

IMPORTER AW, then GWA

GWA: OVERVIEW, PRODUCT AND POSITIONNING

The GWA portfolio is fully in accordance with WWCC customers :

- Alsace Josser
- Bourgogne Patriche
- Bordeaux Tour Blanche
- Toscana Antiri

Volume 2000 containers a year imported from Europe including Sekt

GWA is very well placed to take advantage of opportunities and drive ACC across the New Zealand market. Not only is GWA's retail reputation staked on fine wine making it an obvious choice for wine lovers and collectors, it also has a very strong position with both regular wine drinkers and the novices. Many of them purchase from GWA as they trust the endorsement of the GWA brand. This is true for both the private individual and the trade customer.

AW was the former importer of a family reputed Champagne House called ACC but they left them. We are in touch with the export manager of ACC and we have to prepare a first meeting with them at their premises.

What we know about them.

There are a number of brand values associated with ACC Champagne.

- ♥excellence
- ♥pride
- ♥family
- ♥tradition
- ♥prestige
- ♥independence
- ♥history

These values are the essence of the ACC brand and must be present at all levels of the marketing plans.

However, one of the key angles we would like to promote in the New Zealand market is one of "discovery". Though ACC has been in the New Zealand market for many years it has led a quiet life. We would endeavour to reveal the true ACC and encourage people to discover the excellence of this champagne. Though continuing to promote ACC as the "quiet achiever" and the Champagne of connoisseurs around the world, we believe there is a huge opportunity to help people uncover the quality and essence of the brand.

ACC’s point of difference is a strong portfolio and the fact it is just waiting ‘to be discovered’. These brand attributes matched with the history of ACC, including the links with King George VI, make for a unique proposition.

ACC is a brand that exceeds the expectation of the customer

It makes sense to work with them as we know that we are going to leave Champagne Charles.

We believe the market is aware of that as some information leaked already from Champagne Charles.

DETAILS OF FIRST ORDER

... We intend to place this first order

PRODUCT	SIZE	UNIT	CASE ORDER
Brut (Standard)	750 ml	12	420
Brut (Magnum)	1.5 l	6	40
Brut (Jeroboam)	3 l	1	10
Brut (Mathusalem)	6 l	1	5
Dry Special	750 ml	12	20
Vintage	750 ml	12	100
Rosé vintage	750 ml	12	50
Blanc de Blancs	750 ml	12	50
Top Cuvée	750	6	40

ADVERTISING ITEMS order

PRODUCT	Quantity required	\$NZ	Total \$ NZ	Gross weight kgs
Bar ashtray	100	14	1400	100
Table ashtray	200	5	1000	96
Crystal glass	120	10	1200	21
Hermetic cork	200	3	600	20
Silver bowl	4	200	800	8
Ice bucket	400	20	8000	192
Lions posters	400	0		80

Millesime posters	200	0		40
Caviar poster	300	0		60
Riddling rack	6	100	600	30
Golf umbrella	10	40	400	24
Pens	50	1	50	3
Luxury carrier bag	200	5	1000	25
Key rings	50	3	150	10
Display cloth	1	50	50	1
DUMMY BOTTLES				
Brut bottle	60	0		60
Brut magnum	18	0		36
Brut jeroboam	4	0		16
Brut mathusalah	2	0		16
Top Cuvée	5	0		5

Total advertising volume : 3.028 cbm

Fax attached to the order :

“Dear Mr You,

Please find attached to the same our first order.

We also need barcodes on the back labels including the legal requirements for “contains preservative (220)” and we wish to add :

“Imported by General Wine Agency Ltd – Auckland – New Zealand”

The letters should be no larger than 3 mm. We do not require this extra labelling on the first order, as we do not want to delay the order.

Kind regards Grant Roy