

# BUILDING A GENERIC WINE BRAND FROM SCRATCH – THE CASE OF TURKEY

CONFERENCES

Caro Maurer

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After a first wave of New World countries, a second is now emerging, prompting greater need still to create generic wine brands. **Caro Maurer**, representing **Taner Ogutoglu** the founder of Wines of Turkey, explained how the country went about this.

Alongside traditional wine nations such as Italy, France, Spain and Portugal, emerging wine regions need to learn how to build generic brands and excel at them. For **Taner Ogutoglu**, the term New World can be divided into two parts: a first era, encompassing Austria, California, Australia, Israel, South Africa, New Zealand, Chile and Argentina which have proved quite successful at producing and promoting their wines across the world; and a second era, including countries such as China, India, Taiwan, Brazil, Uruguay, Lebanon and Turkey.

The reason why the traditional countries were successful is because they acted under a generic, umbrella brand.

For Turkey, **Taner Ogutoglu's** solutions involved internationally and nationally campaigning, marketing, promoting and lobbying for the industry. Ways of achieving this included developing an international generic brand; increasing the unit value of exported wines; working on behalf of the industry with key decision-makers in government and the opposition; and increasing moderate wine consumption locally and internationally.

The prerequisite for this is a sustainable environment for the wine industry to grow. To establish an association or platform, there are some key fundamentals that need to be addressed: a vision to be international and sustainable, a passion for wine in general, trust, co-operation, communication and consistency. Once the association is ready to move forward,

it is important to define the right product mix, quality standards, target markets, USP of the region or the wine producers and positioning in different target markets, for example.

**Taner Ogutoglu** also showed how involving key influencers can help promote a generic wine brand. On February 24, 2011, the Discover the

## Key influencers essential

Roots Inaugural Wines of Turkey Conference and Tasting was held at Vinopolis in London and involved eminent speakers such as **Jancis Robinson MW**, **Dr Jose Vouillamoz**, **Dr. Patrick Mc Govern**, **Tim Atkins MW**, **Charles Metcalfe** and 250 other participants from the industry.

Activities such as these had already begun to show results from 2008 to 2013; the average unit price of Turkish wine worldwide increased 83% from €1.67 to €3.07. The UK was the primary target market and the value of exported wine increased 278% from €256,000 to €970,000 during the same period.

Turkish wines were listed in off-trade channels like **M&S**, **Waitrose**, **Tesco**, **The Wine Society**, **Laithwaites** and **Trywines** and in on-trade venues such as **Zuma**, **The Fat Duck**, **Boisdale**, **Clos Maggiore**, **Mourad Group Sketch & Momo** and **Busaba**.

There were many challenges, one of major ones being the restriction on liquor advertising and communication in the domestic market. But strong determination, a good strategy and co-operation amongst producers have helped the wine industry move forward. This resulted in Turkey becoming one of the most well-known emerging wine countries in the world, despite significant international and domestic competition.

