

Sandbach and Sapungju. "South Africa tends to attract enthusiasts and thus a higher price point – a lot of our customers are very interested in the experimentation that is occurring in South Africa," says Sapungju.

Webster adds: "Argentina is fortunate in having its hero variety, Malbec, and the Malbec phenomenon acts as a beacon of promise and clarity amid the confusion that can confront consumers in a retail environment. Malbec is a bigger 'brand' than Argentina, and neither Chile nor South Africa have an equivalent."

Strong words, but what is clear is that consumers are definitely interested in these wines – they just need a bit of help.



There is a group of older families who are fairly traditional and the second generation is travelling and coming back with new information and ideas. There is massive potential – Ted Sandbach

Webster also reminds that by broadening the drinks stocked within a category, both by adding a greater variety of wines but also complementing this with other regional drinks such as beers and the local spirits, the psychology works to draw more people into that regional drinks category.

Plus, they will tend to buy more and even spend up, such is the confidence boost of seeing a greater selection of products on the shelf. It may sound counterintuitive, but by increasing non-wine listings, both the wine and non-wine sales can increase, thus boosting the bottom line. And that's something well worth considering when you look to revamp your New World ranges.

Case study

The Oxford Wine Company, Botley Road, Oxford. Manager: Lee Isaacs

Isaacs says it's all about hand-selling when it comes to getting customers to trade up and try new things.

"We haven't featured promotions around Chile, Argentina or South Africa because they sell well. Our customers don't really come here for offers, they are more interested in talking and more than 90% of what we do is hand-selling."

Isaacs has seen an uptake in the sale of magnums from these countries, notably the Boekenhouts Kloof The Chocolate Block, Franschoek (£49.99) and Luigi Bosca Gala 1 from Argentina (£52). "We have sold twice as many magnums from those countries compared to others," he said.

Isaacs believes magnums offer good value and an added 'wow' factor. It also helps that he is passionate about Argentinian wine and travelled to Argentina and that his colleague is South African.

QUICK-FIRE Q&A

RUTH YATES, CORKS OUT



Q How do you display wines from Chile, Argentina and South Africa? Do you ever group them together?

We keep them separate as we have quite a lot from each country.

Q Do you find customers float between these countries?

They tend to float between South America but most choose South Africa for other reasons, unless it's entry level.

Q Have you executed any displays or selling techniques around Chile, Argentina and/or South Africa that have had a successful impact on your business?

Yes, we promote in different ways through social media, newsletters and Enomatic as well as customer incentives. The uptake in turnover is always good when we do this.

Q Is grouping by style or grape variety a good idea?

It can be, and we group by grape within each country for New World wines, sometimes regionally. We never group by style – everyone's style is different and what we think maybe a particular style, they may not.

Q Do you find putting beers, ciders and spirits from the same country alongside the wine helps with sales?

We keep beers and spirits separate to wine, I don't think it helps to move them together.

Beer, cider and spirits

Cross-merchandising beer, cider and spirits from Chile, Argentina and South Africa isn't a priority for most retailers.

Susan McCraith, MW at Bargain Booze and Wine Rack, says a country-wide promotion might affect this kind of display.

"We haven't tried merchandising beers or spirits together on the main shelves in either fascia, as I don't think it would be practical.

"But you could do that on secondary space if you were having a feature on a specific country and I could see that working quite well if it is communicated to customers in a clear way," she says.

Oxford Wine Company's Ted Sandbach says he carries a Chilean pisco and South African brandy but they are kept completely separate unless there's a "specialist talk or specific tasting

and then we might have a South African brandy at the end, much the same way as you would have port at the end of a Portuguese tasting, for example", he says.

SH Jones' Simon Gardener adds: "We do get a bit of pisco and South African brandy but there's not much available because people don't know about it. Pisco is also an unfortunate name in the English language."