

Indonesia Sommelier Association

JAKARTA CHAPTER



Organised by:

Agenda of discussion

1. Types of Wine
 - Basic wine knowledge & tasting 4 different style of wines
2. Popular Wines in the Market
 - Uncorking top 10 wines from Guest's Opinion & Distribution
3. APAC Future Wine Trends
 - Practical guide to marketing wine in Indonesia
4. Q&A Sessions

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1. Basic Wine Knowledge & Tasting

- Describing the Wines
 1. Sparkling Wine
 2. Rose Wine
 3. White Wine
 4. Red Wine

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2. Popular Wines in the Market

- Discussions from different perspective.

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3. APAC Future Wine Trends

Low & No

- ‘Low & No’ alcohol boom shows no sign of slowing down.

More wine variety, for more occasions

- As general lockdown, with no going out, people spent more time preparing meals, enjoying drink in the evening, and discover new wines to try.

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3. APAC Future Wine Trends

A permanent e-commerce shift

- The ability to allow consumer to review, compare, and discover in their environment. As new wine online buyers may have discovered, its not just about the convenience of having wine delivered to your door.

Price point trends

- Both premium and commercial wines are forecast to grow for all markets in the next 5 years, so no matter what your business model, there are growth opportunities for everyone, according to the IWSR.

Practical Guide to Marketing Wine in Indonesia

Promote your products through social media

- *Indonesia is one of the countries with the highest number of Internet users in the world.*
- *As of December 2017, 143.3 million Indonesians were active Internet users. 29.63% of this number access the Internet for 4-7 hours daily, while another 26.48% use the Internet for more than 7 hours a day.*

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Exploring More Grape Varieties

- To expand your market, there are some other variants that you could consider creating
- The wine variants with the highest sales numbers are those in the range of IDR 600,000 – IDR 1,000,000

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Educate your Customer, ask for recommendation.

- Some of the big distributors need to develop wine education and wine tasting program.
- By educating customers, you will maintain their loyalty.
- Throughout the outlets, your sommelier will be very happy to assist!

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