

The Global Perspectives

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BEHIND THE SCENES

Interview with Rodrigo Lanari Wine Intelligence Country Manager, Brazil



Based in São Paulo, **Rodrigo** is a market consultant to the Brazilian wine industry and is responsible for coordinating research and strategy projects there. He started his wine career in 2005, primarily involved with marketing and portfolio management for major importers, and joined Wine Intelligence in 2017

WI: How did you become interested in the world of wine?

RL: I caught the wine bug while studying at Vienna University, on their student exchange programme. Before the start of the semester, myself and my fellow students had the opportunity to visit some local wineries in the region. As we were all international students who hadn't met before, tasting wine was the perfect way to get to know each other and break the ice. I was fascinated by that. Right after I returned to Brazil I started a tasting group with my close friends (this was 18 years ago, and we still gather for tastings to this day!). Several years later my passion became my profession when I was invited by a friend to join her family import business. Wine was somehow following me – or maybe I was following it!

WI: Can you tell us about your career journey that led you to Wine Intelligence?

RL: My academic background is in business administration and economics. Along with wine tasting, I've always been fascinated by the business aspect of wine, especially how people choose wine and how to make a brand successful in such a complex environment. After working within wine marketing for a few years, I felt it was time to get a better understanding of the

world of wine from an academic perspective, so I applied to the Wine MBA course in Bordeaux.

One of the sessions was held in London with classes led by the Wine Intelligence team. I was very impressed with Wine Intelligence's work and found they could bring their valuable wine knowledge to Brazil. This was in 2009, and I kept Wine Intelligence in my mind while working back in Brazil. Then last year we finally joined forces and opened the Brazil office.

WI: What kind of projects are you working on in the Wine Intelligence Brazil office?

RL: Brazil is both an attractive and complex place to do business. A few months ago, we published the first-ever Brazil Routes-to-Market report that aims to help companies better understand our challenging, but also rewarding, wine market environment. Brazil is becoming increasingly digital when it comes to wine (after China and the UK, Brazil has the 3rd largest online penetration according to our studies), so we decided to publish the Online Retail and Communications in the Brazilian Market report focused on the characteristics of the online consumer. Both studies were very well received by the local trade and international clients.

We are also assisting local wineries

to assess the image of Brazilian wines domestically and, in the future, abroad. This is part of a large project that involves all domestic producers through their association and will result in a massive media programme aimed at impacting over 30 million wine consumers throughout the year.

WI: What kind of trends have you seen recently in the Brazilian wine market?

RL: The first and most important trend is that more Brazilians are enjoying wine. What used to be a product of the elites is finally being enjoyed by more and more people, of all ages and backgrounds (but still not all classes). Per capita consumption is still low (approximately 2 litres per person/year) but the trend is moving upwards.

Secondly, and probably following the broadening of demand that we have seen, wine has become more accessible. You can easily find it in supermarkets, deli stores and online across the country. So, we can clearly see an expansion – the wine culture is slowly spreading in other parts of the country and not just in the main cities.

Thirdly, wine education is becoming popular among consumers and the trade. These aspects combined may result in a strong development in the years to come.

WI: We recently published our first Brazil Routes to Market report. Was there anything in the report that really stuck out to you?

RL: There is an abundance of interesting information in the report, especially for those wanting to better understand our business landscape. One thing that caught my attention is how diverse our country



is. We tend to think of Brazil as one country, but consumption habits change significantly from one region to another.

In the report, we have divided the country into five macro-regions and can see clearly these changing patterns. For instance, consumers in the South tend to drink more local wines, buy wines from the winery directly and are more aware of popular local grapes (such as Moscato). On the other hand, consumers in the North buy wine at large supermarkets and online platforms, tending to favour imported options – with a preference towards European wines. In the South East region, where São Paulo and Rio are located, the wine landscape is more developed with an international repertoire. Those aspects are very important considerations when defining your business strategy.

WI: Our recent Global Compass 2018-19 report shows that Brazil is the market with the most significant increase in market attractiveness core and is now the 26th. Why do you think that is?

RL: I think this may be a combination of factors: first, we are a large country with a big population (208 million / 5th in the world), but most people still don't drink wine. At the same time, the culture of wine is spreading fast, just as our culture is embracing new habits such as gourmetisation (you've never seen so many chefs and new restaurants popping up everywhere!), travelling, especially abroad (Brazilian wine tourists tend to flock to Chile, Argentina and Portugal), and on the top of that, Brazil is a safer and more stable place to do business compared to a decade ago. It seems too that there is not a strong 'cultural barrier' to the consumption of wine. Combining all this, we might be at a tipping point, making us a very attractive wine market.

Recent Wine Intelligence Brazil Reports:

- Routes to Market 2018
- Online Retail and Communication 2018

Upcoming Wine Intelligence Brazil Reports:

- Brazil Landscapes 2018 - December 2018

Globally connected.

We believe that the only way to really understand what drives us as consumers is to watch, listen and learn.

That's where you'll find us.

We'll be following home lives by rummaging through kitchen cupboards (with their owners' permission) in suburban Sydney, surveying 5,000 households in Germany, France and Denmark, or recording in-depth interviews with women in Chengdu, China.

Camera, recorder, questionnaire and discussion guide in hand, you'll find us just about anywhere.



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