



OGIO Named Top Mover and Shaker in UK

Nielson Growth Brand Report in association with Off License News ranked OGIO in top 5 brands growth brands across beer, wine and spirits channels and third fastest growing wine brand in the UK.



Fastest growing wine brands

Position	Brand	% change
1	Yellow Tail	+190%
2	FirstCape	+135%
3	Ogio	+118%
4	Viña Maipo	+86%
5	Arniston Bay	+42%
6	Lindemans	+33%
7	McGuigan	+32%
8	Isla Negra	+32%
9	Berberana	+18%
10	Echo Falls	+27%
11	Oyster Bay	+25%
*	Dino	New

Source: Nielsen, MAT to April 18, 2009

Top 25

Position	Brand	Value	% change
1	Yellow Tail	£24m	190%
2	Jacques	£19m	154%
3	Russian Standard	£18m	150%
4	FirstCape	£90m	135%
5	Ogio	£32m	118%
6	Viña Maipo	£25m	86%
7	Beck's Vler	£19m	84%
8	Cobra	£27m	58%
9	High Commissioner	£62m	55%
10	Vodkat	£22m	42%
11	Arniston Bay	£23m	42%
12	Beck's 5%	£98m	35%
13	Corona	£32m	34%
14	Lindemans	£127m	33%
15	McGuigan	£24m	32%
16	Isla Negra	£57m	32%
17	Peroni Nastro Azzurro	£37m	32%
18	Berberana	£23m	29%
19	Echo Falls	£102m	27%
20	Red Square	£22m	26%
21	Whyte & Mackay	£40m	26%
22	Absolut Blue Vodka	£29m	26%
23	Bombay Sapphire	£22m	25%
24	Oyster Bay	£49m	25%
25	Old Speckled Hen	£29m	23%
*	Stella Artois 4%	£34m	New launch
*	Dino	£20m	New launch

Source: Nielsen, MAT to April 18, 2009

Fastest growing cellars

Though volumes have been sluggish, wine is the quickest growing drinks sector ahead of beer, cider and spirits. Christine Boggis takes a look at some of the best performers on the current league table

The light wine market as a whole is in trouble: even though other sectors of the wine market are now showing signs of recovery, its volumes remain completely flat.

But sales by value have grown by 5% – and performances from some of the top brands show that's not all down to duty hikes and exchange rate issues.

Of the top 100 drinks brands, 11 of the 25 fastest growers in the year to April 18 were wines, which compares to six beers, seven spirits brands and just one cider.

The fastest grower was Yellow Tail, whose sales soared a massive 190% to £24 million thanks to a nationwide roll-out, more SKUs on leading retailers' shelves and a programme of discounting, mainly based around £1.50 and £2-off deals, according to distributor Off-Piste Wines.

Joint managing director Ant Fairbank says: "The great thing is, it's not just big promotions, although obviously that has helped in a big way. The really important thing is that the ongoing rate of sale is really healthy, and the next goal is increasing that ongoing rate of sale."

The brand is running a programme of tastings around the country over the summer and autumn, which will incorporate events such as Foodies at the Edinburgh Festival, the Blenheim Horse Trials and the Wine Show in London. Fairbank says: "Casella [the brand's owner] believes it's all about taste – people buy it, take it home, show it to friends and it snowballs. That is how they did it in the States, that is how we are doing it, and it seems to be working."

The next fastest grower, from a much larger base, was First Cape, which boosted sales by 135% to £90 million. The brand, distributed by Brand Phoenix, is the success story of the South African category



and recently overtook Kumala to become the Cape's biggest brand.

First Cape has also increased its distribution this year, as well as investing heavily in sponsoring the British and Irish Lions' rugby tour of the Cape and adding SKUs – director Steve Barton says the brand has an average of 14 glass SKUs, plus bag-in-box, on retailers' shelves.

He points out that although South Africa is the wine-producing country doing best in the UK off-trade at the moment, only a handful of brands are driving that growth. However he is planning to capitalise on the Cape's potential this year and next

Top performers

"South Africa has had the Indian Premier League cricket, it has got the British and Irish Lions' tour, and the football World Cup. Consumer attention and free advertising for Brand South Africa is unmatched, and will be unmatched by any other wine-producing country in the world," says Barton.

Tesco's **Ogio** is the third-fastest grower, up 118% to £32 million, while another Tesco exclusive, **Dino**, has jumped to £20 million from a standing start after its launch in 2008. Both are Italian brands sourced directly from growers, designed specifically for UK consumers and based around a Pinot Grigio. **Ogio**, priced £8.99, also has a red Primitivo and a Zinfandel rosé, while **Dino**, priced at £7.99, also has a Sangiovese di Romagna.

Buyer Pierpaolo Petrassi says the brands have had "some quite aggressive promotional work", but insists their quality stands up at full price as well.

"There seems to be something in the DNA of the British wine buying public that loves Pinot Grigio," he says. "The challenge was that we were going to launch reds that were as successful. When they were on promotion customers were probably buying one of each, and if they really liked the white they would be more amenable to the red."

"We are educating customers and hopefully making sure they become a little bit braver in terms of looking at Primitivo and Sangiovese as more mainstream grape varieties."

Chile's **Concha y Toro** also has two brands among the fastest growers – **Viña Maipo** (up 86%) and **Isla Negra** (up 32%). **Arniston Bay**, another South African stalwart, is in fifth place with 42% growth, and **Foster's Lindemans** has boosted sales by 33%.

Commercial director Neil Barker says: "This growth has been stimulated by the introduction of a stronger value proposition for consumers during the current economic environment. Innovation has also played a key part with Lindemans Early Harvest and the new Lindemans country-of-origin ranges from Chile and South Africa performing well. The Lindemans range sourced from South Africa is the second-fastest growing brand in the South African category."

Australian Vintage's **McGuigan** range has grown 32% to £24 million, thanks

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Sales of First Cape were up 135% to £90 million, ranking second in the fastest growing wine brands

Link to full article:

<http://www.offlicencenews.co.uk/downloads/Growth-Brands-2009.pdf>