

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary Public

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Post: Bogota

Expovinos-2011 evaluation report

Report Categories:

CSSF Activity Report

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Report Highlights:

FAS/Bogota participated in Expovinos for the third consecutive year, the main objective was to continue raising the awareness level of Colombian consumers about the quality and the wide price ranges of U.S. wines.

Executive Summary:

In an effort to continue the promotion of U.S. wines in Colombia, FAS/Bogota participated for the third consecutive year in Expovinos, a trade show organized by the group Exito. Expovinos-2011 took place in Corferias, in Bogotá June 15-18, 2011. FAS had a stand of 48 square meters where nine Colombian companies that buy U.S. wines showcased and provided samples of U.S. wines. Expovinos-2011 challenge this year was to educate consumers on the wine and food pairing using regular Colombian food. Also, the show made special emphasis on sparkling wines. The stands were located in 8,500 square meters and there were wines from France, Spain, Argentina, Chile, Australia, and the United States. The United States was the only country that had a stand with U.S. wines. Expovinos was visited by 24,000 people and more than 28,000 bottles of wine were opened. Visitors were able to attend 33 conferences and listen to different discussions on wines.

General Information:

STATISTICAL SUMMARY

A. Profile of Visitors

1. The total number of visitors to Expovinos-2011 was 24,000, a 33% increase compared to 2010 when there were 18,267 visitors.
2. This year, the number of visitors to the U.S. pavilion remained unchanged compared to last year.
3. Sales of U.S wines, during the three- day show were \$8,300; moreover, as a result of the exposure provided by Expovinos 2011, total wine sale in Columbia during June 2011 reached \$140,000.

B. Profile of U.S. Pavilion

The U.S. pavilion size was 48 square meters. FAS/Bogota assumed the costs of construction of the pavilion and the images (\$8,500) displayed around the U.S. pavilion. The importers paid for the cost of the space which was \$27,027.

The following Colombian importers had a booth in the U.S. pavilion:

Company	Wine
Food and Beverage Group	Kendal Jackson, Camelot
Manuelita	Leaping Horse
Inversiones de la 23	Arbor Mist, Gold Vine
Distribuidora de Licores	Gallo, Wyeliff, Chilcaya, Andre
Marpico	Beringer
Dislicores	Sutter Home
ECU	Paul Masson
CELTAS	Raymond, Cline
DKL	Clos du val
Destileria Nacional	Manischewitz, Gold Vine

The newly introduced and highly promoted wines during Expovinos 2011 were Clos du Val, and the importer reports that the wine was very well accepted by restaurant owners and sommeliers. Our sources indicate several of these customers are placing orders of the different Clos du Val references.

Moreover, as a result of the promotional activity done by FAS/Bogota, in conjunction with two U.S. brokers in Expovinos-2009 and 2010, the following wines are already being sold in Colombia:

From Innovation Services:

Duck Pond Cellar, Merlot, Pinot Gris, Merlot

Duckhorn, Paraduxx

Duckhorn, Goldeneye

Silver Oak, Napa Valley, Alexander Valley

Coppola

Saint Amand New World Wines:

From Saint Amand New World Wines:

Ironstone: Reserve Cabernet Sauvignon, Reserve Old White Zinfandel, Reserve Chardonnay, Reserve Cabernet Franc, Rose Expression, Merlot, Shiraz, and Obsession Symphony.

This year FAS/Bogota hosted a reception at Metropolitan Club, a very exclusive place and the appropriate venue to promote U.S. wines. The reception was a success and was attended by over 120 invitees. Each importer had a tasting station available to the guests. Important media representing main newspapers, and magazines attended the event. Before the opening of the reception, the Colombian Sommelier Natalia Betancur, accompanied by the media, visited most of the wine tasting stations and talked about the most prominent wines available.

FAS FIELD EVALUATION

A. FAS/Bogotá participation in Expovinos-2011 had three objectives:

1. Raise the awareness level of Colombian consumers about the quality and price ranges of U. S. wines, and that U.S. wine producers are very interested in the Colombian market.
2. Continue the promotion of new wine references that have entered the country since 2009.
3. Support importers of U.S. wines already in the market.

B. This year In order to offer a value-added option to the exhibitors, FAS/Bogotá negotiated better prices for space with Almacenes Exito, (the trade show organizer), hosted and paid for the

opening reception at Metropolitan Club, as well as paid for the construction and the pictures displayed at the U. S. stand.

C. FAS/Bogotá believes the event was a success and recommends our participation in 2012. The U.S. market share for wines in Colombia is very small, but the potential for growth is significant. The suggestion that Post has for future participation is to obtain support from U.S. wineries in order to have more representation from wine producing regions around the country. Also, have a bigger budget to manage the event.

D. Pictures attached





