



MARKETING | BRANDING | STRATEGY

EXPORTING WINE

A MANUAL FOR UKRAINIAN WINEMAKERS

Prerequisites

The international community now supports Ukraine - its citizens and businesses - at all levels, including through increased interest in Ukrainian wine products. Such a situation contributes to the establishment of trade relations with foreign markets. We offer several important steps and tools for organizing the export of wine from Ukraine in modern conditions.

Market entry strategies accounting for exports varieties

Direct export	Indirect export	Production in the target market
<p>You are exporting goods to a new market. You will have to handle all the stages of the process by yourself, from transportation and payments to making deals in the new market.</p>	<ul style="list-style-type: none"> ● By means of purchasers ● With the assistance of distributors ● With the help of managing and trading companies ● Combines options 	
<p>Risky under the conditions of internal instability</p>	<p>Organisation of sales in online marketplaces such as Alibaba or Taobao is very effective.</p>	<p>Private Label — manufacturing the importer’s product under his own label. Not recommended in the current situation when highlighting the Ukrainian origin of the wine is more beneficial.</p>

How to determine the company's readiness for export?

- Availability of an English-language website
- Employee responsible for export
- Sufficient production capacity
- Availability of free resources / use services of an outsourcing company

The four steps necessary to expand your business through the development of new markets:

STEP 1: Identify your new target market(s)

At this stage, you will be helped by an initial scan of the market potential <https://www.trademap.org/> The site allows you to receive information on the development of exports and imports in one or another market for specific goods. All you need to know is the product code. 220429 - code for wine from natural grapes.

To use the site, you need to register and activate your profile via email.

Imports Exports

Service Product Single Group [Advanced search](#)

Country Region [Advanced search](#)

Trade Indicators Yearly Time Series Quarterly Time Series Monthly Time Series Companies

Concentration and average distance in 2021
Imported product: 220429 - Wine of fresh grapes, incl. fortified wines, and grape must whose fermentation has ...

Importing markets in 2021
Product: 220429 - Wine of fresh grapes, incl. fortified wines, and grape must whose fermentation has ...

Growth of countries' imports
Product: 220429 - Wine of fresh grapes, incl. fortified wines, and grape must whose fermentation has ...

The site also provides detailed statistics on the number of goods imported into one or another country. Statistics for all countries of the world are shown below:

Product: 220429 - Wine of fresh grapes, incl. fortified wines, ...

World Country Partner

Product Group: None, Country Group: None, Partner Group: None

other criteria: Imports Trade indicators by country

List of importers for the selected product in 2021
Product : 220429 Wine of fresh grapes, incl. fortified wines, and grape must whose fermentation has been arrested ...

The product code selected above has been reallocated in the 2017 HS revision. [View correspondences](#)

Table Graph Map Companies Public tenders FDI data Standards

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HSB	Importers	Select your indicators											
		Value imported in 2021 (USD thousand)	Trade balance in 2021 (USD thousand)	Quantity imported in 2021	Quantity Unit	Unit value (USD/unit)	Annual growth in value between 2017-2021 (%)	Annual growth in quantity between 2017-2021 (%)	Annual growth in value between 2020-2021 (%)	Share in world imports (%)	Average distance of supplying countries (km)	Concentration of supplying countries	Average tariff (estimated) applied by the country (%)
	World	3,135,452	-129,349	0	No quantity		-1		-3	100	7,008	0.11	
	United Kingdom	670,091	-666,189	0	No quantity		4		-14	21.4	12,164	0.19	7.9
	Germany	541,834	-527,444	811,794	Tons	667	-2	-1	-5	17.3	4,558	0.16	7.9
	United States of America	422,498	-229,711	442,494	Cubic meters	955	9	12	27	13.5	8,857	0.16	8
	France	229,593	36,358	445,907	Tons	515	-9	-7	-16	7.3	2,917	0.37	7.9
	Australia	121,405	267,982	44,147	Cubic meters	2,750	26	24	12	3.9	3,173	0.88	3.2
	Denmark	107,295	-89,012	81,583	Tons	1,315	4	7	-3	3.4	8,595	0.13	7.9
	China	102,544	-102,491	115,052	Tons	891	-15	-12	12	3.3	15,760	0.39	30.7
	Portugal	95,982	-67,041	202,182	Tons	475	7	12	-9	3.1	602	0.97	7.9

You can also view statistics for specific regions, selected by Country Group:

Home & Search Data Availability Reference Material Other ITC Tools More Mrs. Olga Kuplivanchuk English

Product: 220429 - Wine of fresh grapes, incl. fortified wines

Country: All

Partner: All

Product Group: None

Country Group: European Union (EU 27)

Partner Group: None

Imports Trade indicators by country

List of importers for the selected product in 2021
Product : 220429 Wine of fresh grapes, incl. fortified wines, and grape must whose fermentation has been arrested ...
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	World	3,135,452	-129,349	0	No quantity		-1		-3	100	7,008	0.11	
	European Union (EU 27) Aggregation	1,428,402	-77,023						45.6				
	Germany	541,834	-527,444	811,794	Tons	667	-2	-1	-5	17.3	4,558	0.16	7.9
	France	229,593	36,358	445,907	Tons	515	-9	-7	-16	7.3	2,917	0.37	7.9
	Denmark	107,295	-89,012	81,583	Tons	1,315	4	7	-3	3.4	8,595	0.13	7.9
	Portugal	95,982	-67,041	202,182	Tons	475	7	12	-9	3.1	602	0.97	7.9
	Italy	95,462	215,658	233,686	Tons	409	-5	5	42	3	1,673	0.67	7.9
	Belgium	65,818	-32,681	56,970	Tons	1,155	-7		-1	2.1	6,041	0.16	7.9
	Sweden	65,422	-63,494	23,826	Tons	2,746	-4	-9	-21	2.1	3,554	0.21	7.9
	Czech Republic	47,933	-47,517	74,743	Tons	641	-6	-5	-6	1.5	1,744	0.2	7.9
	Netherlands	43,824	-29,859	34,770	Tons	1,260	-8	-10	-14	1.4	4,033	0.2	7.9
	Slovakia	27,256	11,507	0	No quantity		19		59	0.9	707	0.38	7.9

STEP 2. Conduct marketing research

Marketing research should include:

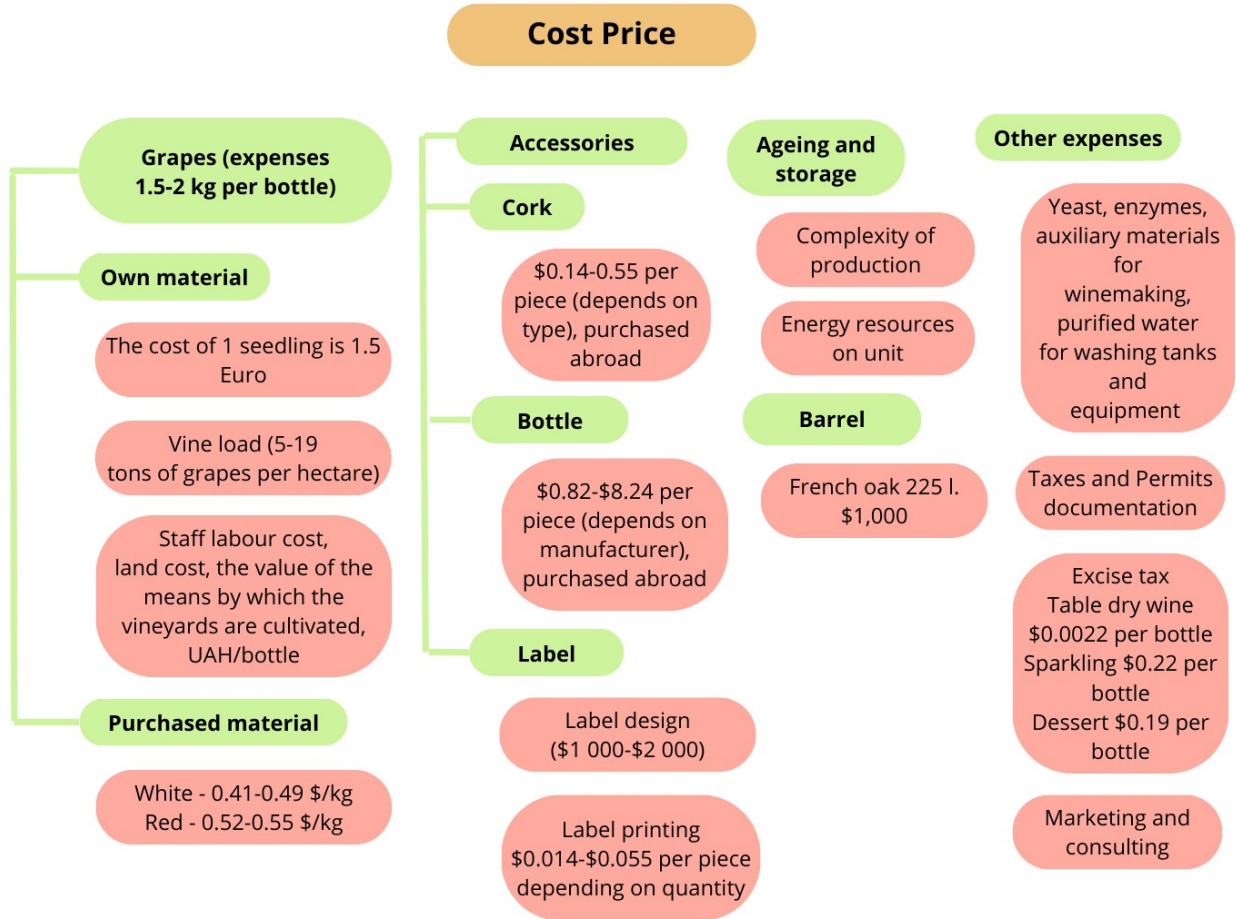
1. **PEST analysis** (analysis of political, economic, social, and technical factors of the market/country)
2. Analysis of **consumers** on the market: consumer trends, consumer perception, history of wine market development in the country.
3. Analysis of consumption capacity and price policy for wine in the country
4. Analysis of taxes and duties on imported products and, above all, alcohol. Excise duty, taxes, fees, and other tariffs can be analyzed for each country on the website <https://www.macmap.org>
5. Difficulties and benefits for wine importers in the country
6. Analysis of **points of sale**: online \ offline alcohol sales channels, distributors, features of concluding agreements.

STEP 3: Decide whether to enter this market or find another target market

If your marketing research and competitor analysis prove that this market is not your target market and will not bring you profits, go back to **STEP 1** to find a relevant market for you.

Analysis of the market and the formation of a **development strategy** on it are key points in the preparation of exports. Without careful preparation, the probability of failure is very high. After the market has been selected and the decision has been made to develop your product on it, it is necessary to form a **price** that will be competitive on it.

Price formation (also suitable for the domestic market)



Manufacturer's margin
20-30%

Seller's margin

- Retail**
- Distributor**
 - Distributor margin 20-30%
 - Point of sale margin 20-50%
- Retail chain**
 - 30-40%

STEP 4. Develop a market entry strategy

The market entry strategy has to include:

1. **Market analysis conclusions and inputs** (product range of the company, technical possibilities for expanding production, prospects for cost optimization).
2. Possible development options in the market, taking into account the analysis of the strategies of the main competitors.
3. SWOT analysis of the company.
4. Strategic goals of the company in the new market.
5. The most effective directions for business development in the new market.
6. Forming a unique sales proposition (**UTP**).
7. Portrait of the consumer of the company's brand.
8. Proposals for the development of the company in the new market in **5P** directions:
 - Product** – development of portfolio range.
 - Price** – price formation (shipping price and shelf price) in different distribution channels.
 - Place** – distribution channels. In our opinion, the most relevant sales channels may be online platforms for selling wine (E-commerce) and work with large distributors.
 - Promotion** – promotion of products in distribution channels (may include a marketing plan and marketing budget).
 - People** – project's service team.

International wine **exhibitions and competitions** — are an important promotion component for the product in the export markets.

List of major international wine competitions and exhibitions of 2022-2023, in which you should take part in order to present your products to the international community and confirm the quality of wine:

Name of the event	Date and place	Description	Web-site
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London Wine Competition	20-21 March 2023, London	An international tasting competition to take part in, if you want to sell wine in the UK	https://londonwinecompetition.com/
International Wine Challenge	March-April 2023, UK	An international tasting competition, recognized worldwide, very important for sales in the EU and the UK	https://www.internationalwinechallenge.com/
Decanter World Wine Awards	May 2023, London	The most prestigious tasting competition, recognized by experts around the world. Important for sales in EU, Asia, USA, UK	https://www.decanter.com/decanter-awards/
London Wine Fair	May 2023, London	An international wine show of particular importance to those planning to enter the UK market	https://www.londonwinefair.com/
Mundus Vini	March 2023, Germany	An international tasting competition that takes place once a year as part of the ProWein exhibition, widely recognized in the EU	https://www.meininger-online.de/en/mundus-vini
ProWein	19-23 March 2023, Dusseldorf	The largest international exhibition, mandatory for those who plan to export	https://www.prowein.de/
IWCS 2023 Wine Communicator	19 August 2023, CIWA	International tasting competition, very important for sales in the EU, Asia and the USA	https://iwsc.net/
Challenge International	21-22 April 2023,	International tasting	https://

du Vin	France	competition, very important for sale in the EU	www.challengeduvin.com/en/
Concours Mondial de Bruxelles	May 2023, Belgium	International tasting competition, prestigious and important for sales in the EU	https://concoursmondial.com/fr/
Vinitaly	2-5 April 2023, Verona	International wine exhibition important for promotion in the EU market	https://www.vinitaly.com/en/verona/
Specifically for the US market:			
Los Angeles International Wine Competition	June 2023, Los Angeles	Prestigious American tasting competition	https://fairplex.com/competitions/wine-competition
Specifically for the Asian market:			
Vinexpo Asia	23-25 May 2023, Singapore		https://www.vinexposium.com/vinexpo-asia/
Prowein Asia	25-28 April 2023, Singapore 10-12 May 2023, Hong Kong	Outstanding international exhibition in Asia	https://www.expobeds.com/event/prowine-asia

We recommend starting planning the participation in international competitions and exhibitions **at least a year in advance** in order to have time to prepare a product range and send it to the competition, book a placement, design and make a stand.

Other useful platforms for export activity

Analysis of market requirements, tariff regulation (duties, certificates of origin), and non-tariff regulation (technical standards, design, etc.)	https://www.macmap.org
Taric resource for Europe	https://ec.europa.eu/
Access2market product requirements	https://trade.ec.europa.eu/
Office for Entrepreneurship and Export Development	https://helpdesk.epo.org.ua
Certificates of origin and market requirements analysis	https://findrulesoforigin.org
Pan-Euro-Med-Convention, universal trading regulations	https://zakon.rada.gov.ua/rada/
European legislation: common standards	https://standards.cen.eu/
Ukrainian legislation	https://www.me.gov.ua/
Detailed attractiveness analysis	statista.com & ec.Europa.eu/eurostat

Conclusion

With the help of this manual, you can go through the preparation process, decide on the direction of export and arrange the delivery of products within **3-6 months**. If you want to speed up this process, we recommend contacting an outsourcing company specializing in international market research and export strategy formation.

Thank you for your attention!