

Nederburg goes Dutch

Announcing that the company's flagship brand Nederburg has just been listed by the major Dutch supermarket chain Albert Heijn BV, Donald Gallow, Distell's international director said the new deal was consistent with Wines of South Africa's (WOSA) aim of building wines sales in Holland's premium segment.



Distell's director for international operations, Don Gallow

Seven Nederburg wines would be selling for between €4.99 and €5.99 in Albert Heijn stores. "WOSA recently unveiled a marketing strategy designed to counter South Africa's over-representation in Holland's extreme value market, where wines are priced below €2, and instead grow sales in the mid-priced band, by focusing on brand champions," he said.

Nederburg has been granted the official license to produce a special collection of wines in the lead up to next year's World Cup that will be sold until the end of 2010. "Already on offer in a range of markets, these wines are being actively merchandised across the international duty-free channel, strengthening the brand's visibility."

He believed Distell's strategic partnership with agent, Baarsma Wine Group Holding (BWGH), newly strengthened with the inclusion of additional wine brands from his company, would further consolidate its position in Holland. BWGH is a leading player in the Dutch retail and on-consumption channels representing a range of established trademarks to over 6000 trade customers. The organisation also sells direct to a consumer base of over 30 000.

Gallow confirmed that Distell had also secured listings with the majority of the major multiple grocer chains in the UK, where Nederburg was performing well, along with Two Oceans, which had been steadily building support worldwide, given its reputation for excellence at very accessible prices.

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