

South African Wine in the UK

Progress, Partnership and Possibilities

David Cartwright
@davidc1863
@seckfordagencies



132,934





CATHERINE MARSHALL WINES



SECKFORD, VALUE & VOLUME

2015 to 2022



2015: Average FOB/bottle = £3.40



2022: Average FOB/bottle = £4.25



In the last 7 years, volume is up by 35%,
while value has increased 65%

HOW OUR TEAM GENERATES SUCCESS...





The Power of SA Industry Partnerships



"CLASSIC" VS. RUSTENBERG

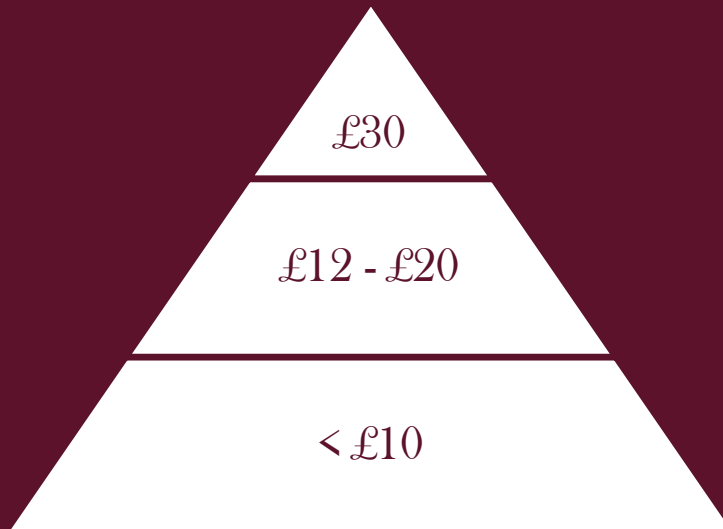
CLASSIC PRODUCT MIX:



Highest price wines,
lowest volumes



Lowest price wines,
highest volumes



RUSTENBERG
WINES

PREMIUM FOCUS PRODUCT MIX:



Highest price wines, lowest
volumes



Lowest price wines, equally
low volumes



Focus on the premium mid-
upper tier, making up the
majority of business



POSSIBILITIES



CONSOLIDATION & SUPERMARKETS

2015 V 2022

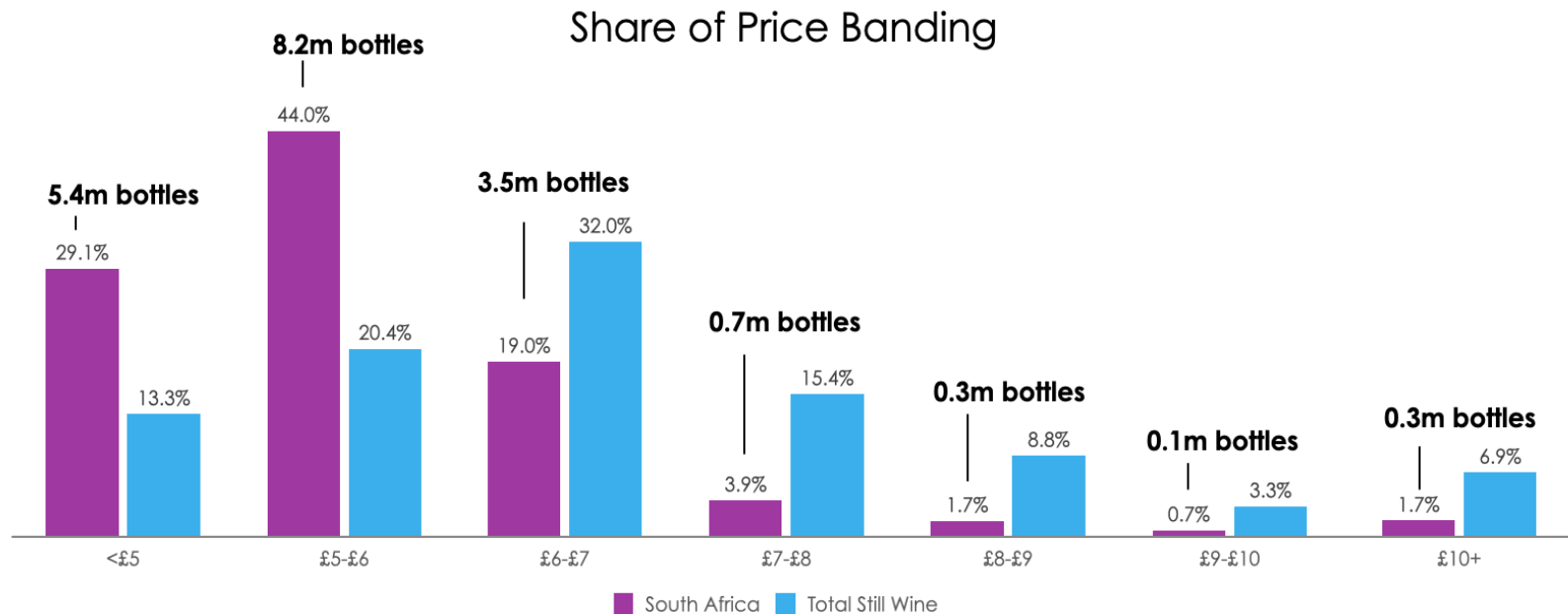
SOUTH AFRICA LISTINGS

	2015	2022
TOTAL WINES	255	218
BLENDS	108	47
SINGLE VARIETALS	147	171



Current performance – Last 12 weeks

SA v Market across price bands



South Africa has greatest growth in £10+ vs. YA

£10+ Growth % vs YA: 52 week view to end of November 2022
Top 10 origins



“INDIES” AND “ON PREMISE”

INDEPENDENTS

>90% of all wines sold here are premium (>£10.00)

#2 most exciting country for independent retailers (Portugal #1)

#1 for stories/authenticity/loyalty

ON TRADE

Pinotage –
“power and elegance is the way to go”

Chenin Blanc –
“the burgundy dudes
will cotton on soon”

”South Africa...poised to be....
major player in UK on trade”...



[illegible]

A collection of various grape clusters and leaves, including green and purple grapes, arranged on a white background. The grapes are shown in different stages of ripeness and are accompanied by large, green, serrated leaves. The arrangement is scattered across the white surface, with some clusters being larger and more prominent than others. The background is a solid, bright white, providing a high contrast for the green and purple of the grapes and leaves.



SHOPPER ENGAGEMENT

Important factors	Lower involvement	Higher involvement
1	Price/Offer	Varietal
2	Brand	Country of origin/Region
3	Varietal	Taste & information descriptions
4	Recommendation from friends & family	Price/Offer
5	Taste descriptions	Brand

THE DC MANIFESTO

TELL YOUR STORY

Through the right partner

AVAILABILITY

This is your job – from vine to glass

KNOW YOUR CAPABILITY

Who is your customer and how will you/can you reach them ?

PACKAGING

Traditional and classic, or funky and modern – where and how do your customers shop ?

REVOLUTION 2.0

....With an absolute nod and bow to our “friends in the north”.....

“I am fundamentally an optimist. Part of being optimistic is keeping one's head pointed toward the sun, one's feet moving forward”

Nelson Mandela

