



## THE UK WINE SECTOR

How Xtend2 can help you in the UK/ROI market.

### Our Track Record

- Regional Wine Tastings
- Wine Fairs & Workshops
- In Store Promotions
- Press Trips
- Individual Meeting Agendas
- Trade Missions
- Seminars

The UK wine sector is one of the most challenging in the world. We know this because we have been organising trade events and missions for overseas organisations in the UK and ROI for the past 10 years. Our contacts include importers & distributors, wholesalers, retailers, supermarkets, multiples, wine media and others.

Our experience makes us the ideal choice to help you introduce your wines to the UK.

We can help:-

- Recognise your target market
- Advise on price points, packaging and labelling
- Provide competitor and consumer research
- Identify potential importers
- Provide buyer introductions
- Plan and manage trade promotion events

The Xtend2 team is multi-lingual and offers:-

- Great communication skills
- Extensive market knowledge
- Wine media contacts
- In-country logistical and management support for trade missions & events.

## Our Track Record

### Regional Wine Tastings

We have organised wine tastings in the UK and Republic of Ireland for the Chamber of Commerce Valencia, the Chamber of Commerce of Valladolid and a food and wine tasting for Aragon Exterior. These have taken place in a number of major cities including London, Dublin and Edinburgh and the format has ranged from small intimate tastings over lunch or dinner to larger events. They have been well attended by UK wine sector, the attendees included Waitrose, Tesco, Direct Wines, Bibendum, Boutinot, C&D wines as well as wine trade media.

### UK Reviews from some of our wine events:

*Despite the difficult trading conditions, I made time to go to this regional tasting which further opened my eyes to the range and scale of innovation going on in one of the world's most interesting wine producing countries.*

Nick Room wine buyer Waitrose

*A very well run tasting, with wines from a range of different bodegas. It was interesting to see the breadth of wines on offer from tasty Cava to fruity Rosados and top end chunky red wines.*

Helen McEvoy Wine Buyer Direct Wines

### **Irish reviews from some of our events**

*We hit the twitter pages with it this morning. The quality on show yesterday was fantastic and I will have no problem featuring a wine from this tasting next month.*

*Kevin Ecock Wine writer Easy Food, Check Out, [www.kevinecock.ie](http://www.kevinecock.ie)*

*Great Wines, fantastic setting  
Irish Wine Board*

*I was impressed by the overall quality and will certainly look at some of these wines for the new trade list.  
La Rousse Wines*

## **Wine Fairs & Workshops**

### **FENAVIN WINE FAIR**

Xtend2 are the official UK and Republic of Ireland representatives for Fenavin, one of the best national wine fairs in Spain occurring every two years. We have worked on every fair since 2005. In that time we have escorted more than 120 buyers from the UK and ROI and 10 members of the wine trade press. The companies represent a superb cross section of the wine trade in the UK and included supermarket buyers from Waitrose and Morrisons, importers such as Bibendums, Alliance Wines and Enotria, wine merchants such as Direct Wines and many more specialist organisations such as Les Caves de Pyrene.

In 2013, five months after Fenavin closed, over 50% of the UK and ROI buyers from our trip had placed orders with wineries exhibiting at the Fair and many were on their 2<sup>nd</sup> and 3<sup>rd</sup> order. A further 25% of buyers were in the planning stages of orders. Magazine articles appeared in Harpers and Food & Drink in Ireland.

### **BUY WINE 2013**

Buy wine is a wine fair organised by Toscana Promozione for the Tuscany region of Italy with close to 300 regional producers exhibited the best of Tuscan wine. We very successfully organised a Buyers Mission from the UK to this fair with six wine buyers from the UK and Republic of Ireland signing up to visit the fair. Very shortly after the fair one buyer already had provisional orders in place to the value of 20,000 Euros and another was in discussions with three wineries and was hoping to place orders soon after. Toscana Promozione thanked us for our excellent collaboration on the event.

### **PROMOFIRENZE**

We have worked with Promofirenze in Italy on a number of wine & food workshops taking place in Florence, introducing a number of UK buyers to specialist and artisan regional products.

### **LONDON INTERNATIONAL WINE FAIR**

On behalf of Al-Invest, a European programme to introduce Latin American companies to European partners between 2004 and 2008, we worked with the Chamber of Commerce of Mendoza, Argentina, promoting small artisan wineries from Latin America to the UK. Based at the London International Wine Fair, we organised over 120 meetings at the stand with importers and distributors from the UK.

## **In Store Promotions**

We have organised two extremely successful in-store wine and food promotions in London, one at the John Lewis flagship stores in central London and Bluewater Kent on behalf of FIAB, the Spanish Food and Drink Federation; and the other at Partridges of Sloane Square on behalf Bihartean, the cross border trade and export agency for the Basque region in France and Spain. Both ran for several weeks and involved a series of promotional events including a launch party, tastings, guest chefs and more. The promotions resulted in many of the products exhibited being continued with the stores.



## **Press Trips**

We have organised press trips to a variety of Spanish wine regions. These have been attended by high profile members of the UK and ROI wine trade media including Jancis Robinson, John Radford, Rebecca Gibb, Sarah Jane Evans, Patricia Langton and many others. Articles have appeared in trade magazines including Decanter, Harpers, Food and Wine Ireland, as well as regional newspapers including the Birmingham Post and Newcastle Journal.

## **Individual meeting agendas**

Xtend2 has organised over 25 individual meeting agendas for wineries predominantly from Spain and Italy into the UK. We have advised on labelling, pricing, websites and export readiness and we have helped a number of excellent wines be selected by importers and distributors.

## **Trade Missions**

We have organised food and wine trade missions for a number of Spanish regions including Segovia, Teruel, Priorat and Ciudad Real, organising meetings with importers, distributors, wholesalers and retailers, providing retail tours and accompanying visits to provide logistical support and translation services.

## **Seminars**

Clients: Chamber of Commerce Valencia & Navarra

Seminar on UK & Republic of Ireland Wine Markets given by Gerald Lawson-Tancred, Director Xtend2 Limited.