

# WINE Ranging and

## How important is wine?

The wine market is huge overall and is a very important category within the convenience store sector. Many customers want to be able to buy wine locally for fairly immediate consumption. And from the shopkeeper's view, a bottle of wine is a relatively high value purchase with a good cash profit.

To maximise your wine sales, you need to balance the desire of customers to have a wide choice but at the same time not to overload them with too many options – a “wall of wine” can be intimidating to some buyers. The display should be easy for customers to understand and find what they want. It should also encourage impulse purchasing and encourage them to trade up to better and more expensive wines.

**Wine Sales by Colour**  
by value in convenience stores

White	47%
Red	42%
Rose	11%

## What is the perfect range?

The most obvious way to categorise wine is by colour, followed by nationality and then grape variety. Hence it is important to get the range size correct but also to have a broad mix of lines within it. As with most product categories, best sellers will make up a high proportion of sales. If you have the space, best sellers should have two facings, allowing a full case to be stocked on-shelf. For slower sellers, one facing only will suffice in a typical store. Your wine range should broadly reflect the national market shares by colour and between New and Old World wines – see tables for these breakdowns. It is also a good idea to have a range of grape varieties represented, although most customers will still probably end up choosing the popular ones, such as cabernet sauvignon or chardonnay.

**Wine Sales by Country of Origin**  
by value in convenience stores

USA	26%
Australia	21%
France	12%
South Africa	11%
Italy	8%
Chile	7%
Spain	6%
Germany	3%
New Zealand	2%
Others	5%

# Merchandising

Leading Brands	
Rank	Brand
1	<b>Blossom Hill</b>
2	<b>Gallo Family Vineyards</b>
3	<b>Hardys</b>
4	<b>Jacobs Creek</b>
5	<b>Stowells</b>
6	<b>Wolf Blass</b>
7	<b>Lindemans</b>
8	<b>Echo Falls</b>
9	<b>Kumala</b>
10	<b>Banrock Station</b>

## How should wine be merchandised?

Colours should be blocked, as customers are usually looking for a particular colour. This should be done vertically across shelves, not horizontally, with a shelf of white above a shelf of red. If possible, white and rosé should be chilled, to allow for immediate consumption. In larger displays, Old and New World wines should be split out within each colour.

Products should be placed vertically by price, with the lowest priced wines on the bottom shelf and highest on the top shelf, with the leading brands at eye level – see illustration. Wine shoppers make 50% of their decisions at the wine fixture - so Point of Sale material is key to encourage trading up to more expensive products. Examples of messages are 'we recommend', 'new' and 'top 10 brand'.

## How to get the most out of the wine fixture?

Three ways to drive sales are:

- 1 Promotions - two bottles for £X (white & red) - this will encourage customers to buy more than one bottle.
- 2 Trading up - a shelf card next to a more expensive bottle of wine (£5-£7) saying 'if you like smooth fruity reds why not try product X' will encourage consumers to trade up to more expensive wines (if possible recommend a couple of reds & whites of different tastes so it appeals to more shoppers).
- 3 Gift impulse purchasing - if you can secondary site some of your top 10 wine brands within a seasonal display (Valentines Day, Mothers Day, Easter), this can increase wine sales.



*Mother's Day wine and chocolate cross category secondary siting to drive impulse wine sales*

*A one metre Wine Bay Layout*

