

# THE GREAT SHIFT (to Consumers)

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CWI North Asia & Australasia

July 2024

### **FEATURED WINE REGION HAS BEEN A MASSIVE HIT!**

### Lodi–February 2022, SEOUL (during COVID-19)





## **FEATURED WINE REGION HAS BEEN A MASSIVE HIT!**

### West Sonoma Coast–February 2023, TOKYO





### **FEATURED WINE REGION HAS BEEN A MASSIVE HIT!**

### Paso Robles–February 2024, SEOUL





# **MARKET NUANCES ON OUR OTHER FEATURES**

### A Wines On A Mission exhibition, Tokyo





# **MARKET NUANCES ON OUR OTHER FEATURES**

### Sensory Garden, Tokyo





# **KEY OBSERVATIONS – TRADE IN JAPAN**



- Limited interest beyond 'what's in the glass'
- People too busy to pay attention to 'auxiliary' features at trade tastings
- Their priority is to taste more wine both professionally and in personal pursuit of knowledge

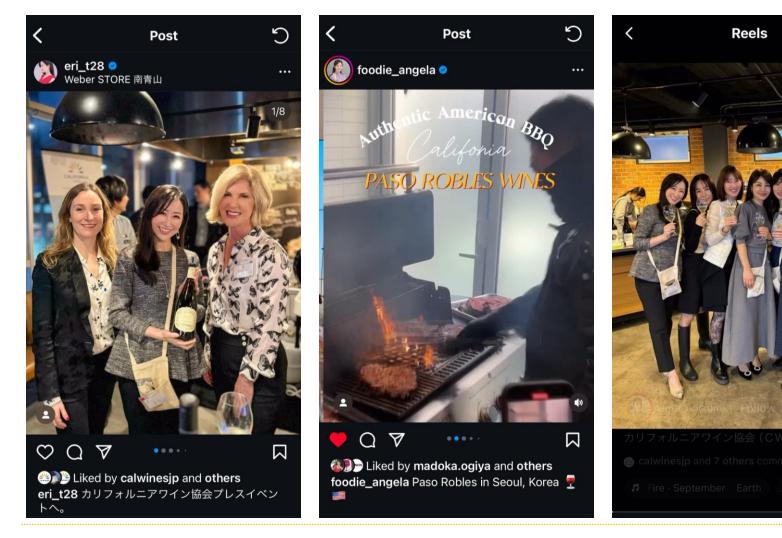
Wine professionals in Japan are YET to respond well to our 'feature presentations'...



# But consumers are different!



## **GAME CHANGER #1 – WEBER X PASO ROBLES COLLAB**





Our social influencer guests collectively reach 865,000 followers! 9

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### **GAME CHANGER #2 – SOMMS XMAS SCAVENGER HUNT**





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### **GAME CHANGER #3 – OFFICIAL CALIFORNIA WINE DAY**





# **LESSONS LEARNED (SO FAR)**

For consumers in Asia <u>other than</u> wine enthusiasts...

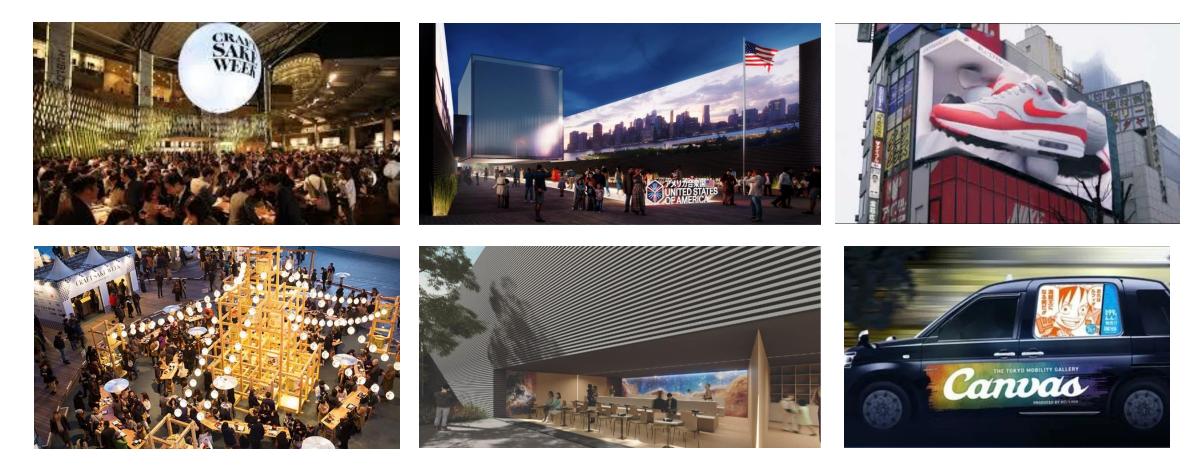
- It must be FUN
- It must be UNCOMPLICATED
- It must be more **LIFESTYLE-ORIENTED** than merely educational
- It must make them feel COOL & SPECIAL
- **PHOTOs** with producers means a lot to them







## THE FUTURE OF CONSUMER ENGAGEMENT



#### **CRAFT SAKE WEEK**

### **EXPO 2025 USA Pavilion**

### **ATL Advertising**



# CONSUMERS... OUR NEW HORIZON