

Seeking New Distribution for your Wines? Do it Right.

Acquiring quality distribution in the current competitive and oversupplied market has never been more challenging for New Zealand wineries.

Importers and distributors are being much more selective than they have ever been when choosing brand partners. It is no longer adequate to simply present well made New Zealand wine. Distributors will not consider your winery unless you are able to stand out from the dozen's of approaches they regularly receive. You must offer them very compelling reasons for them to do so.



Winepartners has successfully assisted numerous wineries of all sizes in gaining distribution positions in many markets. Here's feedback from Enotria World Wine - one of the UK's leading specialist wine wholesalers and distributors:

"We get numerous enquiries on a daily basis from around the world for distribution partnerships in the UK, and probably on a weekly basis ex NZ. You stand out head and shoulders above the rest - by sending me complete details, including aspirations and pricing, which enables me to consider seriously the potential and challenges your offering may have in the UK. Your professional approach is really first class." - Daniel Hart, Buyer

To assist wineries in securing distribution and standing out from the vast competition for places in a distributor's portfolio Winepartners has developed the **Distributor Acquisition Tool Kit**. It provides your winery with guidance and the practical tools to break through the clutter and convince a distributor that they must include you as part of their wine portfolio.

What's in the Tool Kit?

- Advice on establishing your distribution position and what you need to achieve
- An overview of the numerous wine re-seller categories and what each category offers your brand
- Valuable insights into what the wine importer or distributor is looking for when selecting a winery
- An overview of the wine distributors in New Zealand and their current wine portfolios
- Guidelines on how best to present your brand and recommendations on what information to provide
- A draft presentation pack, ready for you to approve and forward to your target distributor

Fee - \$649 + GST

To find out more about the **Distributor Acquisition Tool Kit** and other Winepartners products and services contact either

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