



Hochschule Heilbronn
Technik · Wirtschaft · Informatik
Heilbronn University



GOLDEN
KAAN
SOUTH AFRICA'S FINE WINE



3. Heilbronner
Weinmarketingtag

25. April 2008
Hochschule Heilbronn



GOLDEN
KAAN
SOUTH AFRICA'S FINE WINE

GOLDEN KAAAN - A GLOBAL BRAND



GOLDEN KAAAN - The Partners



Golden Kaan combines the individual strengths of two highly successful companies located in South Africa and mainland Europe (Germany).

KWV, a leading force in South Africa's wine industry, with access to over 30% of its country's wine production. A well-financed company equipped with state of the art vineyard and cellar equipment to produce nothing but the finest wines.

And Racke, a leader for premium wine marketing and wine distribution in Europe, with annual sales of over 3 million cases.



Brand Concept &
International Research
and Development



Procurement &
Production of Wines



WHO IS RACKE ?



A German family owned company, established in 1855

- A leading marketer of wine brands in Europe, based in Germany
- Blanchet as No.1 brand in the German retail (turnover, 01-06/07)
- Development of outstanding global wine innovations, such as Vitae and Golden Kaan
- European distribution rights for numerous successful global brands, such as Yellow Tail, Lamberti, Melini and Castel
- Subsidiaries Eggers & Franke / Reidemeister & Ulrichs



SUBSIDIARIES IN EUROPE

We are distributing our brands and partner brands with strong sales forces.



CZECH REPUBLIC



POLAND



THE NETHERLANDS



WHO IS KWV?



KWV is one of the 5 largest wine & brandy companies in SA, established in 1918



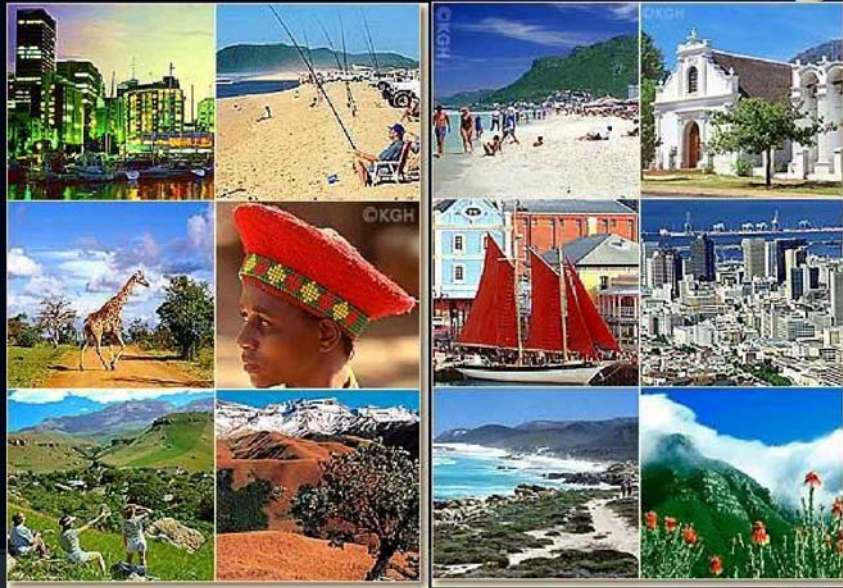
- It is a commercial organization owned by its shareholders
- KWV undertakes the procurement & production of wines and brandy, as well as marketing and trading activities in more than 35 global markets.
- KWV produces, markets and distributes quality wine & brandy brands.
- Wine brands: Perold, Cathedral Cellar, KWV Reserve, Roodeberg, Laborie, Robert's Rock & Pearly Bay
- Brandy brands: KWV 3, 5, 10, 15 & 20 Year Old Brandies and Imoya VSOP Alambic Brandy

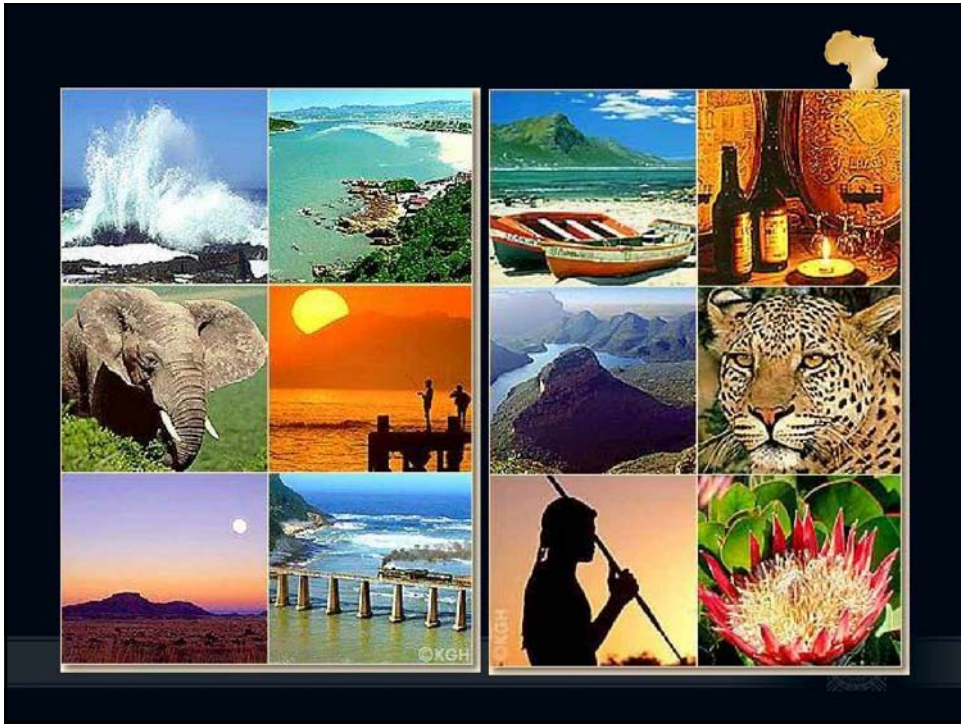


[>>>> play MOVIE : 4 – min = short version]



consumer's "mindset" of South Africa







KEY FEATURES OF GOLDEN KAAAN

A Global Wine! GOLDEN KAAAN, a Premium South African Wine Brand, has sold over 1.4 million cases worldwide. Its powerful image, outstanding design and uncompromising wine quality were crafted with the global wine consumer in mind.

Golden KAAAN, a Great Wine from a Great Continent. Enjoyed by consumers in South Africa and beyond...



GREAT WINE
from a great continent

KEY FEATURES OF GOLDEN KAAAN



- International Distribution in 54 Countries
- Wines Showcase the best of South Africa's Western Cape
- Consistently receive top International Awards
- Joint Venture between two proven and trusted companies
- Have achieved 1.3 million cases in just a few years (2003)
- South Africa is among the fastest growing premium wine segments
- Extensive consumer research



THE FINAL BRAND RANGES

OUR PORTFOLIO

The breathtaking wines of GOLDEN KAAAN could only come from South Africa, a captivating land of intrigue and beauty. From Cabernet Sauvignon to Pinotage, Shiraz and Chardonnay, explore the flavors of Africa with GOLDEN KAAAN's distinct premium wine ranges: Classic, Winemaker's Edition and Private Selection.

GOLDEN KAAAN, a Great Wine from a Great Continent.

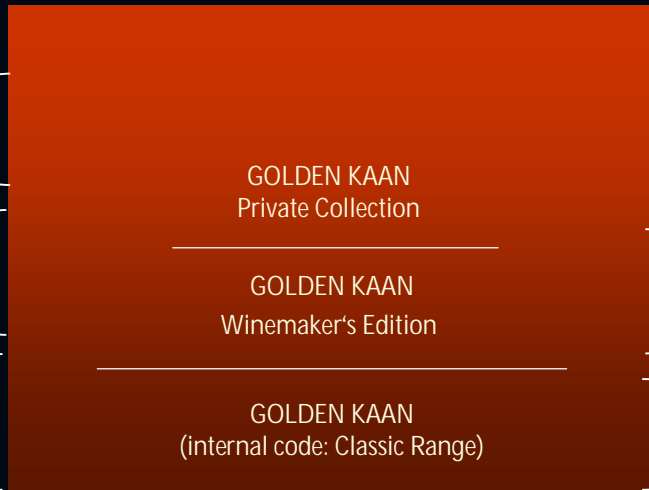


GOLDEN KAAAN, as an 'umbrella brand' of South African wines, can represent the entire range of consumer tastes and diversified values



THE BRAND LINES

SUPER PREMIUM
PREMIUM
POPULAR PREMIUM



ON TRADE
&
DUTY FREE

ON TRADE
&
OFF TRADE

OFF TRADE



GOLDEN KAAN – Classic Range



The successful wine family comprises three international red wine varietals: Cabernet Sauvignon, Merlot und Shiraz. In addition to that, the Golden Kaan range carries a Pinotage and a Pinotage Rosé, made from South Africa's unique varietal.

The white wines within the Golden Kaan line are a Chardonnay, a Sauvignon Blanc and a barrel fermented Chenin Blanc.



GOLDEN KAAN – Winemaker's Edition



Limited Production with about 8,000 cases crafted for International Distribution.

Crafted with the premium wine connoisseur in mind showcasing the best of South Africa's Western Cape.

The GOLDEN KAAN Winemakers Edition is comprised of three varietals:

- Cabernet Sauvignon (2004 Vintage)
- Shiraz (2004 Vintage)
- Sauvignon Blanc (2007 Vintage)



GOLDEN KAAAN – Private Collection

Limited Production with just 800 cases crafted for International Distribution.

We select the finest lots and vineyards from the famous Stellenbosch, Paarl and Durbanville appellations.

This line embodies the ultimate competence and experience of South African winemaking.

The GOLDEN KAAAN Private Collection is comprised of two varietals:

- Cabernet Sauvignon (2003 Vintage)
- Chardonnay (2006 Vintage)



Introduction of a global Winebrand

GOLDEN KAAAN Positioning & Copy strategy



POSITIONING

Market

- Price Segment: Popular Premium
- Target Groups: Image Seekers & Wine Enthusiasts Age: 25 – 49
- Occasions to buy: Everyday wine with or without food. Great for outdoor entertaining like BBQ
- Channel Focus: Off Premise with nuances by market

Golden Kaan Brand and Wine

- To Image Seekers and Wine Enthusiasts with an adventurous spirit and an appreciation for luxury, Golden Kaan offers an authentic and sophisticated South African wine.
- A "true" South African wine from vine to bottle – bottled at source

Consumer benefit

- Sense of trusted authenticity
- Reassurance of quality at an everyday price.
- Golden Kaan brings a piece of adventure and luxury to the consumer's everyday life

GOLDEN KAAAN

Tonality

- Emotional
- Understandable and clear
- Adventurous, Authentic
- Sophisticated

Reason Why

- Quality over delivers for the price with positive rating and press validation
- Winemaker, Sterik de Wet, with a distinguished 18 year wine industry background in South Africa.
- Packaging is unique and authentic
- A top Global South African wine brand on the fast track with consistent pricing

Creative Idea

- Be part of the African experience
- Be part of the adventure
- Be part of the African mystery

COPY STRATEGY



GOLDEN KAAAN Target Groups



Target Group...

- Age: 25-59
- Gender: 40% female / 60% male



The brand oriented

- open to new experiences and adventures



The ambitious junior

- more likely to be male- wine is part of the lifestyle

The connoisseur

- extensive wine knowledge



The benchmarks: other successful global brands



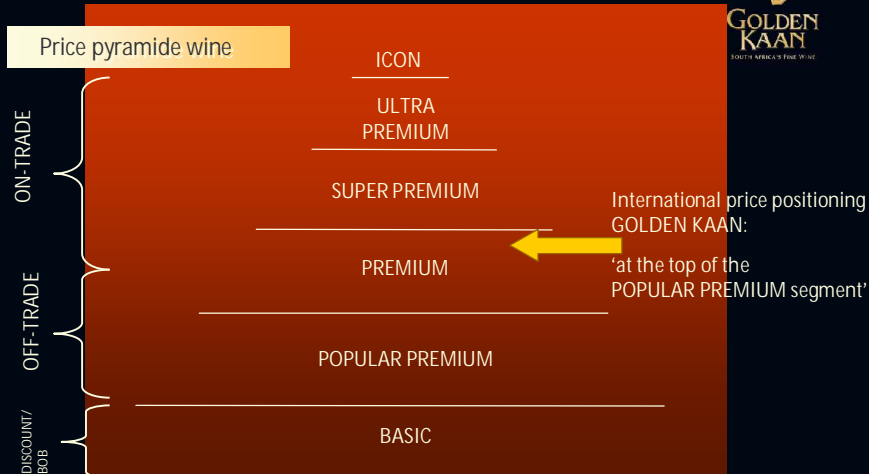
IN THE PREMIUM SEGMENT



IN THE POPULAR PREMIUM SEGMENT



GOLDEN KAAAN - Price Positioning



Price:

(Classic Range)

Europe € 3,99 – 5,49

USA \$ 7,99 – 9,99; CAN \$ 10,95 – 12,99

Japan Yen 1400

South Africa 35 Rand



GOLDEN KAAAN - An award winning wine




GOLDEN KAAAN
 SOUTH AFRICA'S FINE WINE

GOLDEN KAAAN, a Premium South African Wine Brand, is a standout in its class. In just a few years GOLDEN KAAAN has received international acknowledgment and outstanding consumer acceptance receiving numerous prestigious awards for wine quality and design. GOLDEN KAAAN is truly a great wine from a great continent.



INTERNATIONAL AWARDS




GOLDEN KAAAN
 SOUTH AFRICA'S FINE WINE

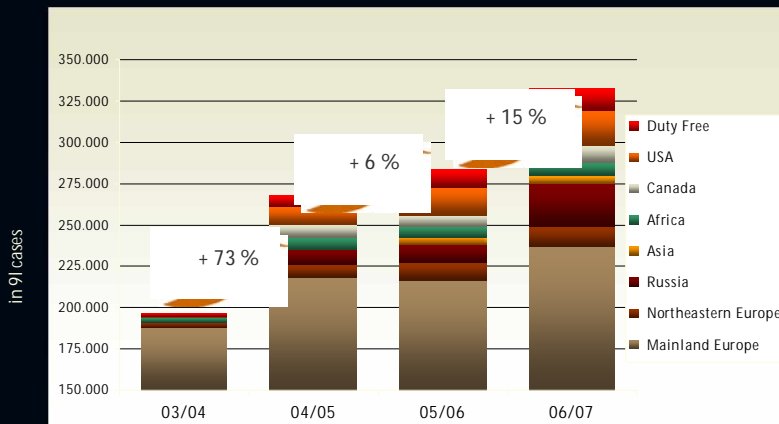
- Wine Enthusiast Magazine, USA
- AWC Vienna International Wine Challenge
- Decanter World Wine Awards, "Bronze Medal"
- The International Wine & Spirit Competition, London 2006 "Silver Best in Class"
- The International Wine Challenge, UK Wine & Spirit Magazine, 'Bronze Medal', 'Seal of Approval'
- Monde Selection, Belgium - 'Silver Medal'
- Concours Mondial de Bruxelles, Belgium 'Gold Medal'
- Diploma di Gran Menzione by the Concorso Enologico Internazionale, Italy
- Chardonnay du Monde, France 'Gold Medal'
- South African Airways First Class, South Africa, Served on board



GOLDEN KAAAN Sales and Distribution

GOLDEN KAAAN Sales development world wide

Continuous growth since its launch September 2003



(ex-factory sales world wide/fiscal year July-June)



A sensational global wine success story!



To date, GOLDEN KAAAN has sold 1.400.000 / 91 cases – since its launch 36 months ago.

GOLDEN KAAAN is now represented in 30 countries –in some it achieved market leadership within 24 months.

This remarkable growth shows GOLDEN KAAAN as a “category opener” and “driver” for South African wine in the popular premium segment.



GOLDEN KAAAN WORLWIDE PARTNERS



DISTRIBUTION NETWORK EUROPE



GOLDEN KAAAN International Marketing

GOLDEN KAAAN AD – Consumer Advertisement

An emotive advertising campaign



GOLDEN KAAAN AD – Strong Point of Sale

**DRESSED FOR
ADVENTURE**

PROMOTION

With the launch of the GOLDEN KAAAN Outdoor Collection in 2008, we are going to take yet another big step towards the continued enhancement of our brand image.

Use for:

POS – strong Promotion

Online Shop/ House of Golden Kaan

Imagebuilding

Merchandising



GOLDEN KAAAN – Incentives / merchandising



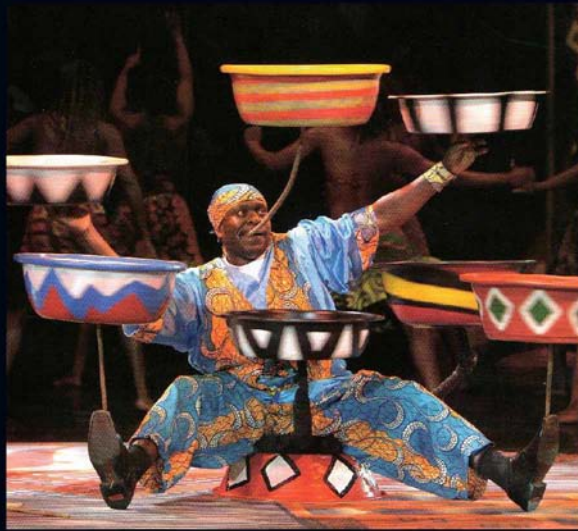
GOLDEN KAAAN AD – Internet

A strong web presence – providing informative brand facts for consumers



Golden Kaan Webshop





Europe wide partnership: exclusive wine partner of **AFRIKA! AFRIKA!**



GOLDEN KAAAN –
a category opener with enormous
potential.
Experience this success together with
us!
The success of GOLDEN KAAAN.



Come with us –
COME TO GOLDEN KAAAN!



Appendix / Discussion:



ØWine Marketing:

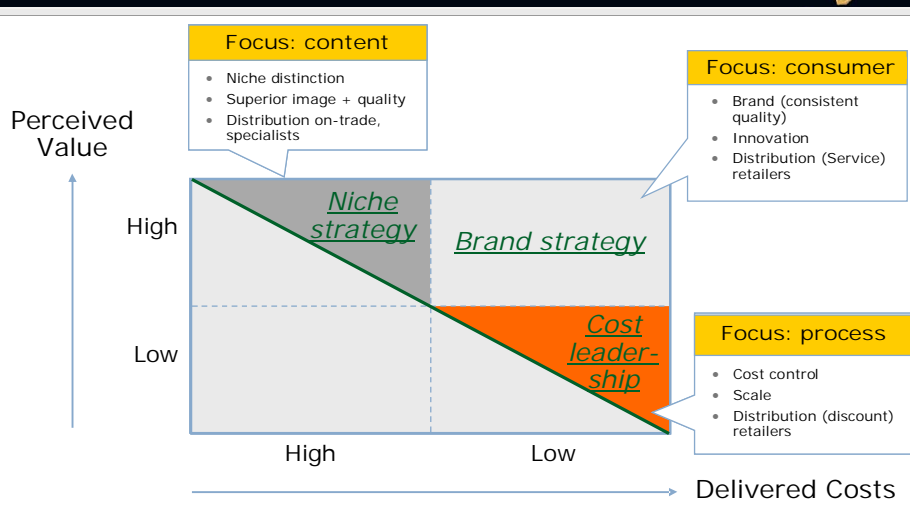
Specifics of the 4 P's

Product – Price – Promotion – Place

ØInvestment / Profitability limits?

ØBusiness Positioning Grid

Business Positioning Strategies grid (Rabobank research, 2006)





Appendix / Discussion:

- Ø Wine Marketing:
Specifics of the 4 P's
"Product – Price – Promotion – Place"
- Ø Investment / Profitability limits?
- Ø Business Positioning Grid
- Ø Joint venture model:
state of the art marketing for premium wines



The unique business model:

> a wine joint venture: state of the art marketing for premium wines <

à the principle „origin and rooting“

(Production- and Quality Control and -Proof)

à The principle „global wine world“

(Positioning in the Consumer´s sweetspot :
„Golden Kaan: THE South Africa experience“)

à The principle ubiquity

(Distribution efficiency and risk spread / risk minimization
as economic and consumer centric components)



Thank You!

Discussion.

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