

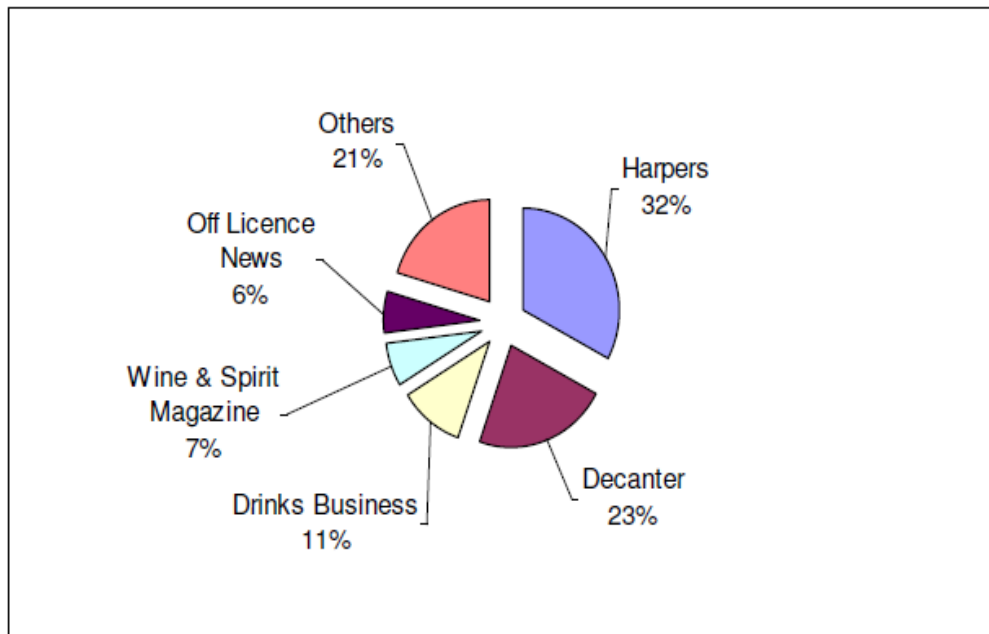
Importers/Exporters of Wines & Spirits Research Project carried out on behalf of John Ansell & Partners - May/June 2008

Summary of Results

Terms of Reference – To produce and carry out a market research survey of 500 importers/exporters of wines and spirits.

1. *Do you read industry magazines & periodicals? If so which ones?*

Respondents gave strong opinions about which magazines were of suitable quality and relevance to their own particular tastes and business.
See Appendices for full list of comments.



Some respondents said they receive regular e-bulletins which are generally well regarded.

The following were each mentioned once only:

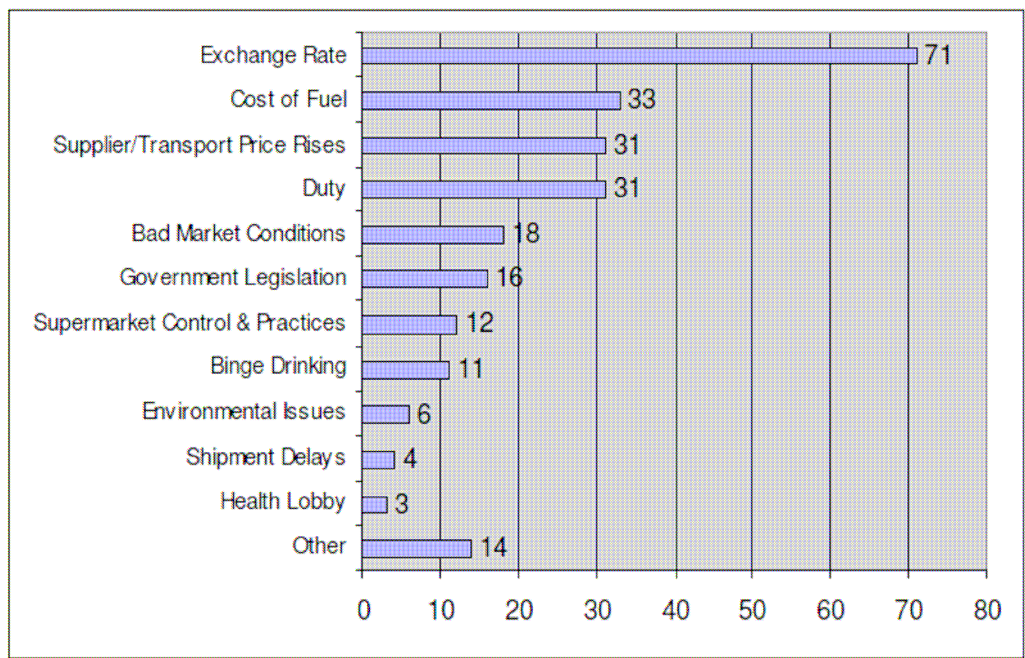
The Publican	Malt Advocate	Whiskey Magazine
UK Wine Show	Meiningers International	FSB Magazine
Square Meal	Licence Trade News	Morning Advertiser

2. What do you see as upcoming issues for the industry in the future?

Overall, respondents painted quite a gloomy picture. Many mentioned more than one factor which contributed to a difficult time for the wine trade. Some of the issues mentioned were interrelated and have been grouped under the following headings.

There were only two positive points made, the fine wine market being good at the moment, and the wholesale side of the business propping up the rest.

The following are all negative points with the number of mentions shown:



Comments grouped as 'Other' received one or two mentions:

Competition: Fraud/theft: Too much wine: Not enough wine/whiskey: Educating the public about wine quality: Poor French harvest last year: Less customers year on year: Dealing with the French:

The respondents were mostly forthright and happy to talk in detail about the industry.

3. What impact do you think the current market conditions will have on your overheads – in particular the purchase of insurance?

Some respondents said insurance was the responsibility of their suppliers or customers. Also it was clear that some would not consider taking on additional costs in the form of better insurance cover when they have an, albeit less secure, arrangement with freight companies. The difficult market situation influenced some respondents who indicated they were considering operating 'uninsured' as their cover would not give them the return that a loss would generate and seen as an opportunity to shave costs in the current climate.

Reaction:

From our perspective as insurance brokers to the trade for 25 years we find these comments somewhat alarming. Contrary to general perception, the cost of good quality insurance protection does not need to be prohibitive, if you locate the policy that is right for you.

Details of our scheme for importers/exporters have been dispatched either by email or post to those who requested them.
Should any others require information please contact us at

enquiries@ansell.co.uk

August 2008

APPENDICES

Respondents comments on magazines

HARPERS (84 mentions 32%)

Good Comments:

- Most valuable
- Best
- The directory is good
- Still a Harpers addict
- The benchmark
- Informative and glossy
- Offers the best news every week
- Most important
- Does a very good service
- The serious one
- Pretty good
- Improved hugely
- Tried to make themselves interesting lately and it is quite useful
- Still a good way of keeping their ear to the ground
- Worth having

Negative Comments:

- Not going to renew their subscription as never get the time to read it
- Needs to reinvent itself
- Got fed up with it after the new Editor joined
- Thinks it was better in the past, but renewed their subscription anyway
- No longer subscribe to it
- Does think it is worthwhile, but has let his subscription lapse
- Has continued its decline
- Don't like the new format
- Discontinued his subscription as it is now totally irrelevant to the international trade
- Subscription is very expensive (£160)
- Given up on Harpers
- Not very interesting
- Not very good
- Used to be good, but not any more – more chatty than useful
- Not hugely insightful

- Pretty useless
- No longer fine wines – know people that have discontinued their subscriptions
- Skewed towards brands
- Given up on it

DECANTER (58 mentions 23%)

Good Comments:

- Good to know what his clients will be looking at
- Email updates are good
- A nice magazine

Negative Comments:

- Steady, if a little dull
- Just for salivating over
- Totally incidental
- Very focused on big companies
- Not a fan of it
- Not relevant to their customers – or the real world
- Biased

DRINKS BUSINESS (28 mentions 11%)

Good Comments:

- The best – quality of writing is excellent, the rest are rubbish
- Like the market surveys that are published
- Sometimes useful
- Have a lot of time for this magazine
- Very good
- Tries to give an overview

Negative Comments:

- A lot of advertising and glitz
- Throw it away when it comes in and have asked to be taken off the mailing list

WINE & SPIRIT MAGAZINE (18 mentions 7%)

Good Comments:

- The bedrock for the wine industry

Negative Comments:

- Only get it because it's free
- Not very good

OFF LICENCE NEWS (16 mentions 6%)

Good Comments:

- Does a very good service
- Good
- Has transformed itself into a surprisingly good and intelligent magazine
- It has got better
- Good way of keeping their ear to the ground

No negative comments:

OTHERS (53 mentions 21%)

The other magazines that were mentioned during the research are listed below with the number of times in brackets against each one with comments made.

Imbibe (6)

- Very good and will be getting more involved with it in the future

Wine Magazine (5)

World of Wine (4)

Whiskey Magazine (4)

- A bit repetitive

Drinks International (4)

- Most valuable
- Particularly likes their features on specific areas

Grocer (3)

Wine Advocate (3)

- The best general magazine – had it open on his desk when I called - rates the man behind it as his opinions are relevant

Wine Spectator (3)

- Thought it was bad when it recently dismissed the 2002 Italian Vintage, as this doesn't help anyone

Hotel & Caterer (2)

Restaurant (2)

Scottish Licence Trade News (2)