

IMPORTER

GWA: OVERVIEW, PRODUCT AND POSITIONING

The GWA portfolio is fully in accordance with ACC customers:

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

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, but also it 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 famous Champagne House called ACC. However, they are about to leave them according to their local wine journalist – Mister Soccer. This journalist also promoted our products from time to time and we got nice relationships. They sent us key information about ACC and thereby we got in touch with the export managers of ACC. We have to prepare a first meeting with them at their premises (as our code of conduct stipulates, this is part of our strategical sourcing).

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. Therefore, we need sufficient funds (advertising items, marketing budget, etc.) to support our marketing policy.

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

WHY WE NEGOTIATE WITH GLOBAL SPIRITS TOO

We do not know if Mister You's new team will be efficient and able to manage the whole export process. In order to ensure this process, we would like to get a confident partner.

We have a list of three main suppliers from European Union which are technically suitable.

Supplier	Location	Freight Volume (20')	Sales Turnover – L. Market share
Global Spirits	Berlin (DE)	1 / 2 months	40 % (Beer & assimilated)
Sangria conada	Toledo (ES)	1 / 3 months	25 % (
Gusto Italia	Roma (IT)	1 / year	15 % (almost replaced by Champagne Charles)

From this list, we certainly consider working with Global Spirits since:

1. Epernay is located next to both regions (especially with Germany)
2. Our main shuttle lines stop at Rotterdam and in Antwerp (for instance, check with carriers)
3. Transport costs are reduced and local supply chain control is easier.

It seems Global Spirits are globally independent: customs export documents, pallet supply, container management are their approved specialities. Since we have been trading since 2015, why not continuing and asking a side person for relevant jobs?

A few questions still remain:

1. Could ACC convince us? This product is carefully controlled and very costly.
2. Could GS really manage this export operation and manage documents and risks within the EU?
3. Could GS "sell" their customer and suggest a right commission rate for precise services?
Their interpersonal skills are clue here since we would like to stay competitive.
4. General logistics should be transparent – since we are a highly valuable company, our brand image should stay high. Import logistics disruptions should not occur – or at least be carefully and rapidly managed. **Do our partners make their stand?**

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.

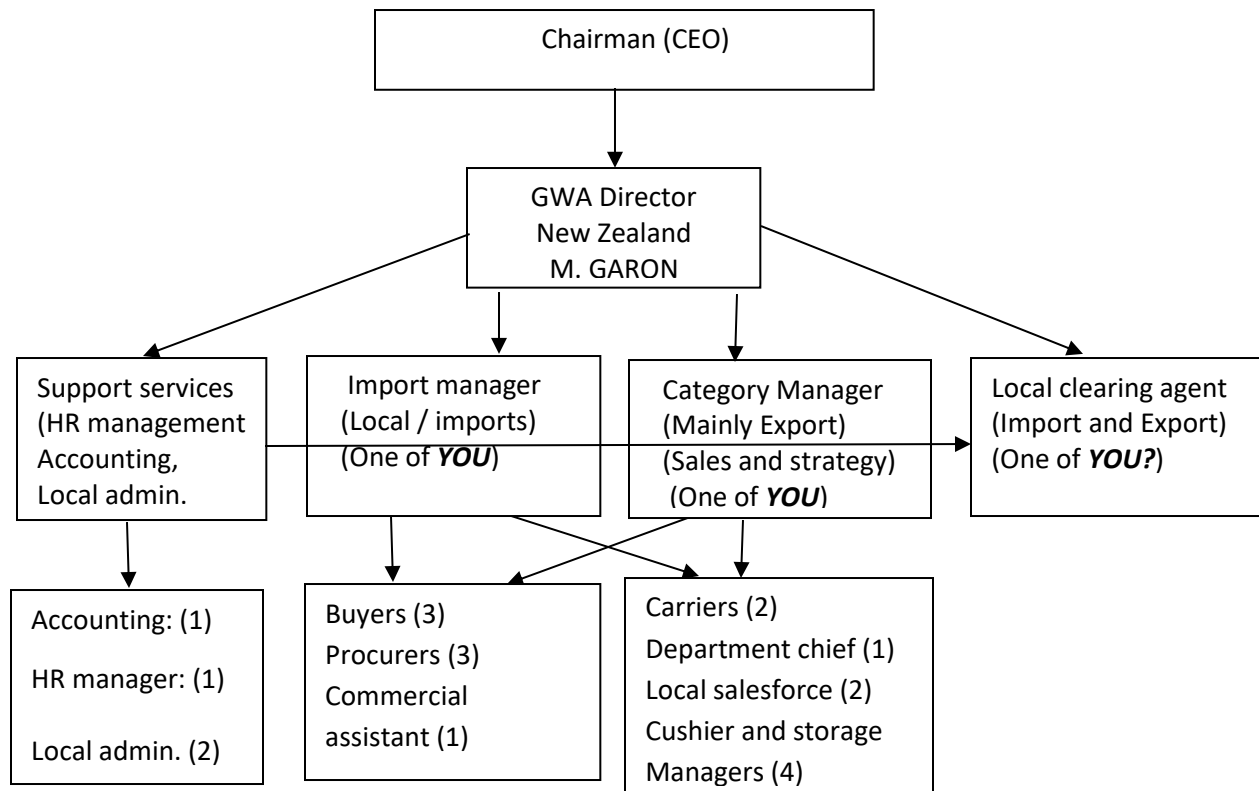
We do not require this extra labelling on the first order, as we do not want to delay the order.

Kind regards Grant Roy

THE TASKS YOU ARE RESPONSIBLE FOR

Please find below an organisation chart for our main shop

(Location : 129 Ponsonby Road, Auckland ? New Zealand)



That part is really up to you. Maybe you can go forward and contact ACC / GS / local customs in advance ?

If partners are not available, maybe you can share some tasks with them ?