



at \$12.99 and Australian sparkling wine at \$3.99, and so he decided to create premium Australian sparkling wines. In 1978 the first sparkling wine was made at Yellowglen. At the time, Yellowglen was considered the pioneer of Australian sparkling and innovation has continued to be a big part of the brand and very much the reason why the brand today commands more than 20% value of the sparkling category. In 1996 the extremely popular Yellow was released; in 2003 the category changing Pink was launched; 2005 saw the first release of Bella and Perle and more recently in 2007 Yellowglen Jewel was launched. Each time a new product was released, not only did the wine consumer have a new sparkling experience, the total sparkling wine category grew. Currently the sparkling category value is growing at more than 7% and is worth more than half a billion dollars.

Sparkling has always lent it self to innovation. Whether it was the low calorie proposition of Yellowglen Jewel, the flavoured sparkling from Killawarra, new closures [crown seal] from Seppelt or Domain Chandon or the new exciting low alcohol sparkling from Lindemans Early Harvest...sparkling is always "hot" for consumers.

So, we are about to hit peak sparkling sales times. That means we should revisit our ranging - both in the fridge and of course on the floor. The sparkling buyer is a valuable one- they often trade up and they often buy multiple bottles. We must ensure all styles/tastes are catered for and of course guarantee their favourite brands are on hand. Get your sparkling sales right and everyone will be celebrating!

If you have any questions regarding wine or the wine industry; drop me a line at thewinereport@fostersgroup.com

In the next couple of months we head into the key sparkling consumption period in Australia. Commencing with football finals, leading into the warmer spring weather, the Spring Racing Carnival and then of course culminating in the festive season, there is no doubt this is the time when sparkling sales soar. Sales, both in on and off premise increase as does the amount of activity in the sparkling category. Sparkling sales differ slightly to that of table wines. The sparkling consumer has a smaller number of brands in their 'purchasing repertoire'- that is, they are more likely to stay with a brand they have enjoyed before. The phenomenal market strength of Yellowglen, is the perfect example of this. In fact, one out of every four bottles of sparkling sold in Australia every day is from the Yellowglen family.

Established in 1971, Yellowglen was named after a gold mine that was discovered in the middle of what became premium vineyards. Established as a hobby by Ballarat businessman Ian Home, the Yellowglen vineyard at Smythesdale, 18km south west of Ballarat, was originally planted two red grape varieties destined for table wine. It soon became clear that the cool climate of the region would be better suited to the production of world-class sparkling wine and Ian recognised that a gap had developed in the market for sparkling wine in Australia. At the time French champagne was priced

For a Complete Store Safety Review Call us NOW

2/169 Grange Road,
Fairfield Victoria 3078
Phone: 03 9499 5991

BARDWELL SAFETY MATTING
www.bardwellmatting.com.au

NISS SECURITY SERVICES

- Loss Prevention
- Mystery Shopper
- Staff Training
- Retail Security
- Static Guards
- Cash in Transit
- Surveillance
- Video Surveillance

24 Hours.
7 Days
Mick Baker
0419 878 272

Phone:
1300 72 73 76

www.niss.com.au

VICTORIAN LIQUOR LICENCE CONSULTANTS

ALAN KAYMAN
P.O.BOX 174 MENTONE VIC 3194

PH: (03) 9584 5132
MOB: 0419 320 326
FAX: (03) 9585 4330

www.liquorlicenceplanners.com.au
alankayman@liquorlicenceplanners.com.au