

Supermarkets

Overview

Mystery shopping was conducted on the following London supermarkets.

Mainstream sales

It is evident that the majority of London supermarkets do not have specialised sales people on the wine section. Where possible, mystery shopping scenarios were conducted and findings are summarised below.

Promotions for wines were primarily based on price such as "Buy-3 for £10."

France tops popular wines

Also the wines were mostly categorised by type and by country. The following two are some of the most common categories by country:

- France, Italy, Spain/Portugal, Chile, Argentina, California, South Africa, New Zealand/Australia
- France, France & Central Europe, Italy, Spain & South Africa, South America & South Africa, USA & New Zealand, Australia

France evidently occupied the largest spaces of all country-sections with extensive promotions.

Greek wine

In most cases we were not able to find Greek wine in London supermarkets. The only supermarket that had Greek wine was Waitrose and it only stocked one variety, **Retsina Kourtaki**.

Also, **Mavrodaphne of Patras of Creta Olympias winery, Tsantali Cabernet Sauvignon Halkidiki/Organic, and Hatzidakis Asyrtiko Santorini 2007** were available to buy from Waitrose online.

The reason stated behind the absence of Greek wine in one supermarket was low demand.

Waitrose

Waitrose

Waitrose is the supermarket division of British retailer John Lewis Partnership, with 193 branches. Waitrose targets the up-market consumer by selling high quality food and emphasizing on customer service. Waitrose's main competitors in this market are Marks & Spencer and Sainsbury's. It currently has a 4% share of the food market.

2 scenarios were practised in Waitrose stores, scenario 1 and 2.

Information has derived from visits in three different Waitrose stores (Finchley Road, Bayswater, Canary Wharf).

Suggested wines

Wines suggested during the research session (Scenarios 1 and 2) were all French

Red wine

- Louis Jadot Cotes de Beaune-Villages 2006 Burgundy – **France**
- Bouchard Pere – Burgundy – **France**

White wine

- Blason de Bourgogne 2007 Bourgogne Aligoté – Burgundy – **France**
- Cave de Lugny Chardonnay Macon-Villages – Burgundy - **France**

Rose

- Domaine Ott – Provence – **France**
- Moulin des Cailloux – Cabernet / Merlot – Cotes de Duras - **France**

Dessert wine

- Monbazillac – **France**

Alternative suggestions

Alternative suggestions for wine produced the following results

- Australia

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- New Zealand
- Italy
- Spain

Greek wine

Kourtaki Retsina was available in stores and Mavrodaphne of Patras of Creta Olympias winery, Tsantali Cabernet Sauvignon Halkidiki/Organic, and Hatzidakis Asyrtiko Santorini 2007 was available at the Canary Wharf store and to buy online.

The main reason provided by the sales people for not offering a wider variety of Greek wines was that the demand is not very high.

The **Winter 2008 wine list** available in store features a description of Greek wines and lists three different varieties, **however only Retsina Kourtaki was available in the two first stores, at the Canary Wharf store Hatzidakis Asyrtiko and Kourtakis Retsina were available.**⁸



⁸ The circles indicate where Kourtaki Retsina is placed on Waitrose shelves

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At the Canary Warf store, Greek wines were placed at the second from the bottom self, just below Germany without appropriate signage



Just above Eastern European wines

Waitrose collateral

Rest of the world

Bin no.		In-store bottle price £	Online case price £
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Greece

The reliably hot climate of Greece produces ripe grapes and fruity flavours. The best vineyards are often in sight of the sea and the cooling ocean breezes help preserve acid levels in the grapes, producing wines of amazing freshness for such a hot, sunny climate. Recent improvements are now coming to fruition and there is much investment and innovation. Tsantali chose to innovate through organic vineyard cultivation in 1997 and the results are clearly and deliciously evident.

054164 ■ **Tsantali Cabernet Sauvignon 2005 Halkidiki** 14.5% vol 7.49 85.32



This is a juicy, medium-bodied and elegant Greek red made from organically grown Cabernet Sauvignon grapes. The wine has a firm structure with notes of cassis on the palate making it a cracking partner to lamb and moussaka or enjoy with mature cheeses. Available in most branches. Exclusive to Waitrose.



083505 ■ **Kourtaki Retsina of Attica** 11.5% vol 4.29 48.84



A nicely balanced, delicately flavoured Retsina with a clean crisp finish. Produced from Savatiano grapes grown in Attica, it is rich and fresh on the palate and develops Retsina's distinctive piney flavour. A wine to accompany traditional Greek starters (meze), strongly flavoured or spicy dishes. Available in all branches.



038545 ■ **Hatzidakis Assyrtiko 2007 Santorini** 13.5% vol 9.19 104.76

A fresh, mineral white from Assyrtiko vines grown on the steep volcanic slopes of Santorini. Available in larger branches. Exclusive to Waitrose.



The Winter 2008 wine list also featured some interesting promotions such as the Waitrose wine list heroes offered in a mixed case of 12.

WINE LIST HEROES

If you need a quick recommendation, leave a bookmark at this page – these 12 wines are available in all our branches and from Waitrose Wine Direct. All are excellent value and very popular with Waitrose customers – they really are the heroes of our range.

 ■ Otra Vida Merlot 2007 Mendoza – page 138	 ■ Bouchard A&C Fille Red Burgundy 2006/07 – page 19	 ■ Douglas Green Cabernet Sauvignon 2007 Western Cape – page 114	 ■ Paul Mas Cabernet Sauvignon 2007 Pays d'Oc – page 47
 ■ La Piana 2007 Montepulciano d'Abruzzo – page 55	 ■ Sklivano Wild Cat Cerasuolo 2007 Sicily – page 41	 ■ Fairtrade Tiliniqui Single Vineyard Torrontes 2007 Famatina Valley, Mendoza – page 141	 ■ Champaloups Chardonnay 2007 Vin de Pays du Jardin de la France – page 35
 ■ Villa Maria Private Bin Chardonnay Viognier 2007 East Coast – page 108	 ■ Calvet Limited Refuzac Sauvignon Blanc 2007 Bordeaux – page 14	 ■ Chateau Caragailles Haut 2007 Corbières – page 156	 ■ La Rosca NV Cava – page 167

WINE LIST HEROES MIXED CASE OF 12 – £67
Exclusively from waitrose.com/heroes
A case comprising one bottle of each of the above wines. Includes a 5% case discount and **FREE** standard delivery (worth £3.95) to anywhere in the UK.

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The premium tasting case with 10 premium wines and two free Riedel wine glasses



Wine racks were presented by country, with **French** wines occupying the larger sections, while other wines offered were from: **Italy, Spain/Portugal, Chile, Argentina, California, South Africa, New Zealand and Australia**, according to the relevant labels appearing per rack.

Other **offers and promotions in the wine section of the store** included a presentation of French wines per region.



As well as competition leaflets for Australian brand Hardys wine, offering trips to Australia.

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A special stand with fine wines was also placed in the middle of the wine section



The Canary Wharf store has a large offering in wines from almost all wine producing countries. French wines and in particular Champagne are presented most prominently. Wines from secondary producing countries are in a side area.

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Sainsbury's

Sainsbury's

Sainsbury's is the third largest chain of supermarkets in the United Kingdom.

It grew to become the largest grocery retailer in 1922 and pioneered self-service retailing in the UK. The chain enjoyed its zenith during the 1980s.

No scenarios were practised in Sainsbury's stores.

Suggested wines

Wines were categorised by type - **white/red** and a smaller selection of **rose and fortified wine** - and by country - **France, Italy, Spain& Portugal, South America, South Africa.**



Fine wines were promoted in a separate section, while there was a "Buy 6 save 5%" promotion for all wine and fortified wine in store.



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In addition, there was a special seasonal French wines promotion for 25% discount for over 6 bottles



Greek wine

The supermarket's wine section did not have any Greek wines, while there was no sales person available that knew anything about wines.

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Tesco



Tesco is a British-based international grocery and general merchandising retail chain. It is the largest British retailer by both global sales and domestic market

share. In 2008, Tesco became the world's fourth largest retailer, the first movement among the top five since 2003.

No scenarios were practised in Tesco stores.

Promoted wines

Wines in the store were presented per type and region.



It is evident that wines promotions are available for French and Spanish wines.

Tesco stores feature discount promotions on selected wines.



Greek wine

We were **not able to find Greek wines in Tesco Metro and Tesco express stores**, although the supermarket's online store sells two different varieties: **Mavrodaphne of Patras – Creta Olympias winery** and **Retsina Kourtaki**

ASDA



om supermarket chain which retails food, clothing, toys
ise. It became a subsidiary of the American retail giant
argest retailer, in 1999, and is the second largest chain
having overtaken Sainsbury's in 2003. Asda's marketing
promotions have usually been based solely on price, with Asda promoting
itself under the slogan "Britain's Lowest Priced Supermarket, 11 Years
Running."

No scenarios were practised in ASDA stores.

Promoted wines

Wines were grouped per type (**red/white**) and country or region (**France, France & Central Europe, Italy, Spain & South Africa, South America & South Africa, USA & New Zealand, Australia**). There was also a smaller selection of rose wines.



A separate section with **wine boxes**:



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And special sections for **promotions** (3 wines for £10)



Finally there was also a section with **lower & low alcohol wines & perry**.



ASDA's Christmas 2008 Gift & Home guide distributed in-store also features some interesting promotions such as a **Jacob's Creek set of four 250 bottles in a wine rack** for £10 and a **Pink sparkling wine set** including a 750ml bottle with pink glasses and straws promoted as a **"GIRLS' NIGHT OUT"** gift.

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The catalogue also offers an **Extra Special Farmhouse Cheese and Wine Crate** for £10, as part of their *Extra Special* range described as

A wooden crate containing a Red Leicester from Butlers Farmhouse and a West Country Cheddar from Barber's of Somerset, with a bottle of Extra Special Bordeaux Claret, the perfect gift for any cheese and wine connoisseur



Greek wine

The supermarket's wine section did not have any Greek wines

Marks & Spencer



Marks & Spencer is a British retailer, with 843 stores in more than 30 countries around the world, 600 domestic and 240 international. It is the largest clothing retailer in the United Kingdom, as well as being a food retailer, and as of 2008, the 43rd largest retailer in the world.

One scenario was practised in Marks & Spencer, scenario 1.

Promoted wine

Wines suggested during the research session (Scenario 1) were French and one from Hungary.

Red wine

- Saint Julien – Bordeaux – **France**

White wine

- Saint Veran – Logain - Burgundy – **France**

Rose

- Sancerre – Loire Valley - **France**

Dessert wine

- Tokaji - Tokaj Hegyalja – **Hungary**



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Wine stands were placed next to delicatessen food. That was raised visibility of wine and boosted food and wine pairing.



Floating wine stands in the middle of aisles with spirits and wines.

Alternative suggestions

When asked about alternative suggestions for wines or specifically European wines the country suggested was Italy.

Greek wine

It was clearly stated that no Greek wines are offered because of low demand.