



Martel.
Wein geniessen.

CAFÉ, CACAO Y VINO



Demand of wines from Chile and Argentina in
Switzerland resp. at Martel

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Martel AG St. Gallen at a glance

- Wine importer and distributor, founded in 1876
- Family owned, 45 people employed
- We sell mainly to private people and to restaurants/hotels all over Switzerland
- Shops in St. Gallen and Zurich
- Top quality wines from top regions of 10 countries around the globe - **Pioneer for New World wines since 1963**
- 1963 – first company in Europe to import wines from California
- Mid 1980s: first import of wines from Chile
- Some years later first imports of wines from Argentina and Australia

Why did we chose wines from South America in the mid 1980s ?

- Increasing interest and demand for New World wines.
- South America is the world's second most important wine-producing continent, after Europe, with Argentina and Chile as the best known countries

Why Chile?

- unknown in Europe as wine producing country – advantage and challenge at the same time
- Casa Real 1984 (the top Cabernet Sauvignon of Viña Santa Rita back then) won an international tasting of Cabernet Sauvignon wines. This did guarantee already some attention of the clientele.

Why Argentina?

- Though Argentina has a long history as a wine producing country, its wines were unknown in Europe
- From heavy, very oaky Iberian style to more fruit driven and fresher wines - Change of wine style in late 1990s/early 2000s did open the doors to international markets and created a demand.
- Malbec, a red variety from France, became a „USP“ in Argentina/Mendoza

Imports to Switzerland are stable

2017

- Chile: 30'585 hl = 1,6%
- Argentina: 34'404 hl = 1.8%

2018

- Chile: 21'456 hl = 1,2%
- Argentina: 33'039 hl = 1,9%

2019

- Chile: 24'131 hl = 1,4%
- Argentina: 29'920 hl = 1,7%

Sales of Martel

Chile

- 2004: 7,16%
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- 2012: 2,33%
- 2014: 1,79%
- 2015: 1,13%

We were successful during 30 years. As a result of the decrease of demand we do no longer carry wines from Chile.

Sales of Martel

Argentina

- 2004: 8490 lt = 1,14%
- 2012: 32'060 lt = 5,22%
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- 2016: 34'085 lt = 6,13%
- 2017: 17'031 lt = 2,68%
- 2019: 14728 lt = 1,94%

As a consequence of the decreasing demand, we concentrate on premium and high quality wines (no entry level)

Sales of Martel

The demand for New World wines did generally decrease over the past years.

Possible reasons:

- People consume less wine - 40 lt in 2000, 35 lt today in Switzerland
- Change of consumers interests?
- Decreasing interest of restaurants to add wines from overseas regions to the wine list.
- sustainability? (transport)
- Do people buy more locally produced wines?



Thank you very much.