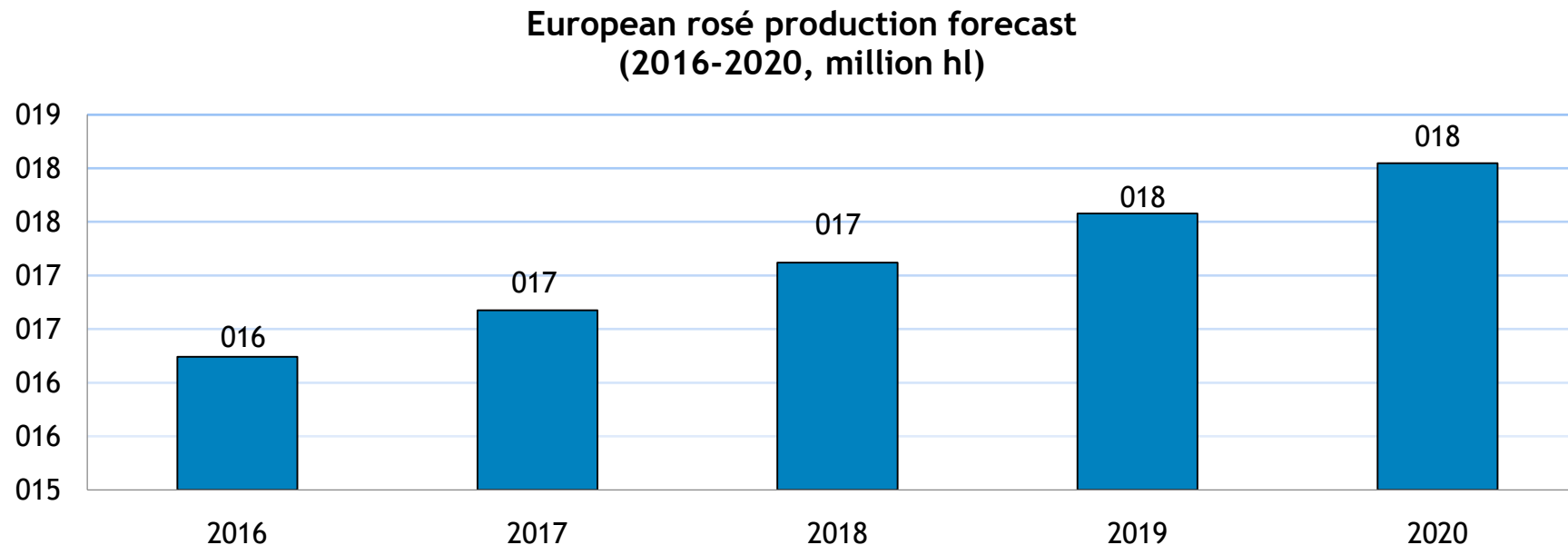
Rosé production was 15,82 million hl in 2015. Production growth between 2014 and 2015 was 3,06%. The highest output was in 2013, with 15,98 million hl.



Rosé production reached **15,82 million hl** in **2015**. Production growth from 2014 to 2015 was **3,06%**. The highest production occurred in 2013 with, 15,98 million hl. France, Italy and Spain had the highest production in 2015.

# European rosé production forecast

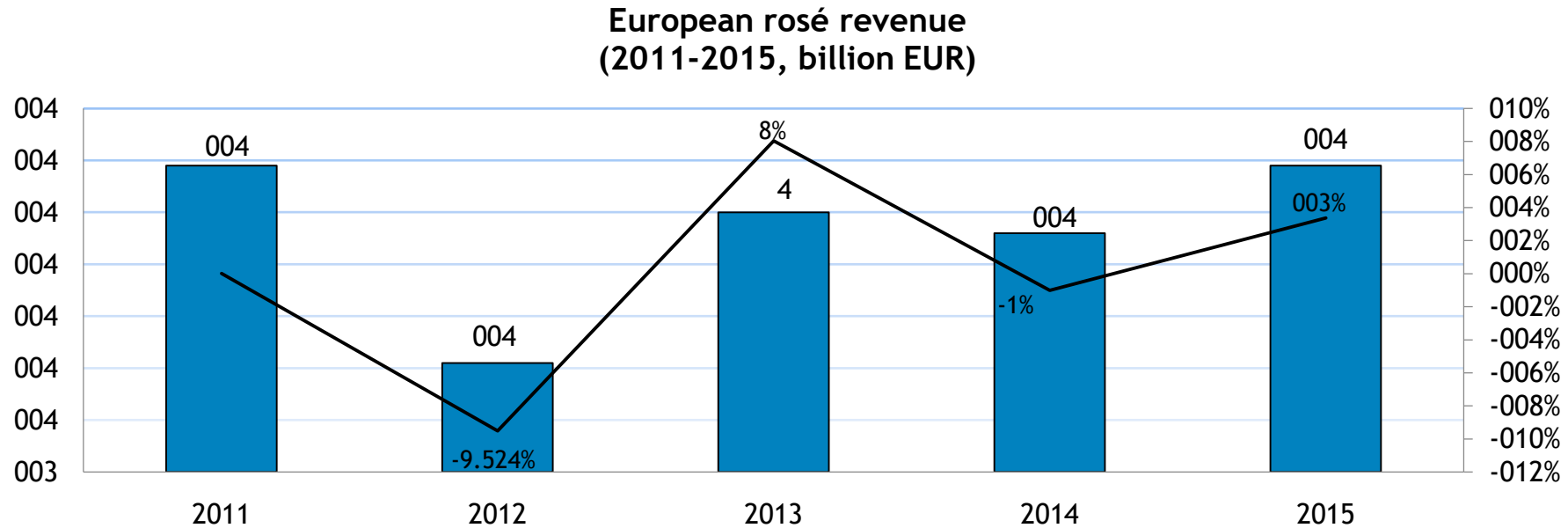
Rosé production will reach 18,05 million hl in 2020. Production growth between 2016-2020 will be 2,67%. France is the country which will produce the most.



Rosé production will hit **18,05 million hl** in 2020. Production between 2016 and 2020 will grow by a **2,67% CAGR**. France is the leading rosé producing country.

# European rosé revenue

Revenue form rosé grew constantly between 2011 and 2015. Revenue in 2015 was 4 billion EUR, after a yearly growth of 3,37%.

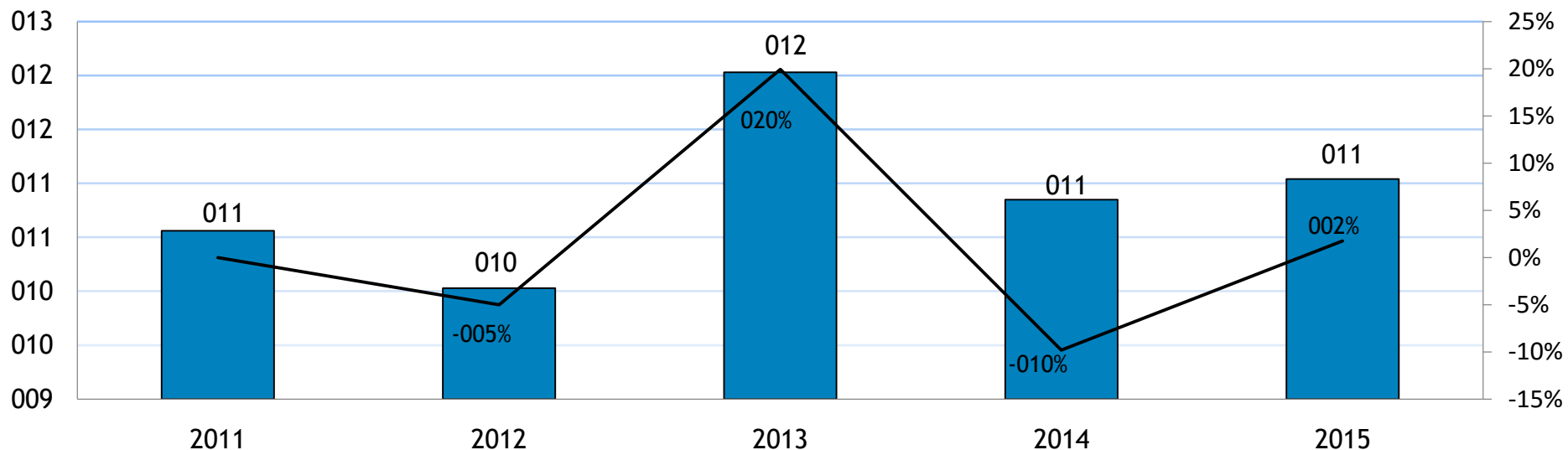


Revenue form rosé **grew constantly** between 2011 and 2015. Revenue in 2015 was **3,99 billion EUR** and it grew with 3,37% from 2014. France had the highest revenue, followed by Italy and Spain.

# European sparkling wine production

Sparkling wine production reached 11,04 million hl in 2015. Production grew between 2014 and 2015 by 1,75%. The highest production occurred in 2013 with 12,03 million hl.

European sparkling wine production  
(2011-2015, million hl)

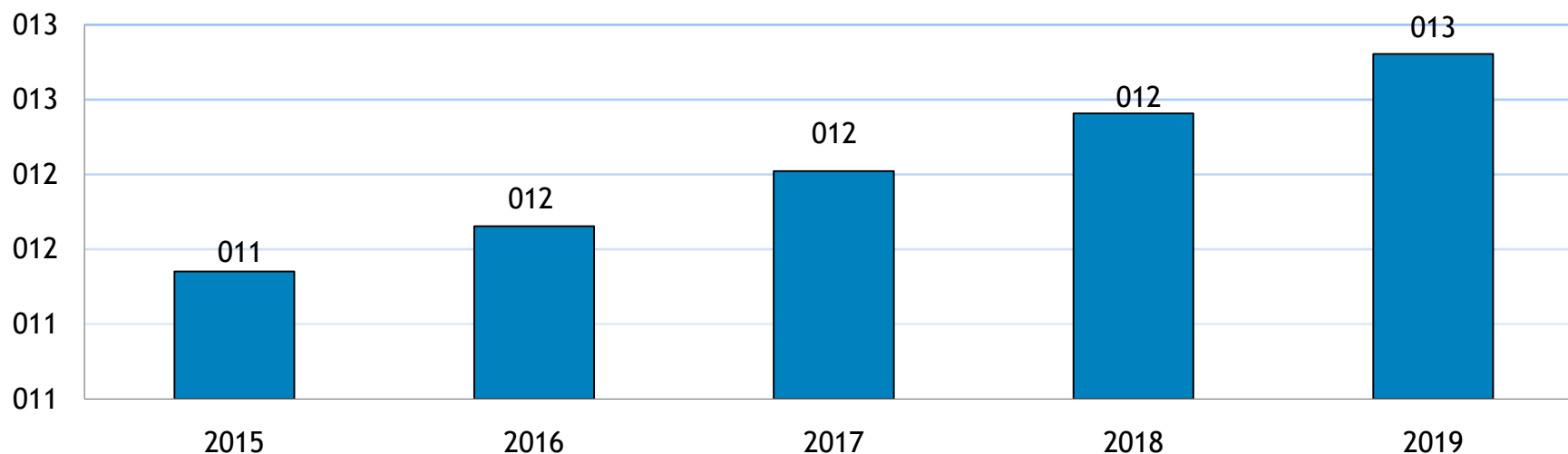


Sparkling wine production hit **11,04 million hl** in **2015**. Production grew between 2014 and 2015 by **1,75%**. The highest production was in 2013 with 12,03 million hl. Then production decreased due to Italy and Spain reducing output.

# European sparkling wine production forecast

Sparkling wine production will reach 12,80 million hl by 2020. Production will grow between 2016 and 2020 by 3,16% yearly. France and Spain will produce the most sparkling wine.

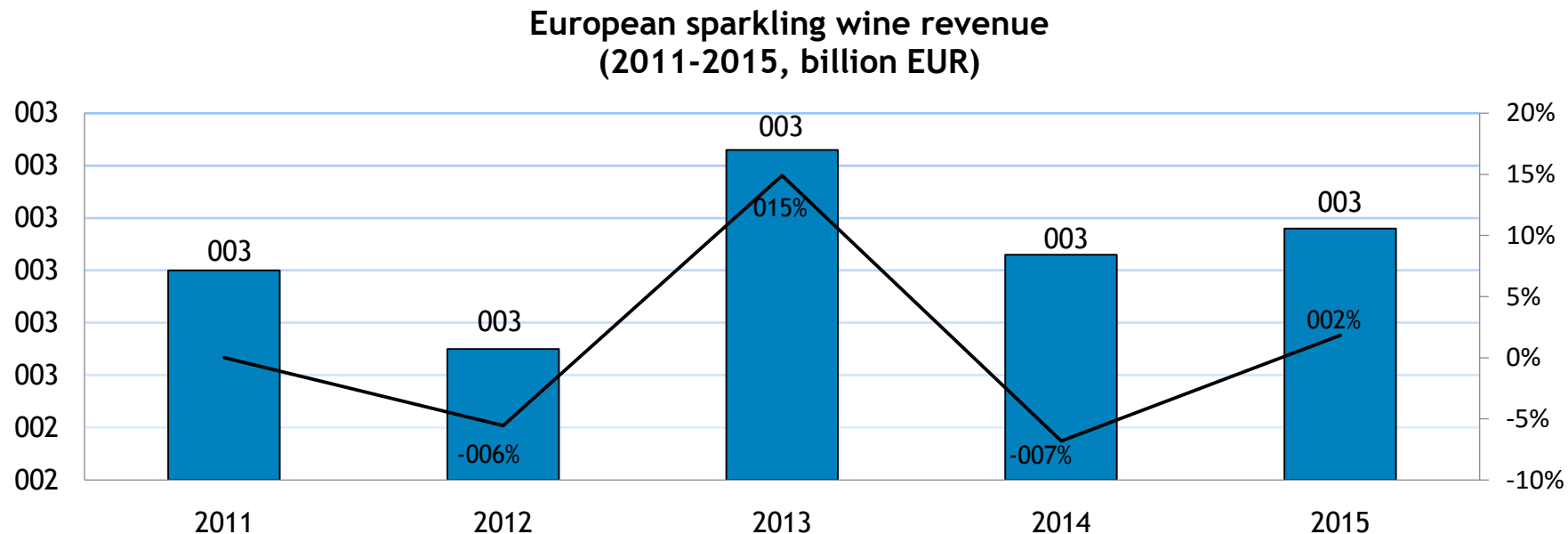
European sparkling wine production forecast  
(2016-2020, million hl)



Sparkling wine production will reach **12,80 million hl** in 2020. Production will grow between 2016 and 2020 by a **3,16% CAGR**. France and Spain will produce the most sparkling wine.

# European sparkling wine production revenue

Revenue form sparkling wine grew between 2012 and 2015. Revenue in 2015 was 2,78 billion EUR and growth was 1,83% in 2015.

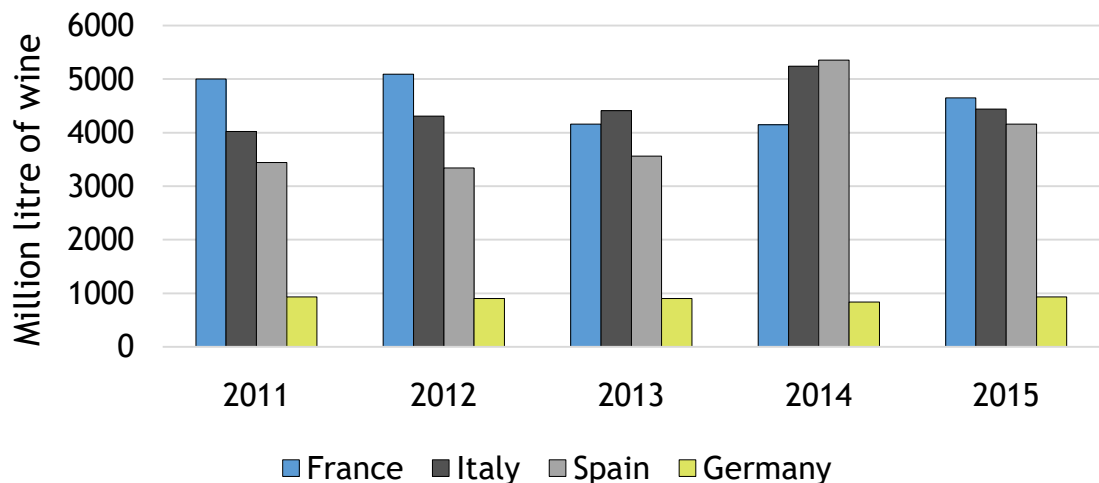


Revenue form sparkling wine **grew** between 2012 and 2015. Revenue in 2015 was **2,78 million EUR** and growth was 1,83%. France and Spain produced the highest revenues.

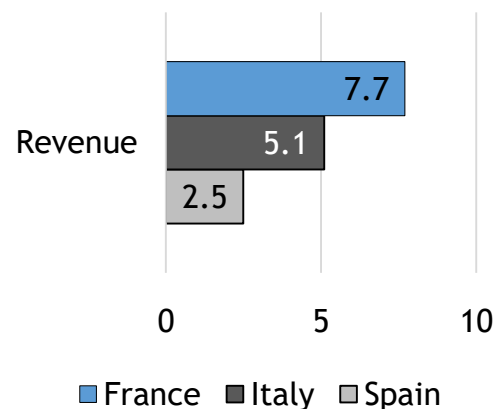
# Top European winemaking countries

The lion share of the total wine production is provided by 3 countries: France, Italy, and Spain. These Mediterranean countries made up 81% of the total production.

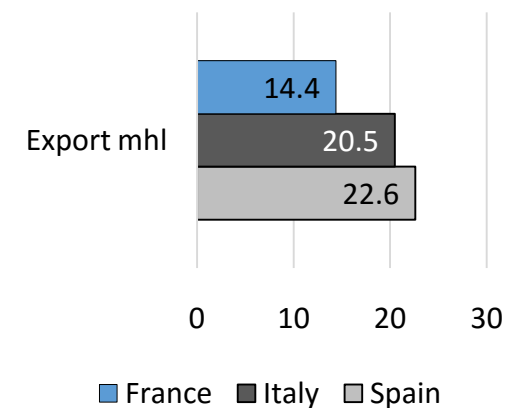
Production of the 4 big countries  
(2011-2015, million liters)



Export revenues  
(2014, billion EUR)



Exported wine  
(2014, million hl)

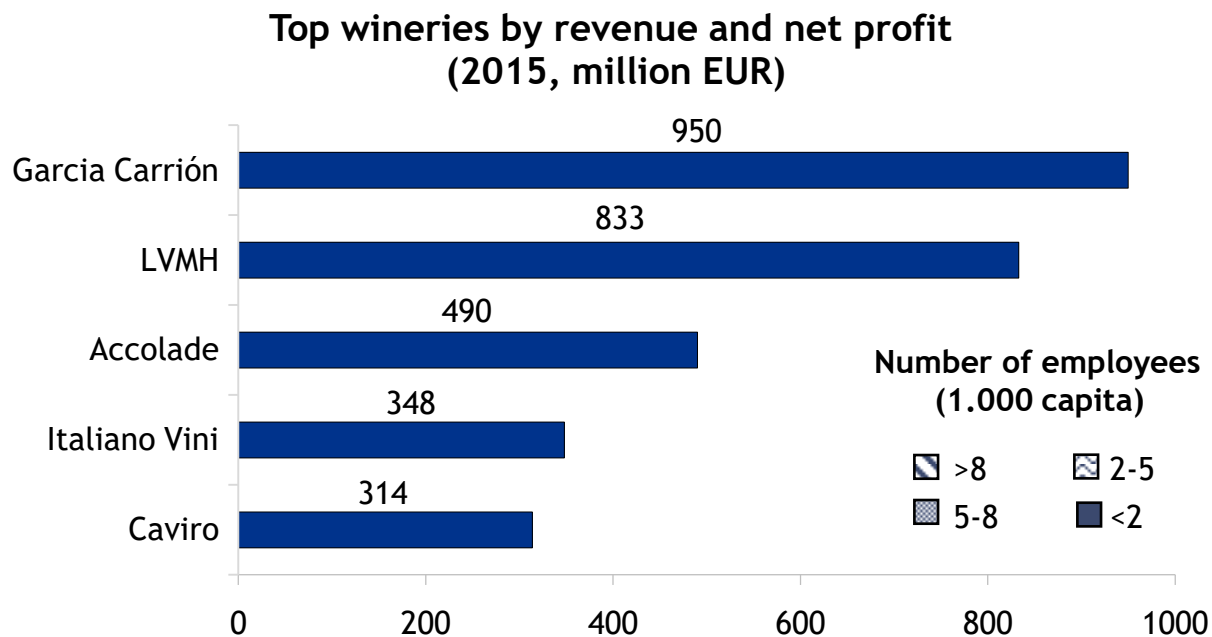


France, Italy and Spain made up 81% of the total European production. Almost every year the first place changes and right now France again is the first, followed by Italy, Spain and Germany.

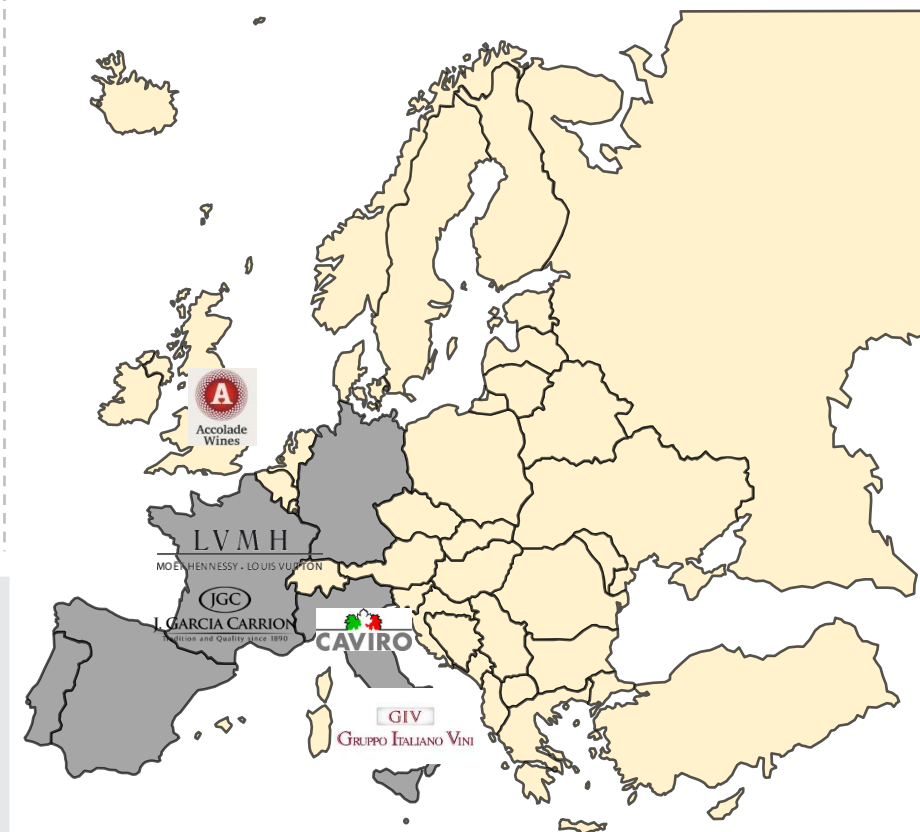
Although France has exported the least (14,4 million hl), it had the highest revenue (7,7 billion EUR).

# Top European wineries by revenue

In 2015, Garcia Carrión, the french traditional winery, became the largest winery in Europe by total revenue. Garcia Carrión's revenue was around 950 million EUR in 2015.



Top 5 vineyards by location

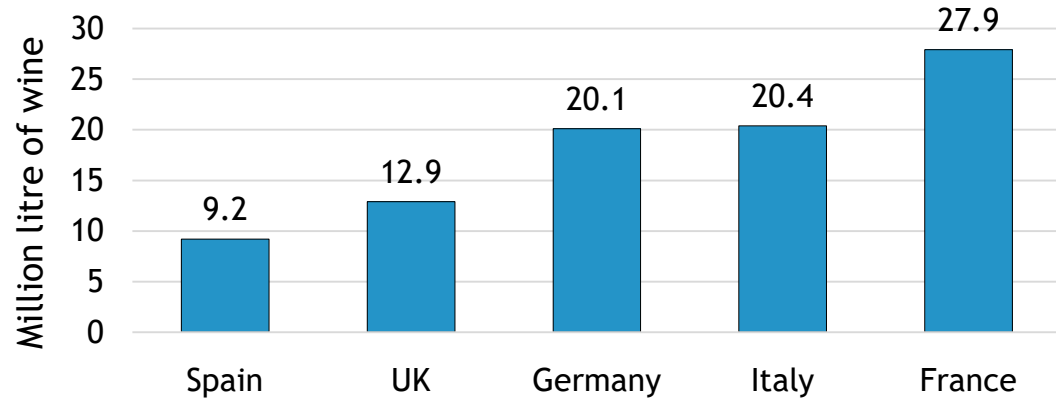


The biggest grape growing and winemaking countries in Europe were Spain, France, Italy and Portugal. The largest winey was the french Garcia Carrión, founded in 1890 by José Garcia-Carrión.

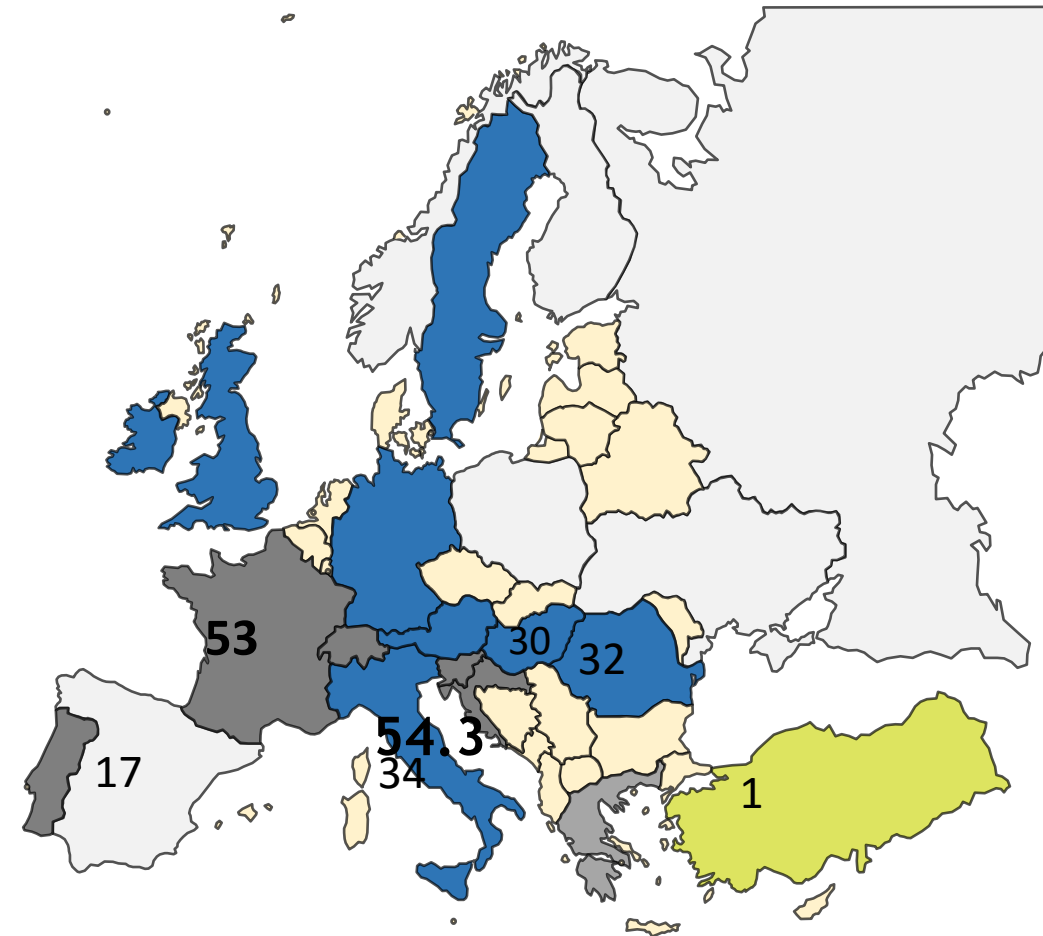
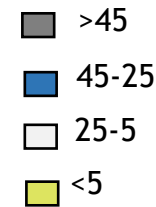
# European wine consumption

In 2015, France was the largest wine producer and wine consumer. The French consumed almost 28 million hl of wine and 53 liters of wine per capita that year. France is followed by Italy in volume consumed.

Top European countries by wine consumption  
(2015, million hl)



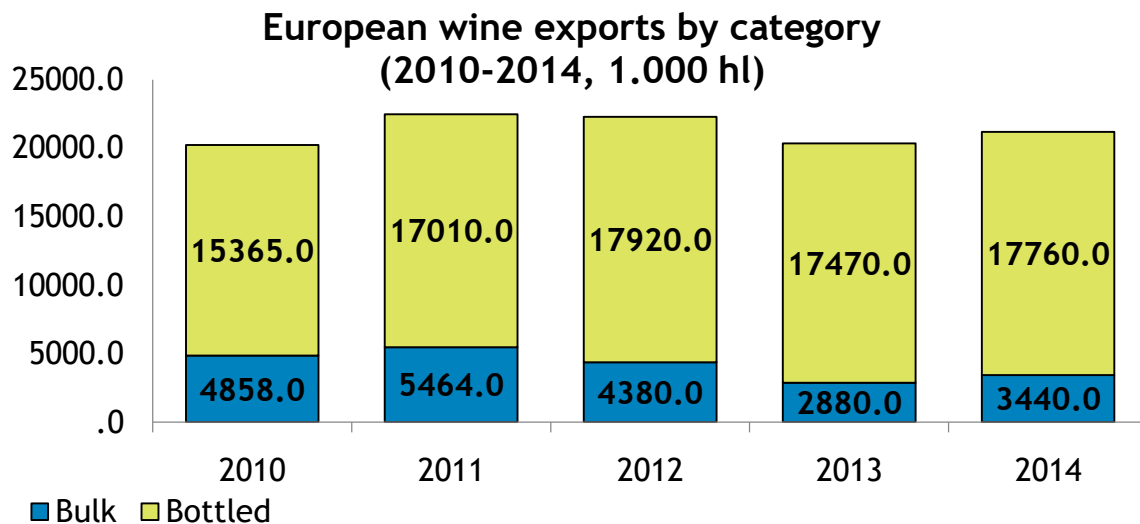
Consumption/capita in European countries  
(2015, liters)



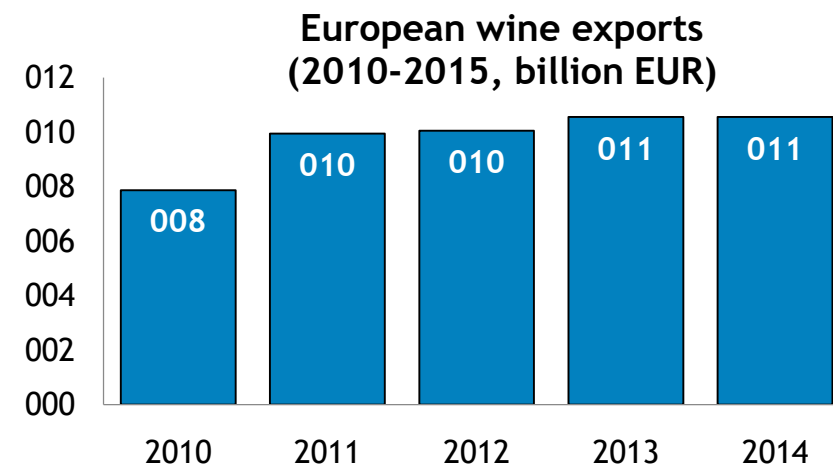
After France, the other great wine consumers were Italy with 20,4 million hl and Germany with 20,1 million hl. Spain is one of the largest wine producers and also has the highest export rate. Vatican City State has the largest consumption/capita rate with 54,3 liters/year, followed by France, Slovenia, Switzerland and Italy.

# European wine exports

In 2014, the EU-28 was the world's largest wine exporter. The United States was the leading EU-28 export market, representing 29,5 % of total outgoing production. Switzerland was the second largest importer in value terms.

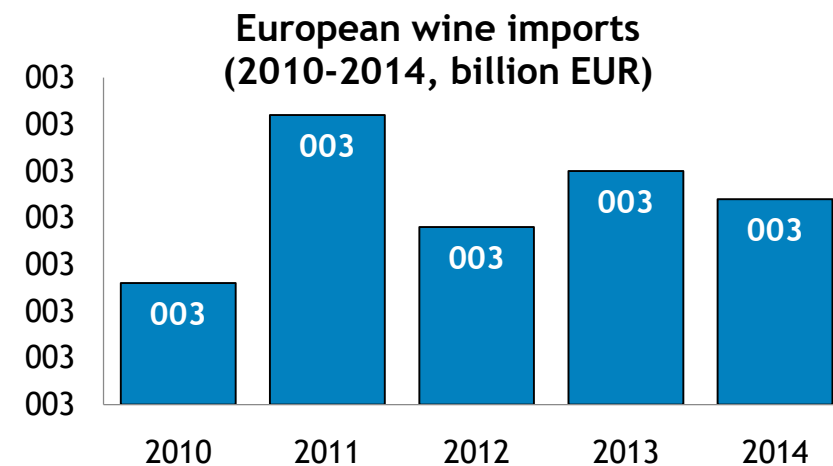
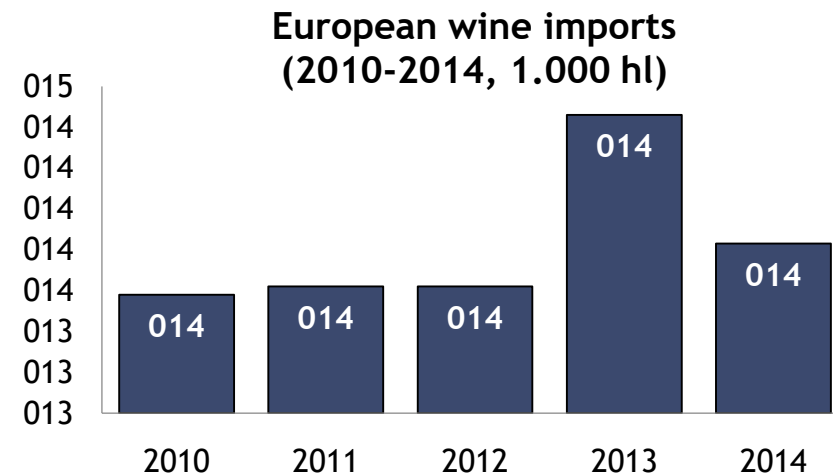
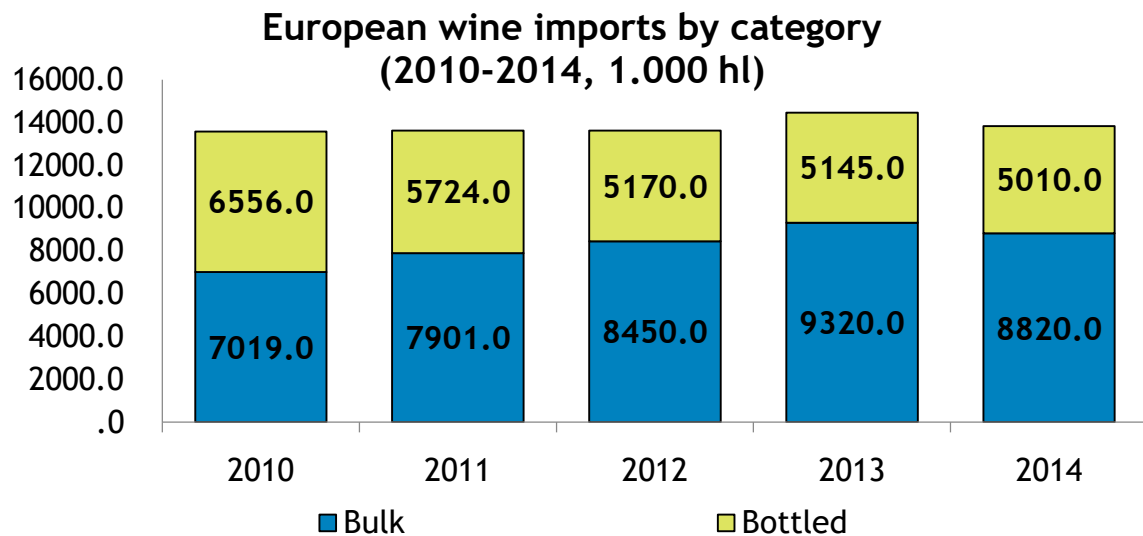


72% of European exports are comprised of bottled wines. The highest total volume was in 2011, after that came two years of decline, but in 2014 the number of exports started to grow again, by 4%.



# European wine import

In 2014, the EU-28 was the world's leading wine importer. Its main wine suppliers are Australia, Chile, South Africa and the USA.



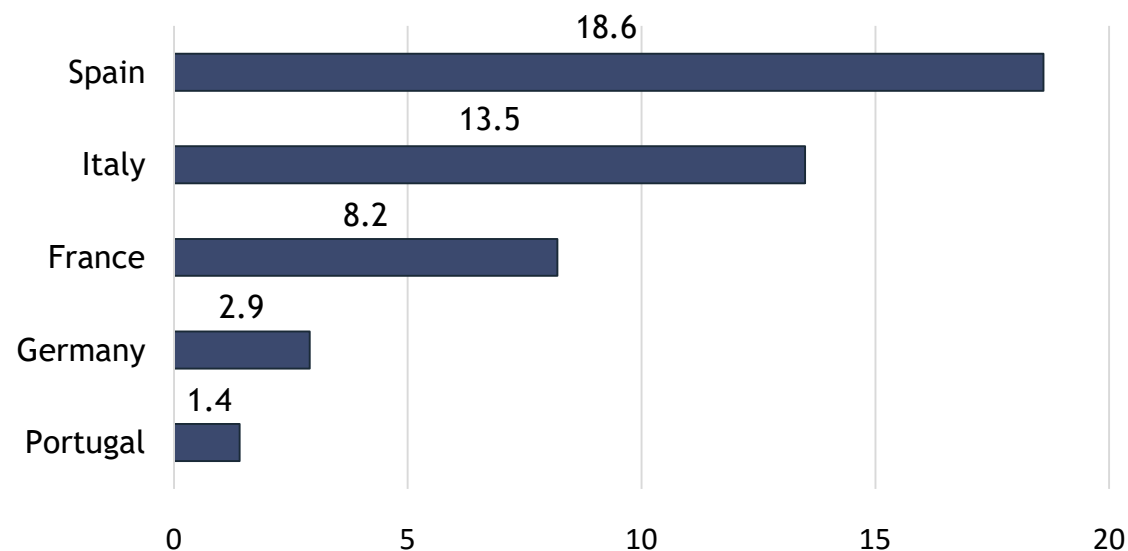
64% of imports were comprised of bulk wine to be bottled and then traded again.

The highest volume of import was registered in 2013, after that year came a slump of 4,36%.

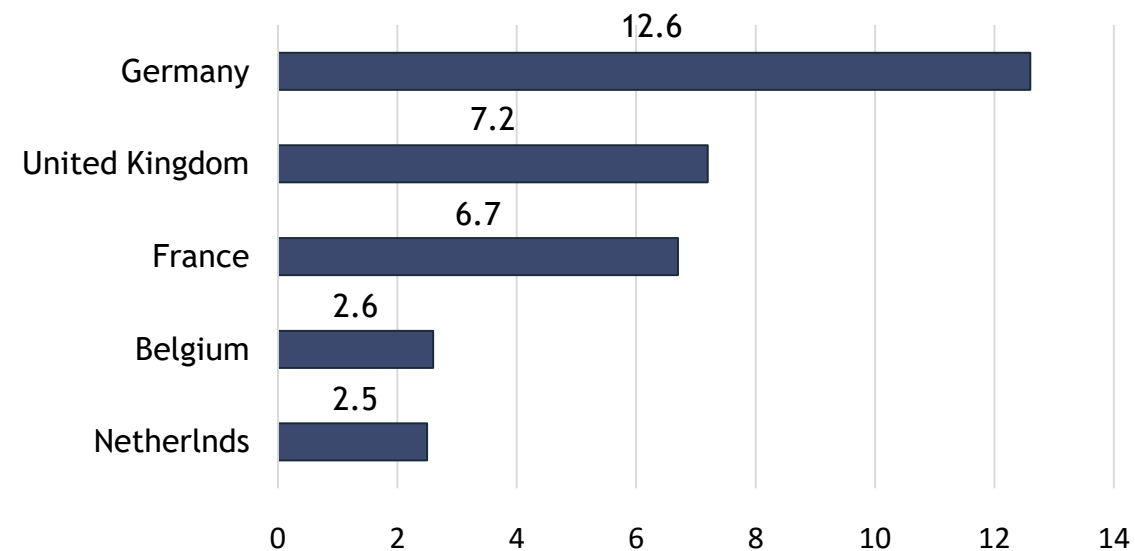
# Top European wine exporting and importing countries by volume

The EU-28 is not only the world's largest wine importer, but also the biggest exporter. Approximately 72 % of exports are comprised of bottled wines.

Top European wine exporting countries  
(2014, million hl)



Top European wine importing countries  
(2014, million hl)

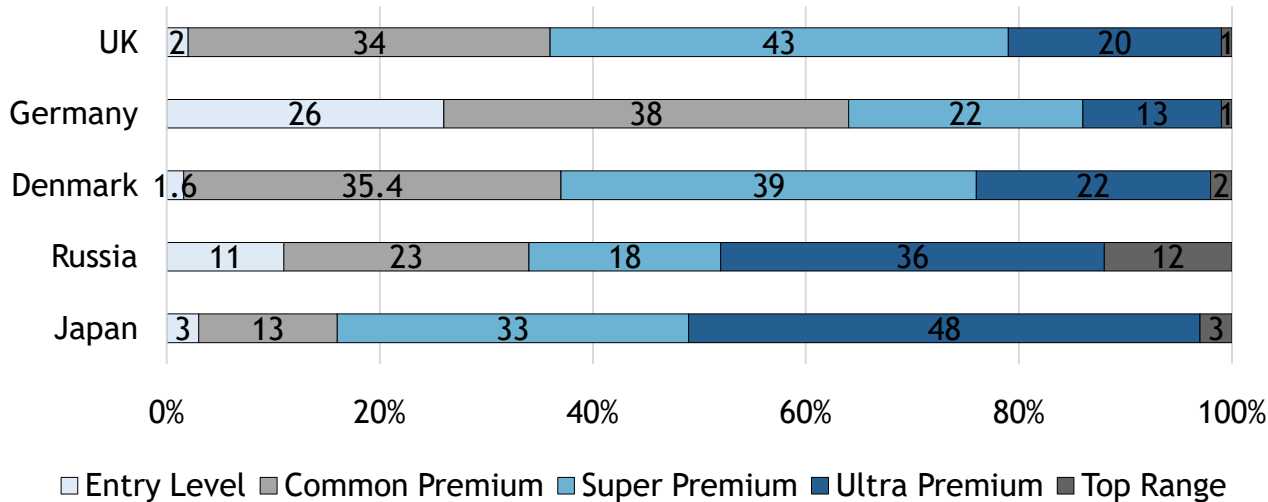


Among the major EU wine producing countries, notable decreases occurred in Spain (-22,3%) and Italy (-15%), while increases were registered in France (+12%) and Germany (+11%).

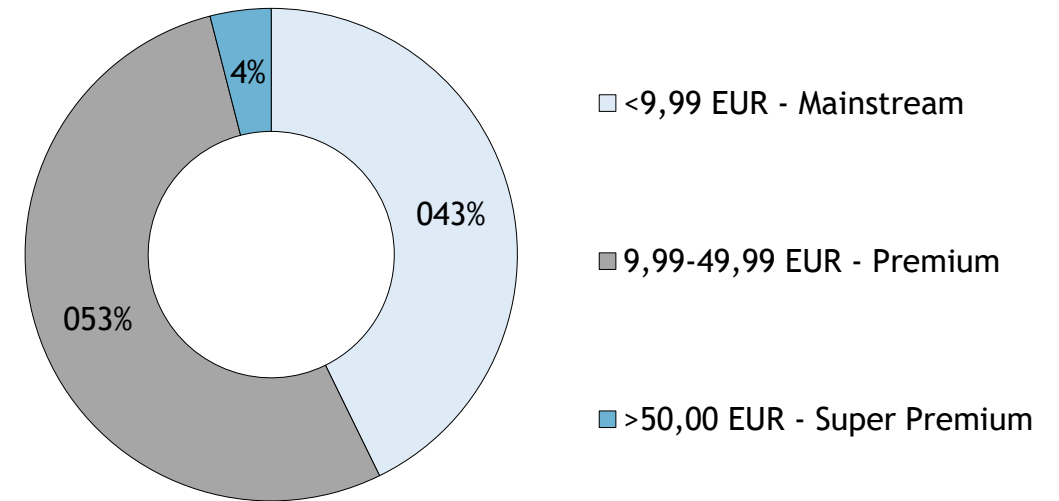
# Global wine distribution by price range

The average European wine consumer prefers to drink medium price range wines. The three categories below the 15 EUR threshold made up 73,25% of the total wine consumed.

Wine distribution in Europe and worldwide by price range (2015, %)



Wine distribution in Europe by price range (2015, %)



European wine consumption preferences differ from other countries,. Wine consumption is divided, European people like the medium range price category wines, based on the distribution research.

# European wine sales forecast

French, Italian, Spanish and Portuguese wine markets will be growing until 2018. Forecasters predict a constant growth.

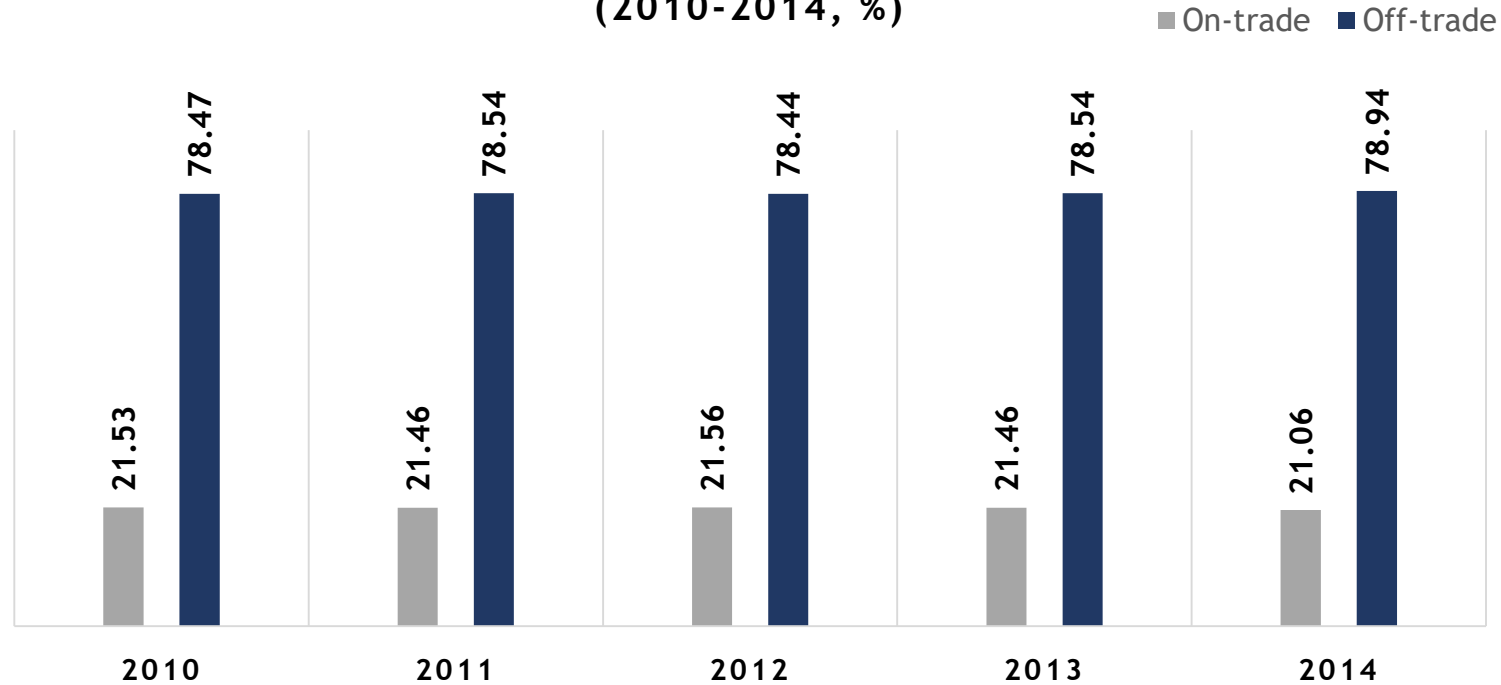


Wine sales will increase by an annual growth rate of 3,38%, reaching a value of 179,1 billion EUR by 2020.

# European wine on-trade vs. off-trade share

Off-trade channels, such as wine shop chains, super and hypermarkets and web-based models account for 72% of all volume of wine sold worldwide and 60% of the total value of those sales.

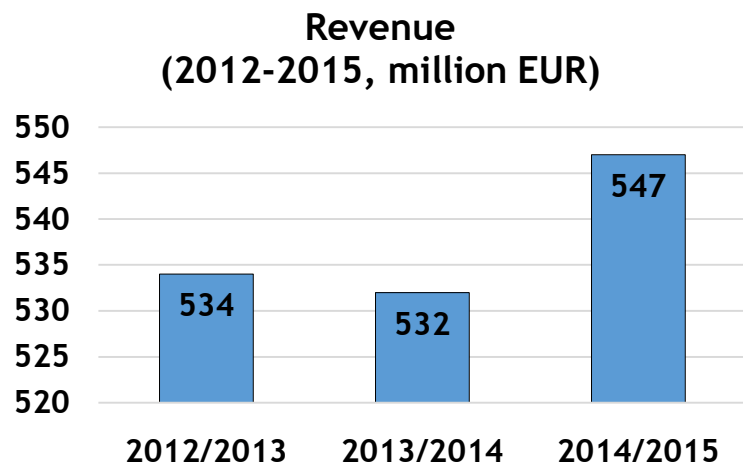
European wine on-trade vs. off-trade sales  
(2010-2014, %)



The most significant decrease of on-premise sales was in France. The share fell from 39,8% in 2010 to 31,8% in 2014. Meanwhile in Italy and Spain the on-trade channel's share increased by 5,1% in this period.

# 1. Cantine Riunite-CIV - Italy

Cantine Riunite-GIV was the leading Italian group in 2015, with a revenue of 547 million EUR from Italian and international sales (50% - 50%).



CANTINE  
RIUNITE & CIV



1.754 members-grape growers

24 wineries



126 million bottles sold in 2014/2015



B2B in 80 countries



Top sales:  
UK, USA, Germany

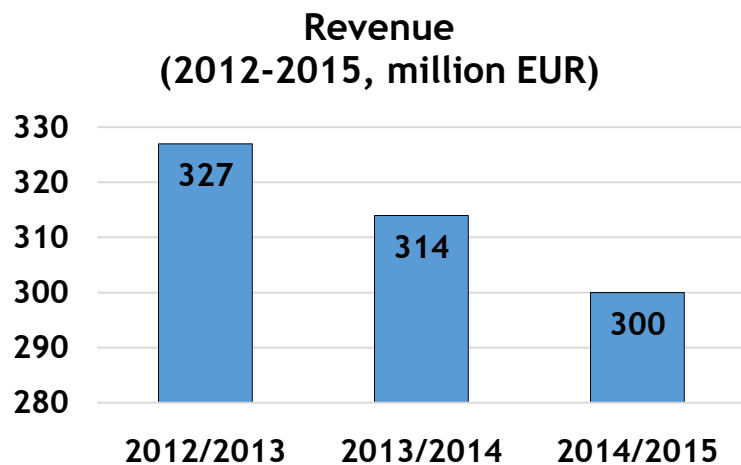


Campegine, Italy

Since 1950

## 2. Caviro - Italy

In 2015 Co-operative group Caviro from Emilia Romagna was in second position, with sales of 300 million EUR, despite a 4,4% slump.



12.000 grape growers

32 wine cooperatives in 8 Italian regions



183 million liters

Table wines, Premium, Superpremium



7,3 million consumer households in Italy



Leading Italian company in mass distribution

8,3% in value  
14,2% in volume

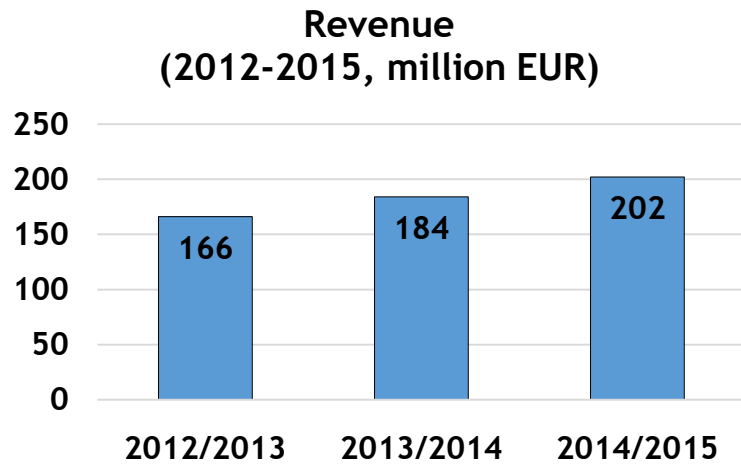


Sede di Faenza, Italy

Since 1966

### 3. Antinori - Italy

In 2015, Antinori is Italy's largest family-owned company, it was in the third position with a revenue of 202 million EUR, up 8,7% compared to the previous year.



2.540 ha in Italy  
11 estates



22,7 million bottles  
738 different wines  
Specialized in Chianti, with  
high quality wines



Owns and has partners in  
retail outlets (Cantinetta  
Antinori, Procacci)  
+ USA



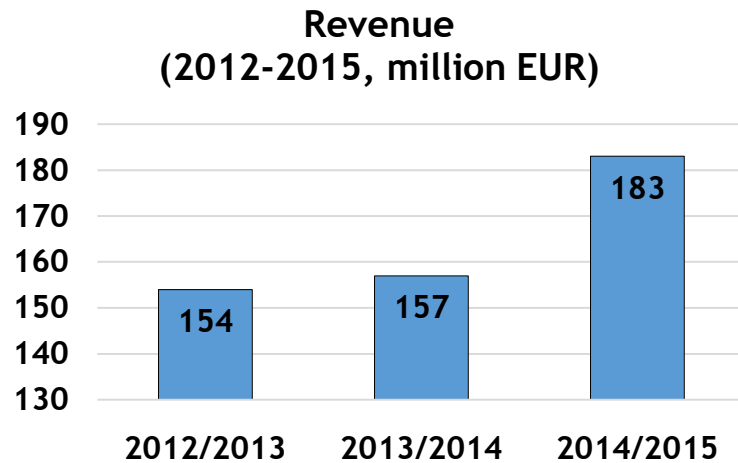
Distribution to 140  
countries



Florence,  
Italy  
Since 1385

## 4. Zonin - Italy

In 2015, Zonin, with a growth of 14,3% became the fourth largest wine group in Italy, with sales of 183 million EUR.



80 professionals

9 wine estates located in 7  
wine regions  
4.000 hectares



42 million bottles of still  
and sparkling wines

Targets each segment of the  
market.



Zonin USA, Zonin UK,  
+ company shares in Japan



100 countries around the  
world

US - 22%  
Germany - 9,5%

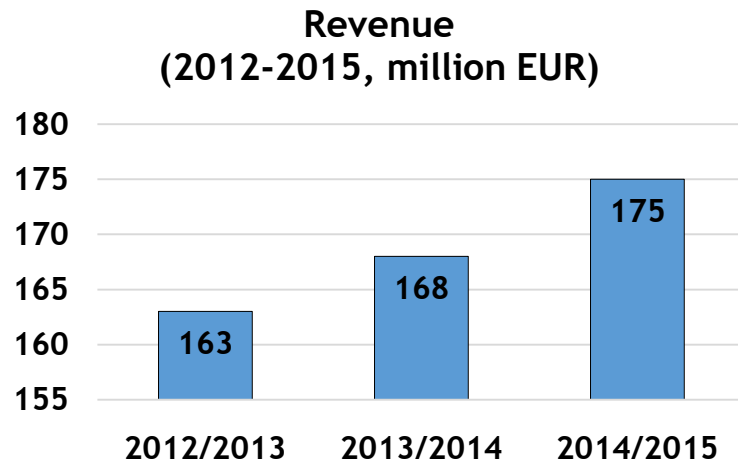


Gambellara,  
Italy

Since 1821

## 5. Gruppo Mezzacorona - Italy

Mezzacorona was the fifth largest wine group in Italy in 2015, exports constitute its main revenue, a total of 175 million EUR.



**MEZZACORONA**



1.600 grape growers  
3.500 ha



47 million bottles  
8 brands



Owens distribution  
companies in the USA and  
Germany.



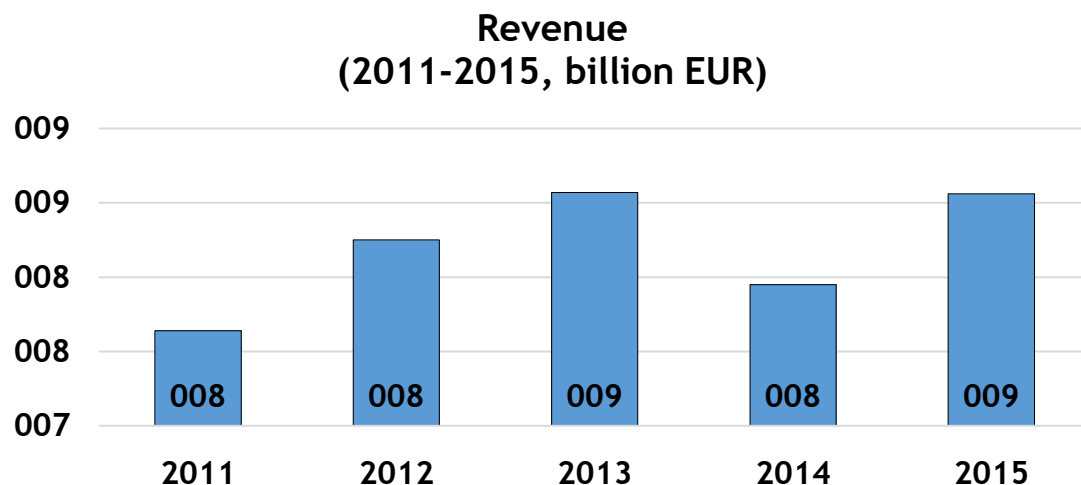
Export - 70% of revenue  
More than 40 countries.  
Top 5:  
USA, Germany, UK, Canada,  
Scandinavia



Trentino,  
Italy  
Since 1904

# 1. Pernod Ricard - France

In addition to wine, the company also produces several other types of pastis. After the banning of absinthe, Pernod Ricard was produced by the Pernod Fils company, which had produced absinthe. It is now a worldwide conglomerate.



18.421 employees



Wine, Cognac, Vodka, Whisky,  
Gin



B2B in 85 countries



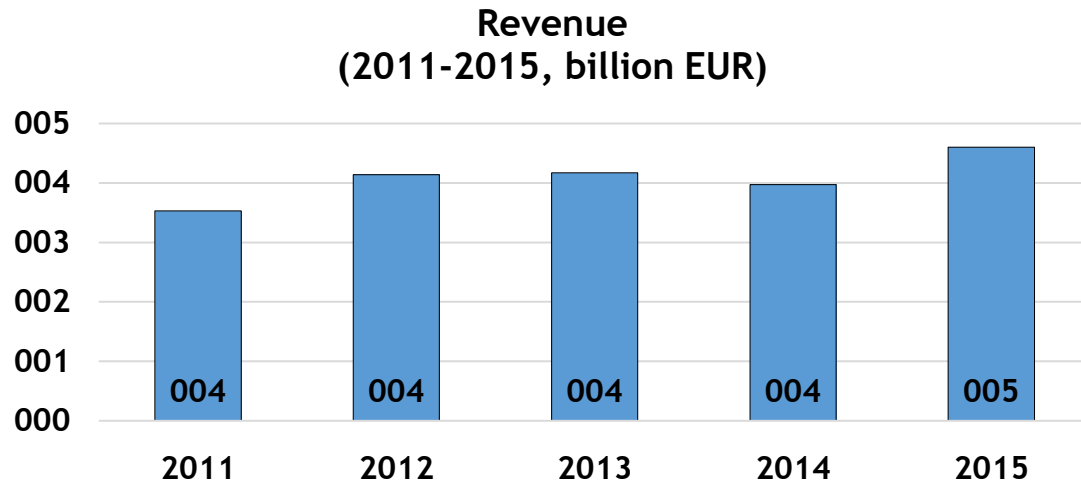
101 production sites



Paris, France

## 2. Moët Hennessy Louis Vuittonnes - France

This company is one of the largest wine and spirits distributors in the world, mainly trading in luxury wines and champagnes.



**LVMH**  
MOËT HENNESSY • LOUIS VUITTON



120.000 employees



Diversified portfolio:  
Wine and spirits  
Luxury goods



B2B in 85 countries  
B2C



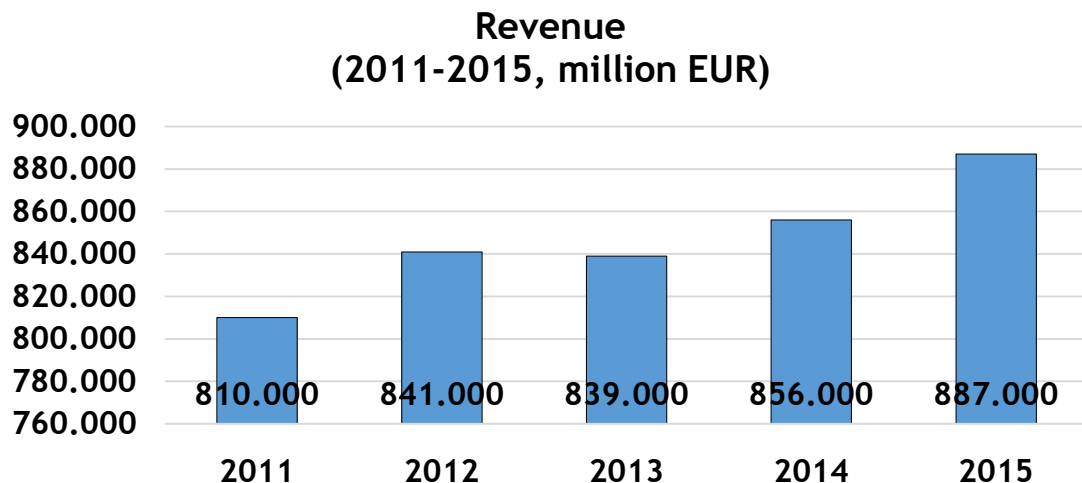
Worldwide presence



Paris, France

### 3. Les Grands Chais de France - France

The GCF group is one of the top French wholesale wine and spirits merchants. The GCF group is present in the six great wine-growing regions of France.



1.889 employees



Diversified portfolio:  
Wine and Spirits



B2B and B2C



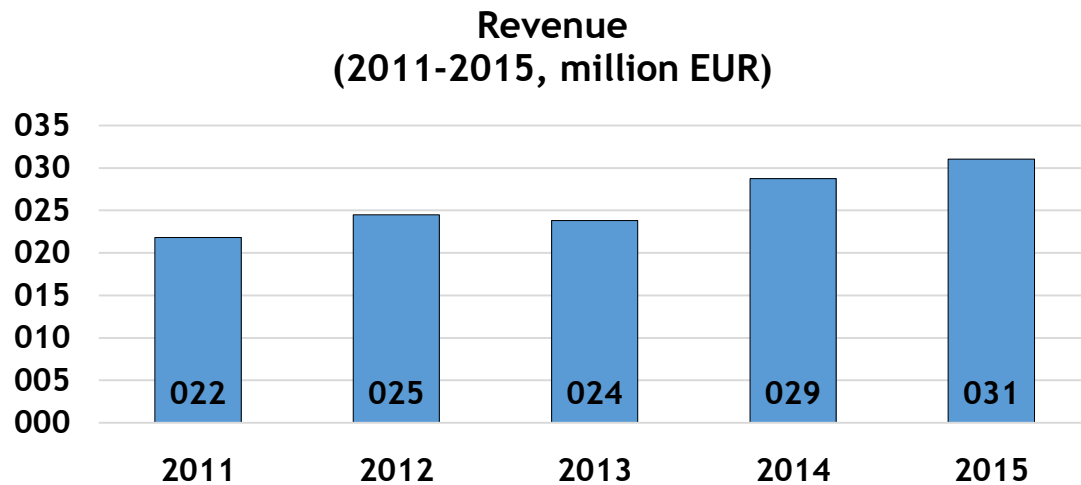
24% France  
76% Export divided into:  
72% Western Europe  
8% Central Europe and Est  
20% Global Export



Petersbach, France

## 4. Les Vignobles André Lurtonnes - France

Les Vignobles André Lurtonnes, a family company, is currently one of the largest wineries in the Bordeaux region. This company trades only in wine and sells 4 million bottles annually.



200 employees



Wine



5.000 B2B clients



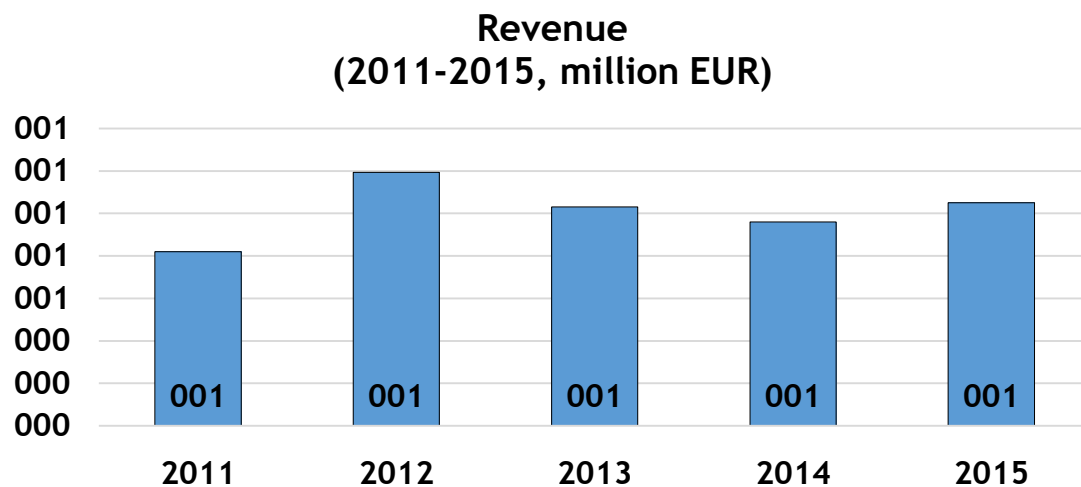
Present on 5 continents and  
over 67 countries



Bonnet, France

## 5. Rémy Cointreau - France

Rémy Cointreau generated revenues of 1,05 million during the 2015/16 financial year, achieving a reported growth of 8,9%.



1.784 employees



Diversified portfolio:  
Liqueurs & Spirits  
, Cognac, Wine



B2B and B2C



Present on every continent

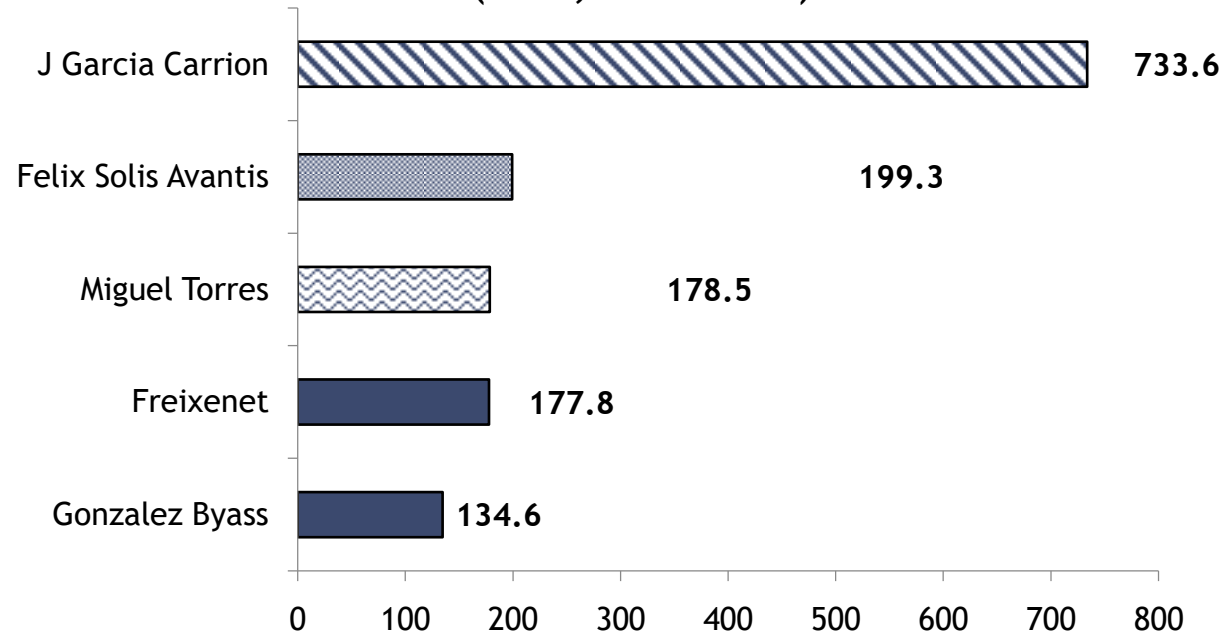


Paris, France

# TOP 5 wine merchants in Spain

The biggest wine traders are located near the main wine regions. The biggest wine trader company is “J Garcia Carrion”, having a total revenue of 733 million EUR in 2015, larger than the other 4 companies combined.

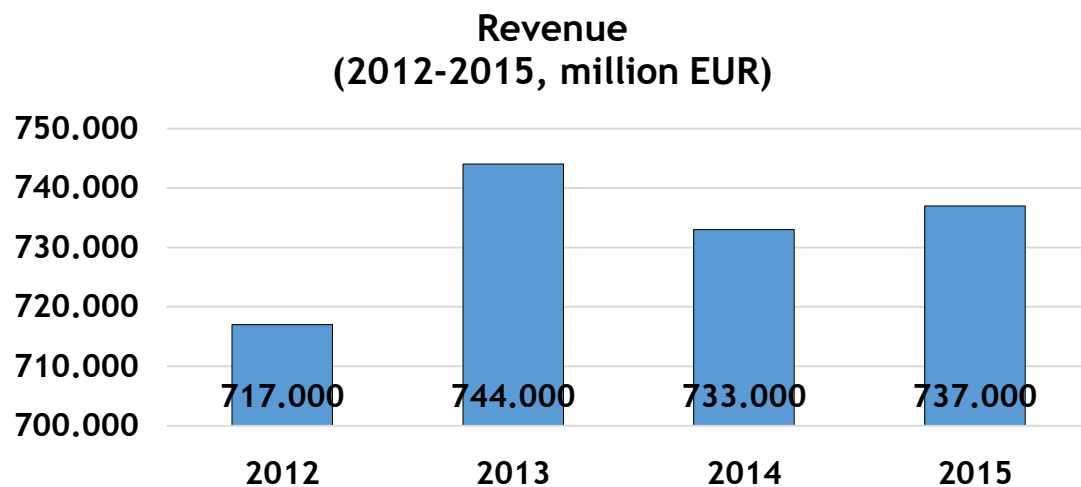
Top 5 Spanish industrial wine distributors by revenue  
(2015, million EUR)



Spain is the biggest wine exporter in the world, exporting 22,8 million hl in 2015. The total revenue of this sector is over 5,6 billion EUR.

# 1. J Garcia Carrion - Spain

J Garcia Carrion is the absolute leader of the wine and juice market in Spain. Its commercial activity is extended to more than 130 countries 5 continents.



550 employees



Wine, juices, nectars



B2B, B2C



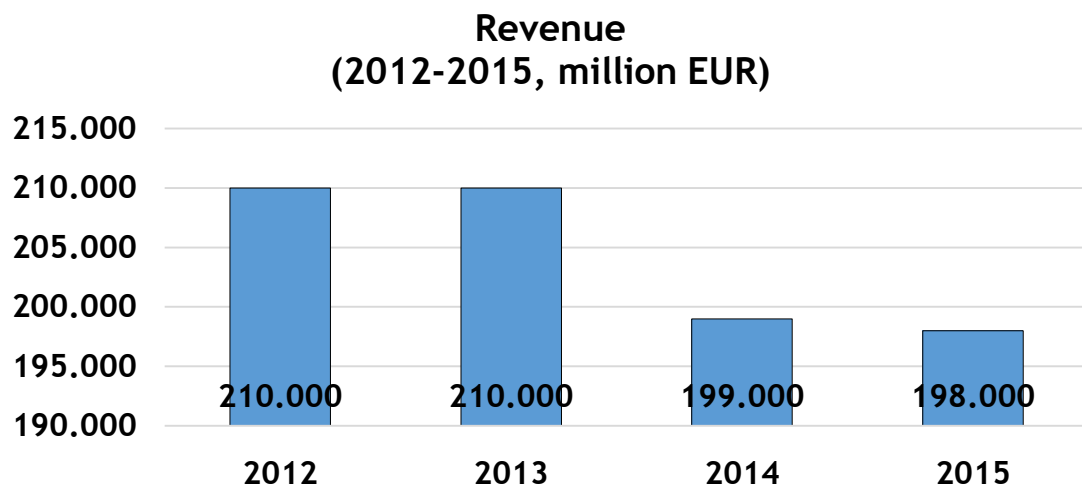
Worldwide reach



Murcia, Spain

## 2. Felix Solis Avantis - Spain

It began as a small family business in the 1950's. Today it is a leader in the international wine sector with a presence in more than 115 countries.



*Felix Solis*  
avantis



250 employees



Wine, must



B2B and B2C



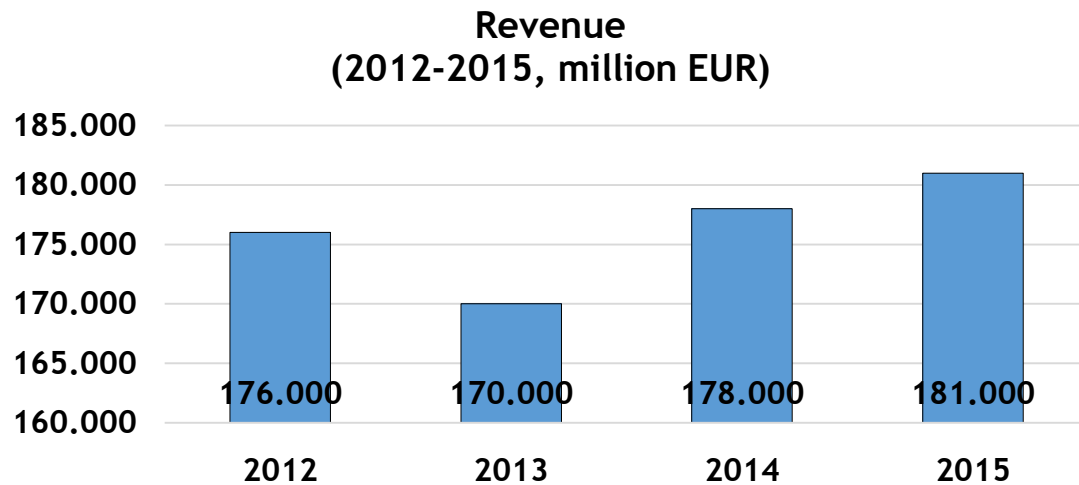
Present in 115 countries



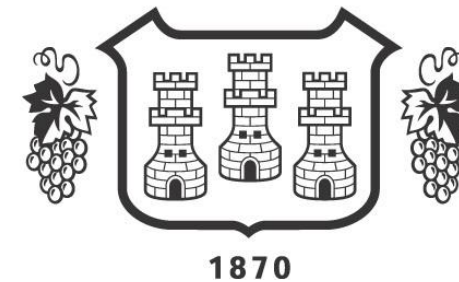
Ciudad Real, Spain

### 3. Miguel Torres - Spain

Miguel Torres is a traditional Spanish wine distribution company. The company improved his position in 2015, taking the 3rd position.



# TORRES®



950 employees



Wine, brandy



B2B, B2C



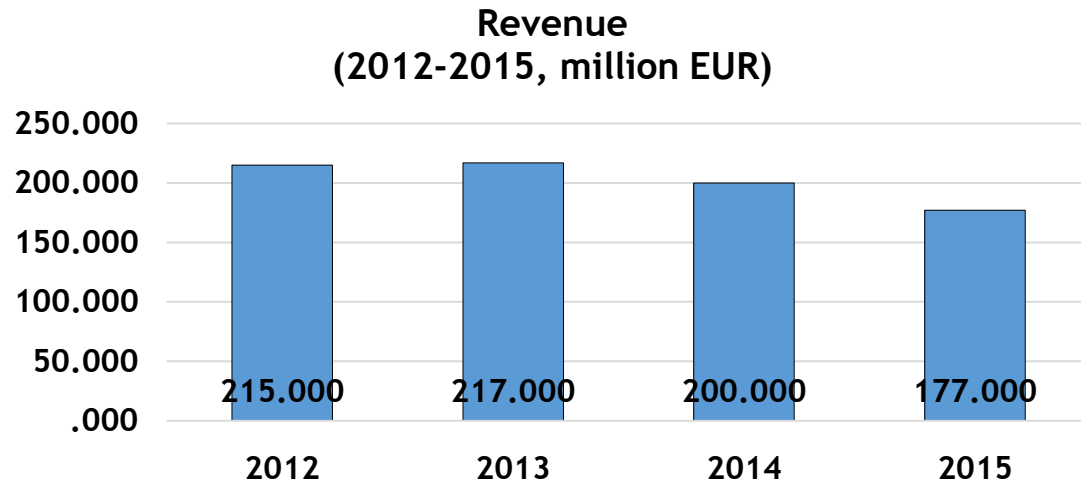
Present in 140 countries



Barcelona, Spain

## 4. Freixenet - Spain

Freixenet is running as a 100% family business, which owns 17 other wineries worldwide. The company produces more than 100 million bottles of Cava (special catalan wine) each year.



# Freixenet



2.200 employees



Wine, champagne



B2B, B2C



Owens vineries in 17 countries

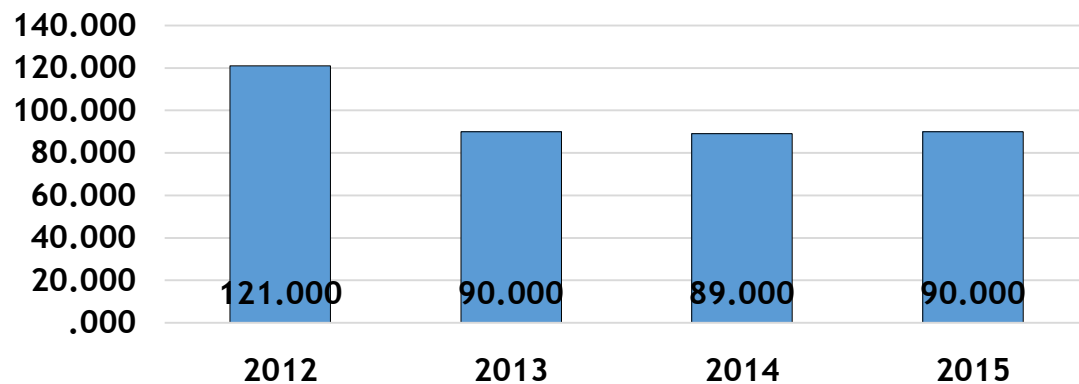


Barcelona, Spain

## 5. Gonzalez Byass - Spain

González Byass's product range is wide, but the firm applies a clearly defined strategy that entails quality control and close collaboration with its distributors.

Revenue  
(2012-2015, million EUR)



540 employees



Wine, spirits



B2B and B2C



Present on every continent



Cadiz, Spain

# 1. Hawesko - Germany

The Hawesko Group is Germany's largest integrated merchant of premium wines and champagnes, and one of the leading wine traders in the world.



Revenue: 476,8 million  
EUR

Number of employees: 925



- Hamburg



-



- **Subsidiaries:**

1. *Hanseatisches Wein- und Sekt-Kontor*
2. *Jaques' Wine Depot*
3. *Wein Wolf and CWD Champagner und Wein Distributionsgesellschaft*



**3 sales channels:**

- Wine mail order and online business
- Domestic specialist wine retailer
- Wine wholesaler (13,000 first-class restaurants)



**Premium wines and champagnes**

(almost 3000 kind of wines and champagnes)

## 2. Mövenpick - Germany

Mövenpick Wein is one of the leading importers and distributors of international quality wines in its home markets Switzerland and Germany. Mövenpick Wine is a Mövenpick Group company and is wholly owned by Mövenpick Holding.



Revenue: 1,25 billion EU  
(Mövenpick Group)

**MÖVENPICK**  
WEIN



- Seidengasse,  
Zürich



- 28 Mövenpick  
wine cellars



- Part of the  
Mövenpick Group



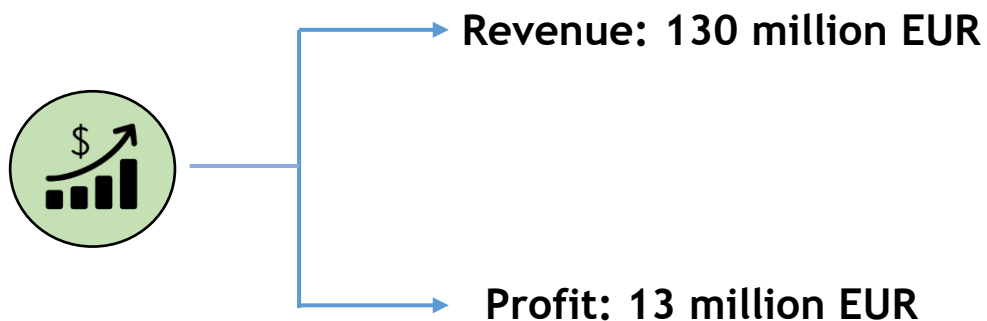
- Private  
- Retail  
- Gastronomy  
+ online shop



- Wines (1200 wines  
from all over the  
world, covering all  
price segments)  
- Spirits  
(Cognac, Gin, Rum, W  
hiskey)

### 3. Jacques' Wine-Depot - Germany

Jacques' Wine-Depot unites practical wine expertise with outstanding customer service. Over 280 depots in Germany and Austria offer a range of more than 200 wines.



- Düsseldorf



- 280 depots in Germany
- 3 depots in Austria



- One of the Hawesko Holding's subsidiaries (in Hamburg)



- Wholesaler for HoReCa
- Regional importer for individual suppliers
- Supplier for other specialist dealers

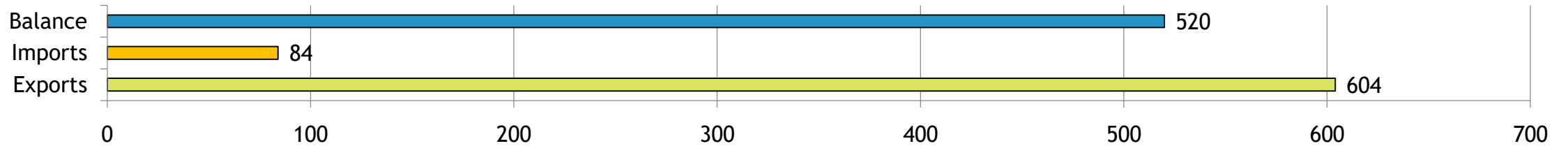


- Premium wines:**
- 250 kind of wines from France, Italy, Spain, Germany, Austria and overseas
  - Red wine, white wine and aperitif

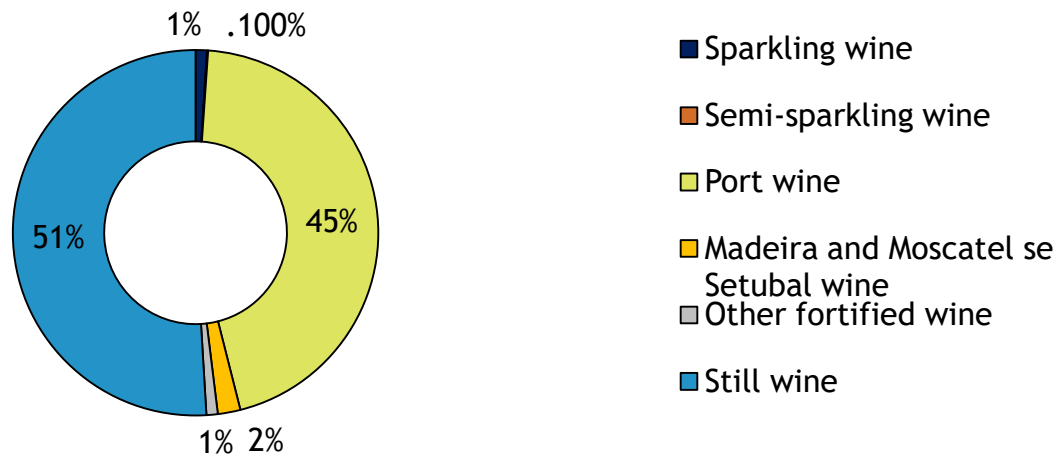
# Portuguese wine trade

Portugal has a positive wine trade balance.

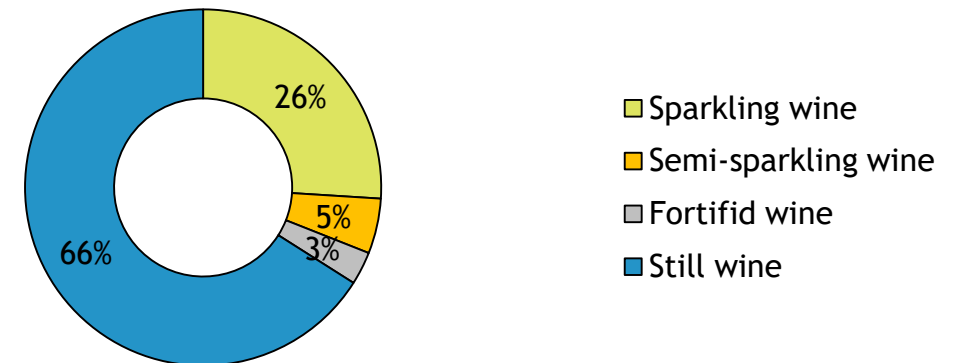
Portuguese wine industry trade balance (2015, million EUR)



Portuguese wine exports



Portuguese wines imports

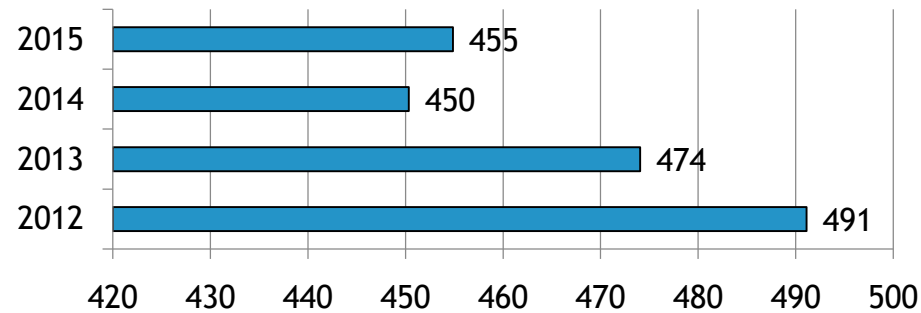


The speciality of the country, port wine, is exported all around the world, 45% of wine exported is port wine.

# 1. Quinta do Noval-Vinhos SA - Portugal

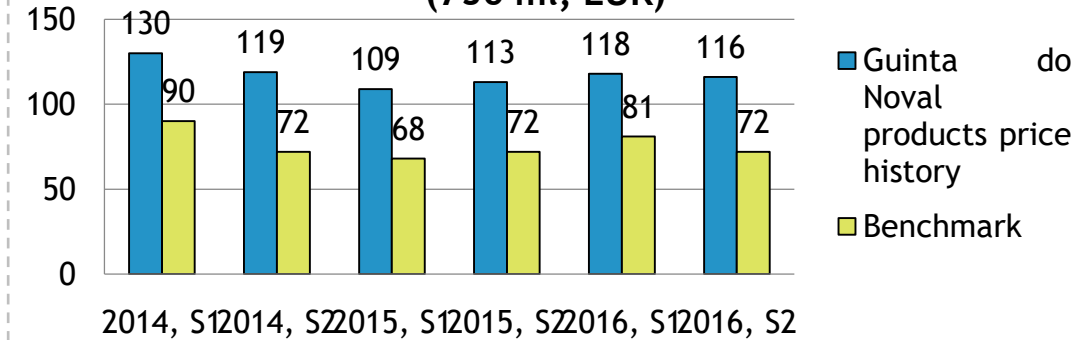
Quinta do Noval Vinhos SA offers premium and expensive wines, the winery's products are available in Europe and their wines are award winners.

Revenue  
(2012-2015, million EUR)



250

Price of wine/bottle  
(750 ml, EUR)



Avenida Diogo  
Leite 254  
Vila Nova de  
Gaia, Portugal



Portugal



Quinta do Noval's portfolio mainly contains Douro wines and vintage wines. Quinta do Noval wines are premium wines

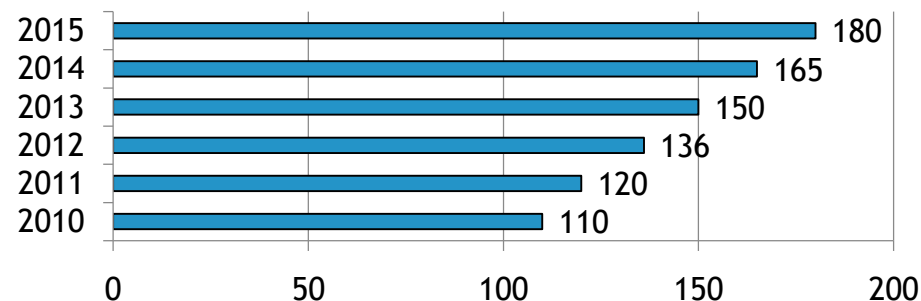


Vineyards in Douro Valley

## 2. Sogrape Vinhos SA - Portugal

Sogrape Vinhos SA is the biggest wine trade firm in Portugal. It owns several wine brands, such as Mateus Rosé and Barca Velha. Sogrape's portfolio contains white, red, rosé, sparkling wines and brandy.

Revenue  
(2010-2015, million EUR)



950

Market share of Sogrape's largest brands  
(%)



5 Rua de  
Outubro, Avintes  
4430, Vila Nova de  
Gaia



This company operates  
in more than 120  
markets:  
Portugal, Spain, UK, H  
olland, Belgium, USA,  
Canada, Japan



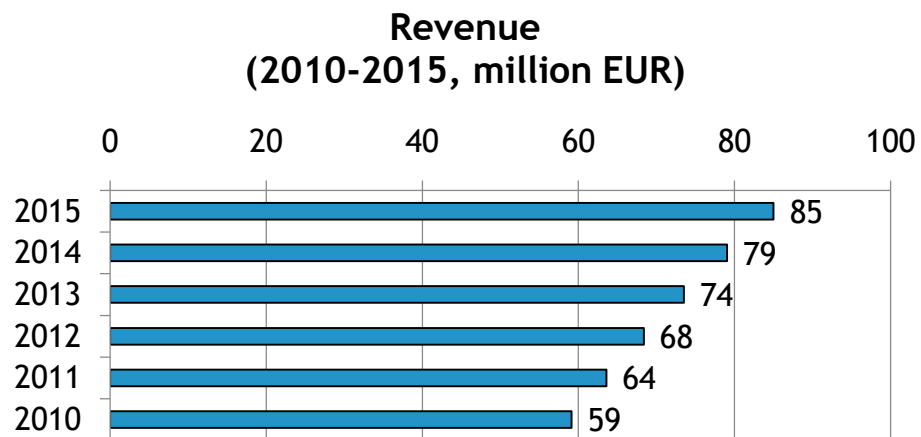
Sogrape brands: Mateus  
Rosé, Gazela, Grão  
Vasco, Casa  
Ferreirinha, Quinta dos  
Carvalhais, Herdade do  
Peso, Mateus Rosé, Barca  
Velha



1.400 hectares of premium  
vineyards in: Portugal, Chile  
(Los Boldos), Argentina  
(Finca Flichman), New  
Zealand (Framingham) and  
Spain (Lan)

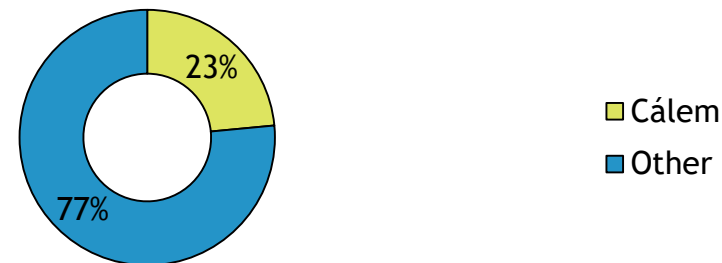
### 3. Sogevinus Fine Wines Group - Portugal

Sogevinus Fine Wines' revenue increased every year by a 7% CAGR; its largest brand, Cálem, has a 23% market share in Portugal.



101-200

**Market share of Sogevinus's largest brands (%)**



Avenida Diogo Leite N. 344, Avenida Diogo Leite N. 344, 4400-111 Vila Nova de Gaia, Portugal



5 million bottles: Portugal Denmark, Luxembourg, the Netherlands, France, Germany and Brazil



Brands: Kopke, Burmester, Cálem, Barros, Family Wines

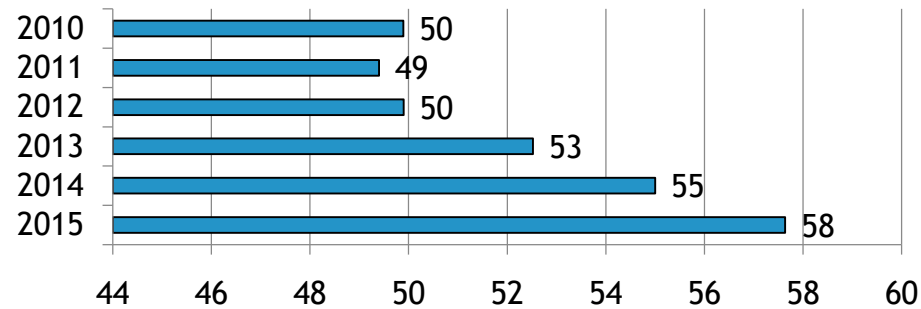


250 hectares vineyard (Baixo Cima Douro Superior)

## 4. Symingtones - Portugal

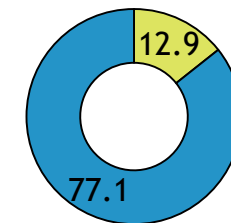
Symingtones is the second largest port maker in the world, the first being Sogrape Group, with a global market share of 12,9%.

Revenue  
(2010-2015, million EUR)



201-500

Market share of Symingtones in the global  
market  
(%, 2015)



■ Symington  
■ Other



Barao de Forrester  
86 Vila Nova de  
Gaia, 4400 Portugal



The firm offers mainly ports and table  
wines

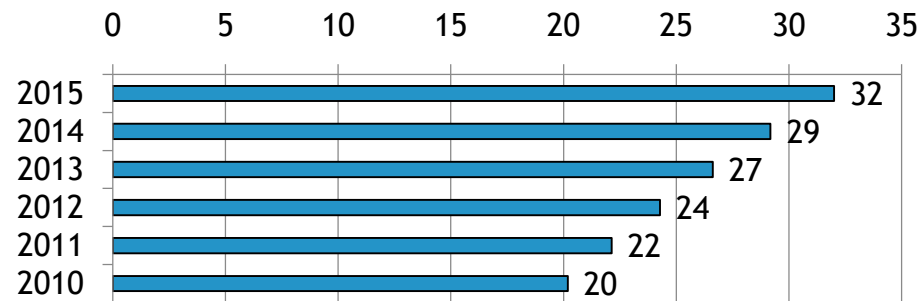


27 (964 hectares) vineyards in the Alto  
Duoro (Portugal)

## 5. Quinta da Aveleda Vinhos SA - Portugal

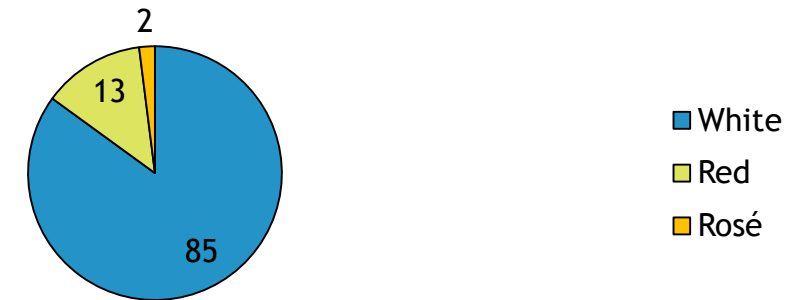
Quinta da Aveleda Vinhos SA is the largest importer of Vinho Verde in Portugal and its sales increased by 8,8% every year. It's brands Aveleda, Casal Garcia, Charamba and Adega Velha are exported all around the globe. It accounts for 15% of all wine sales in Portugal.

Revenue  
(2010-2015, million EUR)



51-200

Vinho Verde's portfolio breakdown  
(%)



Aveleda, Penafiel P  
enafiel, Porto  
4560-556 Portugal



Brands:  
Vinhos, Queijos, Aguard  
entes, Enoturismo  
The company's wines  
are in middle  
class, average price of a  
bottle is about 15 EUR



Exporting around  
10 million bottles  
a year mainly to  
USA, Brazil, Germa  
ny, France and  
Canada



50% exports of  
his output in  
more than 70  
countries

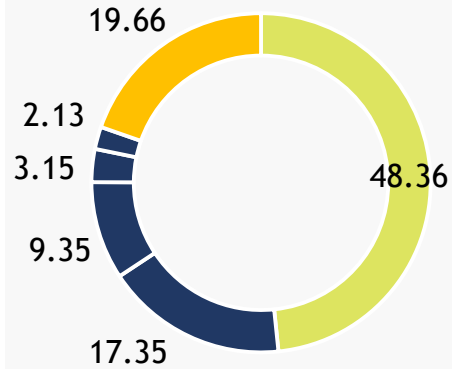


230 hectares  
vineyards

# Europe summary

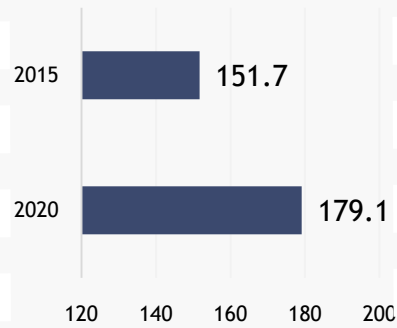
[Supply, 2011]

Alcohol consumption [%]

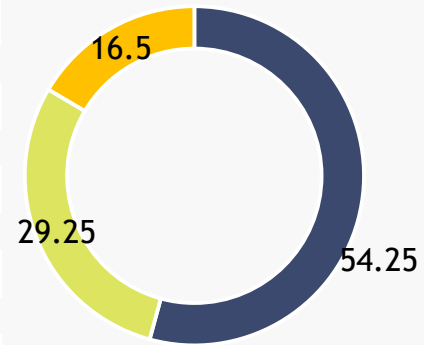


- Beer
- White wine
- Sparkling wine
- Red wine
- Rosé
- Spirits

Wine sales [billion EUR]



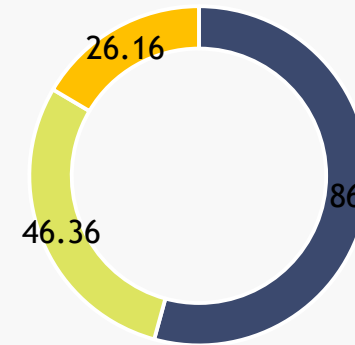
Wine categories [%]



- Red wine
- White wine
- Other\*

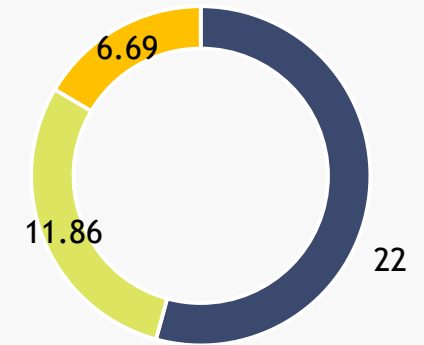
[Demand, 2011]

Wine categories [million hl]

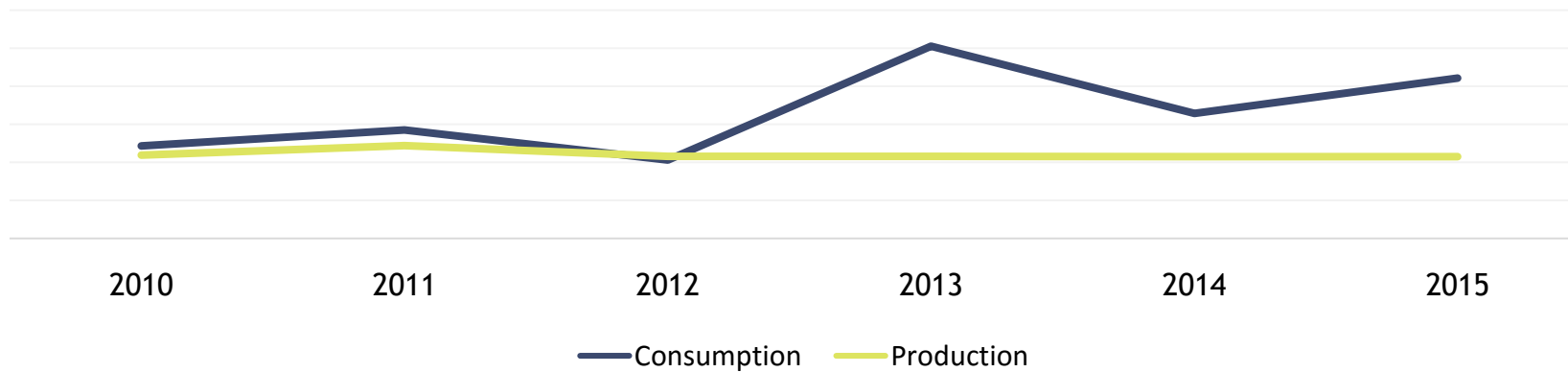


- Red wine
- White wine
- Other\*

Wine categories [billion EUR]



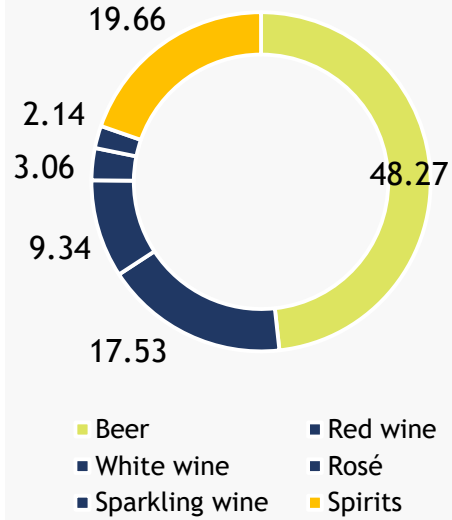
- Red wine
- White wine
- Other\*



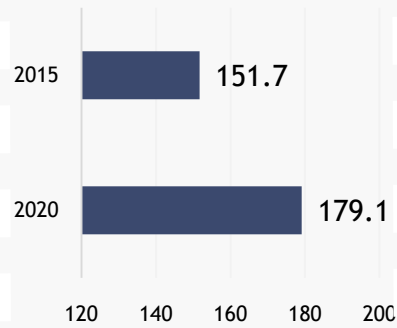
# Europe summary

[Supply, 2015]

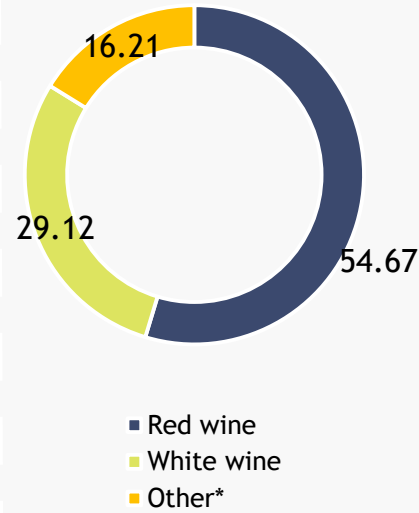
Alcohol consumption [%]



Wine sales [billion EUR]

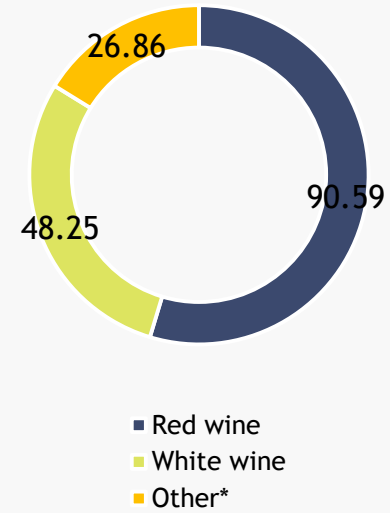


Wine categories [%]

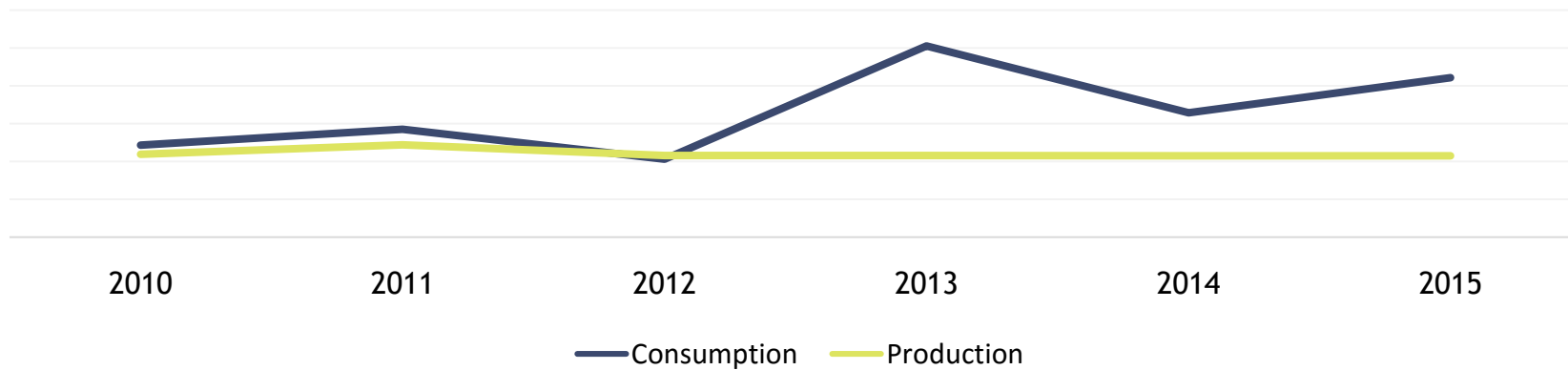
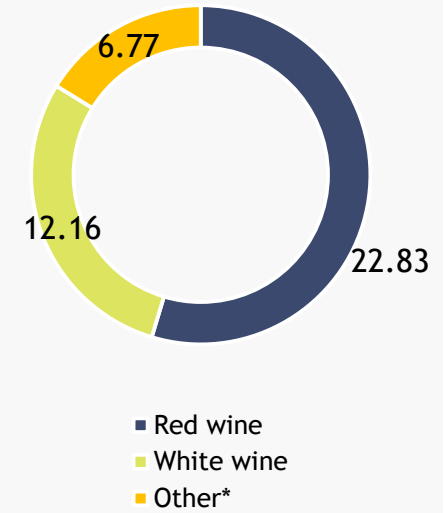


[Demand, 2015]

Wine categories [million hl]

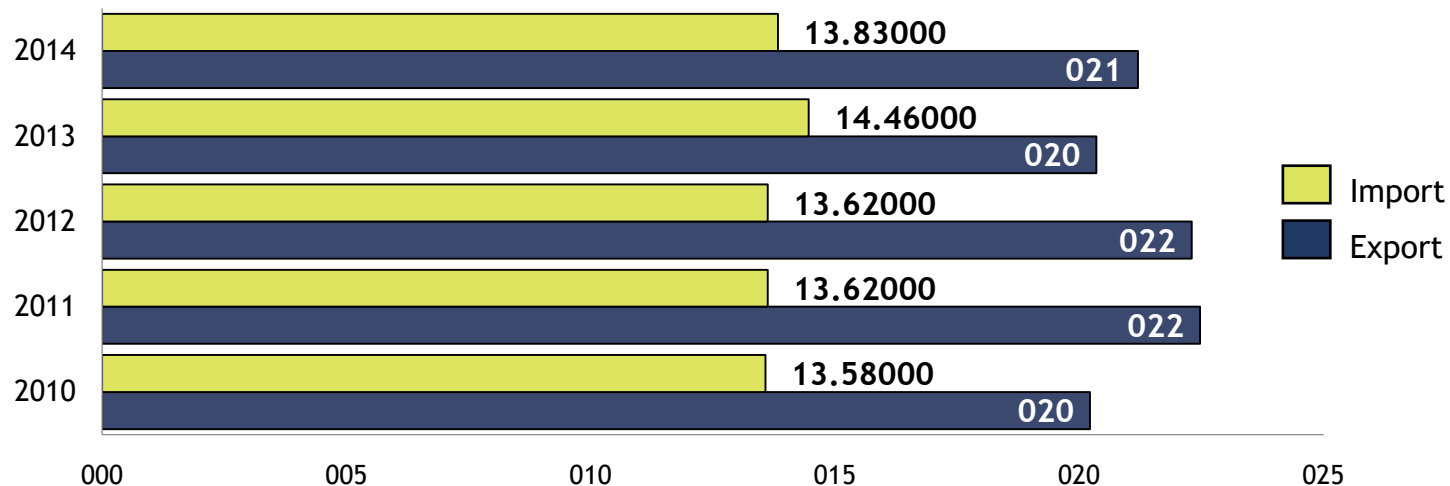


Wine categories [billion EUR]



# Europe summary

## Export & Import [million hl]



## Top 5 EX

-  [Spain]
-  [Italy]
-  [France]
-  [Germany]
-  [Portugal]

## Top 5 IM

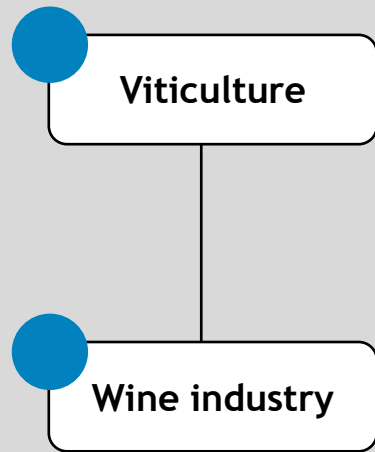
-  [Germany]
-  [UK]
-  [France]
-  [Belgium]
-  [Netherlands]

## Top 5 trading companies

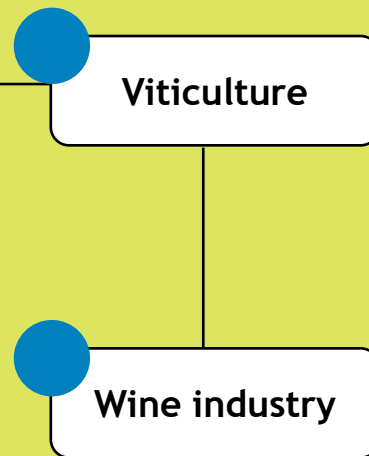
	Country of origin	Revenue	Portfolio	Sale channels	Distribution
1. Pernod Ricard	 [France]	8,56 billion EUR	Wine, Spirits	B2B	85 countries
2. Möet Henessy Louis Vuittonnes	 [France]	4,60 billion EUR	Luxury goods	B2B, B2C	Worldwide
3. Les Grands Chais de France	 [France]	887 million EUR	Wine, Spirits	B2B, B2C	80% EU, 20% Glb
4. J Garcia Carrion	 [Spain]	737 million EUR	Wine, Juice	B2B, B2C	Worldwide
5. Cantine Riunite- CIV	 [Italy]	547 million EUR	Wine	B2B	UK, USA, Germany

# Agenda

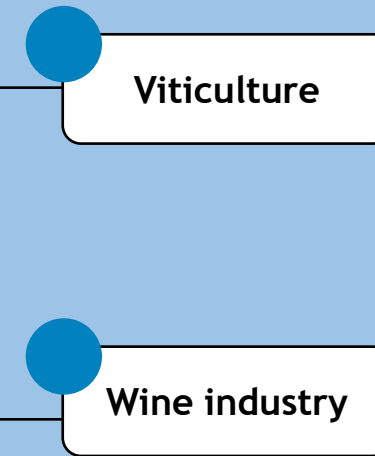
[World]



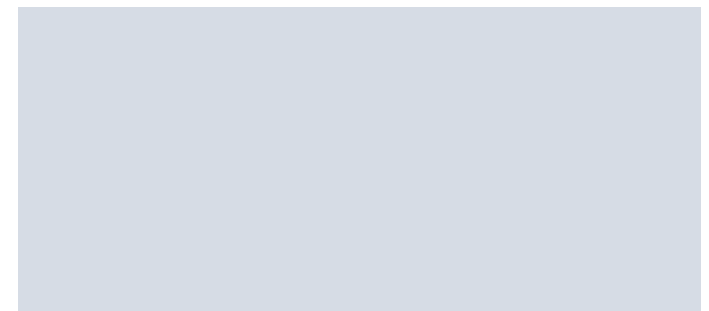
[Europe]



[Romania]



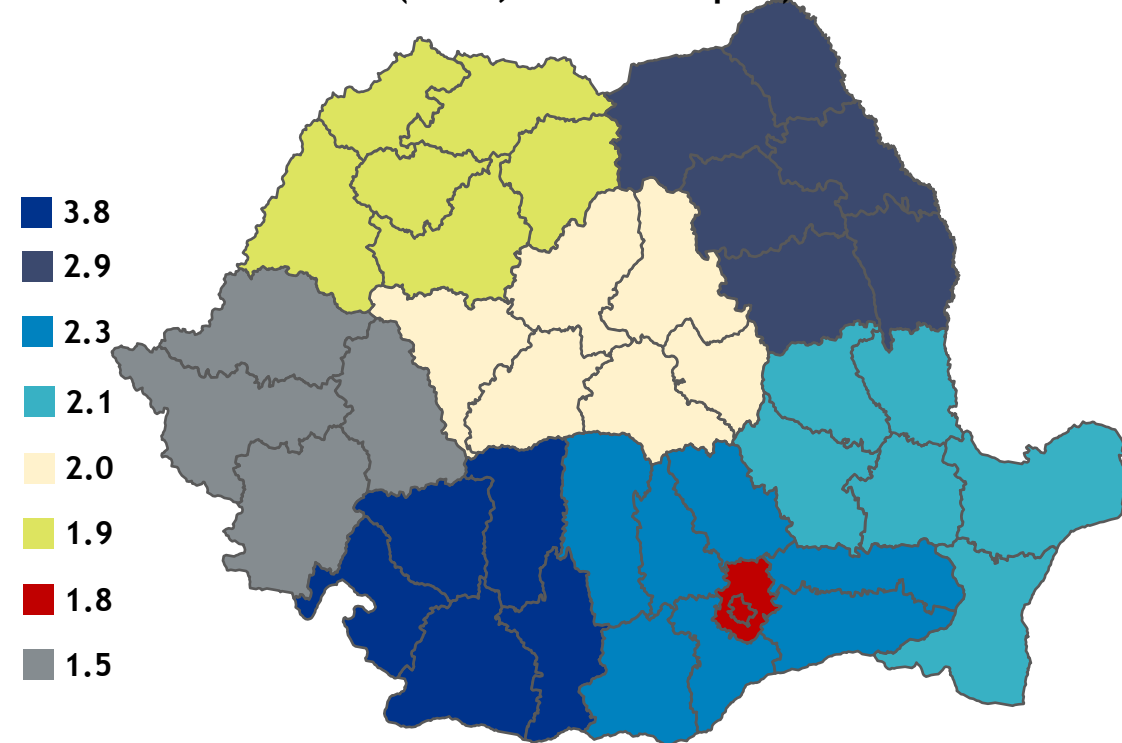
[conclusions]



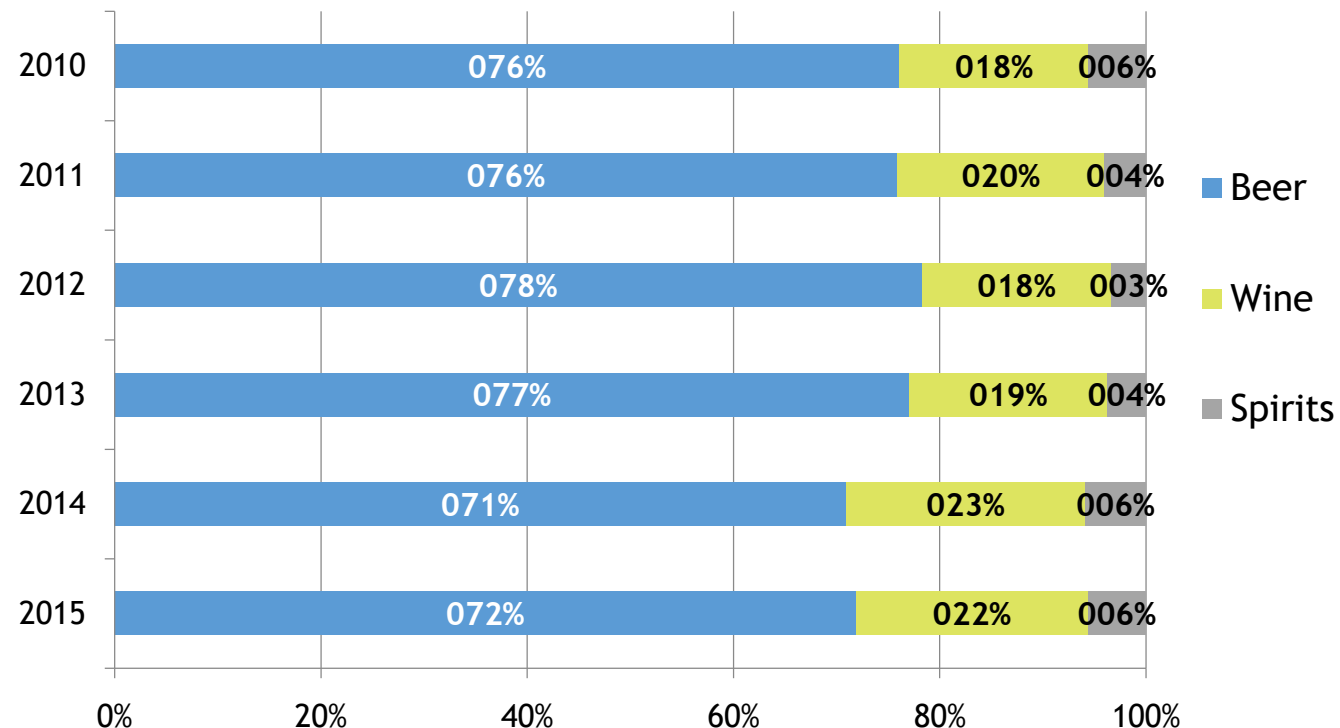
# Romanian alcohol consumption breakdown

3 types of alcoholic beverage dominate the Romanian market: beer, wine and spirits. Beer has the biggest share, followed by wine and spirits.

Alcohol consumption by regions  
(2015, l/month/capita)



Alcohol consumption breakdown by types of beverage  
(%)

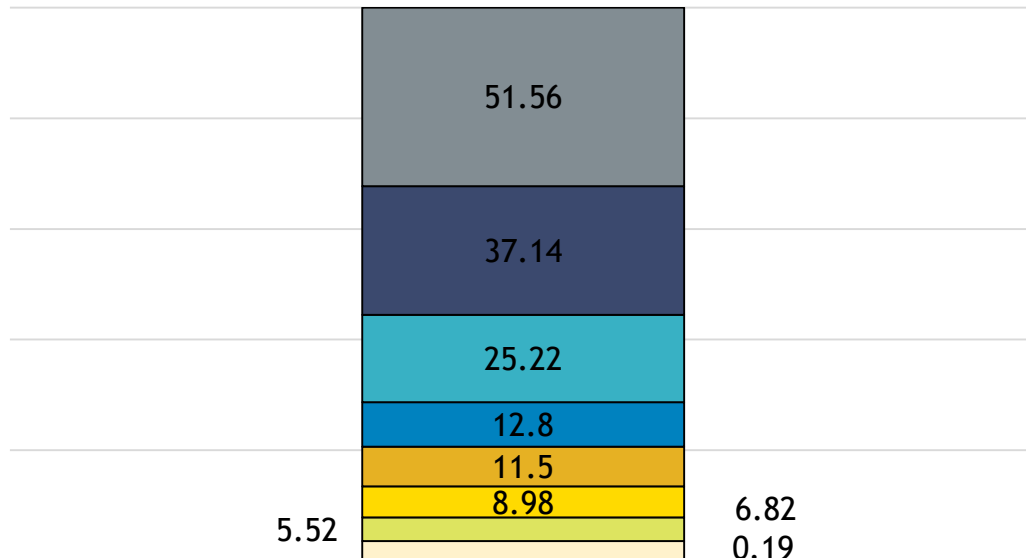


Beer has slowly lost ground to wine and spirits in recent years, its share dropping by 4,2%, the other types gaining 4,15% and 0,06% respectively.

# Romanian wine industry overview

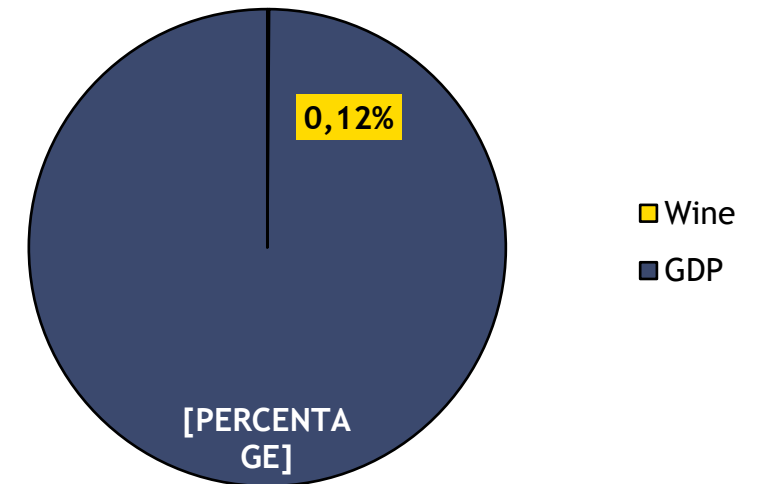
GDP of 2015 was 159,55 billion EUR, the largest contributor being the manufacturing industry, followed by trade and real estate.

Romanian industries by revenue  
(2015, billion EUR)



- Wine Production
- Insurance
- Bioeconomy (Agriculture & Forestry)
- ICT
- Construction
- Real Estate
- Trade
- Manufacturing industry

Size of Romanian winemaking industry  
(2015, %)

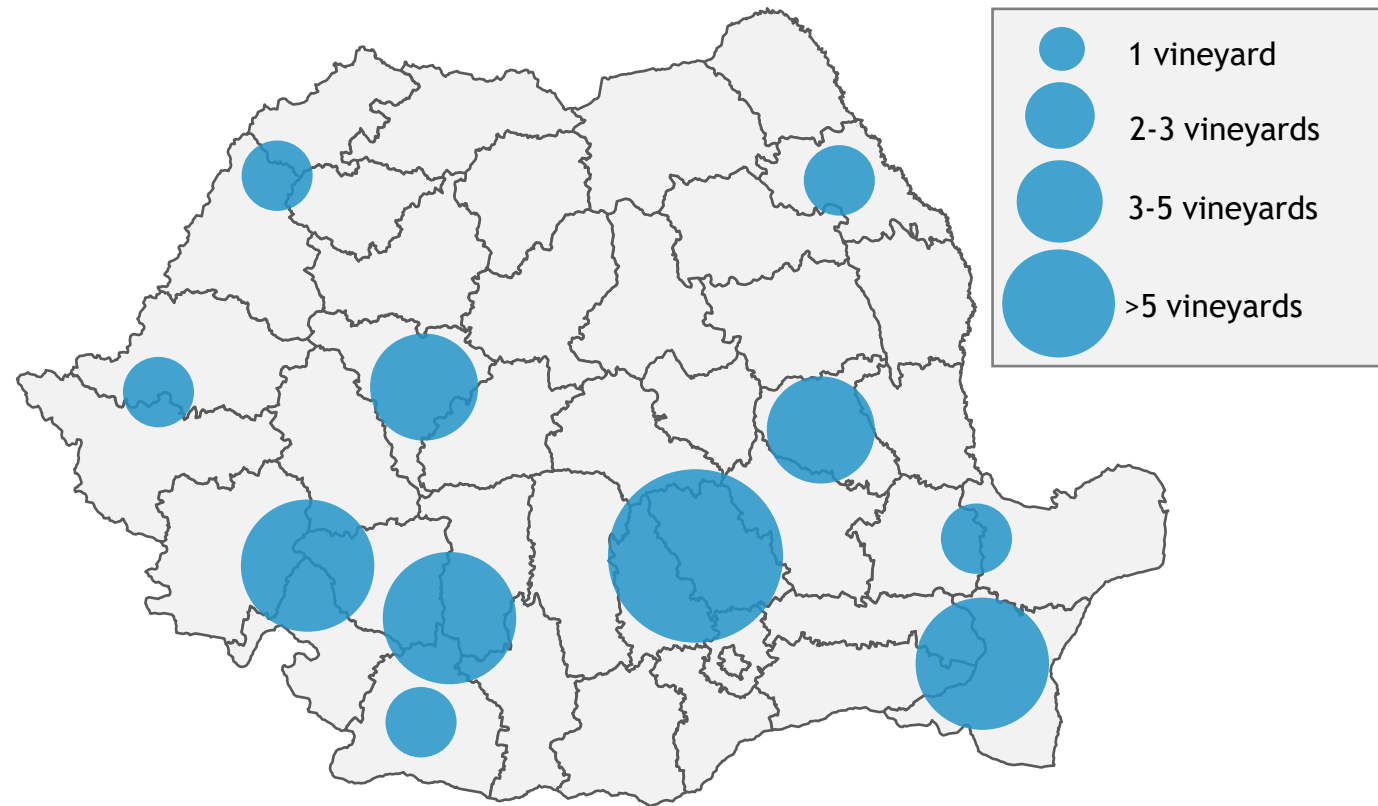
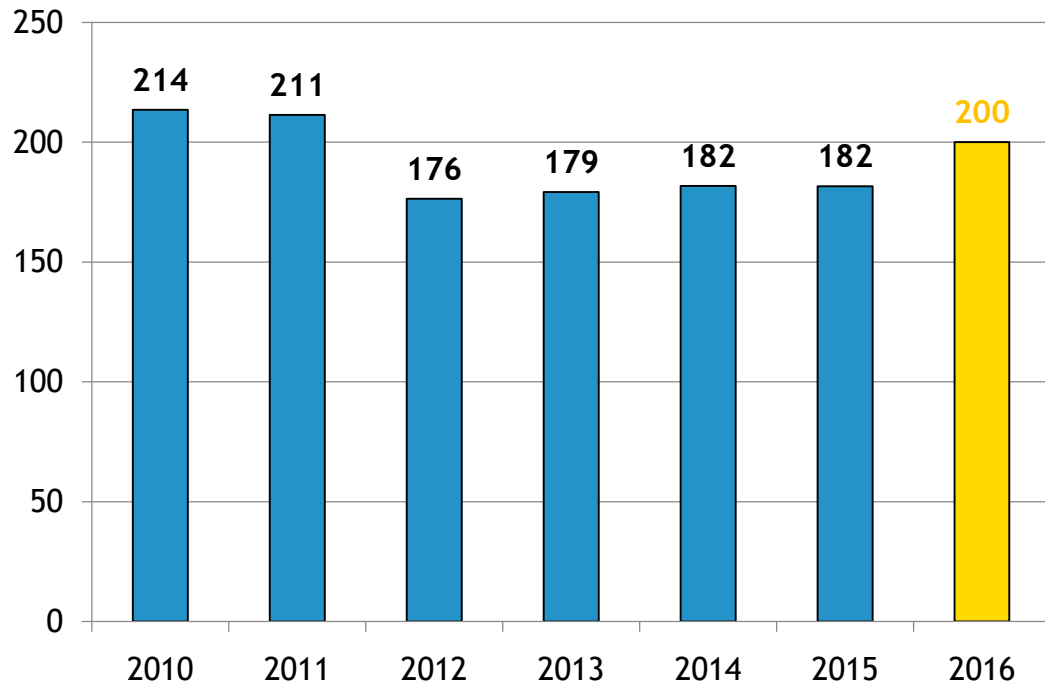


In 2015 the revenue generated by the winemaking industry represented 0,12% of the total GDP.

# Romanian vineyards by area

The number and size of vineyards in Romania will increase by 9,8% in 2016.

Romanian vineyards area  
(2010-2015, 1.000 ha)

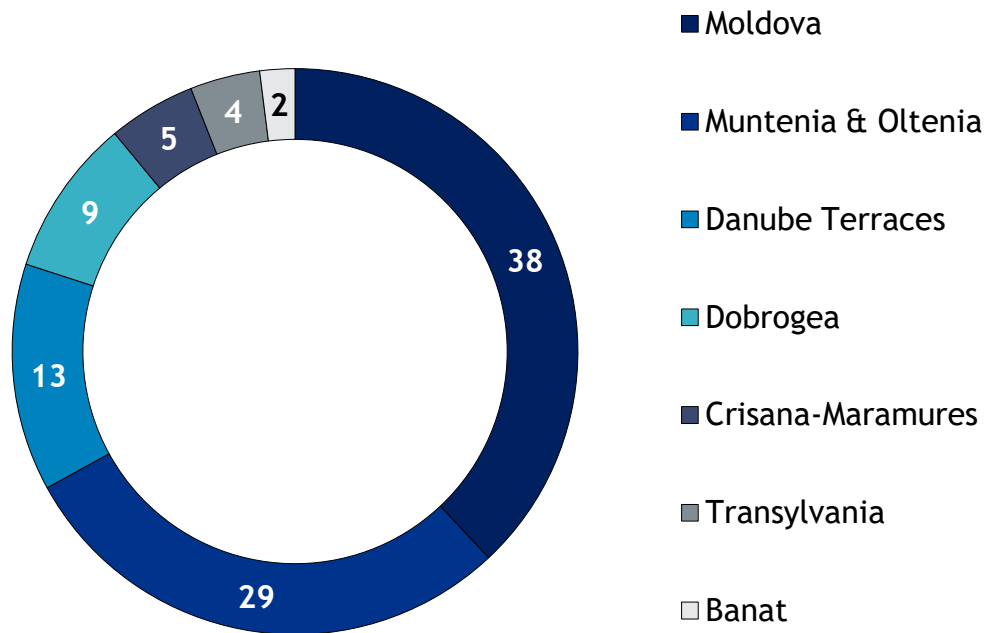


The area of vineyards increased in the past years, in 2016 vineyards take up a space of 200.000 ha. Most vineyards are in Muntenia, Dobrogea, Oltenia and Transylvania.

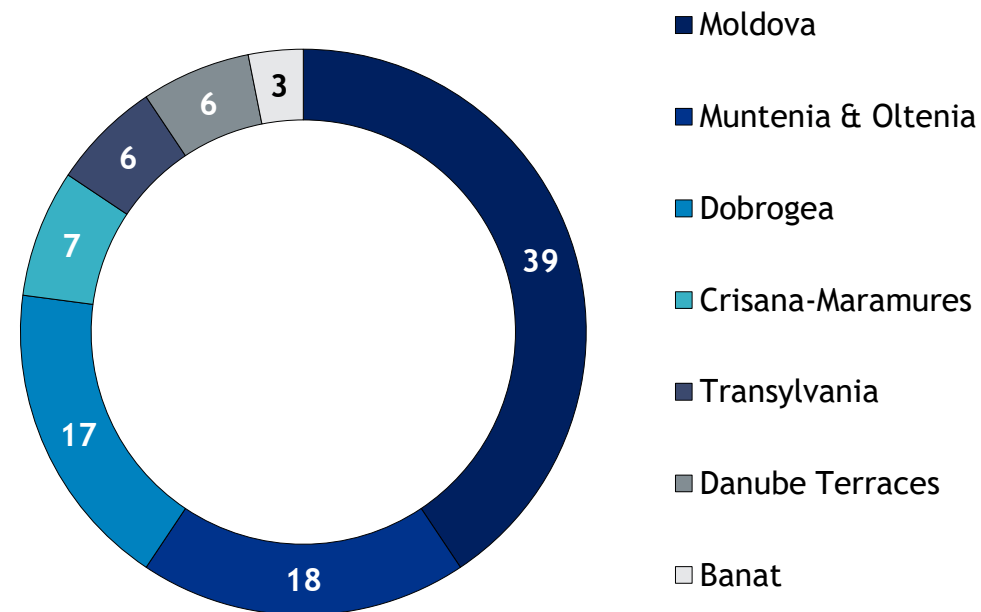
# Romanian grape growing regions

Grape growing generated a revenue between EUR 350-450 million in 2014.

Main regions by used vineyard area  
(2014, %)



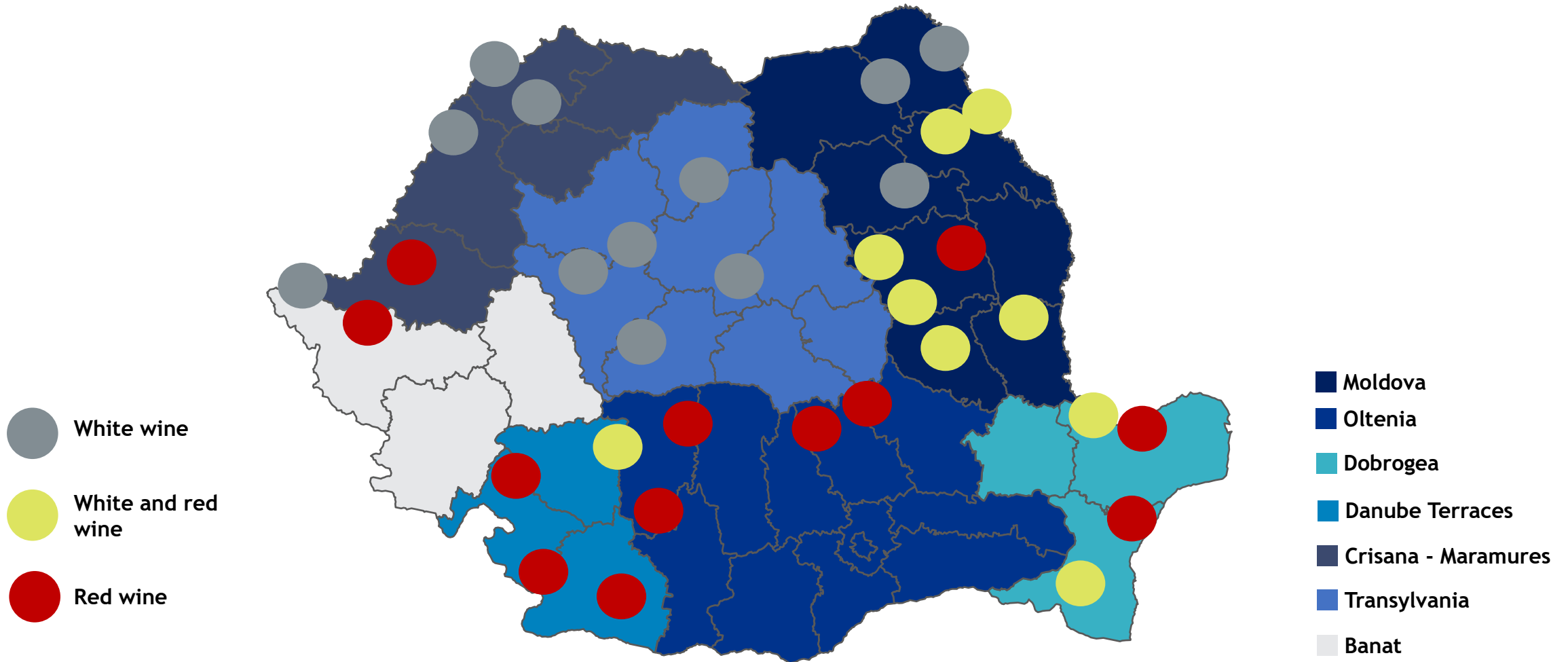
Wine production by main wine regions  
(2014, %)



Over 5% of the arable land in Romania is used for grape growing, which represents 182.800 ha. Romanian wine production in 2014 was 3.842.100 hl.

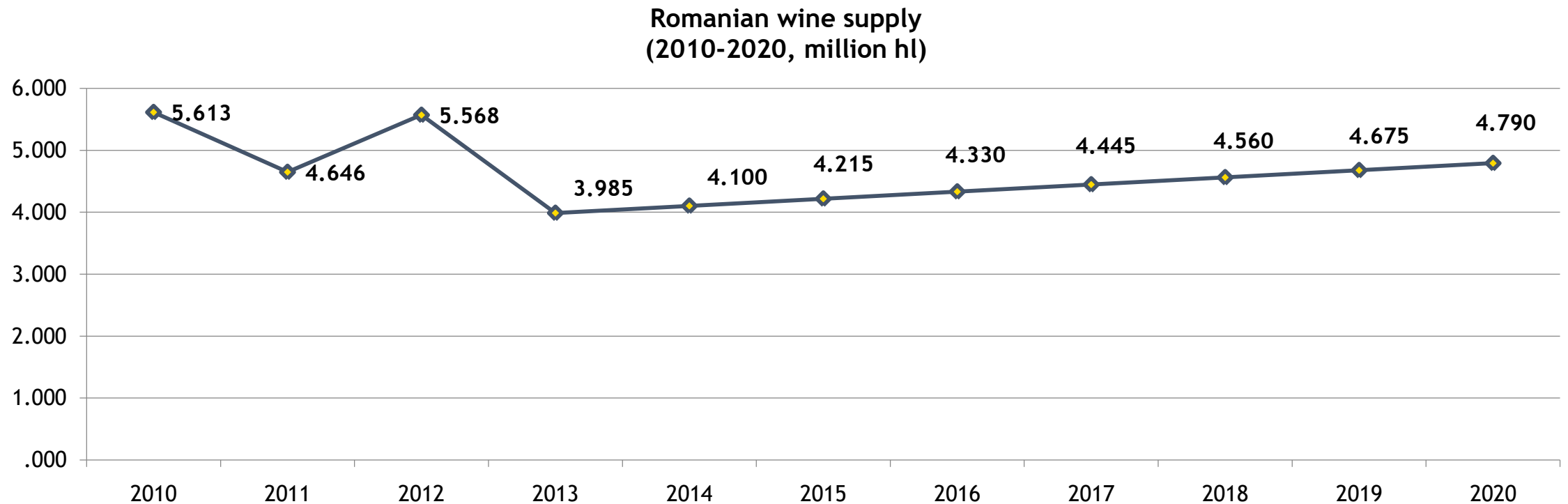
# Romanian vineyards by type of wine

According to the local producers estimation, 60-70% from the total market is dominated by white wine, red wine contribution is about 25-30% and the remaining 5% is rose. 70% of the total vineyards area serves the production of white wine, red wine accounts for 25% and rosé.



# Romanian wine supply

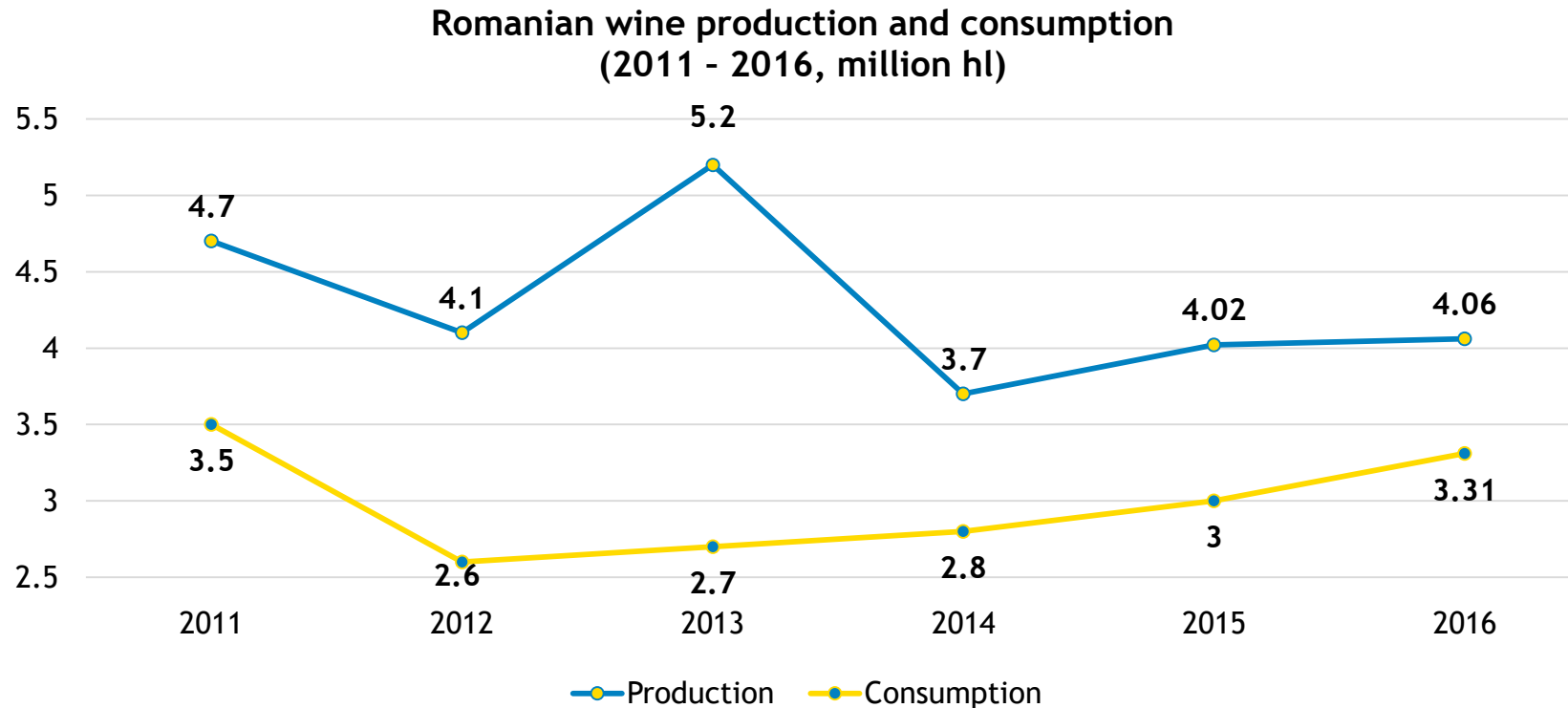
Wine supply in Romania is projected to increase by 3% yearly in the following 5 years.



Supply of wine is highly dependent on the weather. The highest output occurred in 2010, 5,57 million hl.

# Romanian wine production and consumption

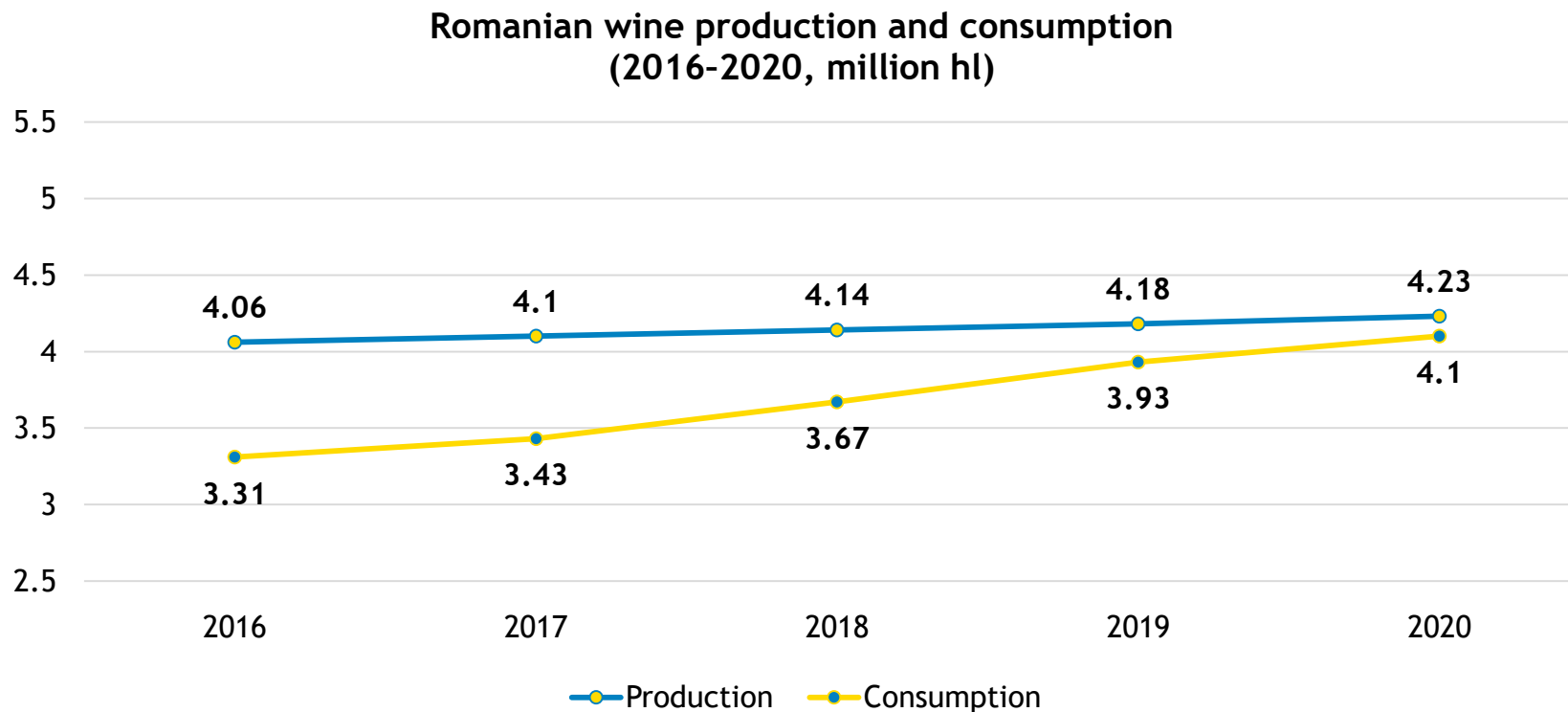
Two scenarios are forecasted by experts: one projects a dynamic increase, the other a slight decrease.



Romanians consume a high amount of wine per year. Consumption reached its peak in 2011, the year average income saw a significant rise. One forecast estimates a 7% increase each year, the other one a 3,2% decrease for the following years.

# Romanian wine production and consumption forecast

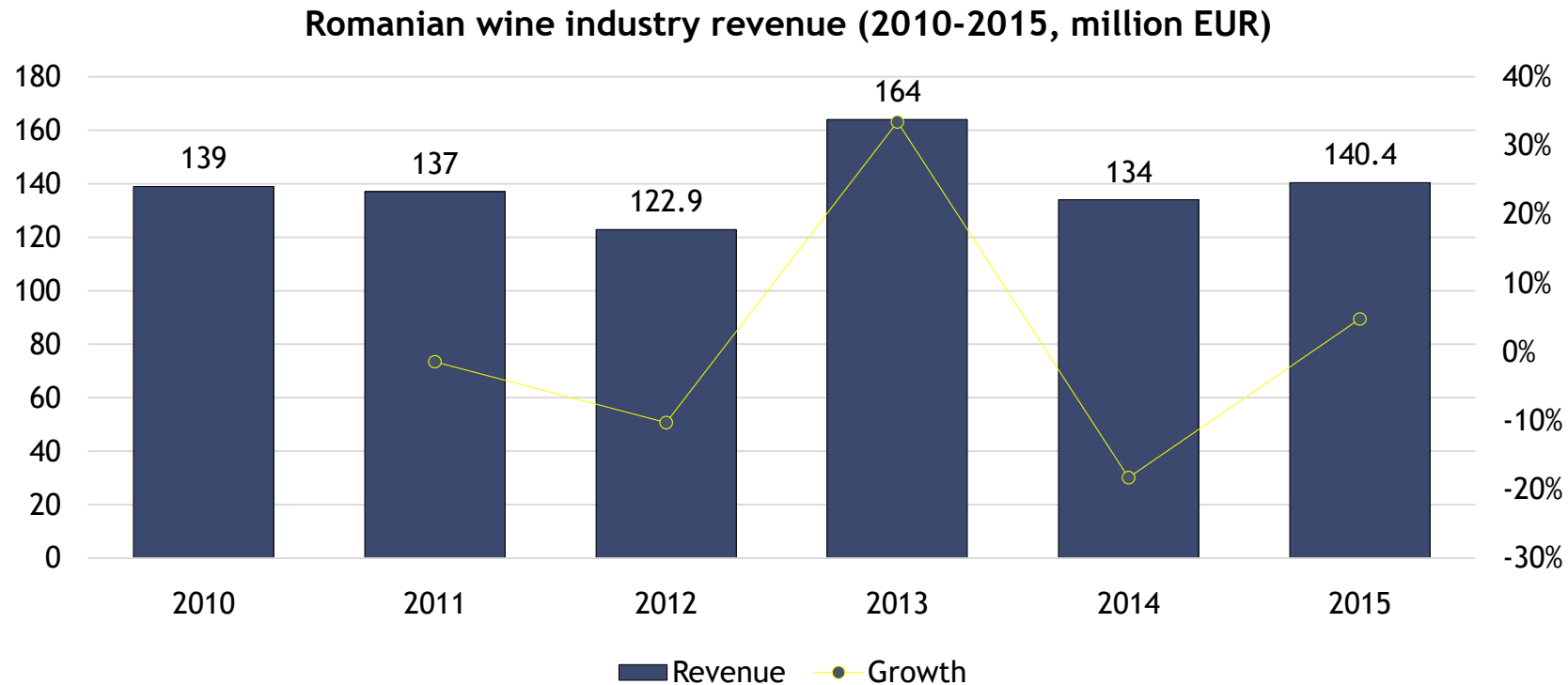
Two scenarios are forecasted by experts: one projects a dynamic increase, the other a slight decrease.



Romanians consume a high amount of wine per year. Consumption reached its peak in 2011, the year average income saw a significant rise. One forecast estimates a 7% increase each year, the other one a 3,2% decrease for the following years.

# Romanian wine industry revenue

The industry reached its highest revenue in 2013, because of the outstanding high value of production from this year.

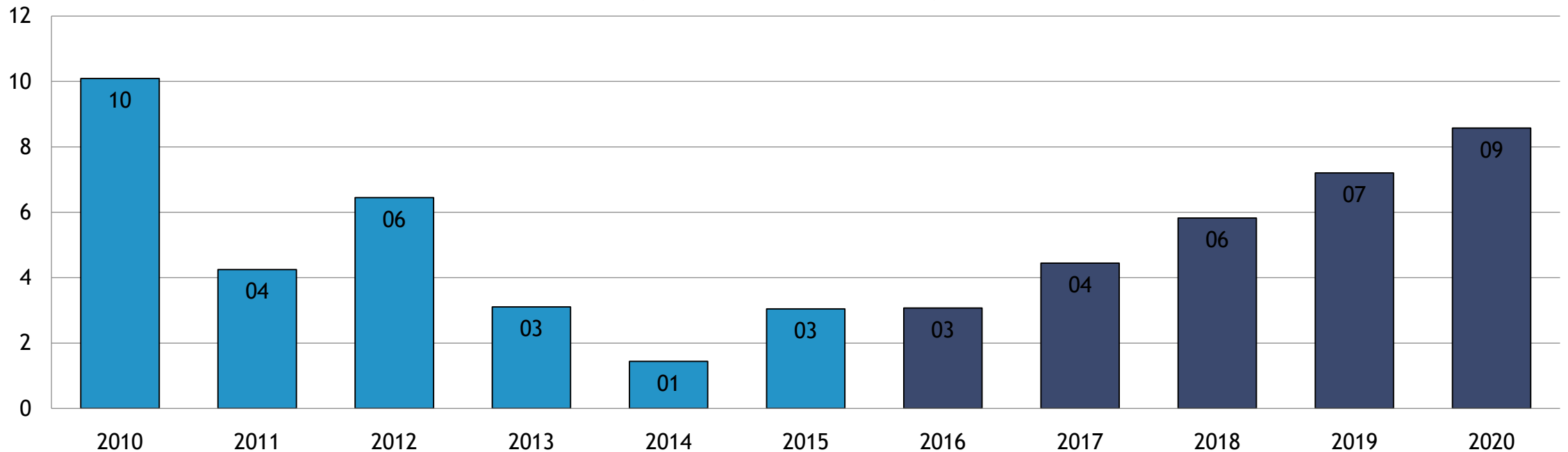


Yearly wine output decreased by 1,5 million hl in 2013, but started rising again by 8% in 2015. The value of wine produced showed the same trend.

# Romanian wine industry profits review and forecast

2014 was a bad year for winemakers, many companies made significant losses. Forecasts say profits will rise in the following years.

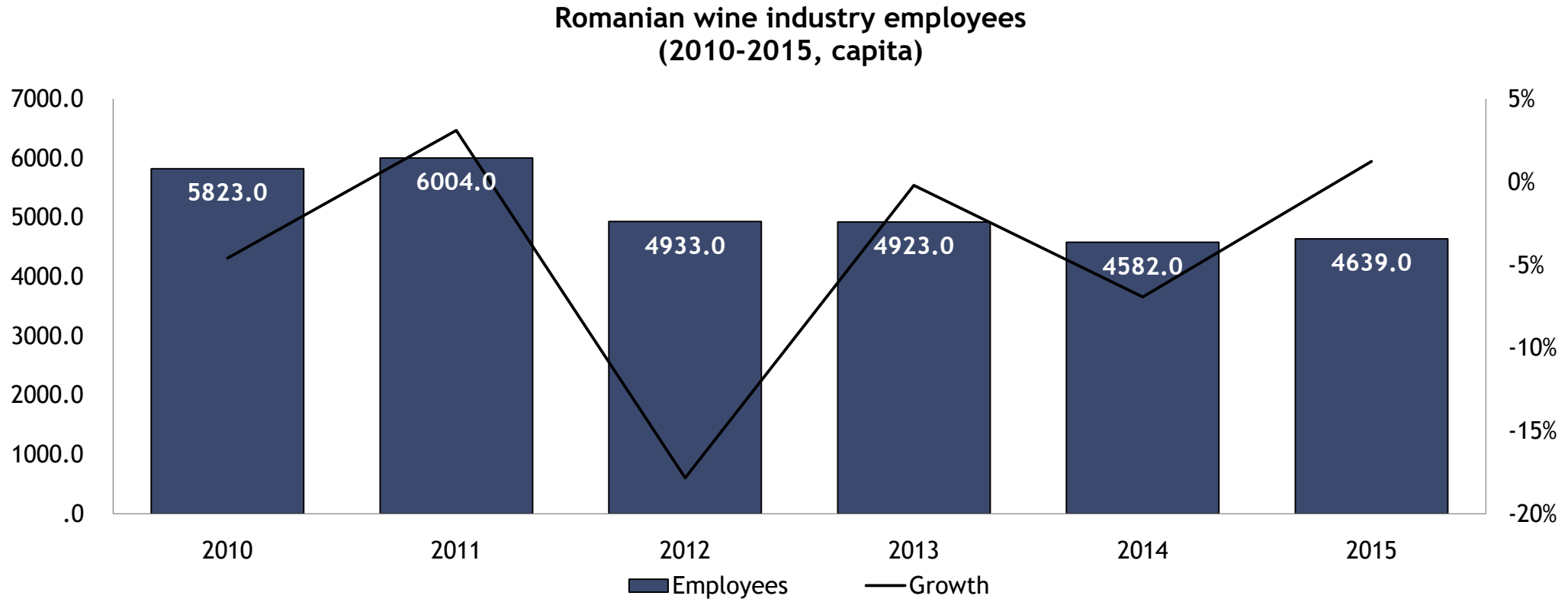
Romanian wine industry profits review and forecast  
(2010-2020, million EUR)



Profits in the Romanian wine industry have been low in latest years, average profits of 2014 were 1,4 million EUR. In the coming years profits are projected to rise up to 6,5 million EUR.

# Romanian wine industry by employment

The number of employees correlates with the production of wine grapes in the industry. The climate and weather conditions influences employee fluctuation.

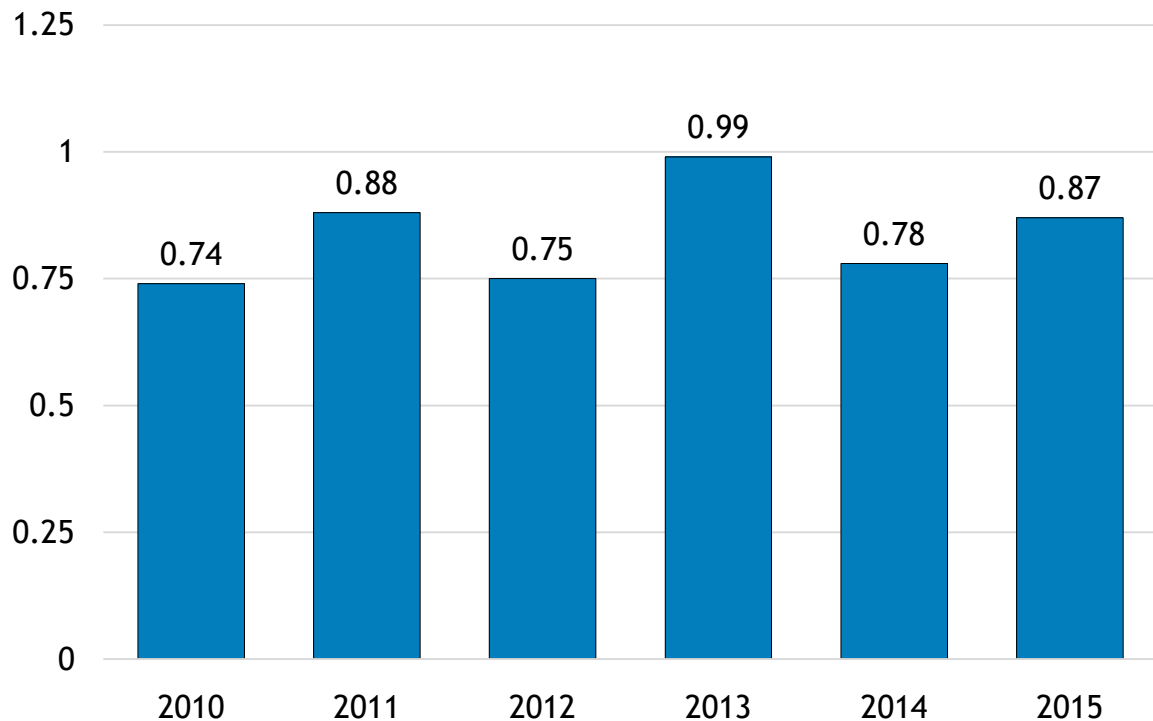


High fluctuation is a serious issue in this industry. Between 2011 and 2015, the number of employees dropped by 22,7%, by an average 3,7% each year.

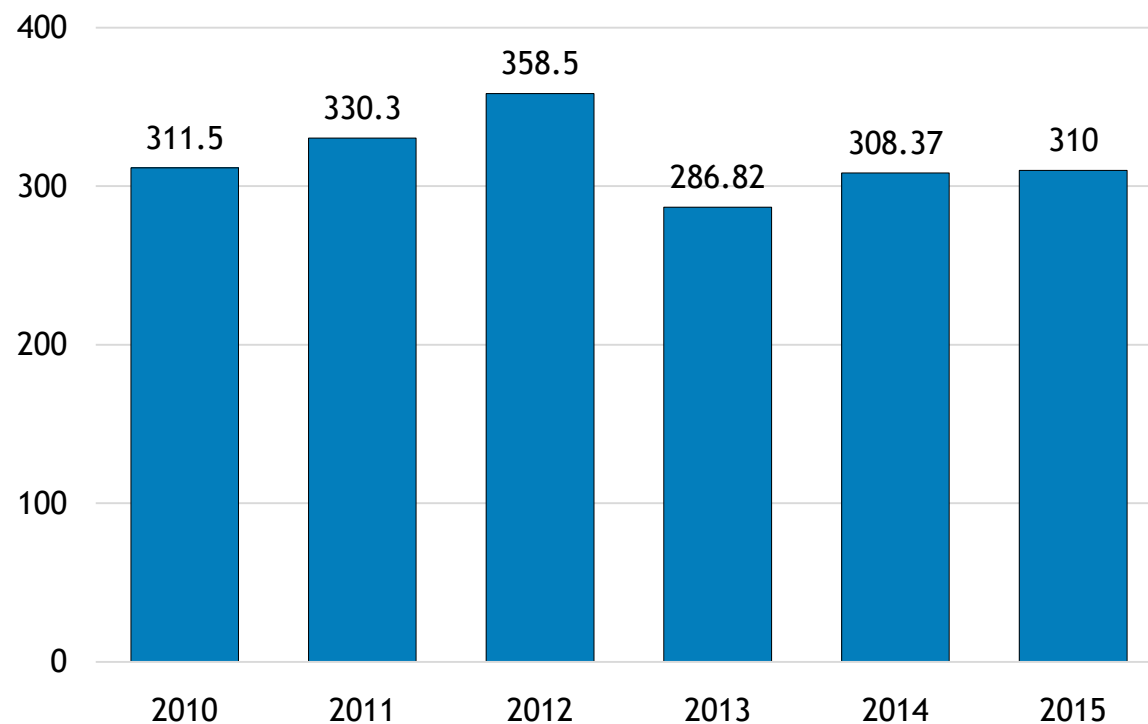
# Romanian grape output and production value

Grape growing increased in 2014 by 24%, but production value only grew by 9%.

Romanian grape output  
(2010-2015, million tonnes)



Romanian grape production value  
(2010-2015, million EUR)

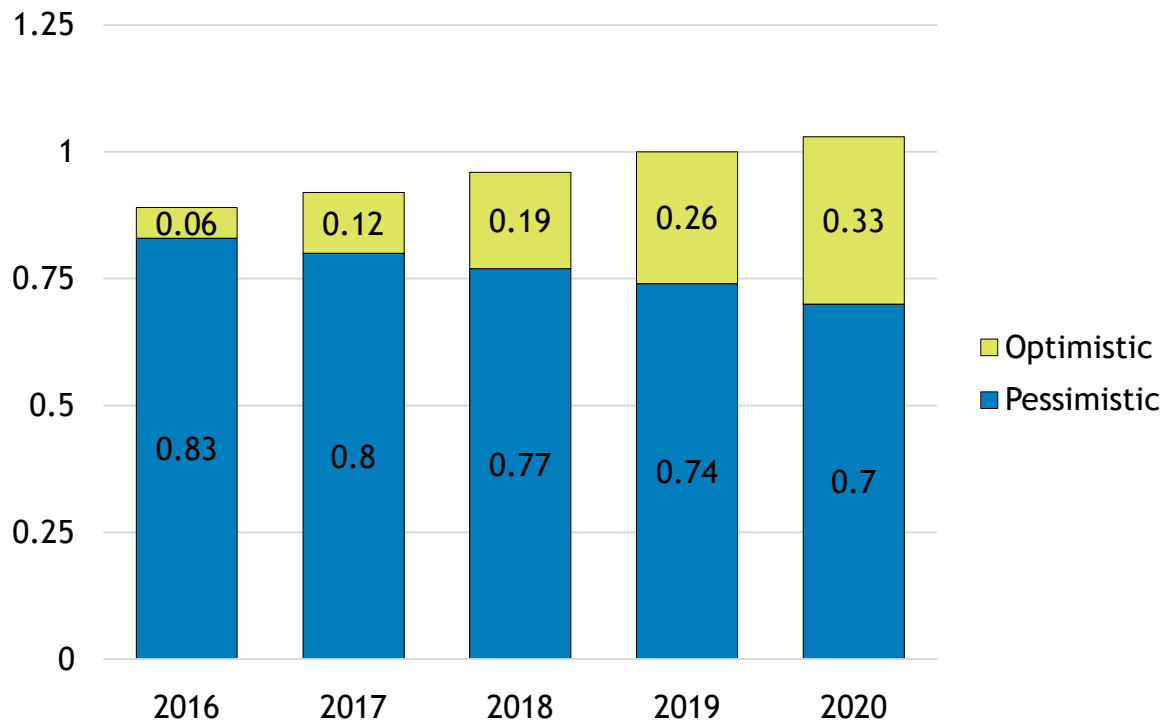


The price of grape decreased due to high output production. Historical data shows the price of grape is higher when harvest is weaker. In 2013, production increased by 30%, but output value decreased by 19%.

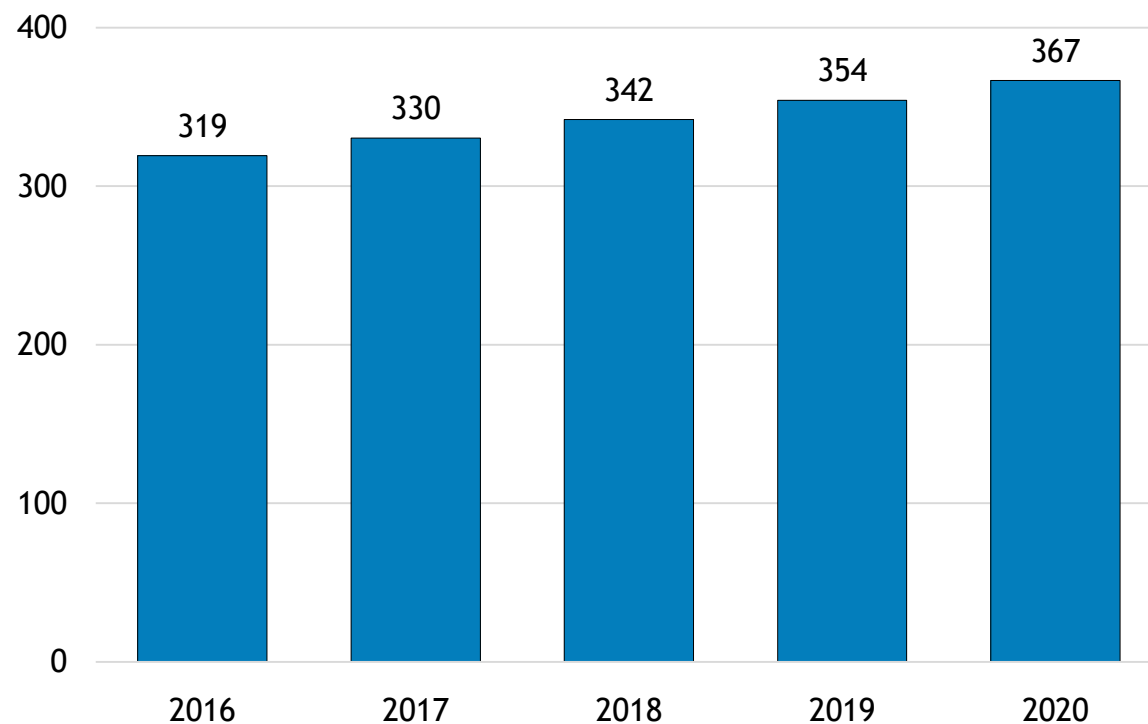
# Romanian grape output and production value forecast

Grape output increased in 2014 by 24%, but production value only increased by 9%.

Romanian grape output forecast  
(2016-2020, million tonnes)



Romanian grape production value forecast  
(2016-2020, million EUR)

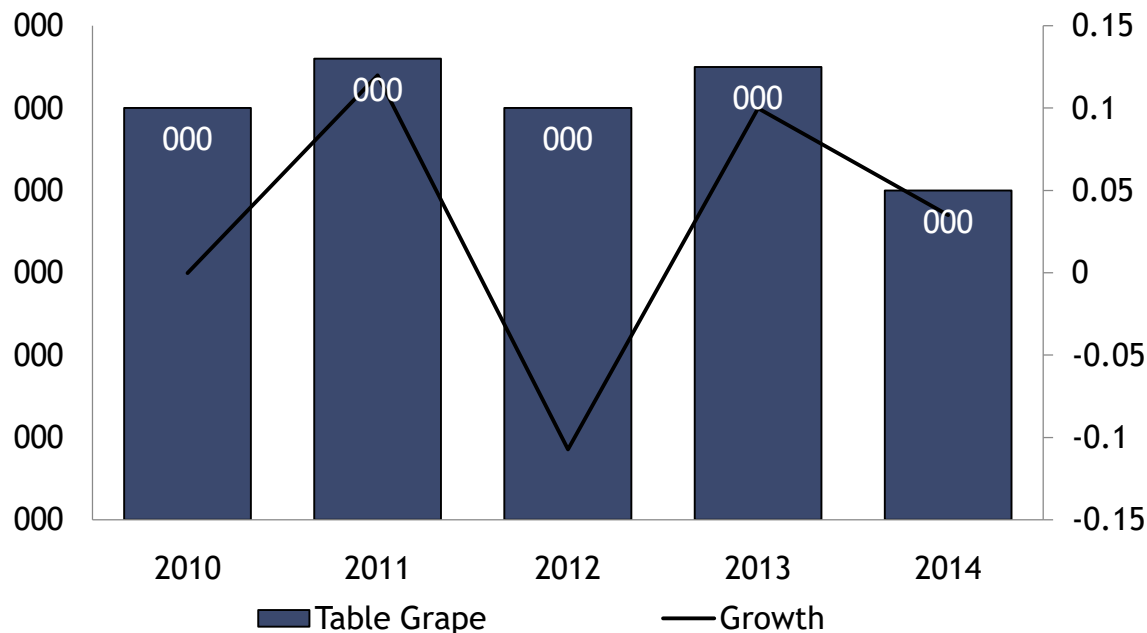


The price of grape decreased due to high output production. Historical data shows the price of grape is higher when harvest is weaker. In 2013, production increased by 30%, but output value decreased with 19%.

# Romanian table grape output and production value

In 2015, table grape represented only 4,6% of the total grape output, but its value per kilogram is 4 times higher than average.

Romanian table grape output  
(2010-2014, million tonnes)



Romanian table grape production value  
(2010-2014, million EUR)

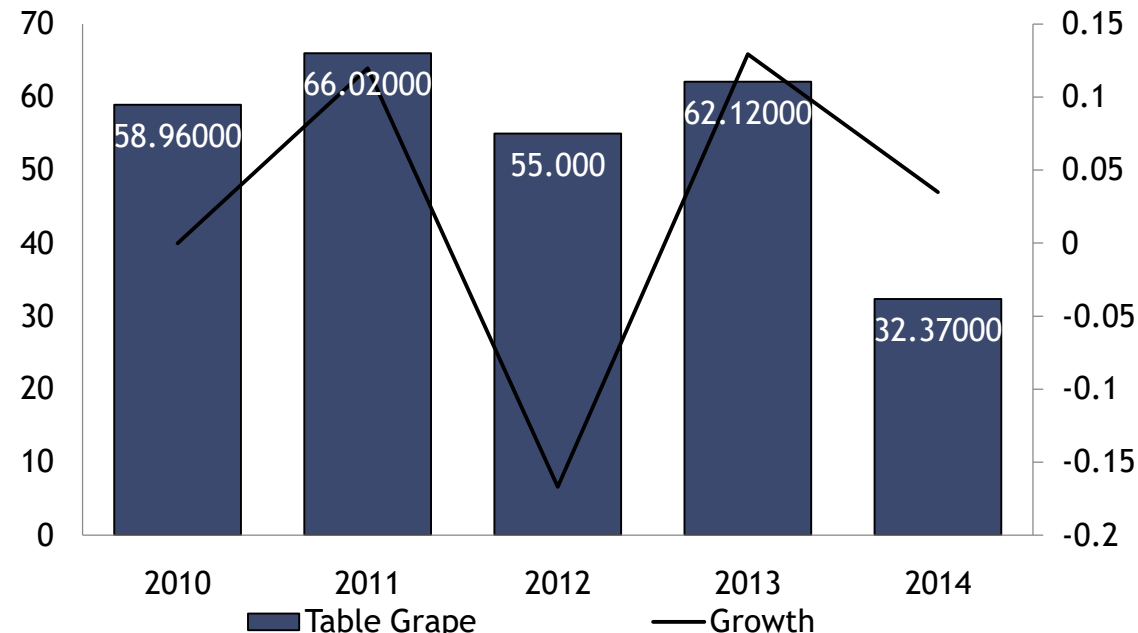
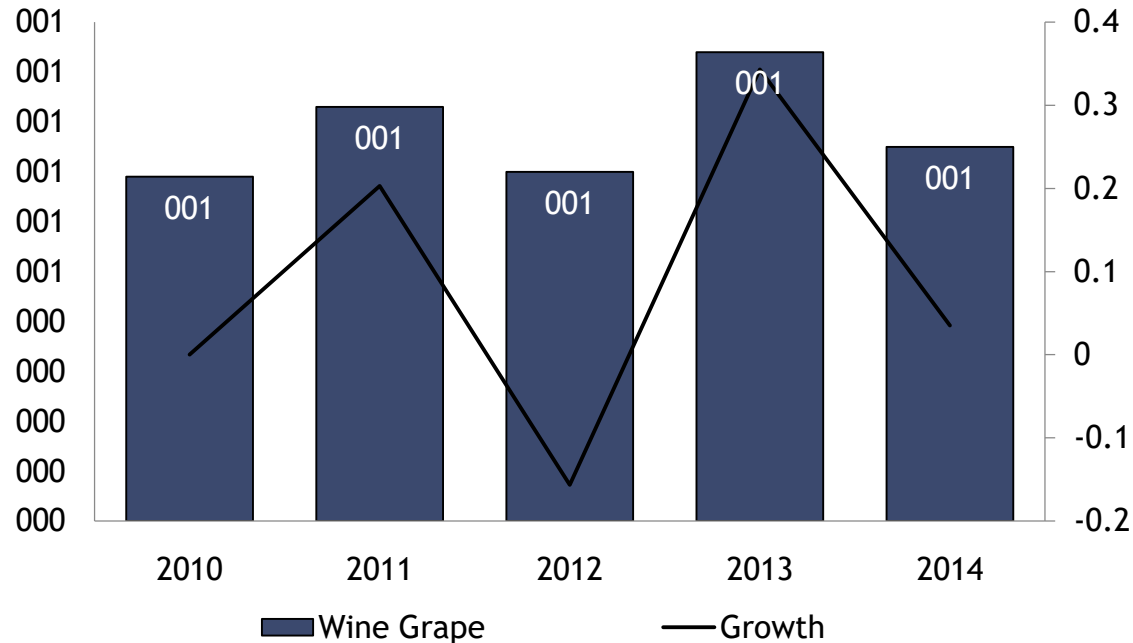


Table grape output depends on the weather conditions of the year in question. The table grape production is significantly lower than wine grape production, due to the high imports.

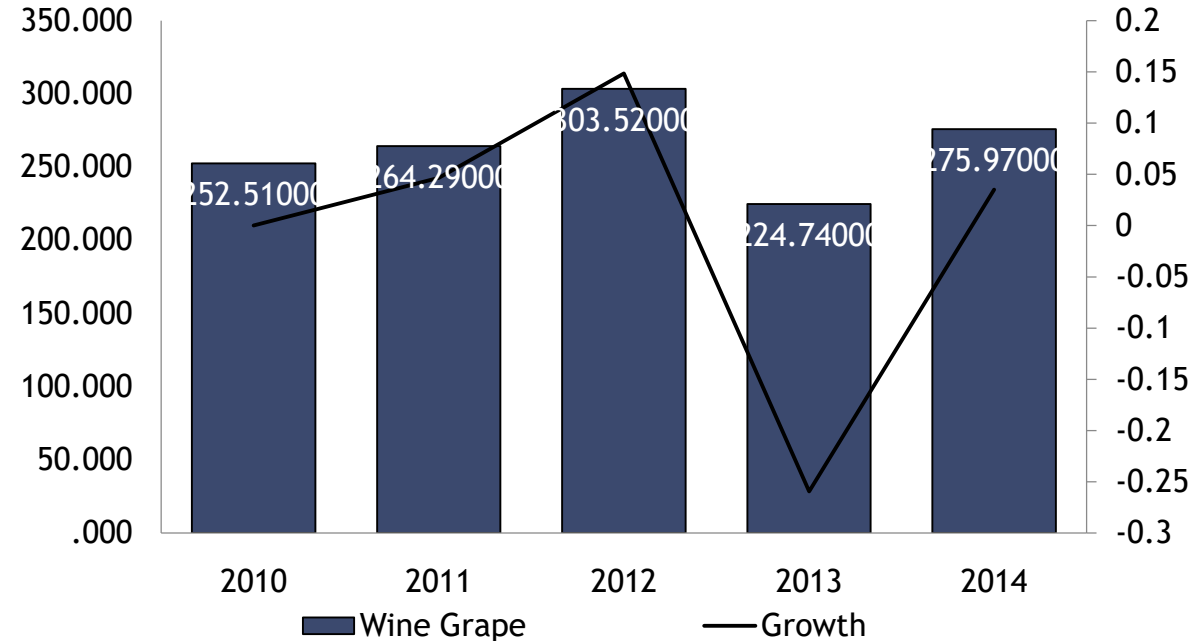
# Romanian wine grape output and production value

Wine grape is the most significant element of grape production. In 2015, wine grape represented 95,4% of the total grape output, generating 275 million EUR.

Romanian wine grape output  
(2010-2014, million tonnes)



Romanian wine grape production value  
(2010-2014, million EUR)

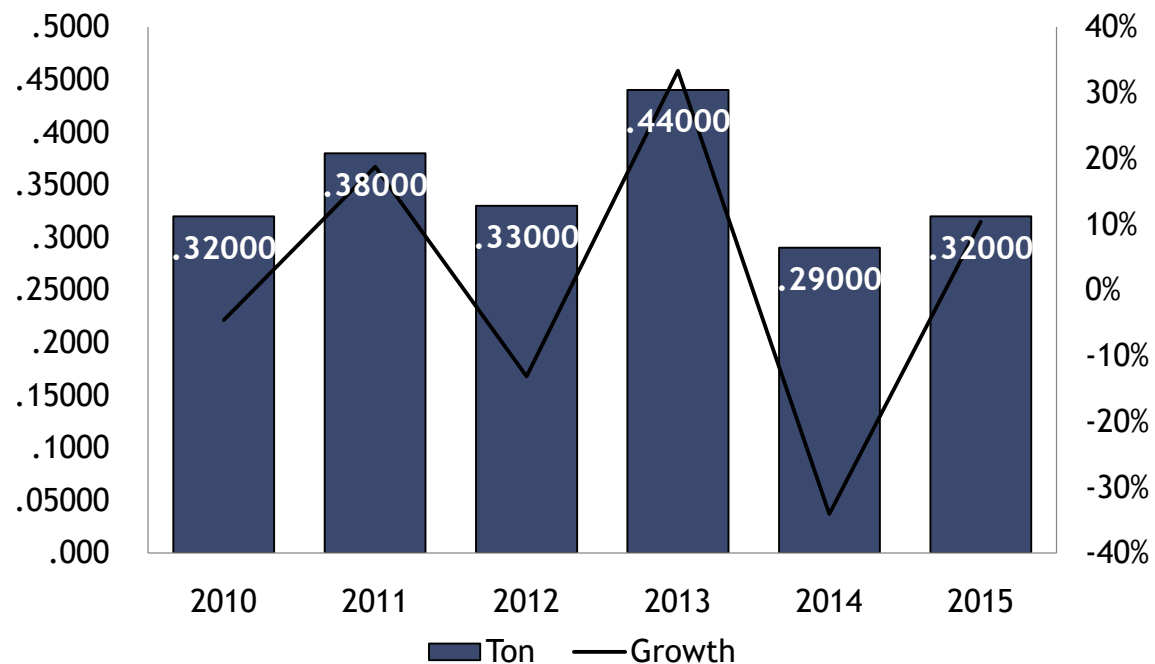


2013 was an outstanding year, wine grape output reached **930.000 tonnes** of wine grape, however, **2012** generated the highest revenues, **303 million EUR**, due to change in prices.

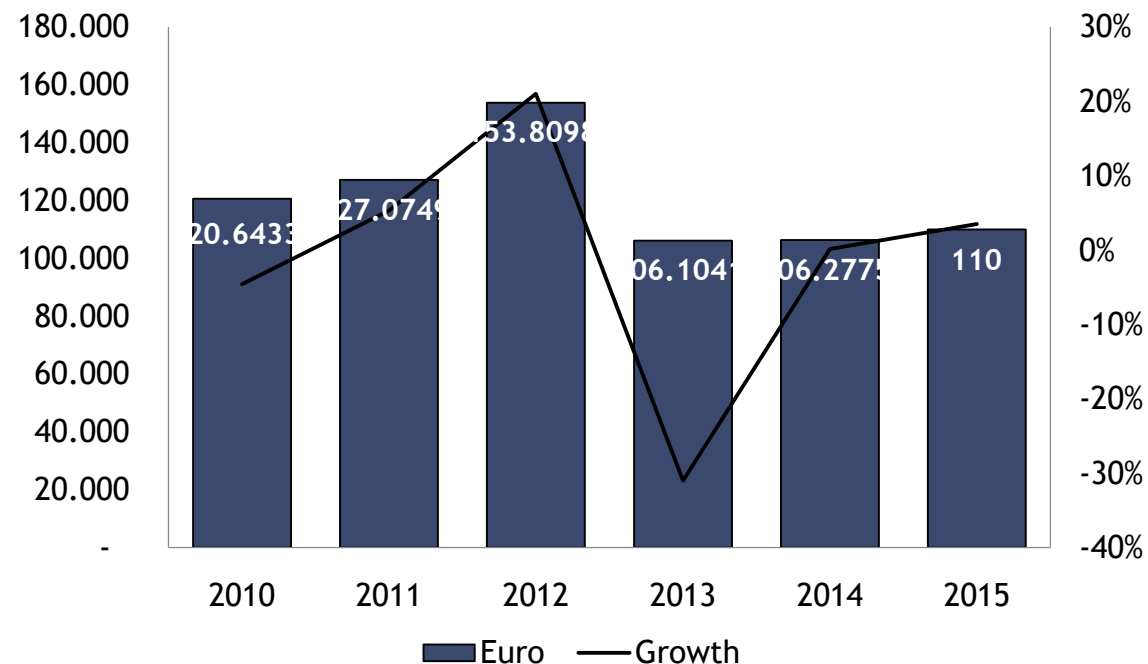
# Romanian red grape output and production value

Due to the significant draughts in recent years and harsh a winter in 2012, wine production has been stagnating.

### Romanian red grape output (2010-2015, million tonnes)



### Romanian red grape production value (2010-2015, million EUR)

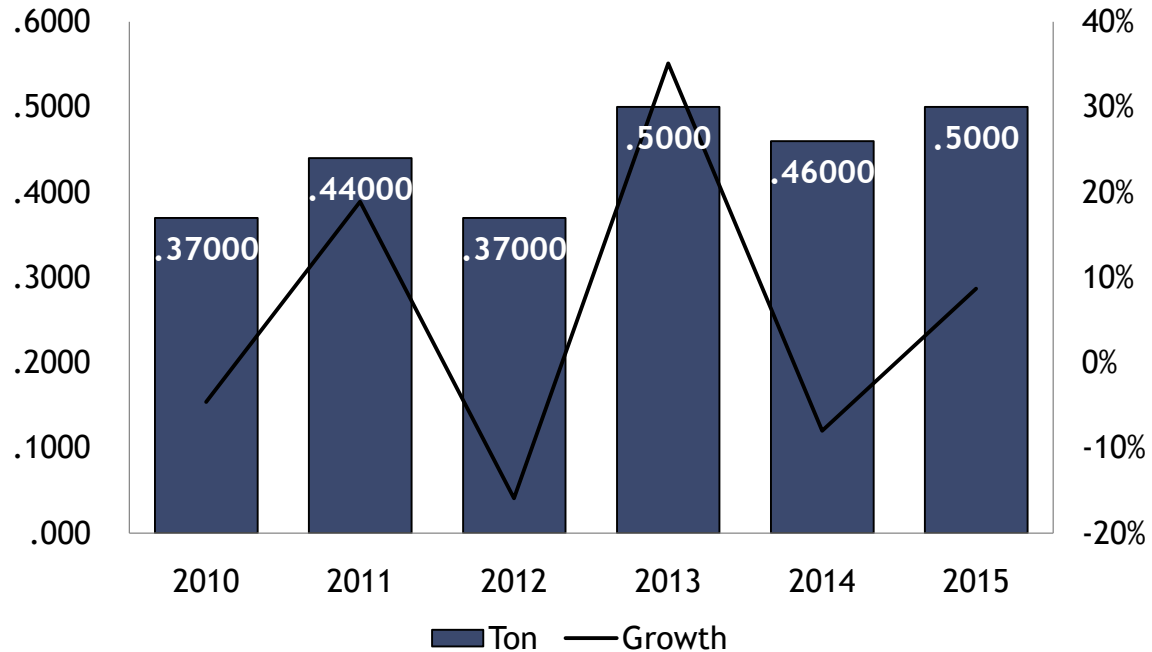


Romanian grape production increased by 9% in 2015. The country ranked 13th among the largest wine producers in the world, according to the International Vine and Wine Organization, because of the high value of production year-to-year.

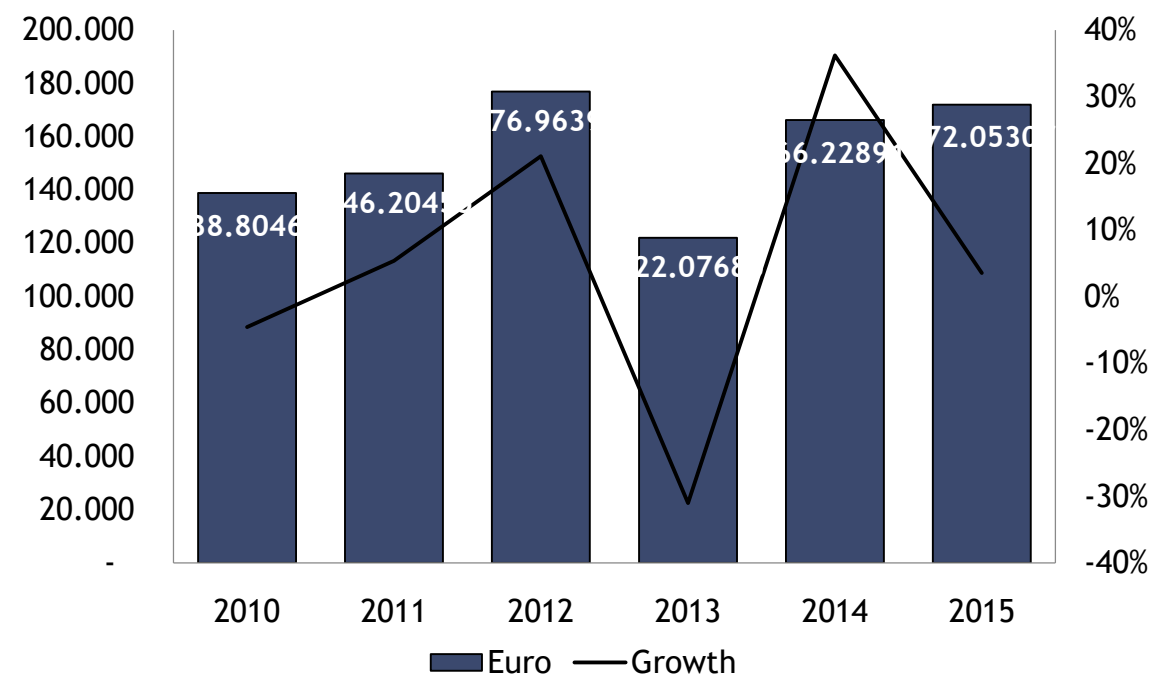
# Romanian white grape output and production value

Because of its seasonality, income generated from white grape production varies according to the climate's behavior, but average prices of grapes also rose when the market saw a shortage.

Romanian white grape output  
(2010-2015, million tonnes)



Romanian white grape production value  
(2010-2015, million EUR)

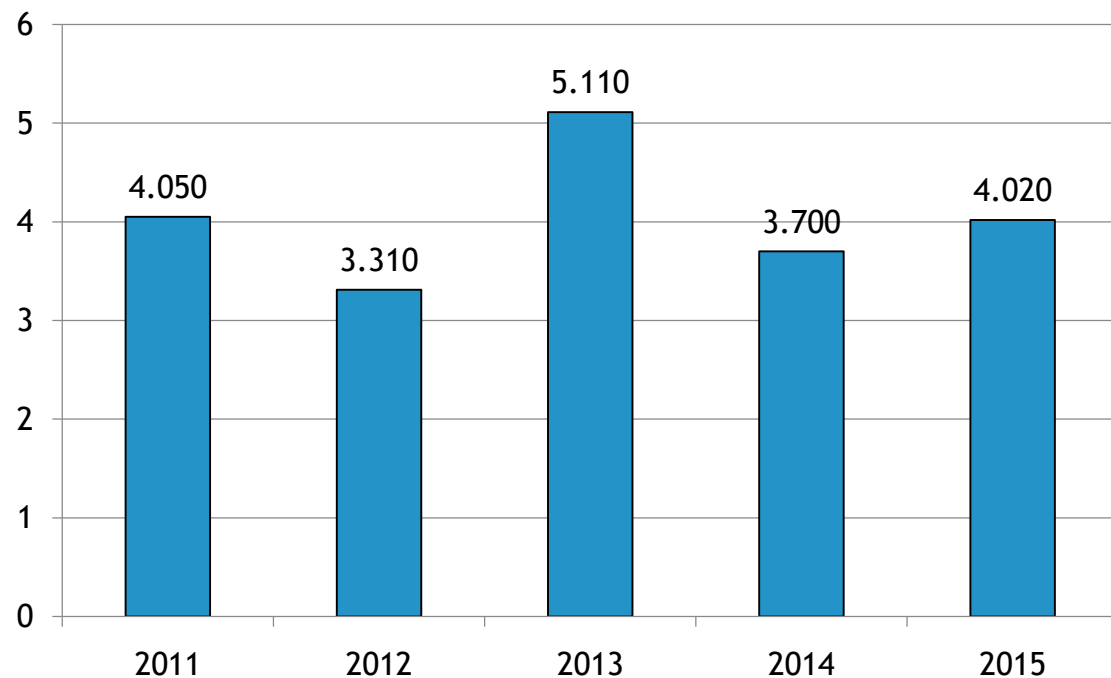


Because of favorable climate factors, white grape production saw record heights in 2013, the average price reaching an all time low of 1,07 kg/RON compared to previous year's 1.94kg/RON.

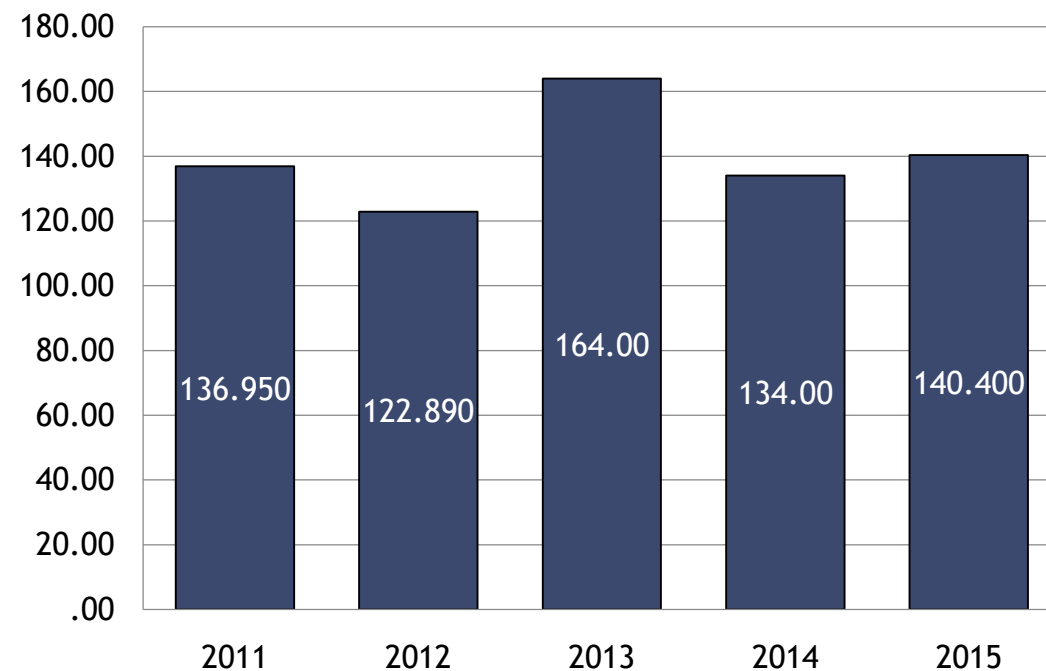
# Romanian wine output and production value

Romanian wine output and production value reached their peaks in 2013.

Romanian wine output  
(2011-2015, million hl)



Romanian wine production value  
(2011-2015, million EUR)

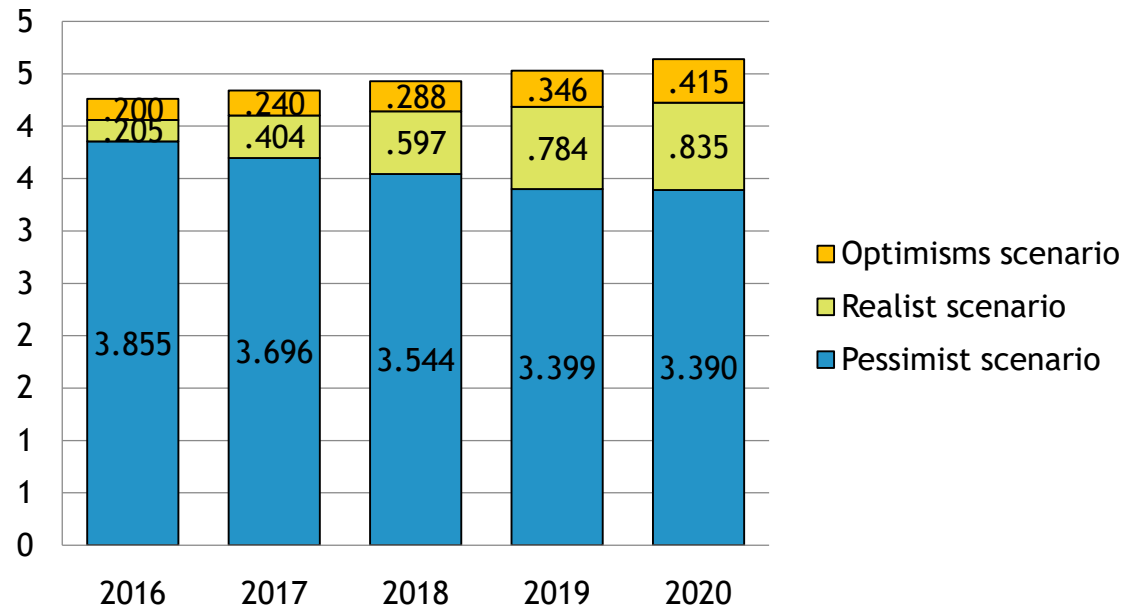


Wine output decreased 1,5 million hl in 2014, in 2015 it increased by 8%. Wine production value shows the same figures.

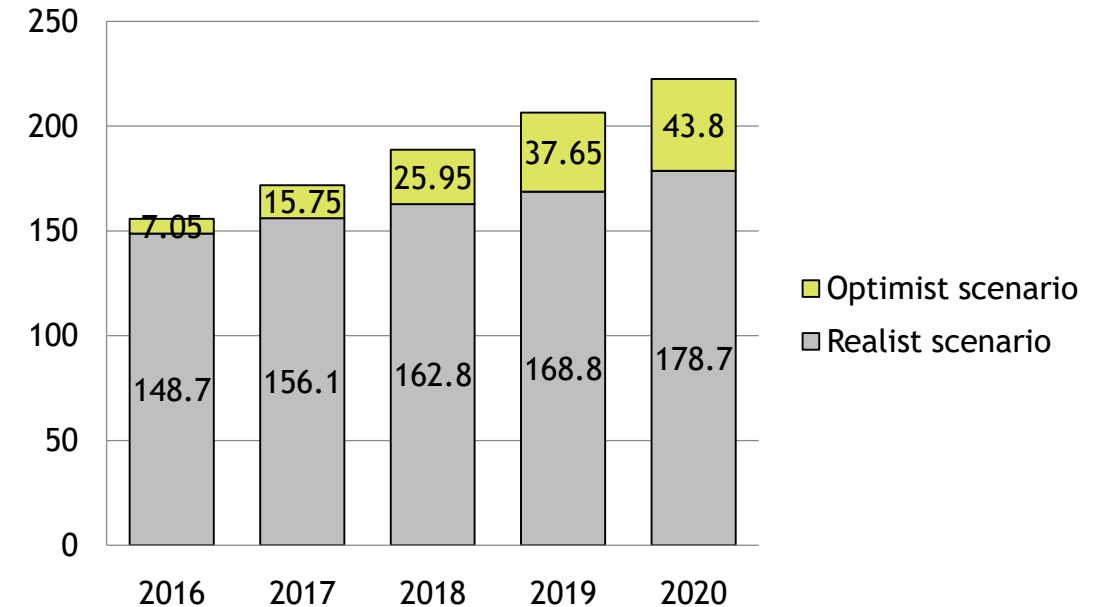
# Romanian wine output and production value forecast

Wine production is projected to increase by 1-2% yearly in the following 5 years. Production value will peak in 2020, at 150 million EUR.

Romanian wine output forecast  
(2016-2020, million hl)



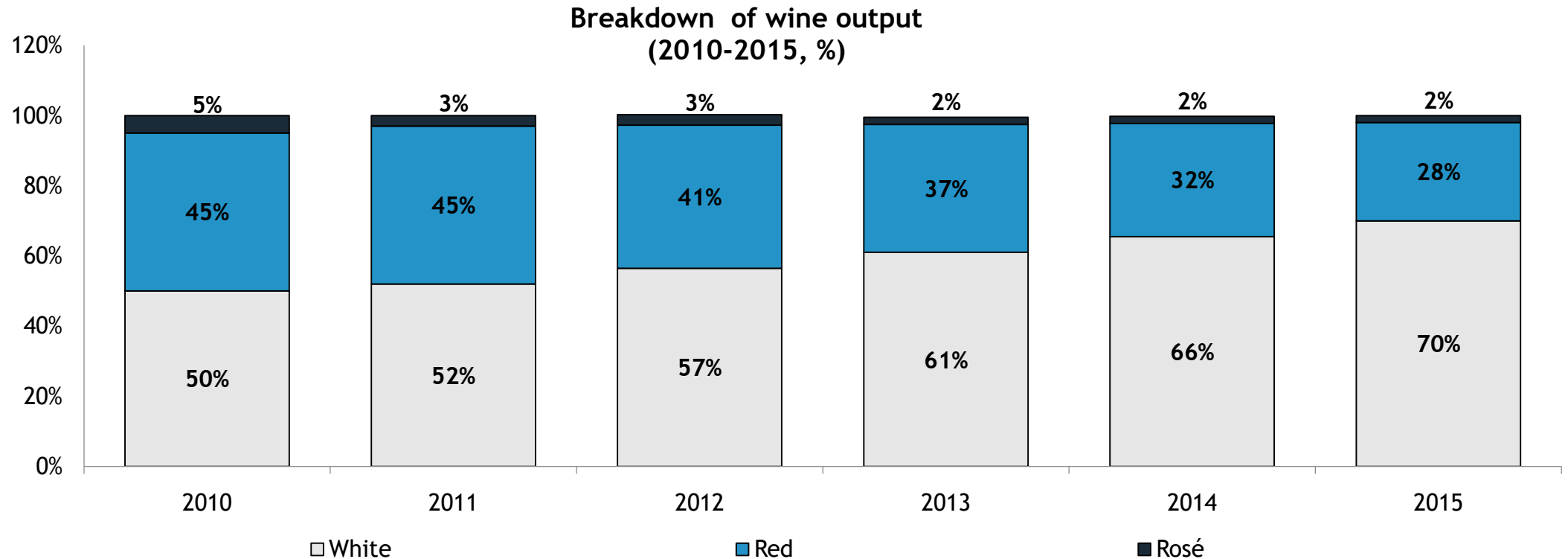
Romanian wine production value forecast  
(2016-2020, million EUR)



Pessimistic analysts estimate that wine production in Romania will decrease by -4,11% in coming years, output will slump to 3,4 million hl in 2020. Realistic forecasts estimate a 1-2% yearly increase for the next 5 years. The value of wine production will increase due to rising prices.

# Wine production breakdown, Romania

In the span of the five years, white wine production has increased by a total of 18%, while red wine production decreased by 17% and rosé decreases as well by 3%.



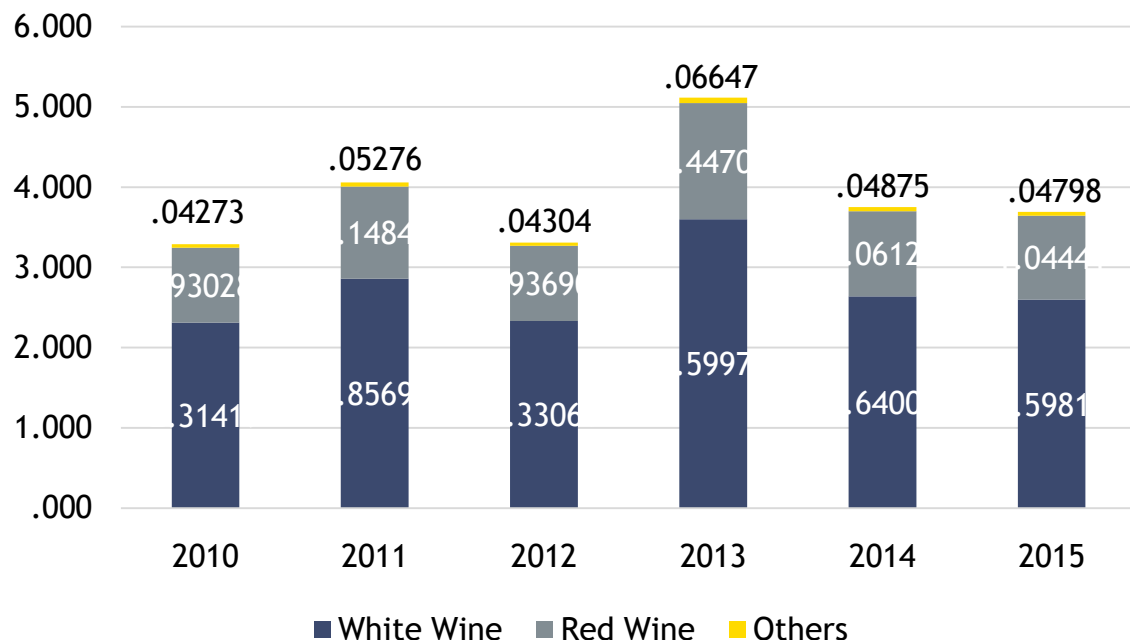
Over the past five years there has been a rise in the production of white wine, while the red and rosé wine quantity decreased, even though in other countries, such as Germany, the breakdown is 51% white, 38% red, and 11% rose.

Source: [agrotypos.com](http://agrotypos.com), [acsvienna.com](http://acsvienna.com)

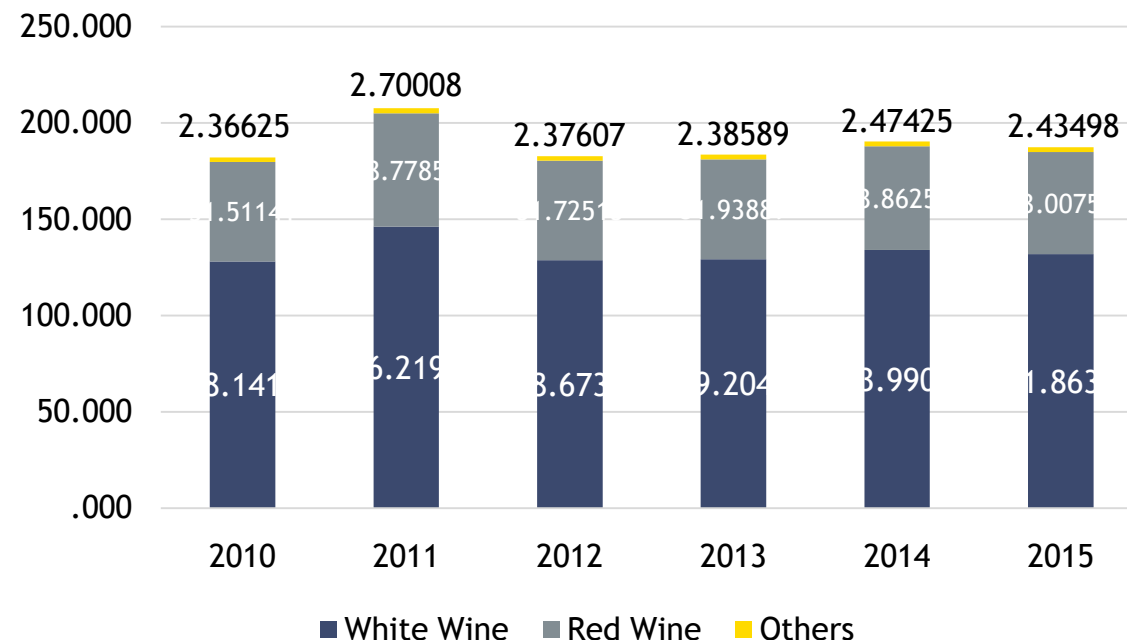
# Romanian wine production breakdown

The size of the wine market is affected every year by the weather conditions. The general share between wine categories is: 70,4% white wine, 28,3% red wine and 1,3% rosé.

Romanian wine output breakdown  
(2010-2015, million hl)



Romanian wine production value breakdown  
(2010-2015, million EUR)

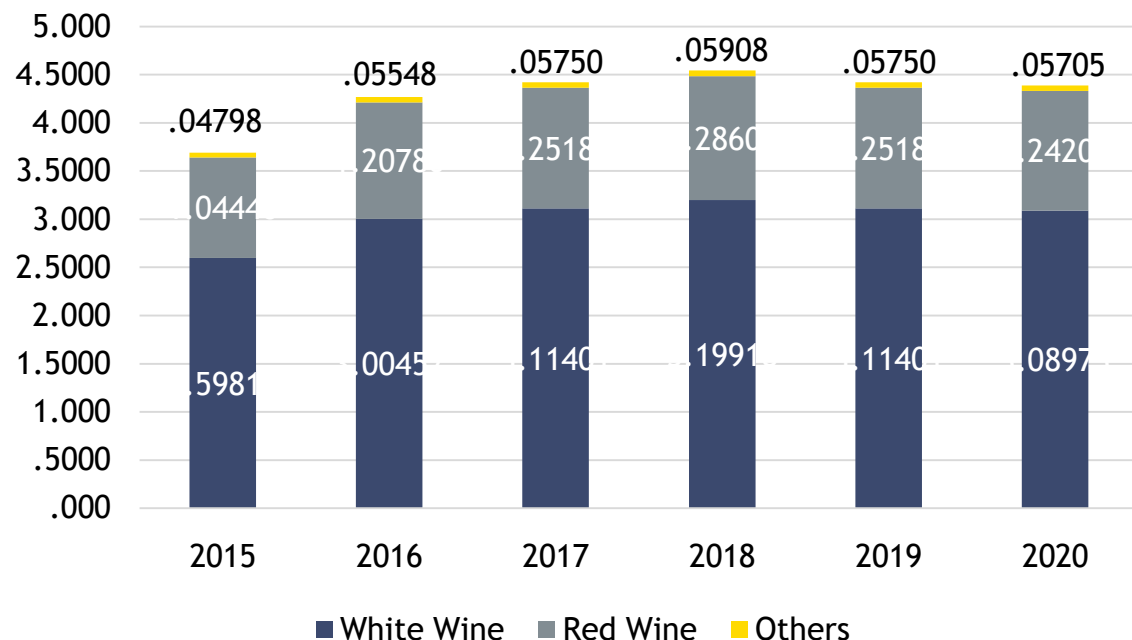


Total wine production in Romania in 2015 was **3,69 million hl**, which generated **187 million EUR**.

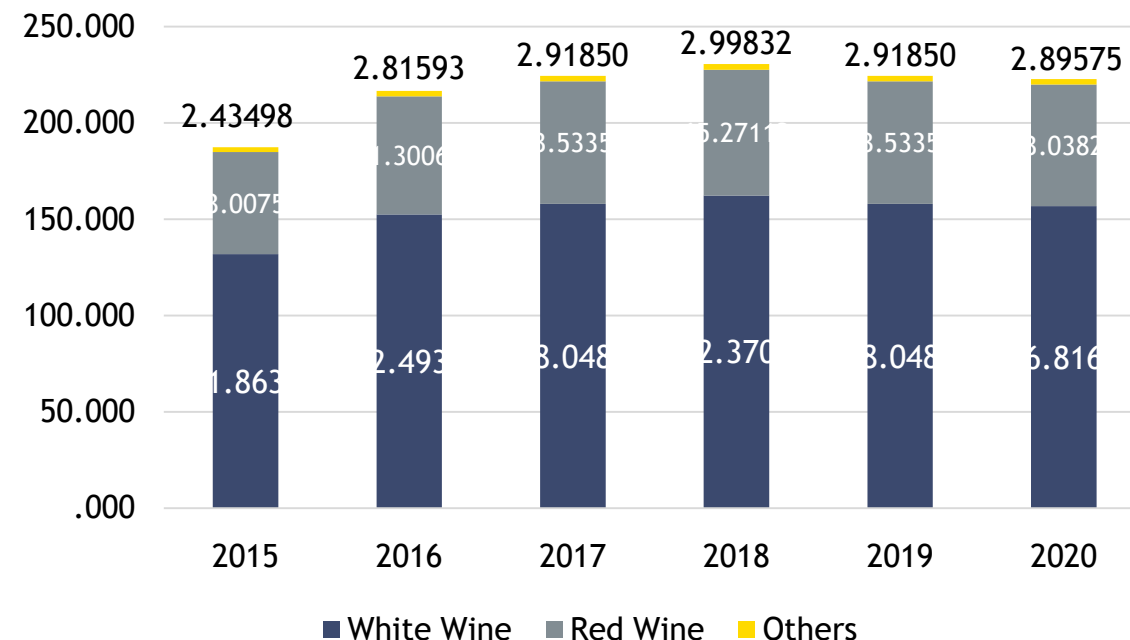
# Romanian wine output and production breakdown forecast

Generating a forecast to the wine production is difficult due to the large role weather conditions play in the size of output.

Romanian wine output forecast  
(2015-2020, million hl)



Romanian wine production value forecast  
(2015-2020, million EUR)

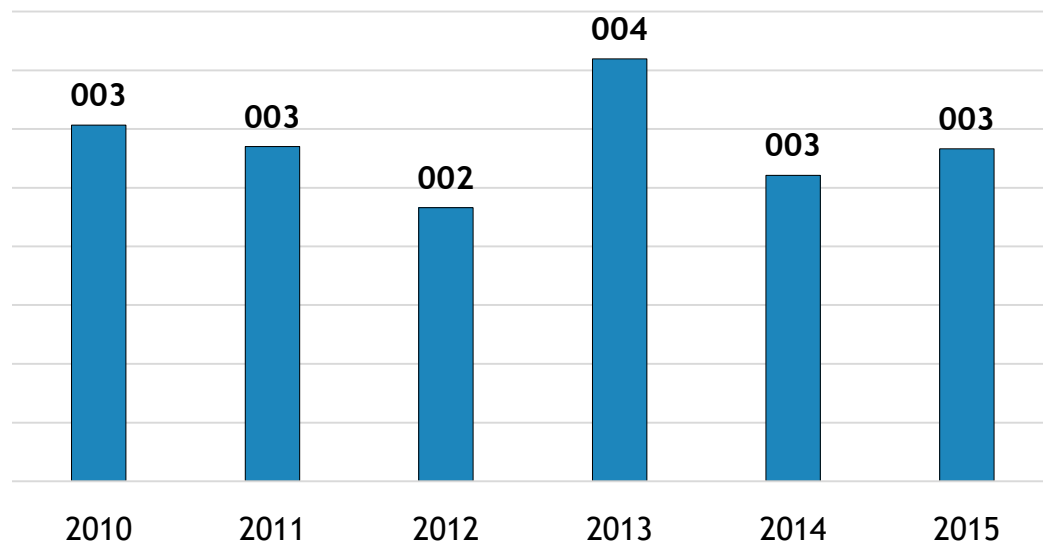


According to the forecast, in 2020 revenue generated from wine production will be **18,9% higher**, compared to 2015.

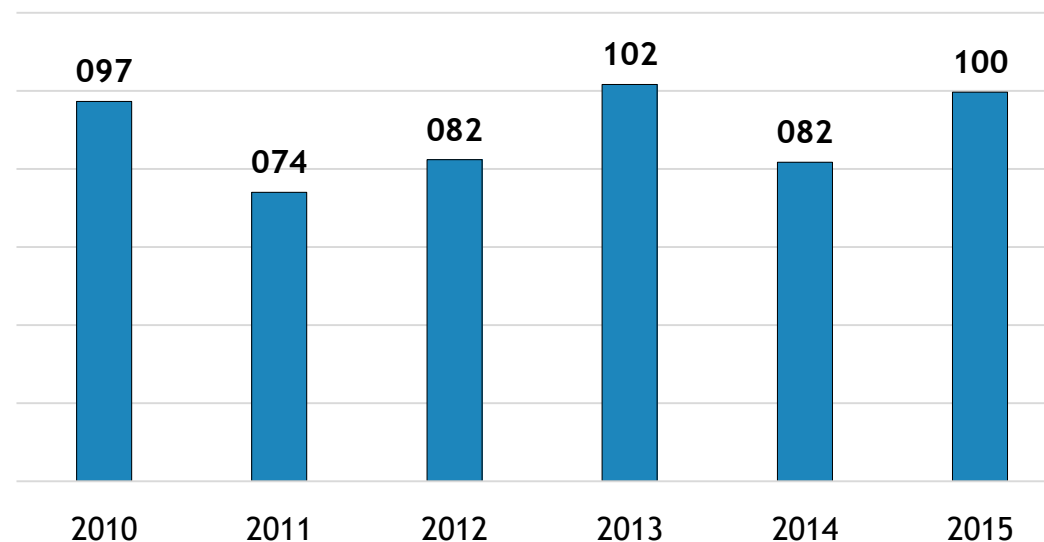
# Romanian white wine output and production value

Over the past six years, revenue figures of white wine production grew by a total of 26%, with yearly ups and downs.

Romanian white wine output  
(2010-2015, million hl)



Romanian white wine production value  
(2010-2015, million EUR)

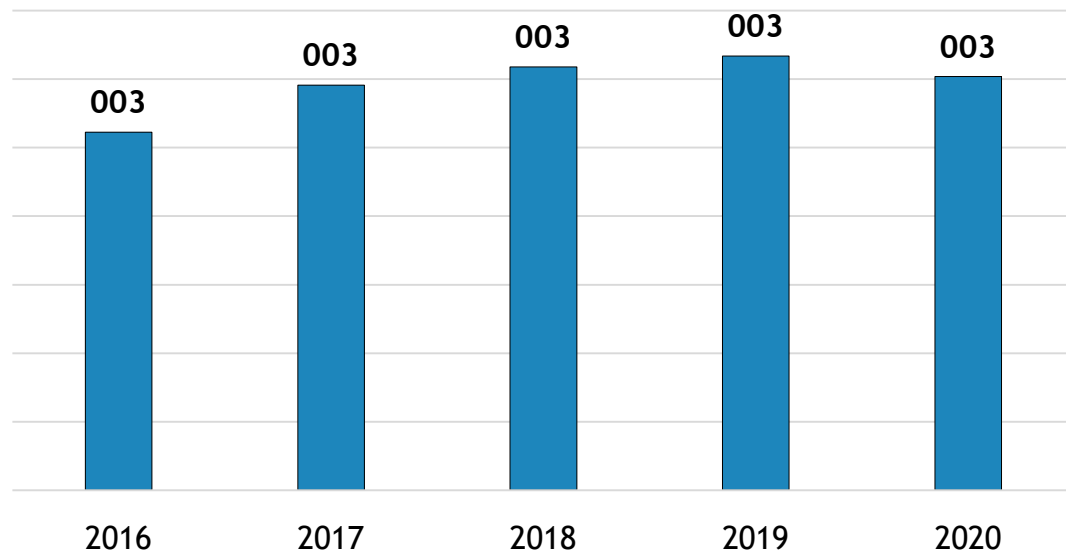


White wine output rose in the past six years, by a yearly average of 2,05 %. The weather each year had a significant effect on wine production, 2012 was a favorable year in terms of temperatures, and 2013 had a high wine output.

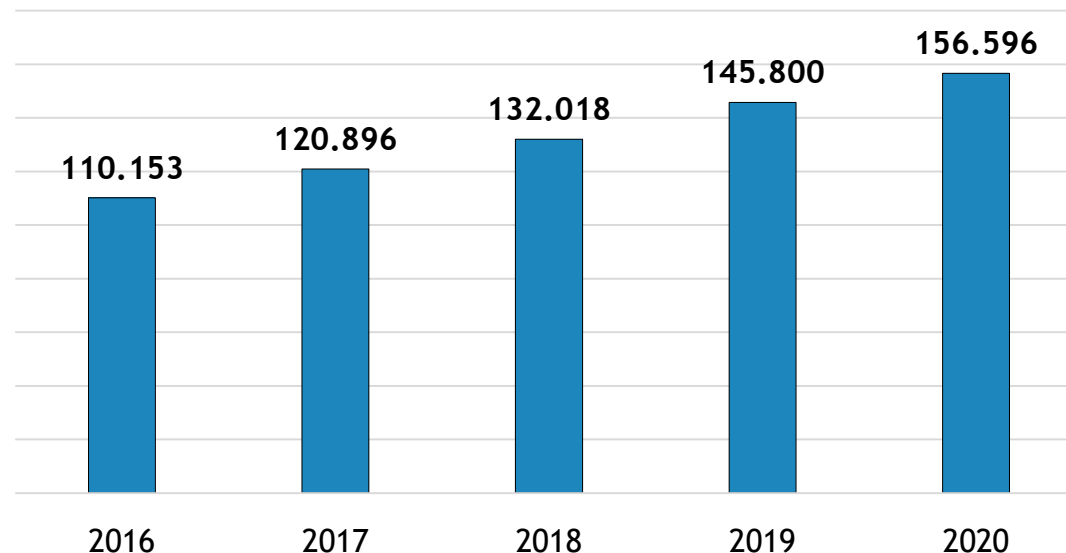
# Romanian white wine output and production value forecast

According to the forecast, a slight decrease is expected over the next 5 years.

Romanian white wine output forecast  
(2016-2020, million hl)



Romanian white wine production value forecast  
(2016-2020, million EUR)

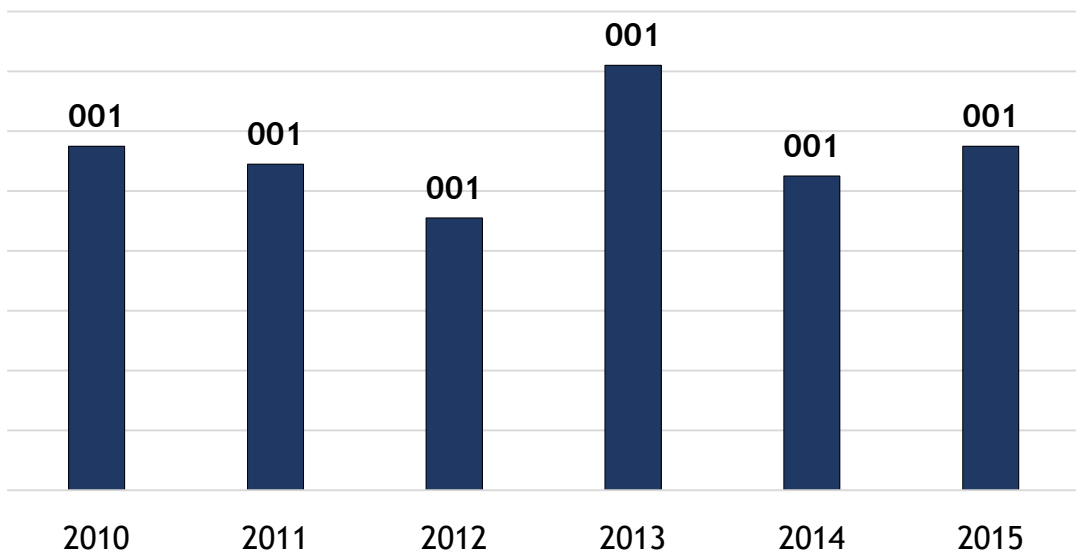


The forecast numbers are highly inconsistent, due to the unpredictable weather. However 2017 is promising to be a great year in terms of weather conditions, this year is projected to generate the highest white wine production in the near future.

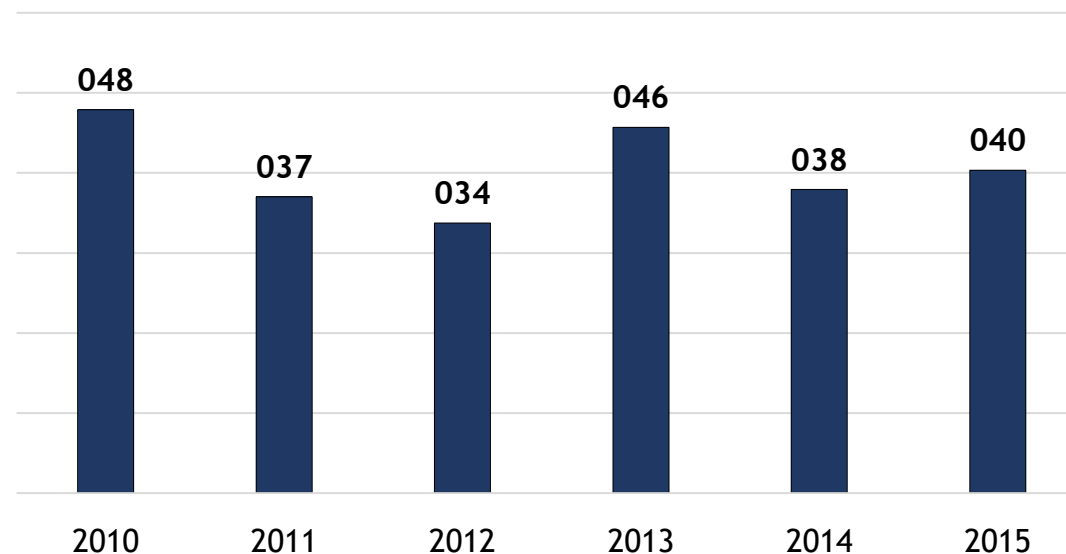
# Romanian red wine output and production value

Red wine production generated a revenue of 40 million EUR in 2015, this segment of the industry grew annually by 6,02%. Red wine production value is expected to decrease in following years.

Romanian red wine output  
(2010-2015, million hl)



Romanian red wine production value  
(2010-2015, million EUR)

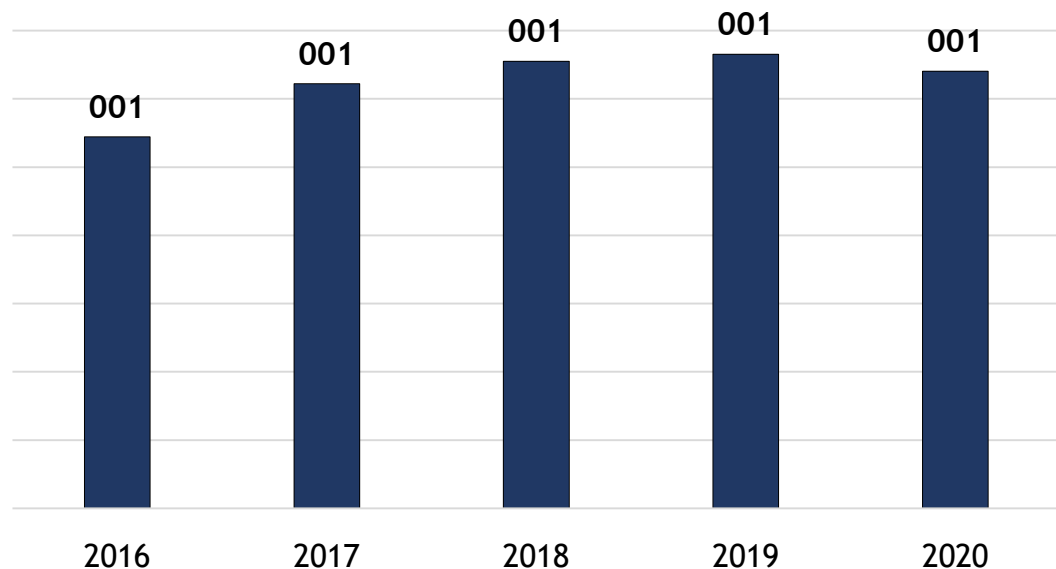


2013 was one of the most successful years regarding grape harvests, resulting in very high production numbers.

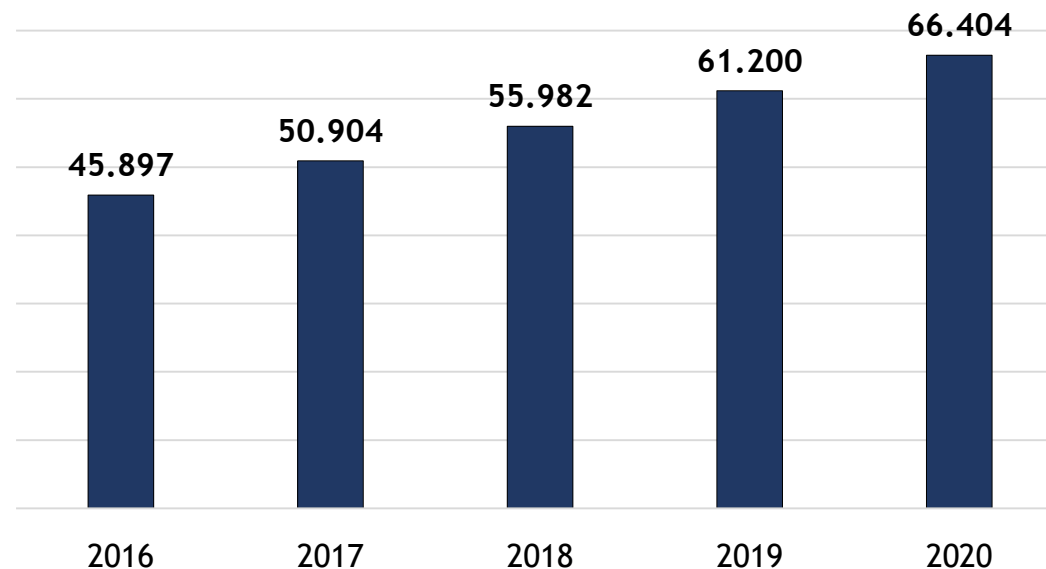
# Romanian red wine output and production value forecast

Red wine output is projected to grow by a total of 41,65% by the end of this decade.

Romanian red wine output forecast  
(2016-2020, million hl)



Romanian red wine production value forecast  
(2016-2020, million EUR)

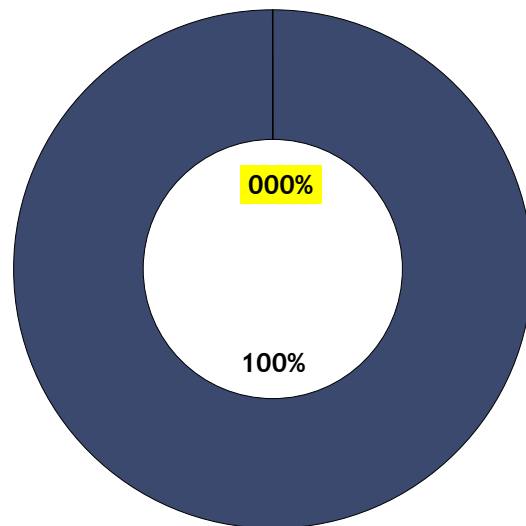


According to forecast, 2018 will be good year for red wine, experts say that weather in the previous year will be favorable for grape harvesters.

# Romanian grape and wine exports

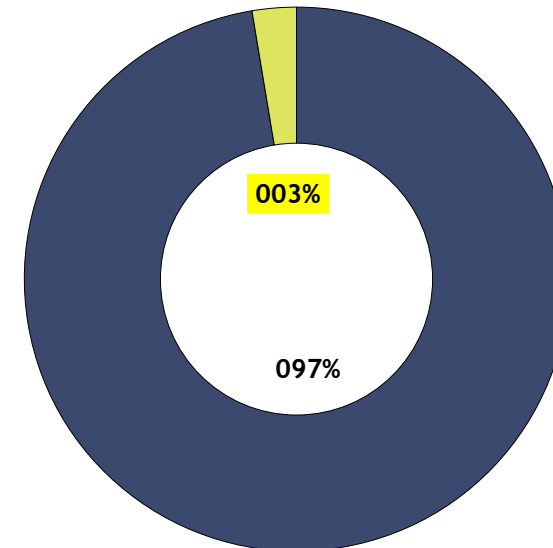
Grape exports in Romania are minuscule, only 150 tonnes of grapes were exported in 2014. This trend is typical for the country, Romania was never a significant grape exporter, the grapes produced here are mostly used for wine production.

Romanian grape exports (2014, %)



■ Total grape grown ■ Exports

Romanian wine exports (2014, %)



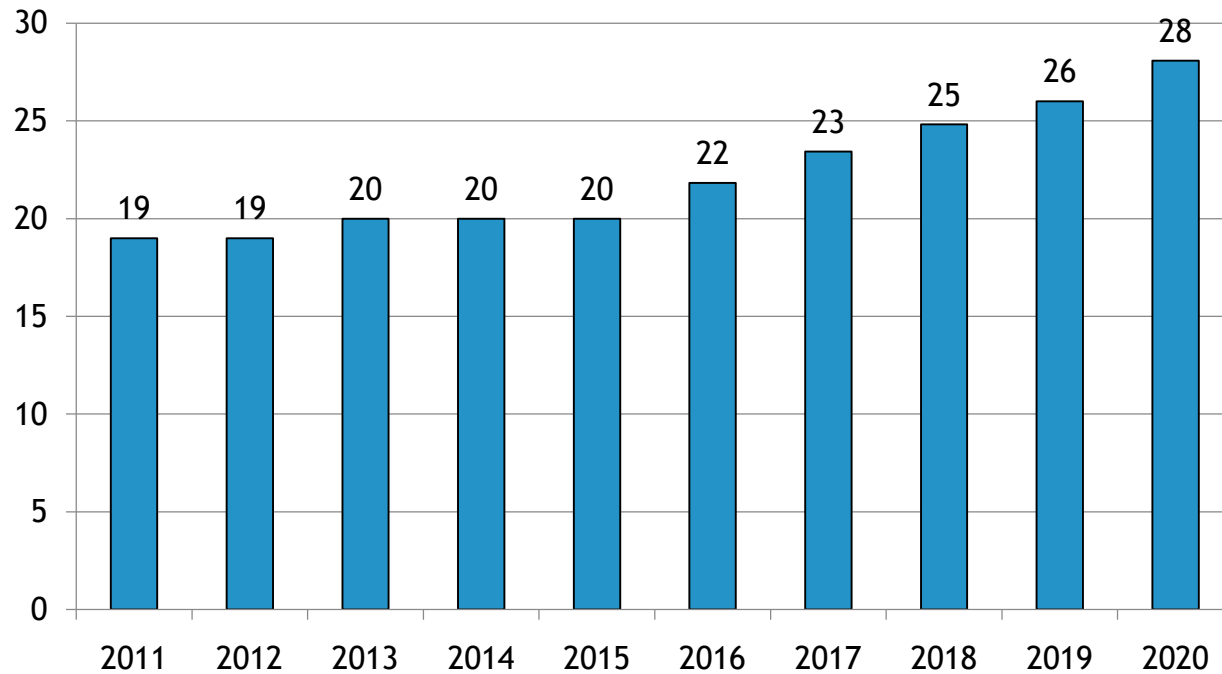
■ Total wine produced ■ Exports

Cultivating grapes and not exporting them has a significant effect on the wine production industry. Romania produced a total of 384 million liters of wine, and exported 10 million of them. The top 3 trade partners of Romania are the UK, China and Germany, together taking up 55% of total exports.

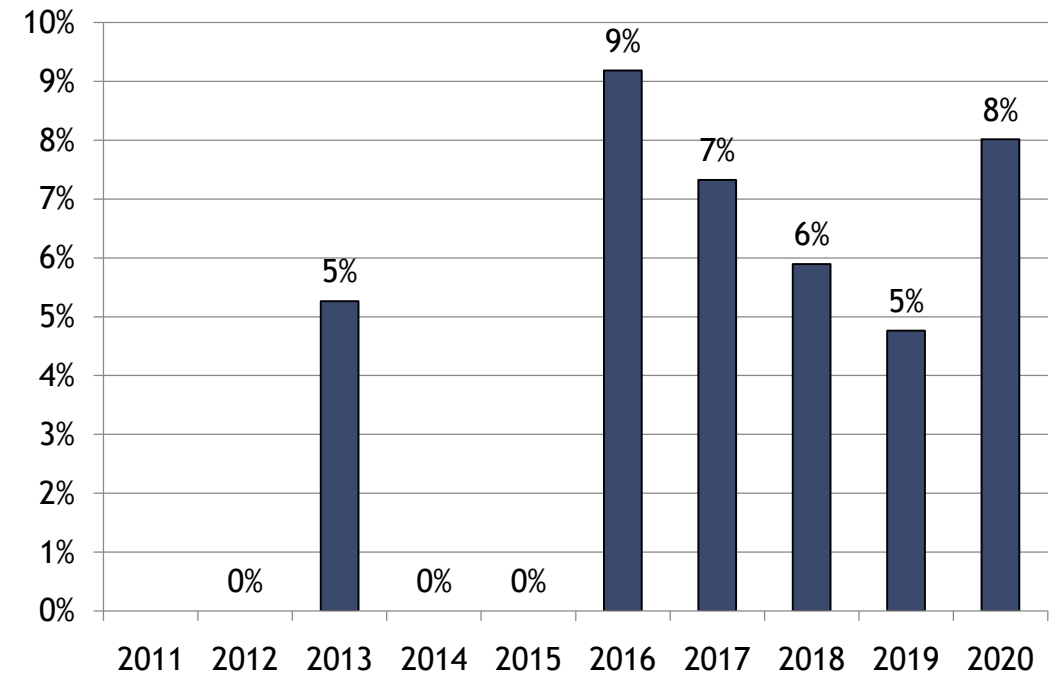
# Romanian wine prices and forecast

Wine prices increased almost every year, the estimated price increase for the next five years is a yearly average of 6%.

Romanian wine prices  
(2011-2020, EUR/liter)



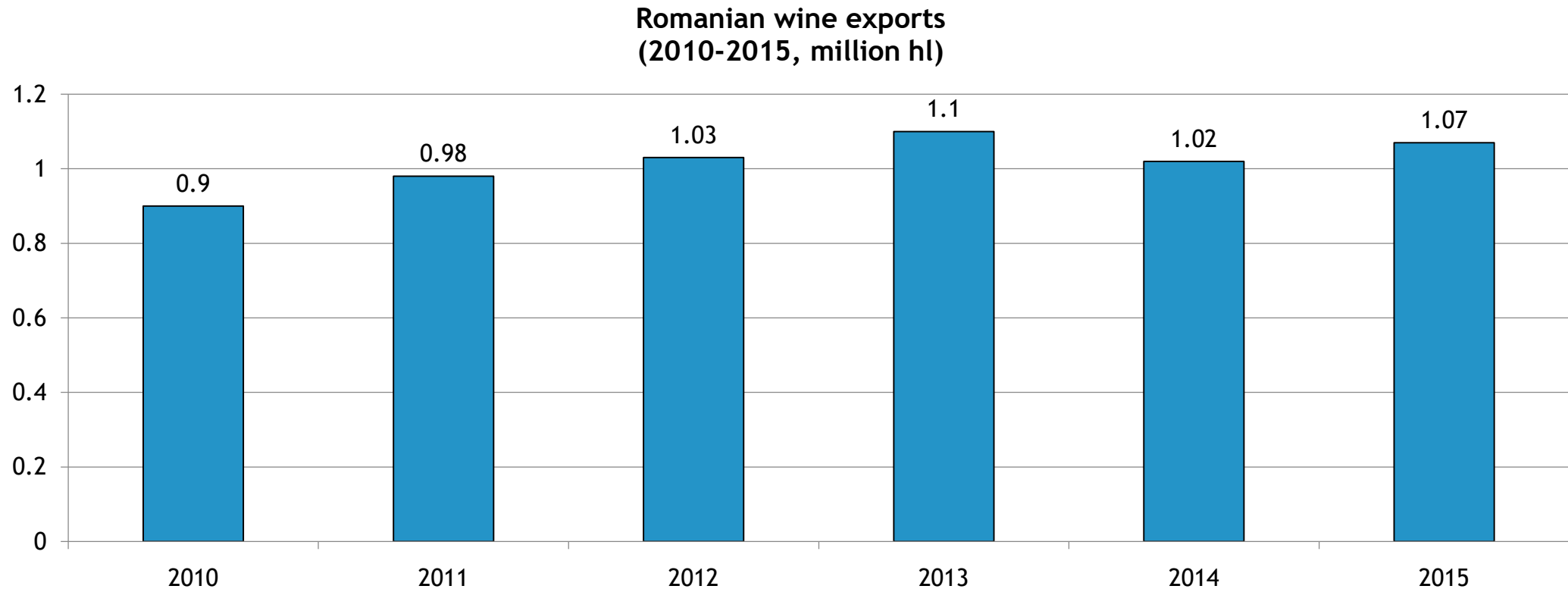
Romanian wine prices evolution  
(2011-2020, %)



Prices are expected to increase due to growing demand, which will not immediately be followed up on the supply side.

# Romanian wine exports

The surplus of Romanian wine produced was exported.

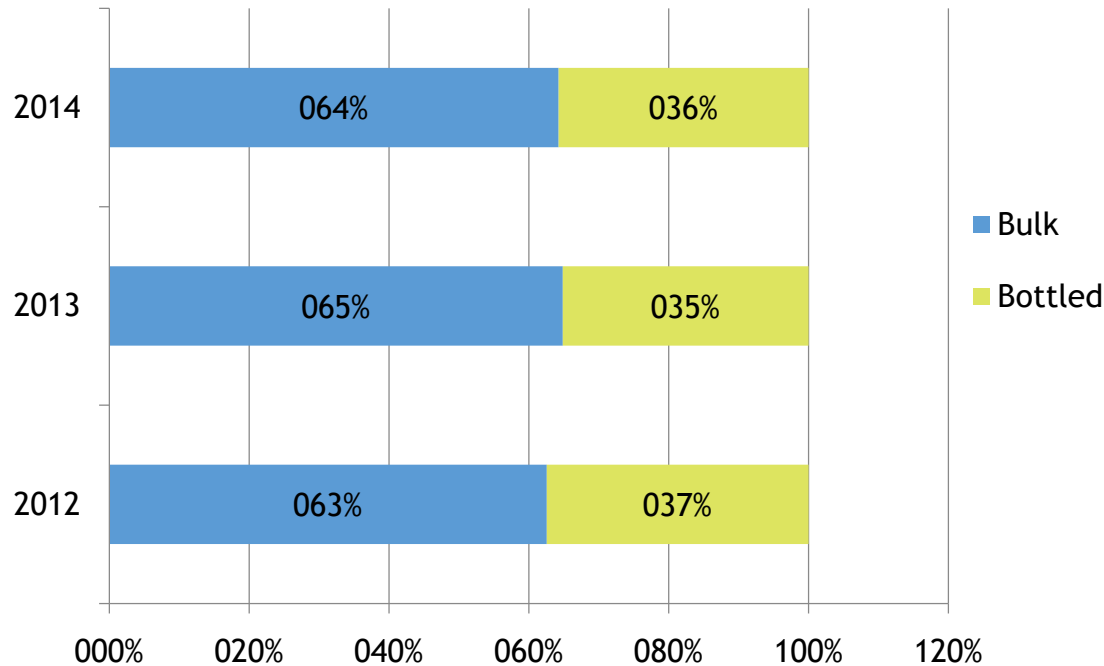


The biggest gap between supply and demand in the past five years was in 2013, which also brought the highest level of exports, 1,1 million hl.

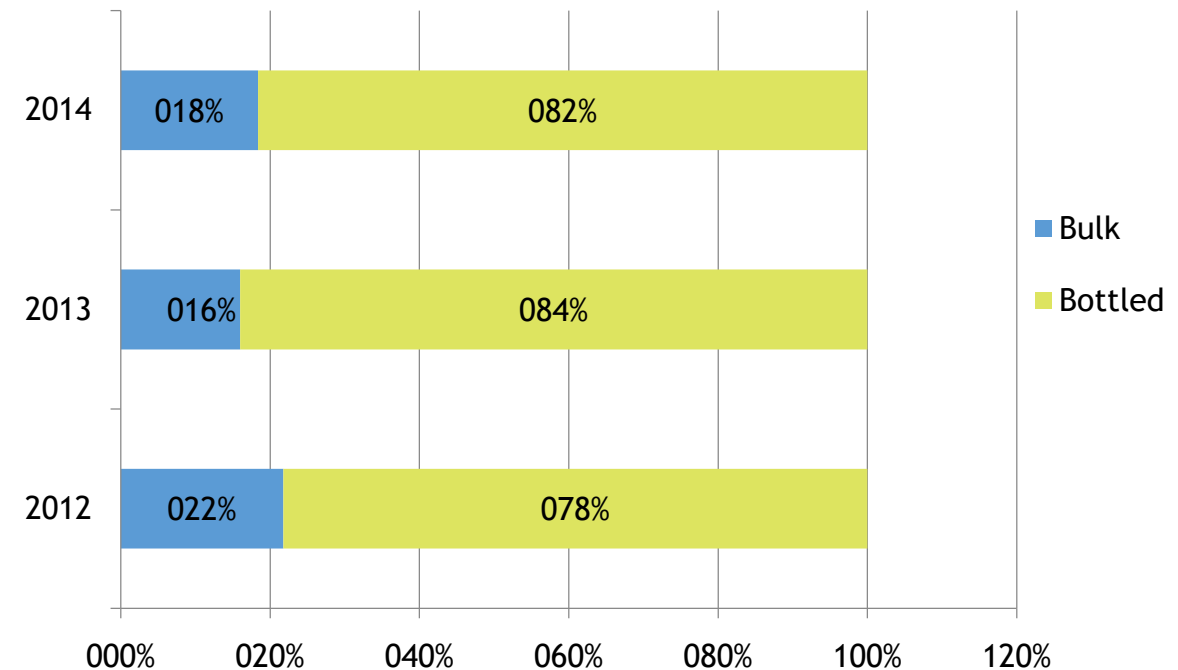
# Romanian wine import & export breakdown by bulk and bottled wine

We can see the imports and exports distribution of the bulk/bottle wine in Romania between 2012-2014.

Romanian wine imports by category  
(2012-2014, %)



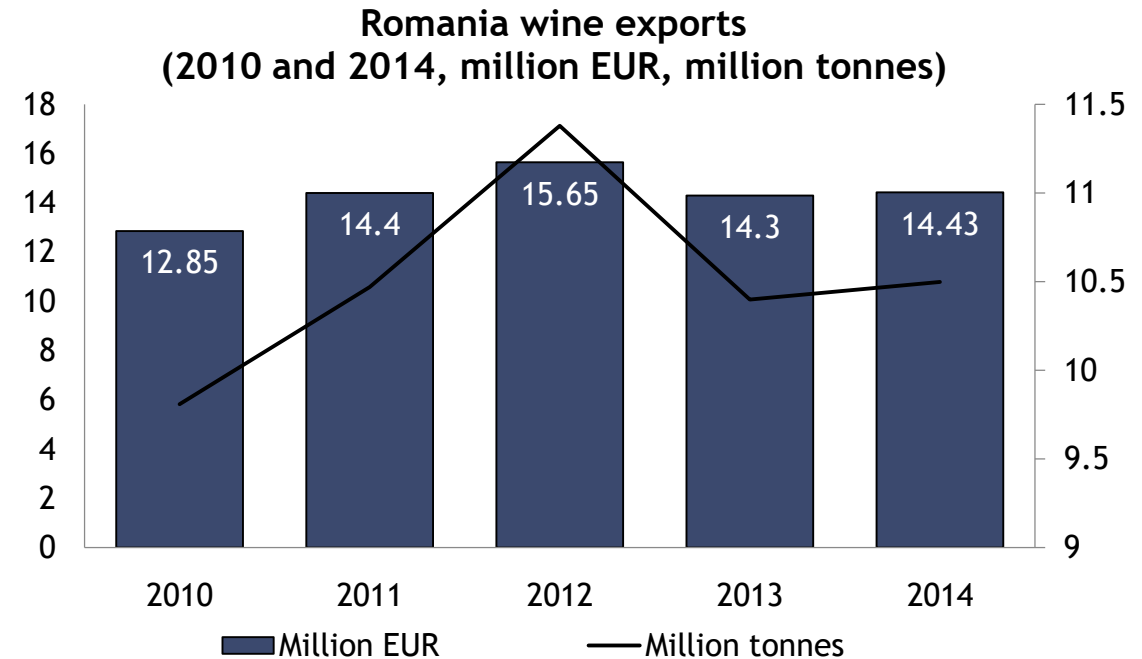
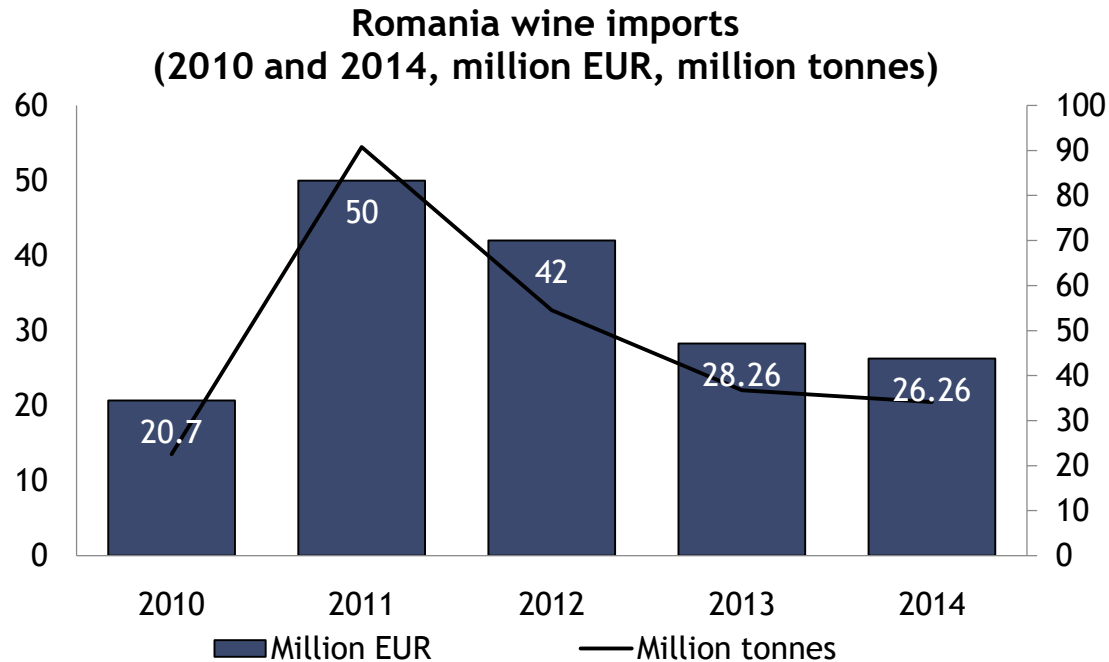
Romanian wine exports by category  
(2012-2014, %)



While imports are dominated by bulk wines, export consist mainly of bottled wines due to the fact that Romania produces bottled wine from the imported bulk.

# Romanian wine imports & exports by revenue

Romania mostly imports from Spain and Italy; imports vary much more than exports. 2011 was the most outstanding year regarding imports.

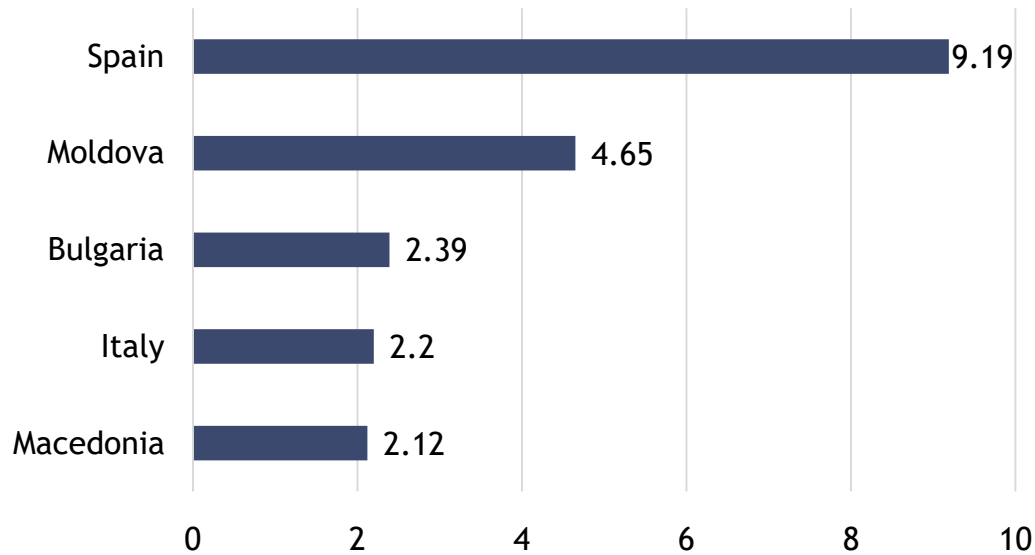


Romania is the 6<sup>th</sup> biggest wine producer in the EU, and has the 5<sup>th</sup> largest grape growing area. A liter of wine is sold for 2 EUR, making Romania's export offer cheaper than France or Italy.

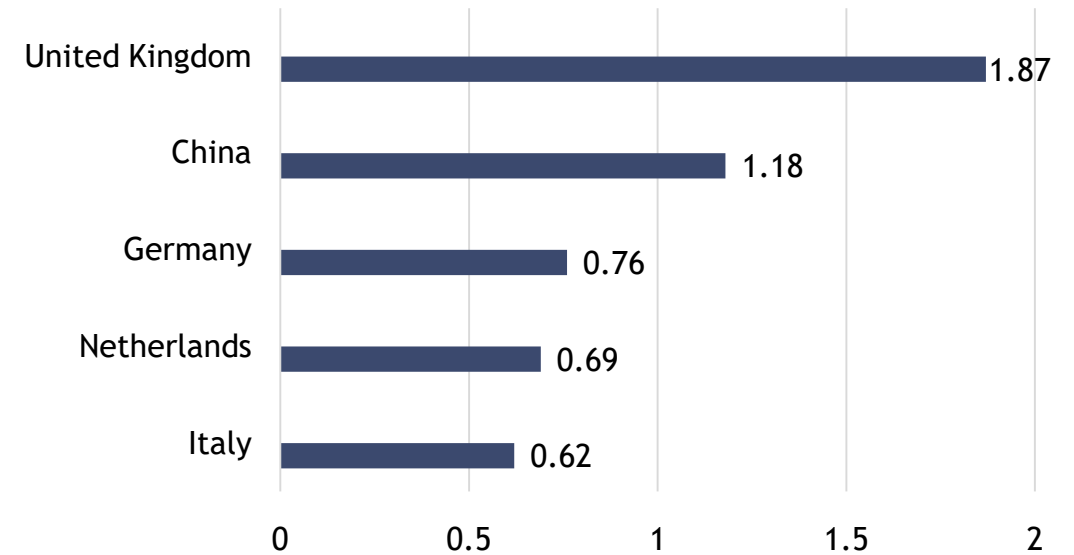
# Romania's top import & export partners by volume

Romania's imports 4 times as much as it exports, due to high consumption per capita (27l/year). Its main import partner is Spain, providing 39% of the total import and its main export destination is the United Kingdom.

Romania's top import partners  
(2014, million hl)



Romania's top export partners  
(2014, million hl)

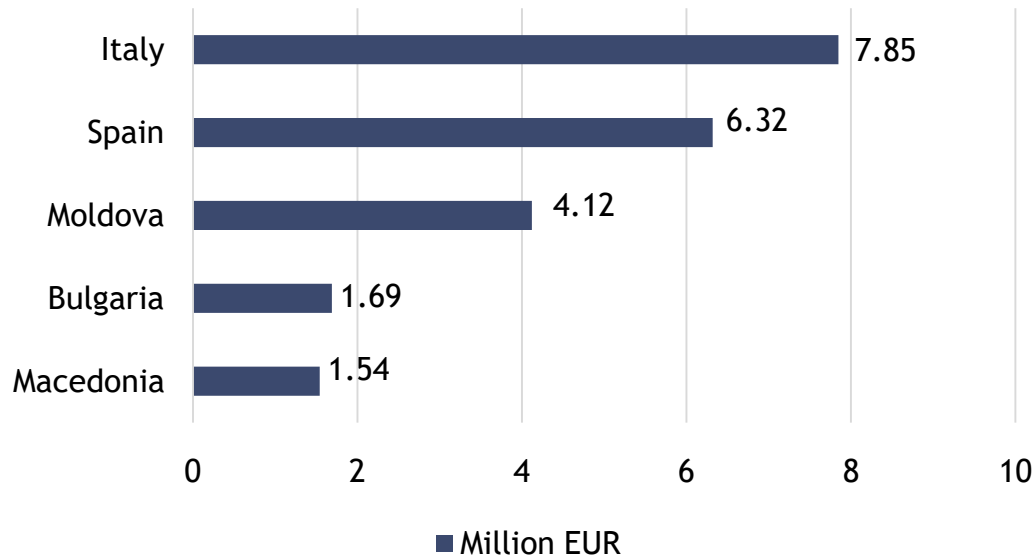


Although Italy exports only 2,2 million liters to Romania, it accounts for 36% of the total value, because the high quality and price.

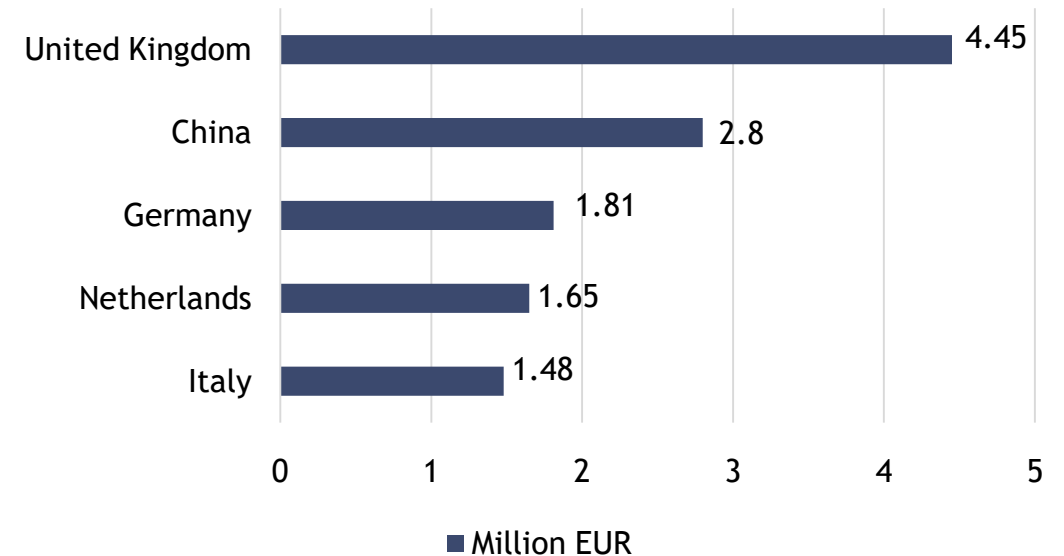
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Romania's top import partners  
(2014, million EUR)



Romania's top export partners  
(2014, million EUR)

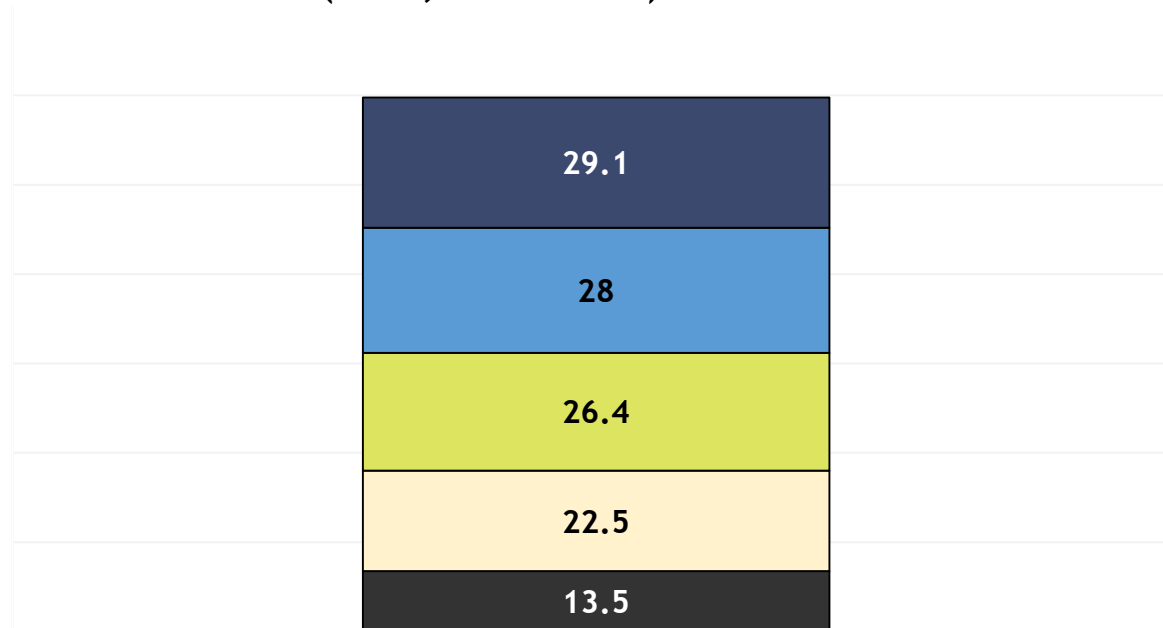


In the recent years, an increasing number of Romanian wine producers have started to pay attention to the huge Chinese market potential, making **China** the **second largest** export market in 2014.

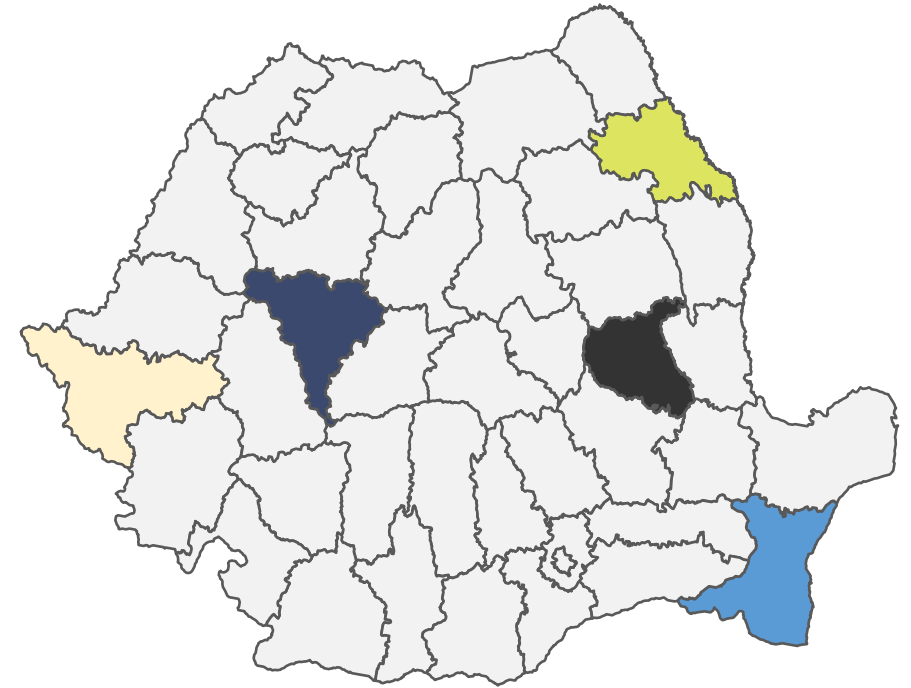
# Top 5 Romanian wine producer companies

The top 5 companies have their headquarters in the following counties: Mureș, Caraș-Severin, Constanța, Bacău and Dolj.

Top 5 Romanian wine producer companies  
(2015, million EUR)



■ Vincon Vrancea ■ Cramele Recas ■ Cotnari ■ Murfatlar ■ Jidvei



The biggest producer by revenue in Romania is Jidvei at quite a distance from the following four. These companies' main focus is on wine trading, but they also have an impact on viticulture.

# Top 5 Romanian wine producer companies

The grape growing industry is dominated by the winemaking companies. In the last five years there has been only one small change in the ranking of the top 5.

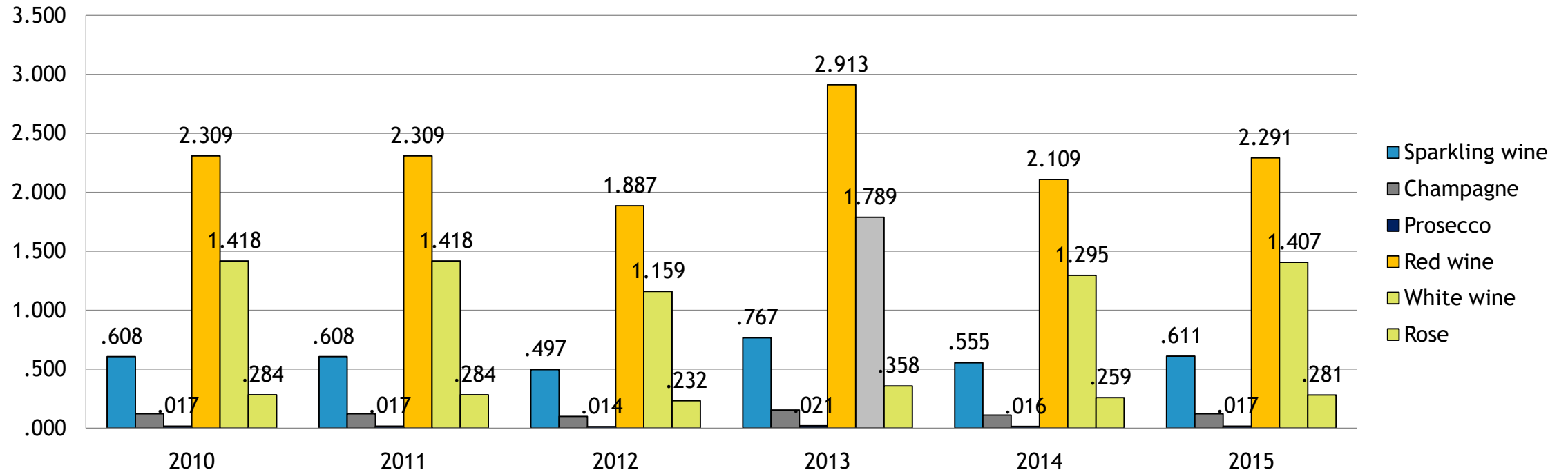
Company	2011-12	2012-13	2013-14	2014-15	2011-2015
Jidvei	○	○	○	①	①
Murfatlar	○	○	○	①	①
Cotnari	○	○	○	○	○
Cramele Recaș	○	○	①	○	①
Vincon Vrancea	○	○	①	○	①

In the last five years there has been only one small change in the ranking of the top 5. This hierarchy is based on revenue numbers, by grape production numbers changes in the rankings are more common.

# Romanian wine sales by type of wine

The market of red wine is very stable, as is the market of sparkling wines and prosecco.

Romanian wine sales by type  
(2010-2015, million hl)

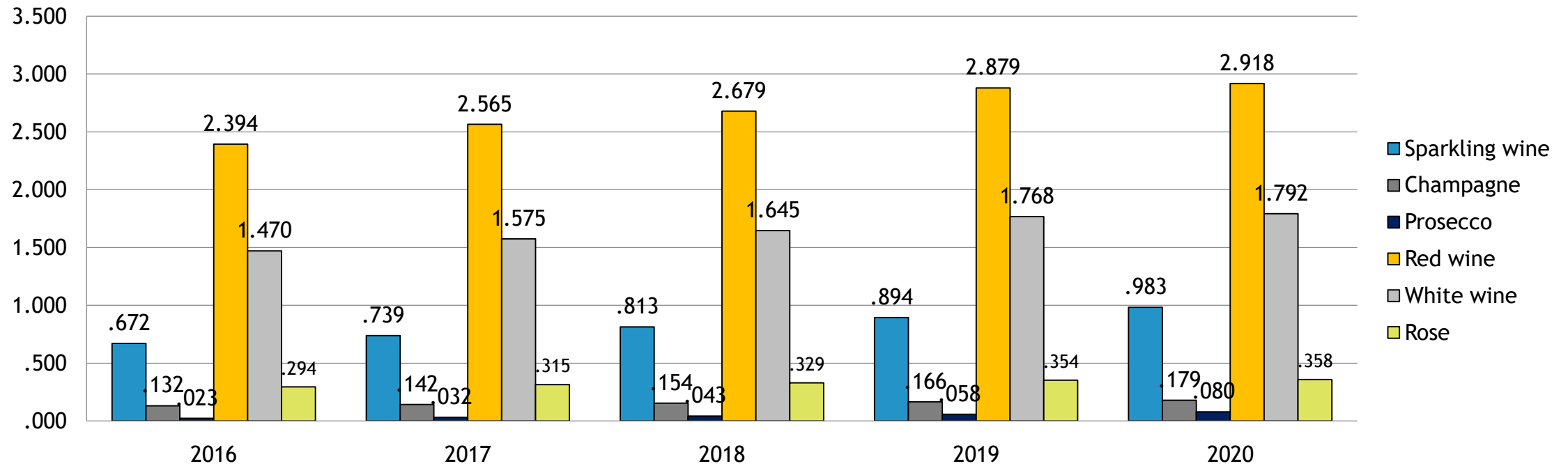


Red wine sales increased, as white wine and sparkling wine sales. The market of champagne and prosecco has not changed a significant amount in the past years.

# Romanian wine sales by type, forecast

The market of red wine is very stable, as is projected to increase, as are sparkling wines and prosecco.

Romanian wine sales by type forecast  
(2016-2020, million hl)

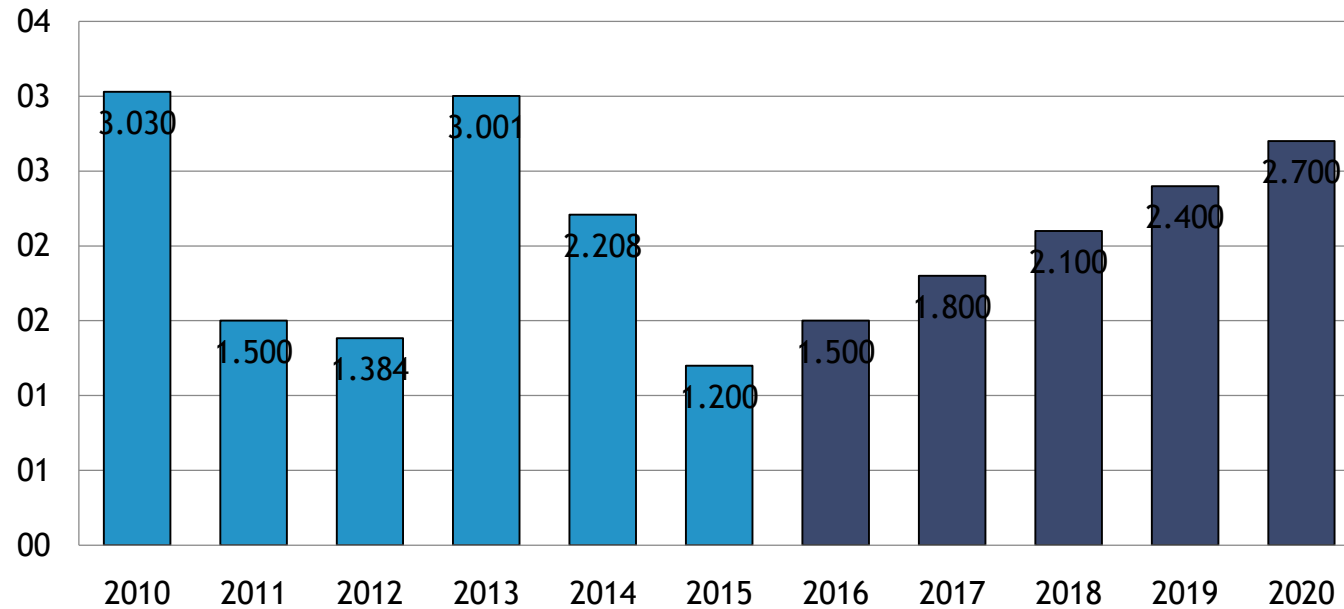


The fastest growth will occur in the sales of sparkling wine (CAGR of 10%), the market of prosecco wines will also show a strong growing tendency (CAGR of 36%). The market of rosé will decrease.

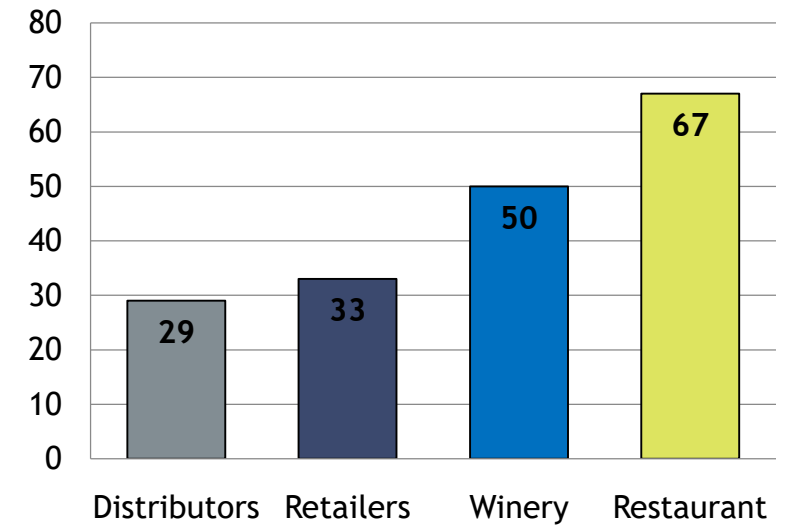
# Romanian wine industry by profit margins & forecast

Profit margins were falling since 2013, 2015 was the first year the trend reversed. According to experts, the increase will continue in following years.

Romanian wine industry by profit margins & forecast  
(2010-2020, %)



Romanian wine industry profit margins by distribution channels, 2015 (%)

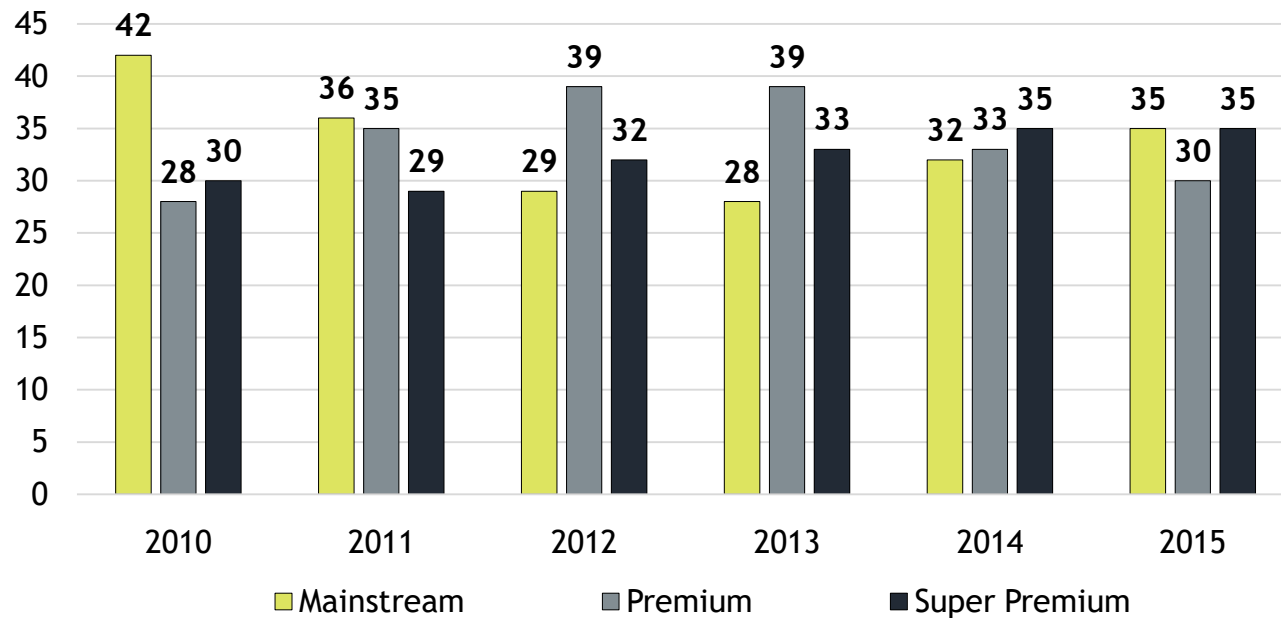


The profit margin in wine industry decreased in the few past years, the worst year was 2015, when the margin was near 1,2%; from 2015 the profit margins started to increase. The wine selling sectors operate with very high margins. The lowest margins are with distributors, 29%, restaurants sell wine at margins of 67%.

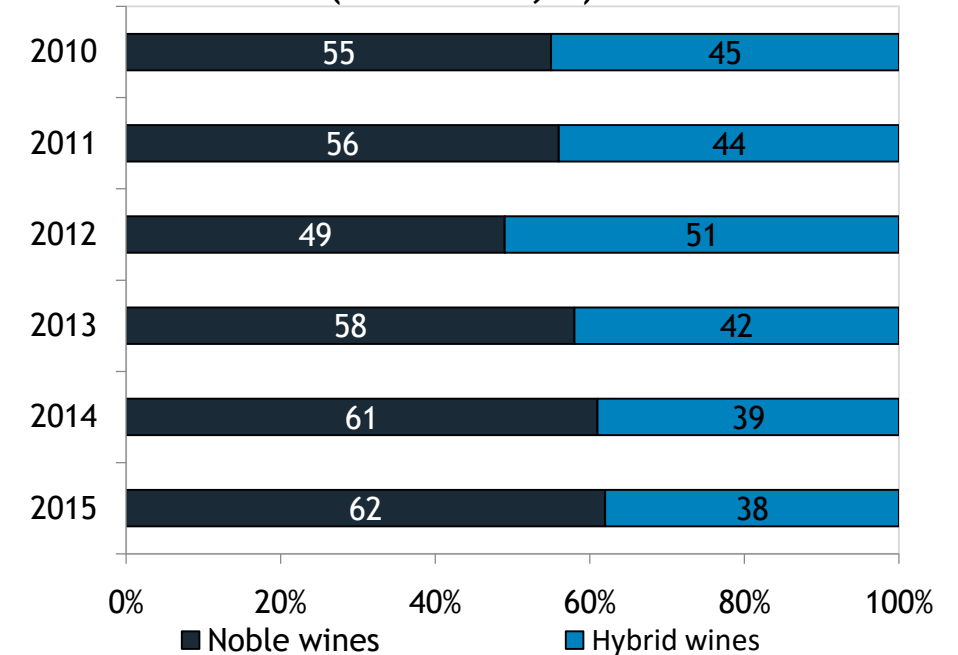
# Romanian wine sales by market segments

Special wines from premium and super premium category account for 65% of the volume and 80% the value of bottled wine.

Romanian wine sales by market segments  
(2010-2015, %)



Romanian wine sales by wine types  
(2010-2015, %)

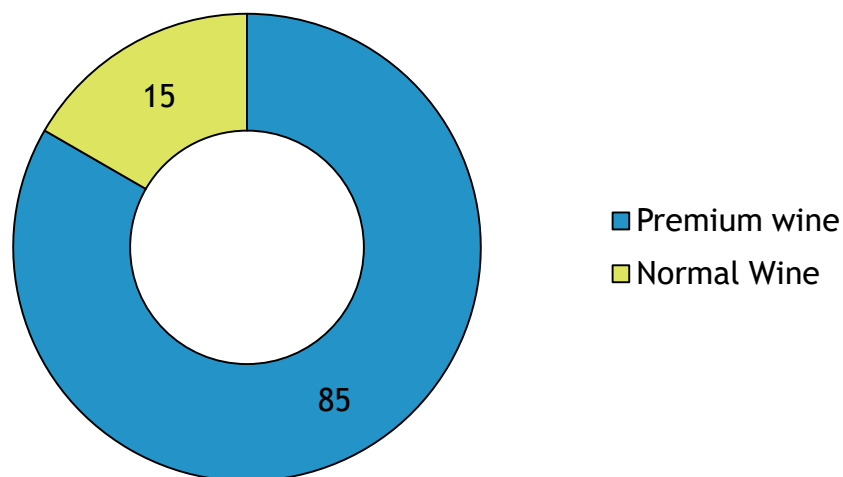


Currently, there is an increase in the price of bottled wine, due to changing climate conditions. In 2012 Romanian grape production accounted for less than 40% of the country's wine potential.

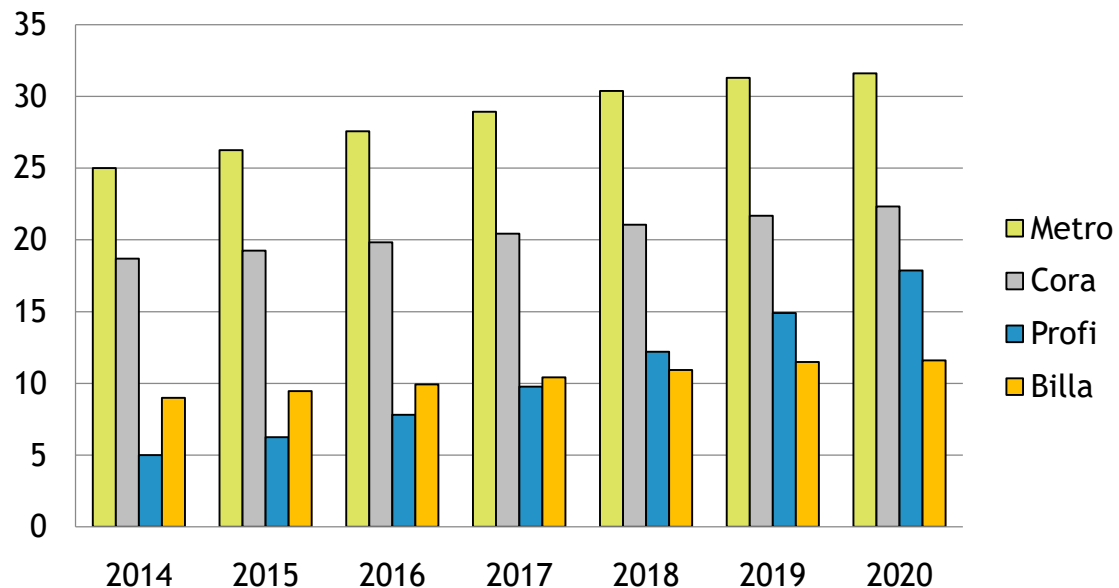
# Romanian wine sales by distribution channels

In HoReCa, most of the wine sold is of premium quality. Wine sales in supermarkets are growing ever more slowly.

Romanian wine sales by quality in HoReCa  
(2015, %)



Romanian wine sales in retail, forecast  
(2014-2020, million RON)



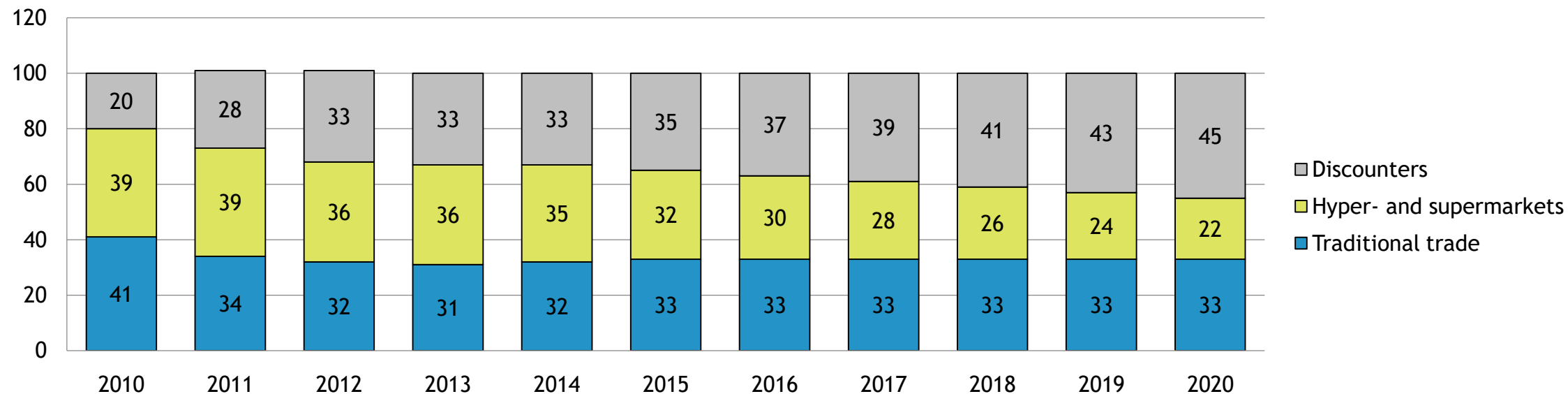
70% of wine sold in the HoReCa sector is of premium variety.

Wine sales in supermarkets will experience slowing. Profi shows an increasing growth tendency.

# Romanian wine sales by distribution channels, forecast

The wine sales in discounters will be higher in the next five years, but in hyper- and supermarkets will be lower, the traditional sector will remain almost the same place.

Romanian wine sales by distribution channels  
(2010-2020, %)

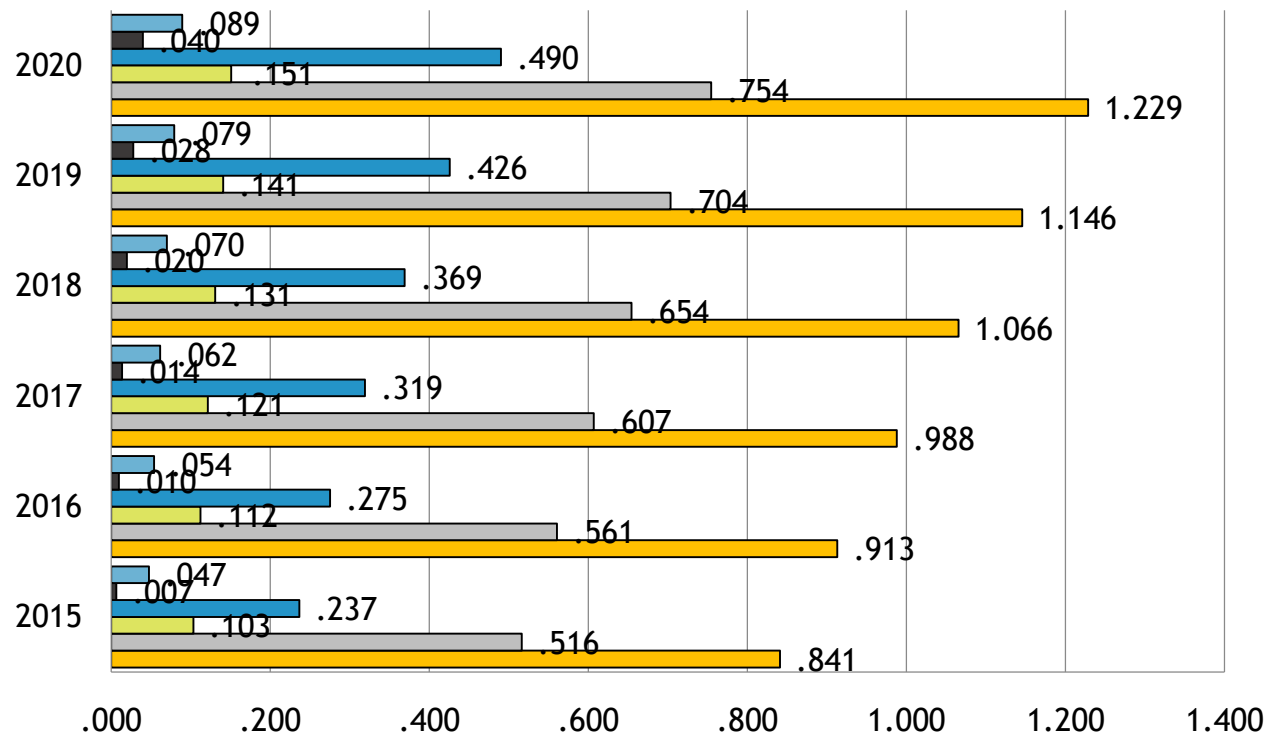


Wine sold in discounters will grow at a fast pace, by 2020 45% of all wine will be sold in discounters. Sales in supermarkets are projected to decrease. In 2010 41% of wine was sold in supermarket, in 2020 22% will be.

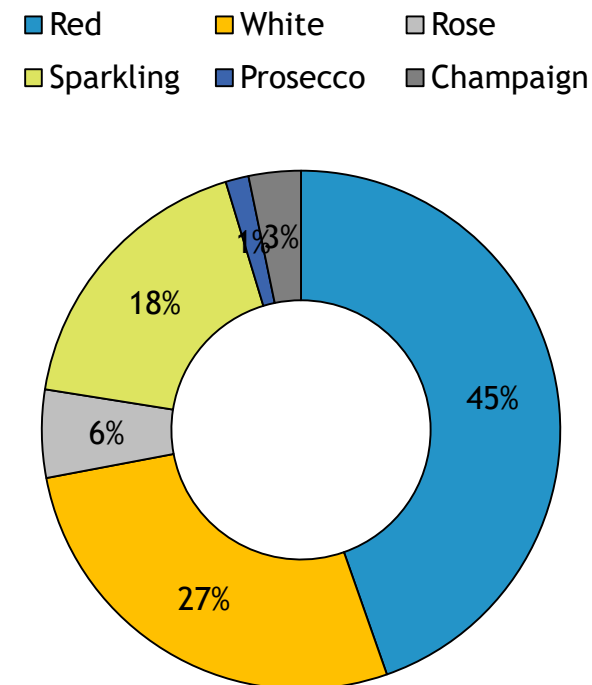
# Romanian wine sales at discounters, forecast

Discounters will dominate wine sales, sales of all type of wine will increase.

Romanian wine sales at discounters, forecast  
(2010-2015, million hl)



Average wine portfolio of discounters, 2015 (%)

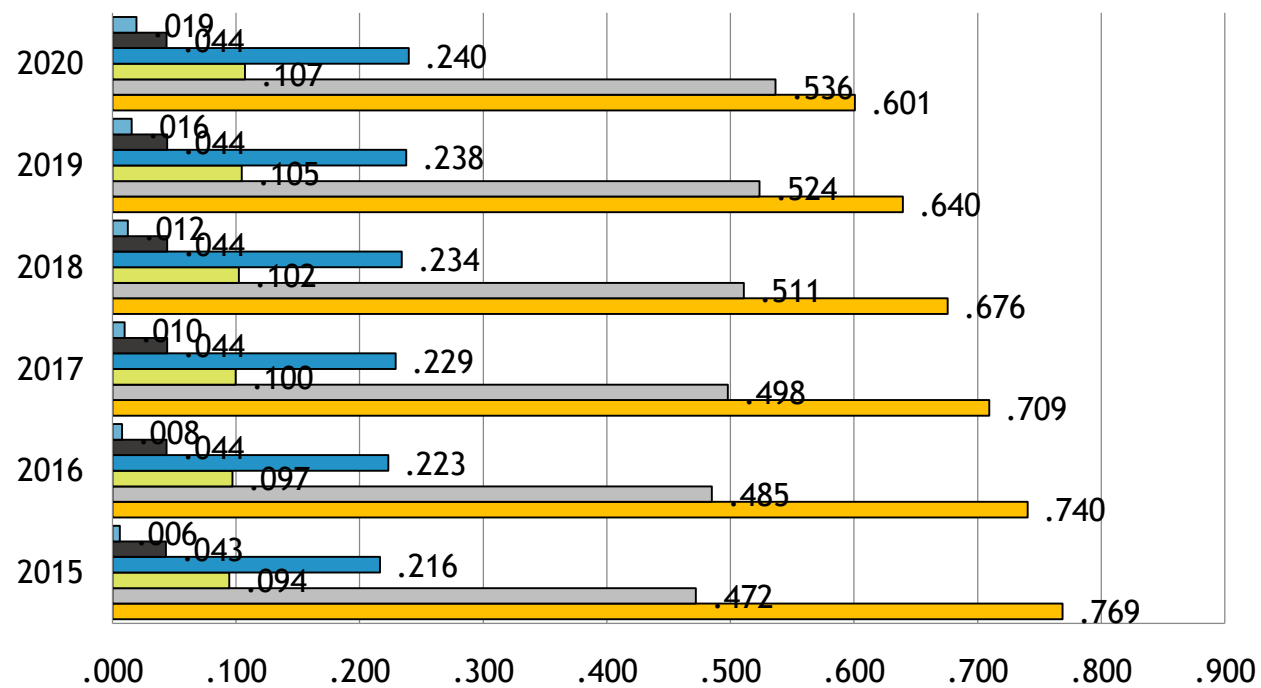


Discounters will dominate sales of red wine, which will increase by 8% every year. Sparkling wine sales will also increase, by 16 each year.

# Romanian wine sales at hyper and supermarkets, forecast

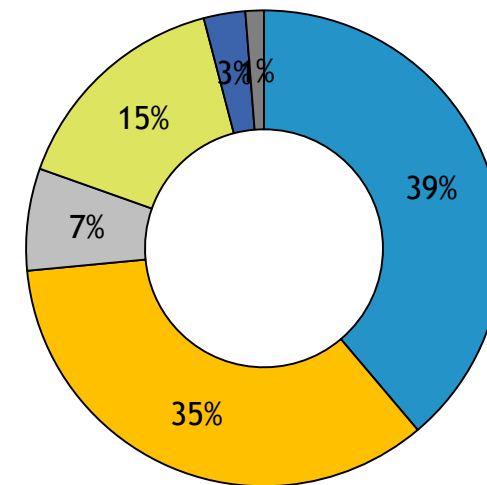
Red wine is the most popular among consumers, but sparkling wine is projected to grow by 10% every year.

Romanian wine sales at hyper and supermarkets  
(2015-2020, million hl)



Average wine portfolio of hyper and supermarkets  
(2020, %)

■ Red      ■ White      ■ Rose  
■ Sparkling      ■ Champaign      ■ Prosecco

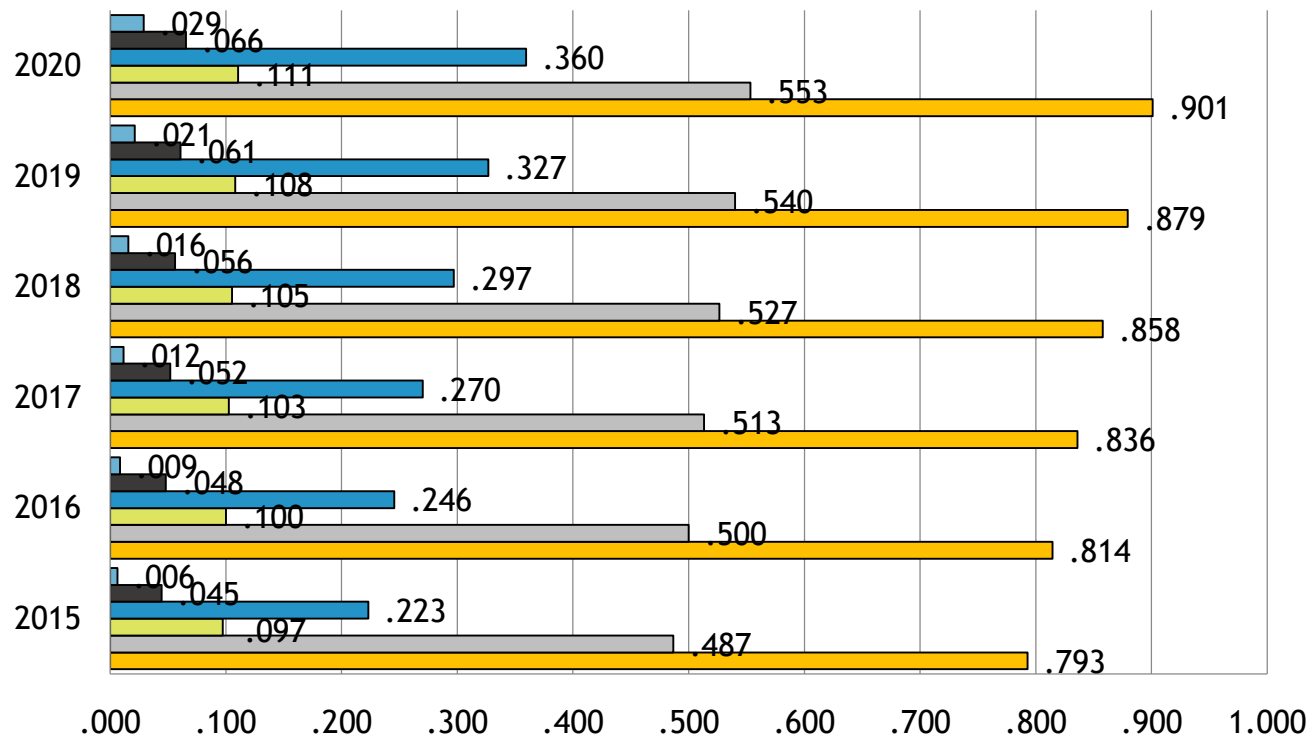


White wine sales in supermarkets will increase by 2-3% yearly. Red wine will sell the most, but sales will decrease by 4% each year.

# Romanian wine sales in traditional trade, forecast

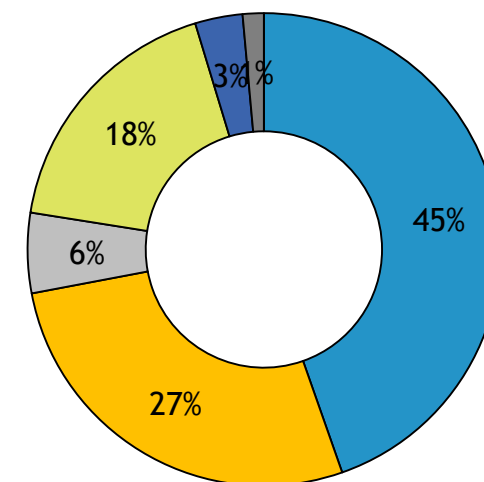
The wine sales in traditional trade will remain also the same, without any big changes.

Romanian wine sales in traditional trade  
(2015-2020, million hl)



Average wine portfolio in traditional trade  
(2020, %)

Red White Rose  
Sparkling Champaign Prosecco

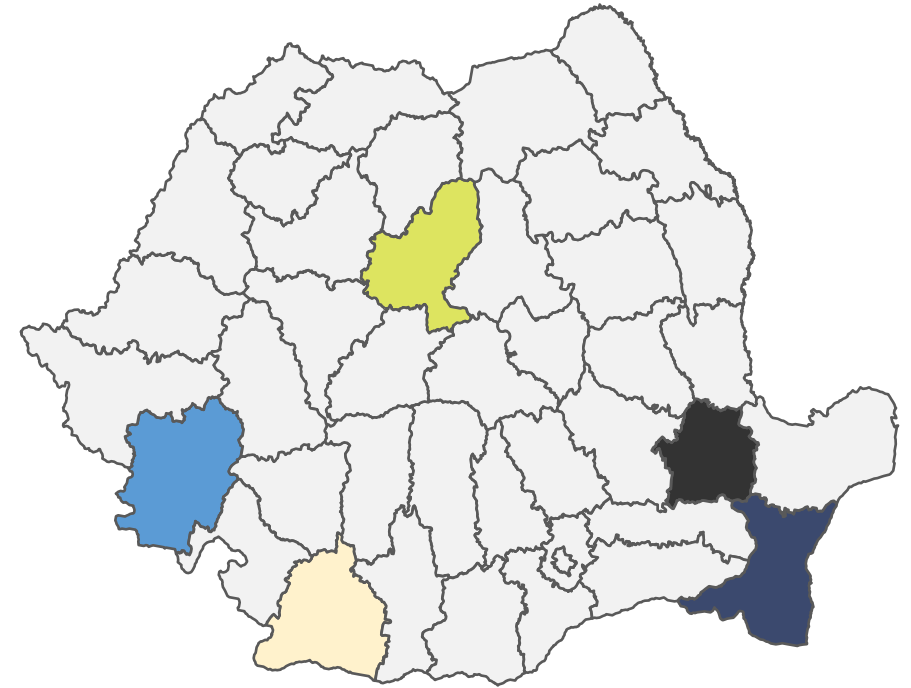
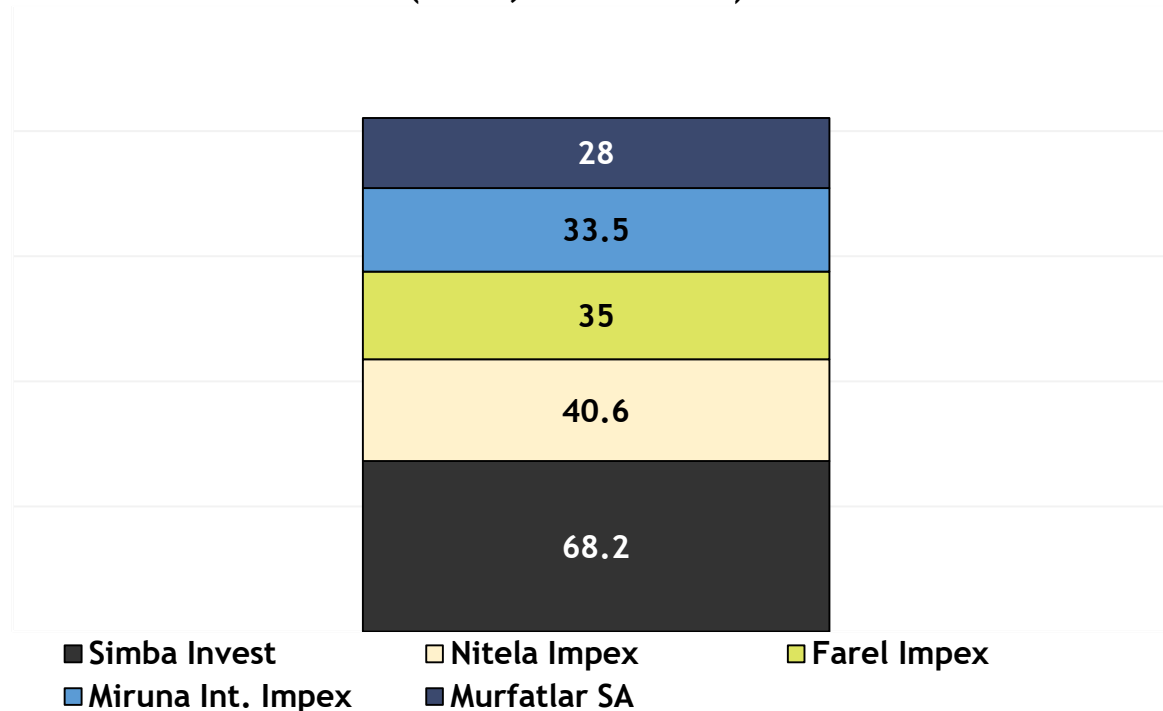


Red wine will dominate sales in this sector..

# Top 5 Romanian wine trading companies

The top 5 companies have their headquarters in the following counties: Mureș, Caraș-Severin, Constanța, Bacău and Dolj.

Top 5 Romanian wine trading companies by revenue  
(2015, million EUR)

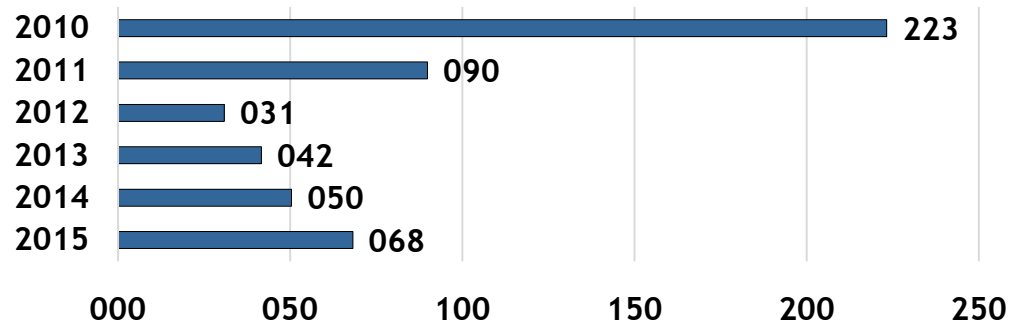


The leading company in the wine trading industry by revenue in Romania is Simba Invest SRL at quite a distance from the following four. These companies' main focus is on wine trading, but they also trade with other alcoholic beverages, drinks and food.

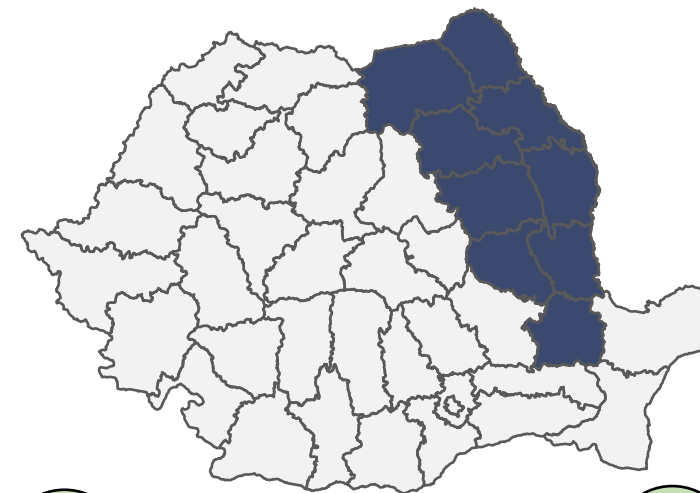
# 1. Simba Invest

Simba Invest SRL operates mainly in the North-Eastern region of the country, Moldova. Their revenue numbers dropped by a significant amount in the past five years. They have a wide selection of wines in their portfolio and they sell products to businesses as well as to customers.

Revenue of Simba Invest  
(2010-2014, million EUR)



Bacău  
county, Bacău



- B2C
- B2B

- HoReCa

- Cotnari SA
- Jidvei Romania SRL
- Zarea SA
- B.D.G. IMPORT SRL
- Henkel Romania
- Nestle
- Kandia

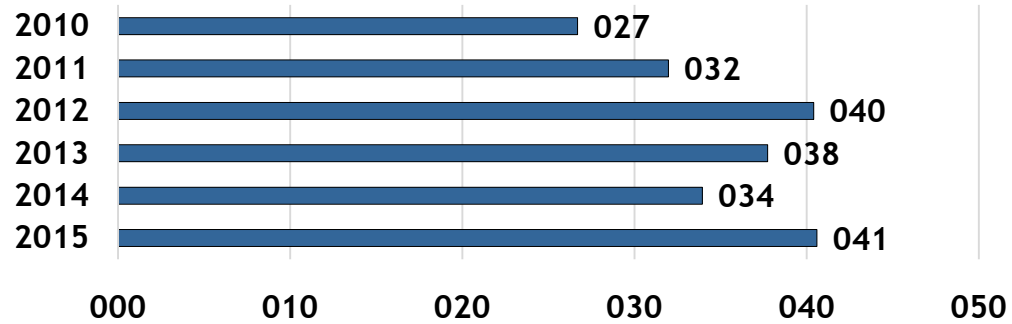
- Recaș
- Zarea
- Jidvei
- Atelier
- Cotnari
- Halewood
- Bucium

- Red Bull
- Illy
- Angelli
- Jagermeister
- Jack Daniel's
- Orbit

## 2. Nitela Impex

Nitela Impex SRL is on the second place on this list. It is present in 3 counties in Romania, its revenue numbers fluctuated from one year to another in the recent decade.

Revenue of Nitela Impex  
(2010-2014, million EUR)



Dolj  
county, Craiova



- B2B

- HoReCa
- Retail

- Jidvei Romania SRL
- Murfatlar SA
- Cotnari SA
- Vincon Vrancea SA
- Cramele Recas SRL
- Vinarte SA
- Heineken Romania SA

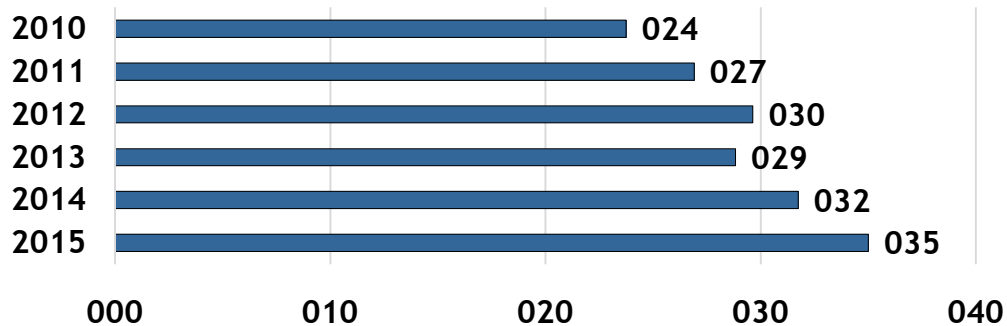
- Recaş
- Jidvei
- Cotnari
- Vincon
- Budureasca
- Tohani
- Corcova

- Heineken
- Alexandrion
- Coca Cola
- Santal
- Hell
- Perla Harghitei

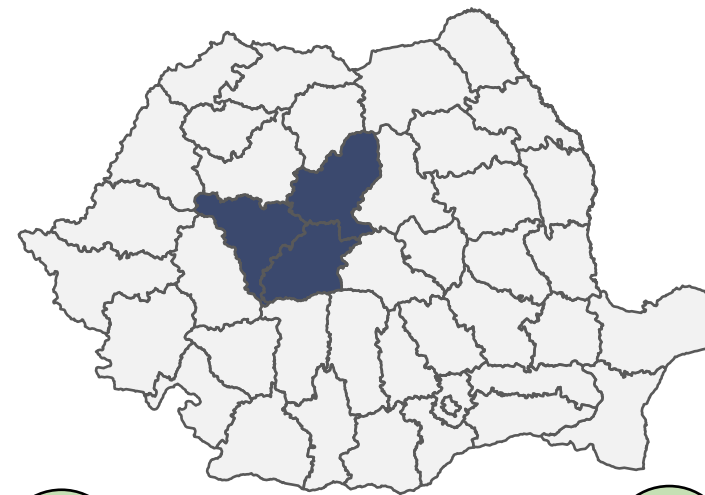
### 3. Farel Impex

Farel Impex SRL generated on average a yearly growth of 6,72% in the past five years. It is present in three counties, one of them being Cluj. It has its own products, but none of it is wines.

Revenue of Farel Impex  
(2010-2014, million EUR)



Mureş  
county, Roteni



- B2B

- HoReCa
- Retail

- Jidvei Romania SRL
- Murfatlar SA
- Cotnari SA
- Prahova Valley
- Cramele Halewood SA
- Vinarte SA
- Monster Energy

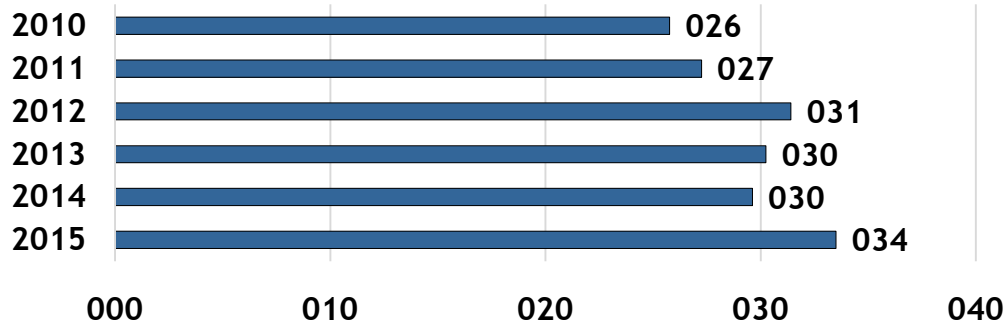
- Budureasca
- Jidvei
- Cotnari
- Vincon
- Husi
- Prodvinalco

- Heineken
- Alexandrion
- Red Bull
- Hell
- Angelli
- Bomba!
- Garrone

## 4. Miruna International Impex

Miruna International Impex grew constantly until 2012, then its revenue numbers started decreasing. It trades in all alcoholic beverages, but also in refreshing drinks such as Coca Cola.

Revenue of Miruna International Impex  
(2010-2014, million EUR)



Caraș-Severin  
county, Reșița



- B2B

- Retail

- Cramele Recas SRL
- Vinaria SA
- Ursus Breweries
- Coca Cola HBC
- Elite
- MIB Prodcom
- Quadrant Amroq Beverages

- Recaș
- Vinaria

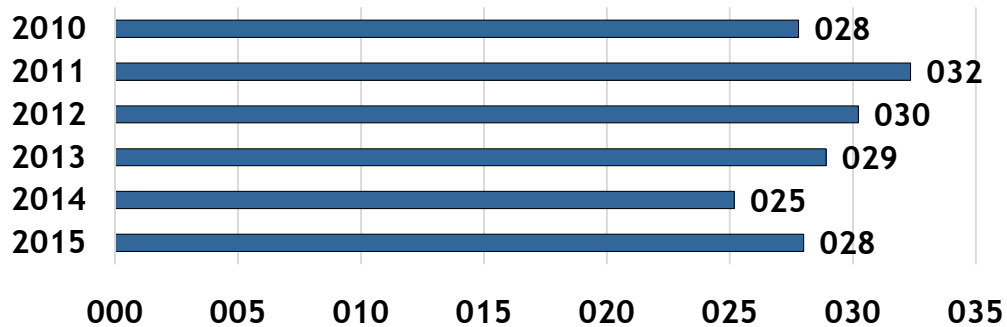
- Ursus
- Coca Cola
- Kandia Excellent
- Hamé
- Argus
- Alexandrion



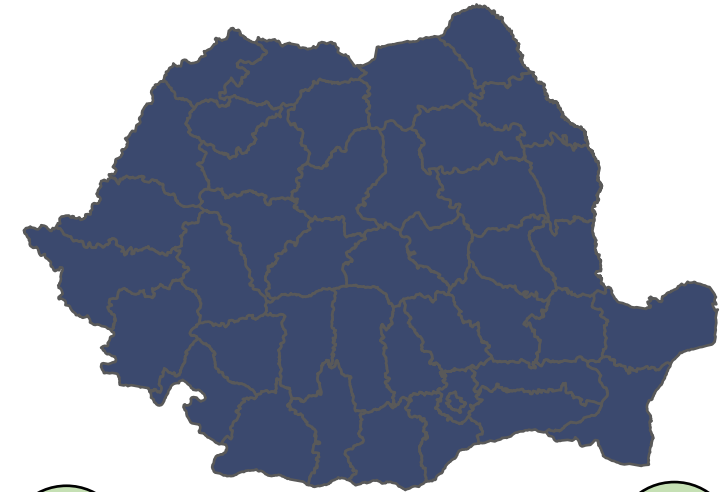
## 5. Murfatlar

Murfatlar does not specialize in trades, but they make so much wine, that even as a wine producing company, they occupy the fifth position in the wine trading companies hierarchy. They are present throughout the whole country.

Revenue of Murfatlar  
(2010-2014, million EUR)



Constanța  
county, Murfatlar



- B2B
- B2C

- Retail

- They have no partners in alcoholic beverage production, they have their own vineyard

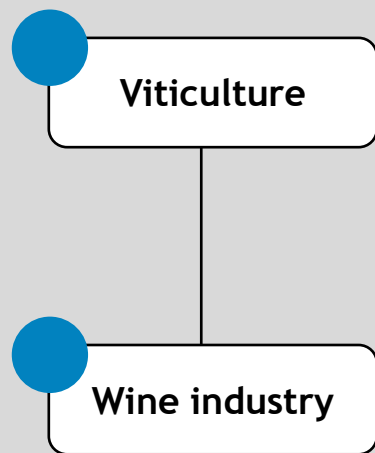
- Riesling
- Fetească Regală
- Fetească Albă
- Chardonnay
- Sauvignon Blanc
- Merlot
- Pinot Noir

- Murfatlar does not sell any other products but wine

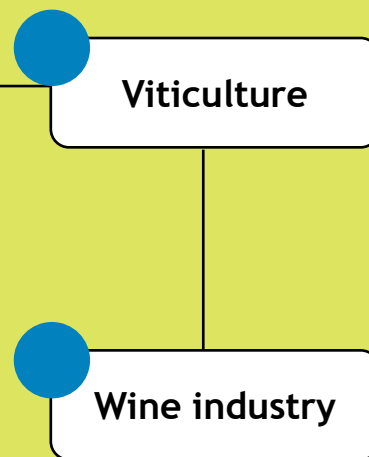


# Agenda

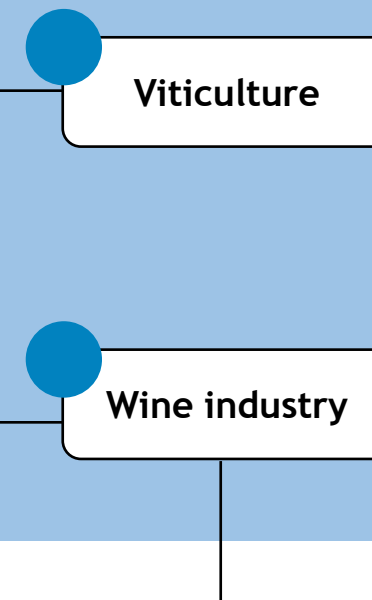
[World]



[Europe]



[Romania]

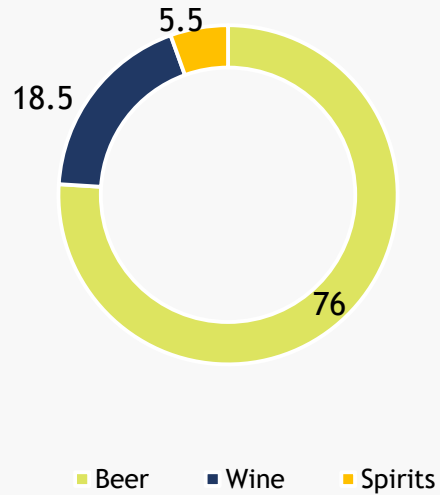


[conclusions]

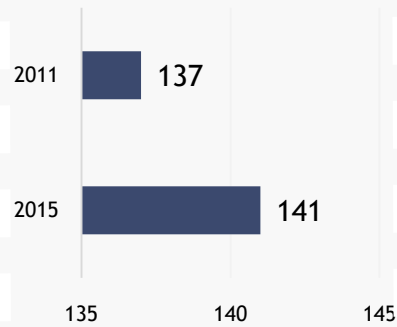
# Romania - summary

[Supply, 2011]

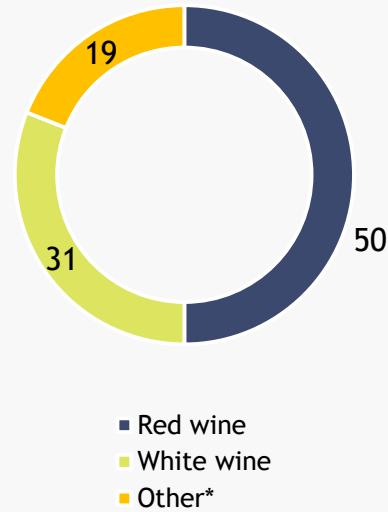
Alcohol consumption [%]



Wine sales [million EUR]

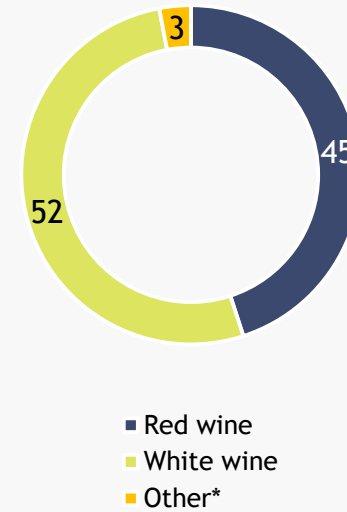


Wine categories [%]

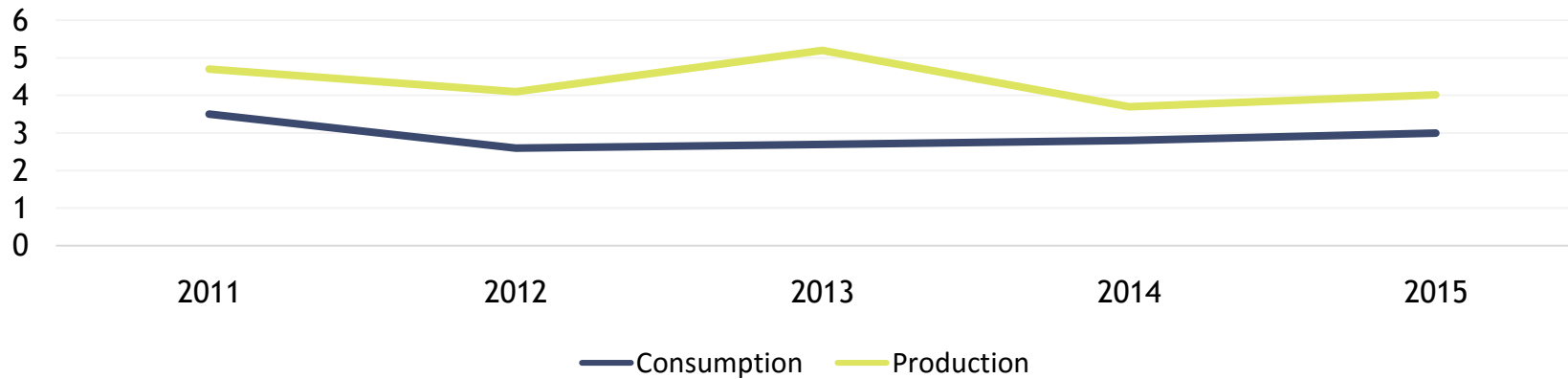
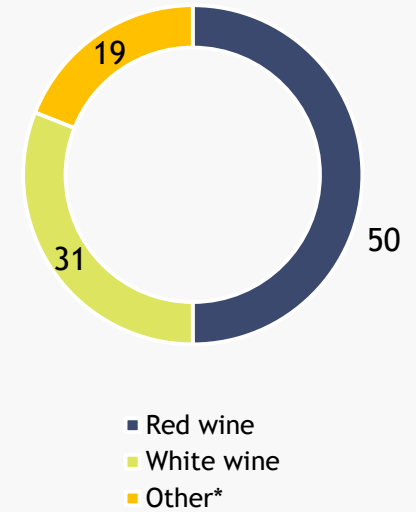


[Demand, 2011]

Wine categories [%, million hl]



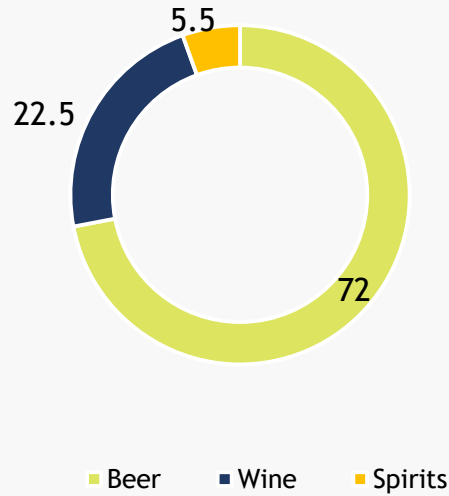
Wine categories [%, million EUR]



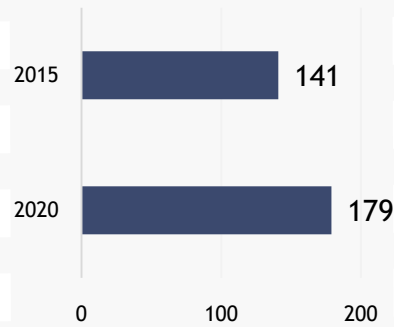
# Romania - summary

[Supply, 2015]

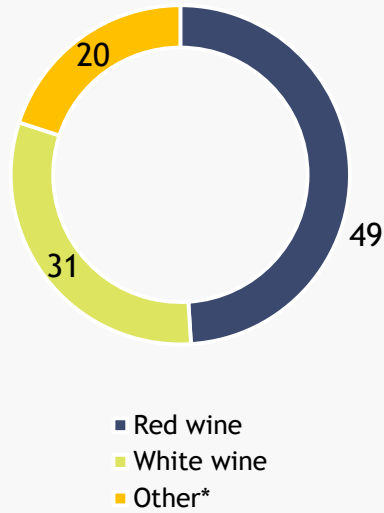
Alcohol consumption [%]



Wine sales [million EUR]

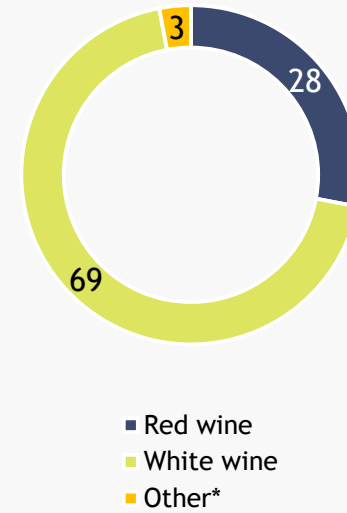


Wine categories [%]

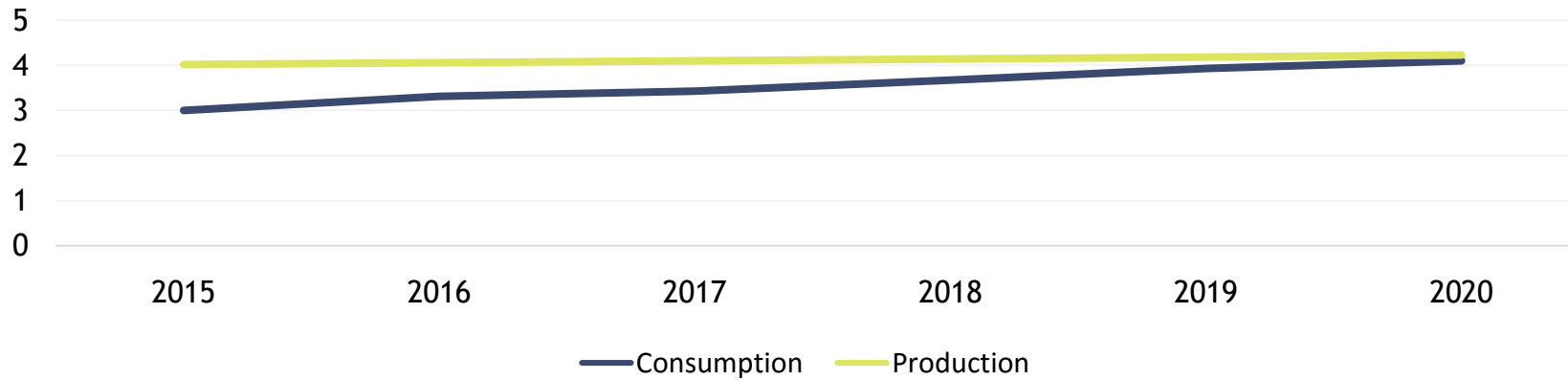
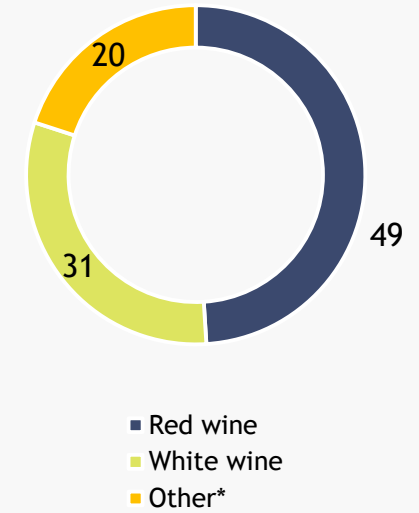


[Demand, 2015]

Wine categories [%, million hl]

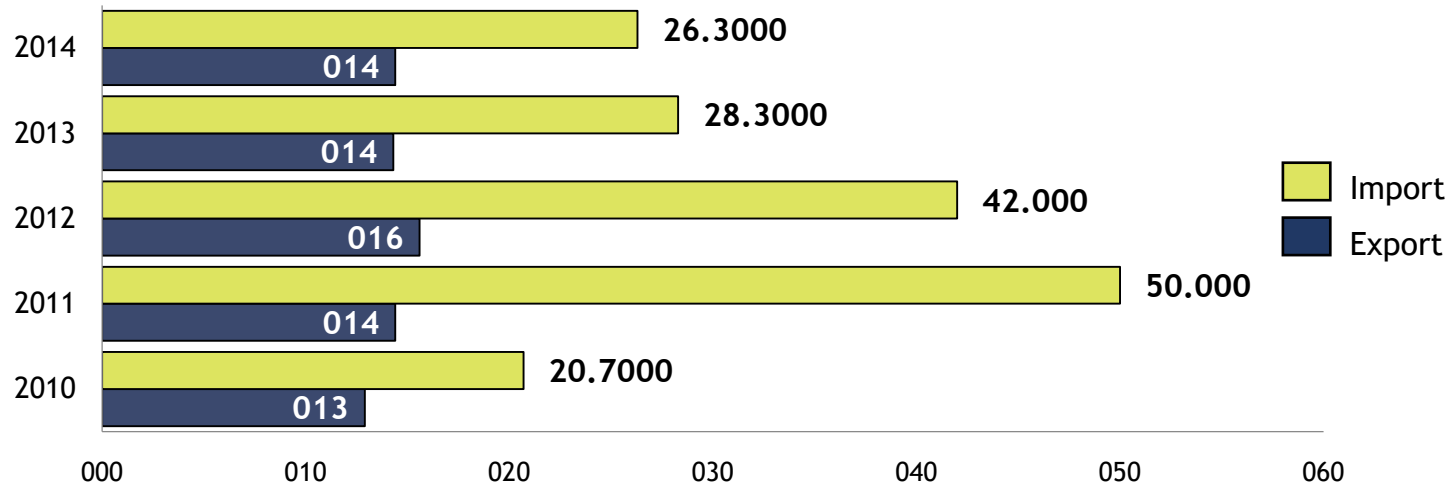


Wine categories [%, million EUR]



# Romania - summary

## Export & Import [million EUR]



## Top 5 EX

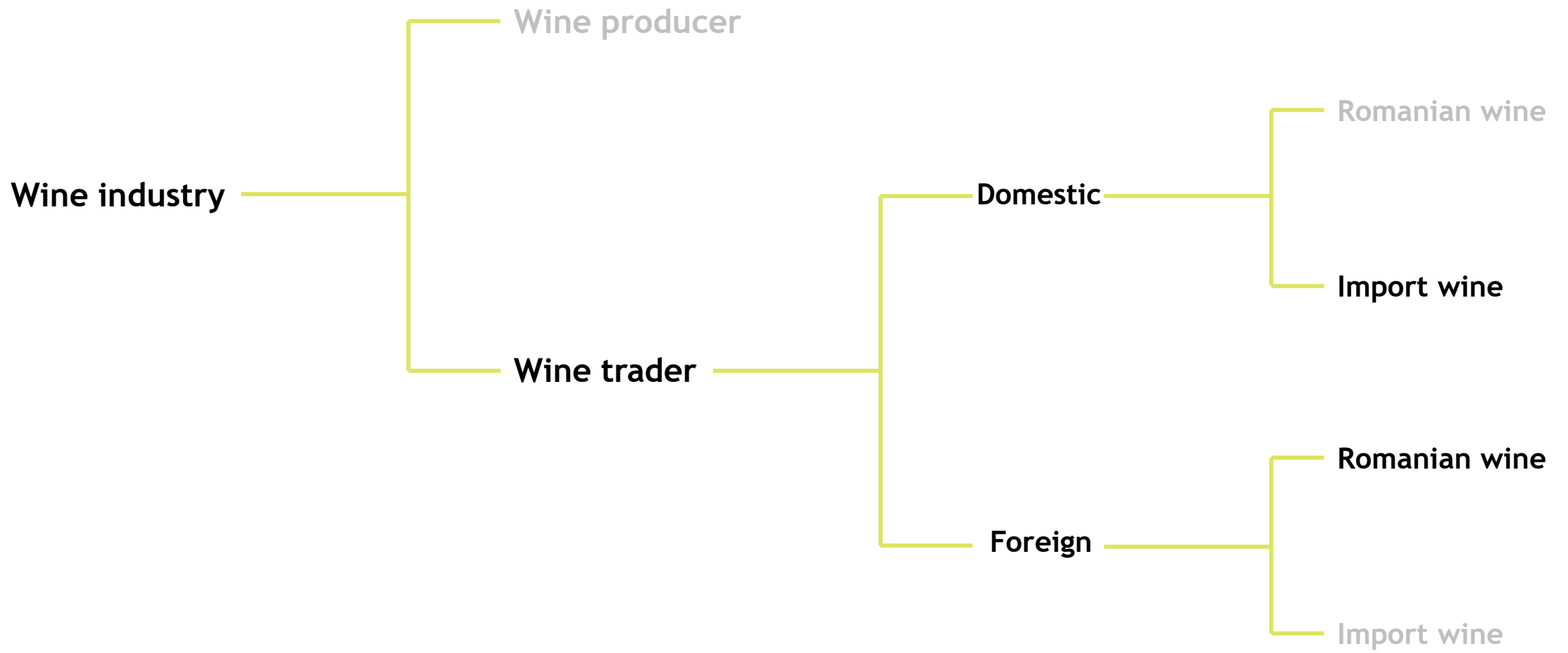
-  [U.K.]
-  [China]
-  [Germany]
-  [Netherland]
-  [Italy]

## Top 5 IM

















-  [Spain]
-  [Moldova]
-  [Bulgaria]
-  [Italy]
-  [Macedonia]

## Top 5 trading companies

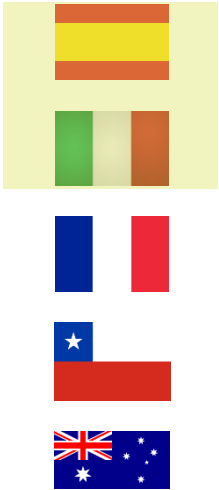



	County of origin	Revenue
1. Simba	[Bacau]	68 million EUR
2. Nitela	[Dolj]	40 million EUR
3. Farel	[Mures]	35 million EUR
4. Miruna	[Caras Severin]	33,5 million EUR
5. Murfatlar	[Constanta]	28 million EUR



# 1. scenario

Ro	Eu	Glb	Top consumers	Top importers	Top importers from RO
<b>[sales 16-20]</b>					
White [27%]	White [11%]	White [2%]			
Red [28%]	Red [12%]	Red [3%]			
Rosé [29%]	Rosé [10%]	Rosé [19%]			
Sparkling [61%]	Sparkling [13%]	Sparkling [11%]			
<b>[market segments]</b>					
Mainstream [35%]	Mainstream [43%]	Mainstream [45%]			
Premium [30%]	Premium [53%]	Premium [40%]		<b>[top trading companies]</b>	
Super premium [35%]	Super premium [4%]	Super premium [15%]		<ol style="list-style-type: none"> <li>Southern</li> <li>Pernod-Ricard</li> <li>Constellation</li> <li>RNDC</li> <li>Charmer Sunbelt</li> <li>LMVH</li> <li>Glazer's</li> <li>E&amp;J Gallo</li> <li>Young's Market</li> <li>Treasury Wines</li> </ol>	<p><b>Pernod-Ricard</b> [European presence]</p> <p><b>Treasury Wines</b> [Asian presence]</p>

## 2. scenario

[Top EX glb]	[Top IM ROU]	[ROU tendency]	[Wine categories]
		sales - forecast	market segment
		<p><b>White</b> [27%]</p> <p><b>Red</b> [28%]</p> <p><b>Rosé</b> [29%]</p> <p><b>Sparkling</b> [61%]</p>	<p><b>Mainstream</b> [35%]</p> <p><b>Premium</b> [30%]</p> <p><b>Super premium</b> [35%]</p>
<p><b>[Partners]</b></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> <ol style="list-style-type: none"> <li>1. J Garcia Carion</li> <li>2. Felix Solis Avantis</li> <li>3. Miguel Torres</li> <li>4. Freixenet</li> <li>5. Gonzalez Byass</li> </ol> </p> <p> <ol style="list-style-type: none"> <li>1. Cantine Riunite- CIV</li> <li>2. Caviro</li> <li>3. Antinori</li> <li>4. Zonin</li> <li>5. Gruppo Mezzacorona</li> </ol> </p> </div> <div style="width: 45%; border-left: 1px dashed gray; padding-left: 10px;"> <p><b>J Garcia Carion Freixenet</b></p> <p><b>Caviro Zonin</b></p> </div> </div>		<p><b>[Distribution]</b></p> <p><b>Retail</b>      <b>29%</b></p> <p><b>Commerce</b>      <b>33%</b></p> <p><b>HoReCa</b>      <b>67%</b></p>	<p>Profit margin</p>