



Online Wine Sales Are Soaring 'A Month Bigger Than Christmas'...

By Kate Dingwall / Forbes Magazine / March 25, 2020
Excerpted

With bars, restaurants and tasting rooms shuttered and wine drinkers home-bound, vineyards and online wine retailers are noticing a surge in online sales, with consumers stocking up for virtual happy hours...

Direct-to-Consumer wine club Winc has seen an unprecedented 578% increase in new member sign-ups week-over-week. The sales are in step - the brand has watched a 49.6% increase in Direct-to-Consumer sales week-over-week..



Nielsen data researchers noted off-premise (i.e., bricks-n-mortar stores) wine sales in the US are up 27.6% across the board in the week ending March 14 relative to the same week a year ago...

Wine app Vivino is also watching sales soar. Friday, March 13 was its highest sales day ever, beat only by Black Friday last year. The app functions primarily as a crowd-sourced

wine rating system, but also allows customers to shop an inventory of large and small retailers and wineries...

Brian Smith, COO and Co-founder of Winc notes: "Work from home and social distancing are accelerating at-home consumption and the broader adoption of e-commerce in wine. Until now, the category has typically lagged behind other consumer categories." ...

[NOTE: KDM Global Partners, similarly, has launched multiple new wine brands online in recent months and has seen the same spike in online retail wine sales - those relying on E-Commerce and Direct-to-Consumer sales/fulfillment. For more information, or to speak with someone about the opportunity: Info@KDMGlobalPartners.com]



of Private Label Wines

All the indications are that private label wines are going to devour more market share over the next five years, leaving less retail space for national, “branded” wines.

Why? A Nielsen report from August, 2019 suggested that “the stigma and stereotypes have faded for store brands.”

The report observed that the (premium) assortment of products in retailer-branded wine portfolios continue to expand and that private label SKU’s amassed more than \$143 billion in sales across US outlets.

Today, consumers are much more willing to splurge for store brands than they would for name brands; 40% of American wine consumers surveyed say they would pay the same or more for the right store brand product, while only 26% of those surveyed feel that name brands are worth the extra price. Store brand sentiment in this case has seen substantial improvement from 2014, but consumers remain relatively unchanged in their willingness to splurge for name brands.

Supermarkets and other retail chains are clearly taking note. So are smaller stores and regional affiliations of retailers.

Will Covid-19 Change Online Wine Forever? Could be! The lockdown absolutely helped people get more comfortable ordering wine online – out of necessity. And many beverage industry analysts argue that the impact of the pandemic on buying habits will be lasting ones.

Even as the “stock up” boom subsides, many e-commerce wine channels continue to grow at unprecedented rates. While it is too early to determine if and to what extent consumers will continue buying wine online once the pandemic is over, this crisis will permanently change the alcohol e-commerce landscape.

KDM Global Partners, a leading go-to vendor for creating and growing custom label wine brands for a national clientele of retailers, restaurants, hotels, sports organizations – and other brand owners – has invested in its own ability to help clients diversify sales and distribution of their wines with e-commerce sales, via *Direct-to-Consumer* fulfillment.

<http://www.kdmglobalpartners.com/direct-to-consumer>.

Introducing ... **Vandell Chardonnay**

Vandell Andrew, a Saxophonist with 8 Billboard Top 25 Hits and a #1 Hit to his credit, recently approached KDM Global Partners with a desire to launch a new Chardonnay brand.

Vandell and his *oenophile* wife, Dwanna, wanted to find a way to merge their passion and emotion for music with the soothing relaxation of a wonderful wine...and then go to market with it.

Vandell Chardonnay is now the “Ultimate Vibe,” according to Vandell. His new wine brand is expected to launch in early July, 2020 through KDM Global Partners’ talented winemakers and KDM’s Direct-to-Consumer sales/fulfillment capability. In addition to handling the winemaking itself, KDM Global Partners will also handle all logistics for the brand: warehousing, picking/packing/shipping, e-commerce, regulatory compliance and back-office accounting.



All Vandell Andrew needs to do is play his sax - and watch wine sales grow!

Vandell Chardonnay displays textbook chardonnay varietal characteristics, with golden straw color, golden apple and pear flavors, medium body, and a crisp-yet-smooth finish.

The wine will be sold *Direct-to-Consumer* from Vandell’s own Web site: www.VandellMusic.com. Check it out!

Sip Slow. Listen Long.

Introducing ... **Love Lou Rose**

KDM Global Partners recently helped Lindsey Duggan to make her dream for a sensational, well-priced Rose a reality and launched the **Love Lou** brand last month.

Love Lou is a unique Rose wine from California made from a beautifully balanced blend of Grenache, Syrah, Merlot and Symphony grapes. Its extended fermentation in stainless steel tanks offers more of a dry, French-style Rose with a crisp finish. 'Perfect for a summer afternoon anywhere!



Lindsey tells why she came to KDM Global Partners to help launch her wine brand: “After selling my aerial studio in LA, I was craving to

fulfill another one of my passions ...wine. *Love Lou* was created to bring comfort to everyday life. I was ready to jump into a new endeavor with my heart 100% behind it.”

“This project became my labor of love for new love. To be enjoyed with friends, family and all the people you love.” To learn more about the brand and to purchase online: www.LoveLouWines.com.

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