

Decanter

WORLD WINE AWARDS

BUYERS' REPORT
UK MARKET

DWWA
Buyers' Report
— UK Market —

2022



BODEGA MARQUÉS DE MONTECIERZO
EMERGENTE CRIANZA

2019
441296

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WORLD WINE AWARDS

BUYERS' REPORT UK MARKET

The DWWA Buyers' Report assists producers who are looking to gain or improve distribution in the UK by having their wines evaluated by a panel of industry-leading buyers and industry experts representing all key sectors in the UK market. These include national and independent retailers, importers, leading fine and casual dining restaurants and exclusive members' clubs.

The bespoke report covers:

- A detailed assessment of each wine and its commercial potential from leading UK buyers with purchasing influence
- Channel strategy and route-to-market recommendations
- Benchmarking analysis with similar wines already in the UK market
- A review of the packaging and its channel suitability
- Quotes attributed to Decanter that can be used in commercial/promotional materials

NEW TO 2022

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RECOMMENDS

Entries that the expert panel agree are already suitable for the UK market will be included in a **Decanter Recommends: Producers seeking distribution in the UK market list**, which will be promoted by Decanter to the UK trade and across Decanter's digital channels.

BUYERS PANEL

Buying panels are made up of key buyers and industry experts representing all key sectors in the UK market.

Buyers who reviewed this wine include:



FEDERICO MOCCIA
Deputy Head Sommelier, 67 Pall Mall



VINCENZO ARNESE
UK Sommelier of the Year 2022,
Head Sommelier, Alain Ducasse at The Dorchester



BETH WILLARD
Buying director, Winetraders

The DWWA Buyers' Report is open exclusively to producers who won a bronze medal or above in the 2022 Decanter World Wine Awards.



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This wine has the potential to make a mark in the UK market as a more classic style of Navarra and an alternative to other well known classic wine regions.

VISUAL APPEAL

LABEL DESIGN AND SUITABILITY FOR TARGET MARKET	9/10
Label is quite classic, elegant but with a modern feel and has all the elements we would expect. Looks a bit like other premium wines which is a positive.	
CAPSULE/CLOSURE SUITABILITY FOR TARGET MARKET	8/10
The branding is quite good and works well. The material itself could be a bit better but overall works well. Cork closure is good.	
OVERALL BRANDING AND LOOK AND FEEL OF THE WINE FOR UK CONSUMERS AND TARGET MARKET	8/10
Very classic for the style and would work well on any shelf or in restaurants. Doesn't hurt to look a bit like a Bordeaux bottle/brand given the proximity with Navarra and style of wine.	

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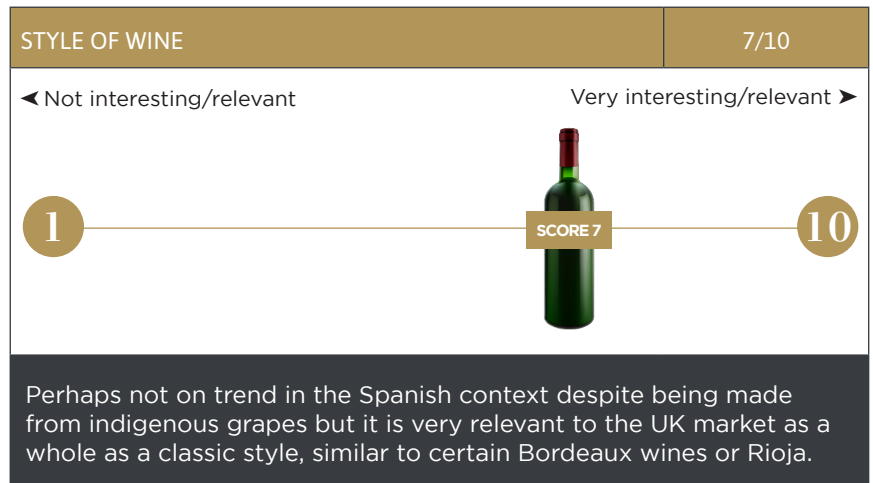
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BENCHMARKING ANALYSIS



PRICE POINT VALUE FOR MONEY	9/10
<p>Excellent value, very good quality, especially as a aged wine with 12 months in barrel.</p>	
JUDGES RECOMMENDED RRP	£14.99

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THIS WINE IS BEST SUITED TO THESE DISTRIBUTION CHANNELS IN THE UK MARKET

OFF-TRADE	ON-TRADE
	✓
	<ul style="list-style-type: none">  • Pub/bar  • Gastropub  • Independent wine bar  • Cuisine specific  • Casual dining  • By the glass pour  • By the bottle only

IDEAL TARGET MARKET FOR THIS WINE IN THE UK

✓	CONSUMER TYPE
	Price conscious consumers
	Younger consumers new to drinking wine
✓	Young urban professionals interested in trendy wines and different wine styles
	Everyday wine consumers who regularly buy mainstream wine brands
✓	Middle-class consumers who treat themselves on the weekend
✓	Engaged wine drinkers who are knowledgeable and always seeking out new and interesting wines
	Connoisseurs who are highly knowledgeable, wine is a key part of their life, traditional Decanter readers
	Traditional Decanter readers

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OVERALL ANALYSIS & SUMMARY

OVERALL TARGET CONSUMER IN THE UK FEEDBACK

It will probably appeal more to the classic wine drinker, based on style and packaging but it is accessible in price.

PRODUCERS' QUESTIONS FOR JUDGES

Promotional activities for UK Market: Partner with the Consejo to promote Navarra as they are bringing more awareness to the region. Maybe focus on smaller tastings rather than a bigger fair like London Wine Fair which is big and you can get lost. Keep sending the wine to be judged and to Spanish specific wine critics.

Grape Varieties: good to focus on Tempranillo but particularly Garnacha because these are the heritage of Navarra and sets it apart.

Distributors: focus on Spanish specialists in the UK market or specialists within a particular channel rather than a broad approach. Speak to other bodegas in the area and within Spain for advice and contacts.

The other questions are covered in the answers within this report.

OVERALL ANALYSIS AND FEEDBACK BY JUDGES

This is a very classic Crianza which represents a traditional style of wine from Spain, and particularly from Navarra, quite well. It offers a good price quality ratio and could be a good alternative to more expensive wines from other classic regions. I would like to see a little less oak character, chewy tannin, and more of a fruit focus in the wine but the overall quality is good with strong packaging.

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RECOMMENDS

