



Voluntary Report - public distribution

Date: 7/10/2003

GAIN Report #BE3029

Belgium-Luxembourg

Wine

Increased Presence of Branded Wines in Larger

Stores

2003

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Report Highlights:

The presence of branded wines is increasing in large distribution stores.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
The Hague [NL], BE

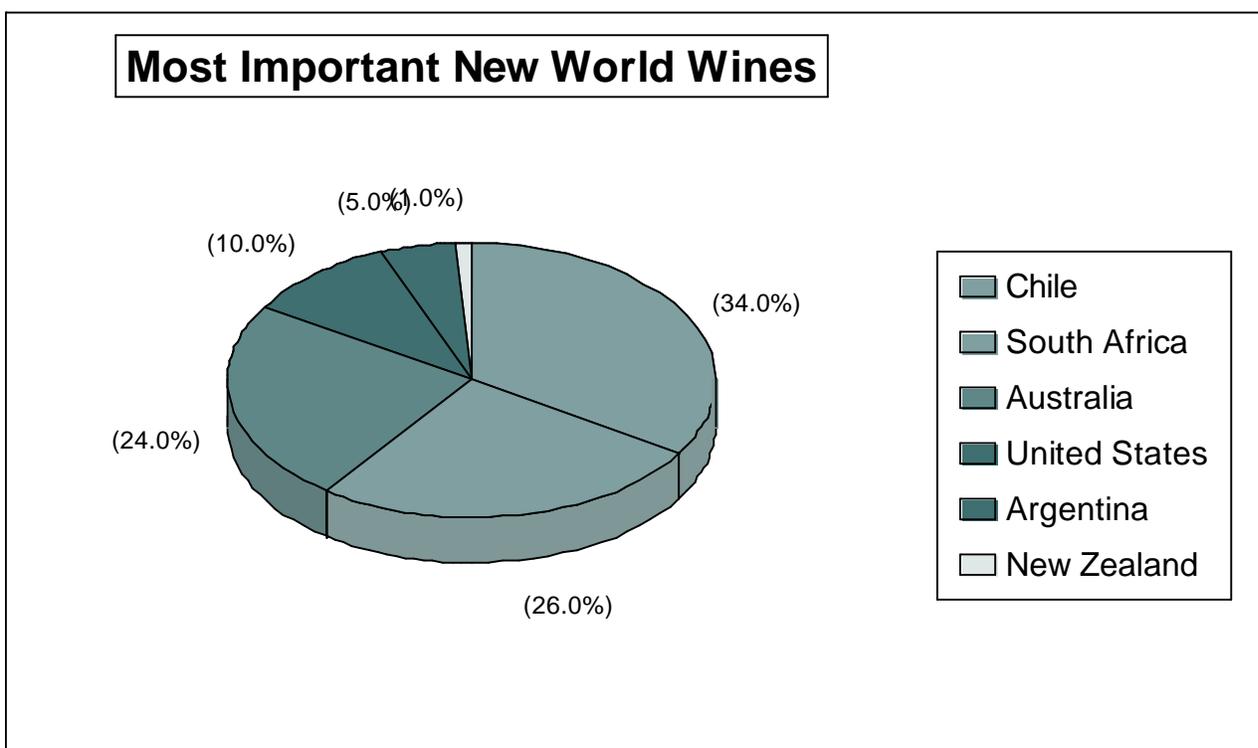
According to an article published in the Belgian food retail magazine STORE CHECK for July-August 2003, the presence of branded wines is increasing in large distribution stores.

In Belgium, 8 wine bottles out of 10 are bought in large distribution stores. In addition to the quality and price factors, key factors which contribute to the success of a new wine include:

- a pleasant sounding name evoking the country of origin
- switched-on, classy packaging to attract new consumers
- a good marketing campaign with colored posters and tastings which will contribute to development of customer loyalty.

Wine consumption has increased slightly in Belgium over the last few years. There is also an upward trend in the consumption of higher quality wines, and sales have increased in value between 1999 and 2002. New World wines consumption has been increasing and counts today for over 10 percent of market share.

Source: AC Nielsen 02 - in value



The phenomenon wines from the New World is linked to the concept of branded wines.

The Belgian consumer spends, on average, €3.19 for a bottle of wine. Consumer's preference is changing slightly towards a higher price range and strong growth is expected for the wine category of €5.00 and more.

Purchase price per bottle	In volume (%)
+ €3.00	12 %
between €3.00 - 4.00	33 %
between €4.00 - 5.00	29 %
between €5.00 - 5.50	7 %
between €5.51 - 7.00	13 %
between €7.00 - 8.00	3 %
, €8.00	3 %
<i>Source: AC Nielsen 02</i>	

Who Consumes New World Wines?

Consumers between 30 and 65 years old with an average to high salary who appreciate their excellent quality-price ratio. California wines are appreciated for their dependability, origin and higher quality.