

Definitely Mediterranean

Exploring Greece's Wines of Today

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CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION AND GREECE

Athenee Importers & The Portfolio

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Athenee Importers

- Established in 1974 by Anthony & Giota Englis
- Andrea Englis DWS joined in 1997
- Office and temperature-controlled warehouse privately owned in Hempstead, NY
- Athenee Importers represents wineries, distilleries and breweries from Greece and Cyprus with over 100 labels in the portfolio
- Specialize in working with small to medium sized wineries from all regions of Greece at all price points
- Distribution currently in approximately 36 states
- Small, hands-on operation with East & West Coast Sales Managers in addition to Giota & Andrea Englis

The Wineries

- Northern Greece
 - Domaine Porto Carras (Sithonia)
 - Thimiopoulos Vineyards (Naoussa)
 - Ktima Pavlidis (Drama)
- Central Greece
 - Domaine Hatzimichalis (Atalanti)
 - Domaine Vassiliou (Koropi)
 - Harlaftis Winery (Stamata)

The Wineries

- Peloponnese

- GAI'A Wines (Nemea)
- Domaine Spiropoulos (Mantinia & Nemea)
- Nemeion Estate (Nemea)
- Harlaftis Winery (Nemea)
- Mercouri Estate (Korakochori)

- Islands

- Estate Argyros (Santorini)
- GAI'A Wines (Santorini)
- Gentilini Wines (Cephalonia)
- UWC Samos (Samos)

Background

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Location

- Located in South East Europe at the southern end of the Balkan Peninsula
- Land borders:
 - Albania
 - FYROM
 - Bulgaria
 - Turkey
- Ocean Borders:
 - Aegean Sea (east)
 - Ionian Sea (west)
 - Mediterranean Sea (south)
- Lies between 34° & 42° North and 19° & 30° East
 - East Coast: Boston, MA to Norfolk, VA
 - West Coast: CA/Oregon Border to Los Angeles, CA



Climate

- Three Climate types:
 - Mediterranean: Mild, wet winters and hot, dry summers
 - Cyclades, Dodecanese, Crete, portions of the Eastern Peloponnese
 - Alpine: High elevation climate
 - Epirus, Central Greece, Thessaly, Arcadia
 - Temperate: Cold, damp winters and hot, dry summers with frequent thunderstorms
 - Eastern Macedonia, Thrace

Geography

- 10th largest coastline in the world - 9,246 miles
- Total land boundary: 721 miles
- 80% of Greece is mountains
 - Tallest mountain: Mt. Olympus (9,570 ft)
- Made up of 1400 islands of which 227 are inhabited

Wine History

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Greece's rich wine history

- Believed that winemaking began during the Neolithic period (8500 – 4000 BC)
- Carbon dating established the first pottery used for wine storage in 6000BC
- Vitis Vinifera is native to the coastal areas of Asia Minor, the Black Sea, the Caucasus and much of the Mediterranean (Greece included)
- Wine was first introduced in Greece around 4000 BC by Phoenician traders
- 750-550 BC: vine cultivation is believed to have spread to the rest of Europe

Greece's rich wine history

- During Venetian occupation, primarily sweet wines were exported from Greece (ex. Malvasia aka Malmsey)
- For the duration of the Ottoman Empire viticulture significantly decreased and was relegated primarily to monasteries
- 1821 – 1829: War of Independence from the Ottoman Empire
- 1830: Establishment of Modern Greece
- With the defeat of the Ottomans, wine industry was reborn
- 1934: The first prototype appellation established on the island of Samos along with the creation of the first cooperative (UWC Samos)
- 1937: Creation of the Greek Wine Institute of the Ministry of Agriculture

Wine Industry

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EU at a Glance

- EU is the world leader in terms of vine growing area (almost half the world's total) and wine production volume (on average 2/3 of the overall world crop)
- Within the EU, the production of France, Italy & Spain represents almost 80% of the total
- In the 27 EU wine producing countries, production in 2009/2010 is estimated at 154.5 MHL
- Within the EU, the continuing economic crisis has continued to negatively affect wine consumption, thus emphasizing the need to increase exports
- Promotion in 3rd country markets: Gives EU member states the ability to promote their wines outside EU markets through funding from the National Envelope funding.

Wine Production in Select EU Countries (1,000 Hectoliters)

	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
France	50,352	46,360	57,386	52,105	53,025	46,548	42,582
Italy	44,604	44,087	53,135	50,462	49,633	42,514	46,245
Spain	33,578	41,843	43,168	36,158	38,290	36,781	41,583
Germany	9,984	8,191	10,107	9,256	9,000	10,261	9,991
Portugal	6,677	7,283	7,481	7,254	7,532	6,049	5,620
Romania	5,461	5,555	6,166	2,602	5,014	5,215	6,786
Greece	3,095	3,804	4,282	3,989	3,899	3,487	3,873
Hungary	3,500	3,900	5,272	3,103	3,144	3,168	3,222

Source: EU Commission & FAS Europe offices

Facts & Figures

- Greece ranks #7 in the EU for wine production with 3,873 khl in 2009
- Greece produces 1.7% of the world's wine as of 2009
- As of 2008, Greece had 214,000 acres under vine

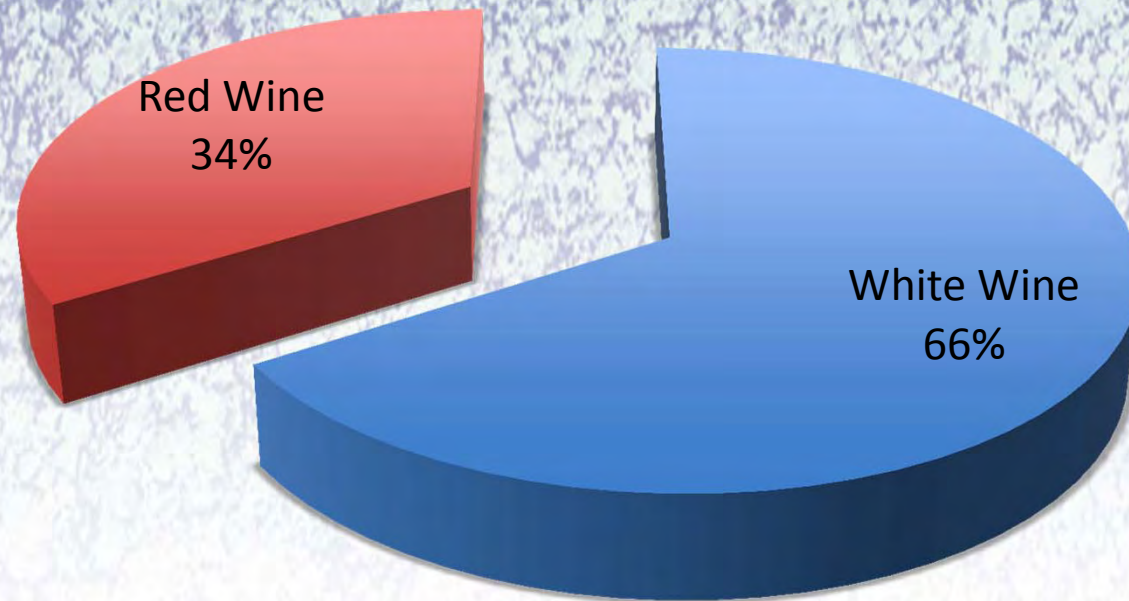
Greece - The Early Years

- 1960s & 70s: Several large producers were created and dominated the market
- Greek wineries adopted modern winemaking techniques
- First international varietals (Cabernet Sauvignon) were planted
- Early 1970's: Creation of the modern appellation system in Greece which was loosely based on the French system.
 - Led to the production of higher quality wines from different areas of Greece
- Privately owned "estate" wineries began appearing in the late 1970s and 80s
- The "next generation" of small – medium sized wineries began to appear in the early 1990s with wines entering the market in the mid 1990s

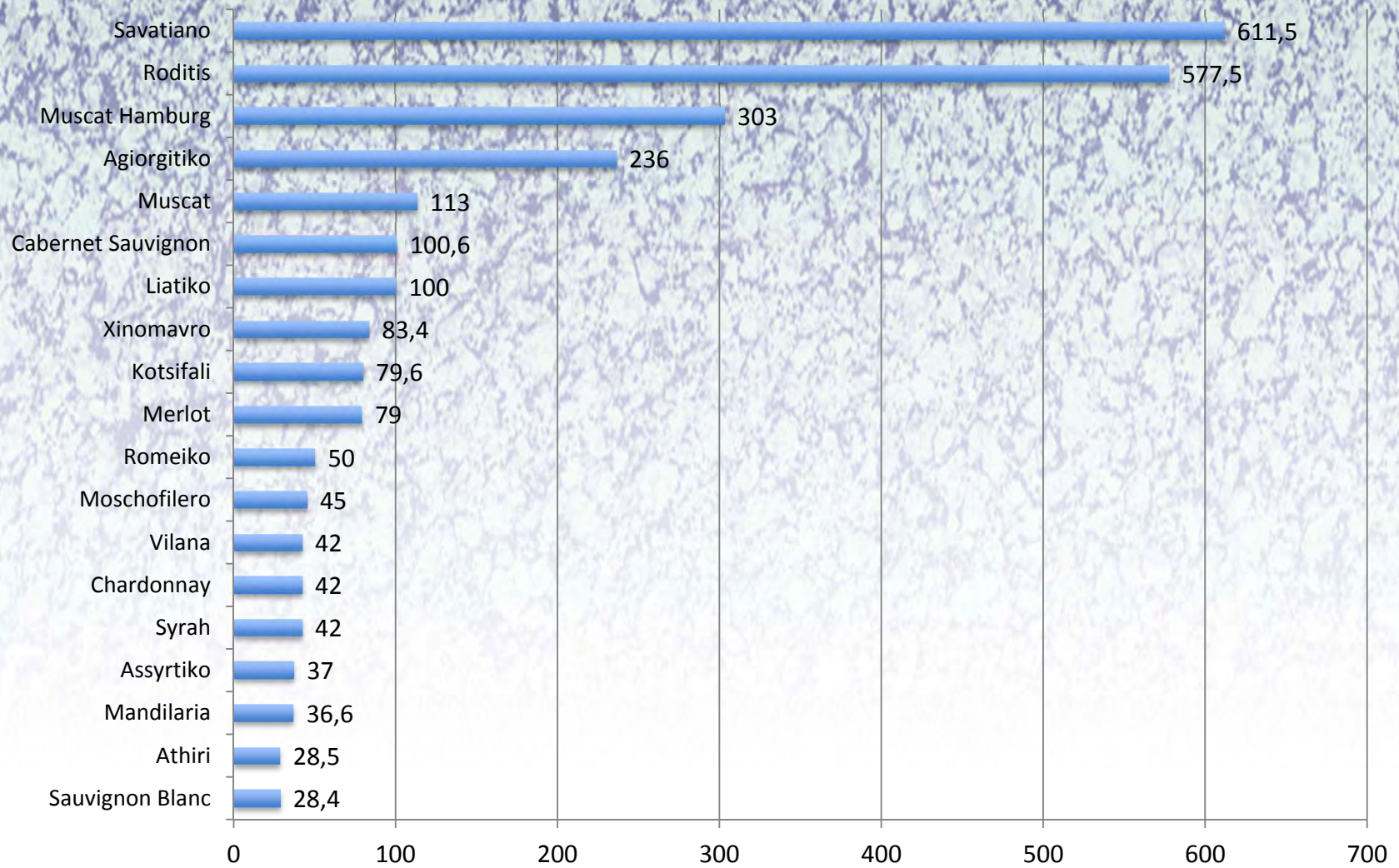
Greece - Today's Industry

- Wine sector within Greece is very fragmented.
- Majority of the private wineries are small to medium sized, with limited production and distribution channels
- Several of the larger producers that were established in the early years are still present in the market with developed distribution channels and high levels of exports
- Past decade has seen the birth of many specialized, small production wineries
- The economic recession has greatly impacted Greece and has caused much of the funding options to dry up, which stresses a winery's ability to invest, produce and distribute

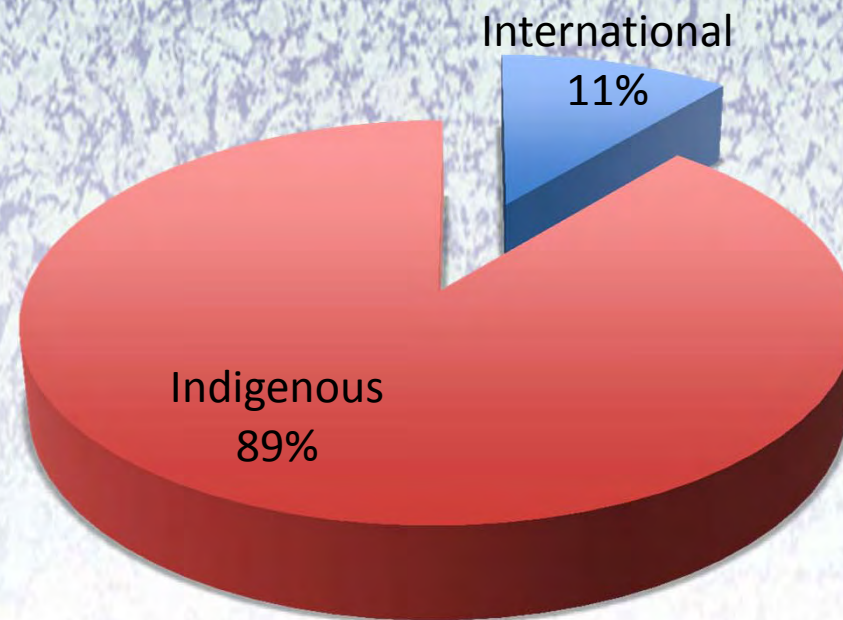
White vs Red Wine Production



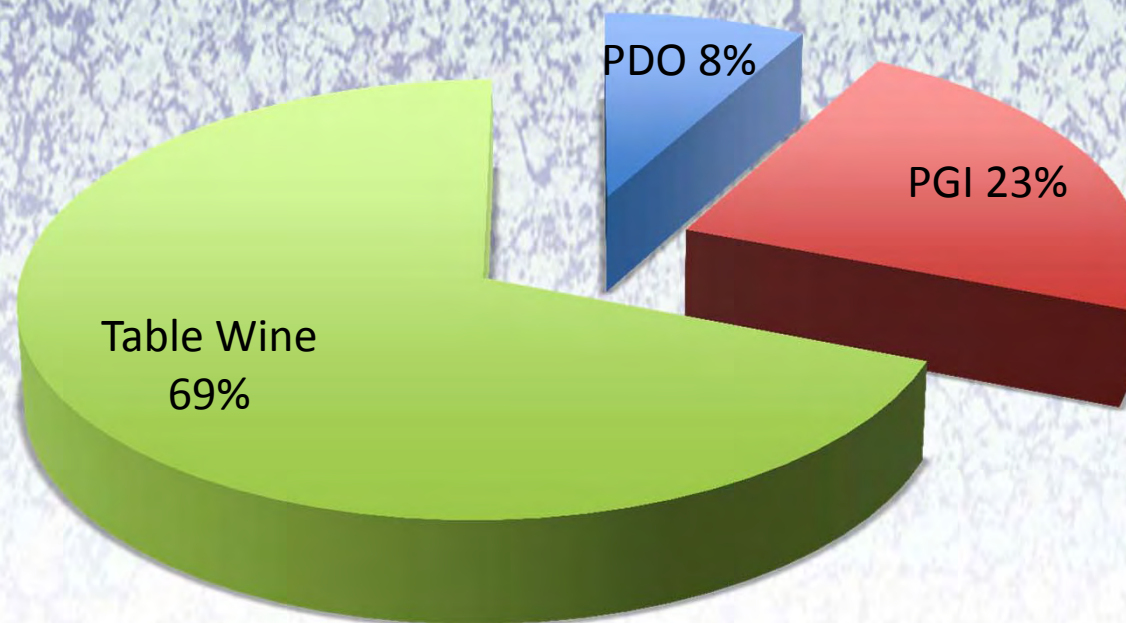
Production level of the Major Varieties Grown in Greece (1,000hl)



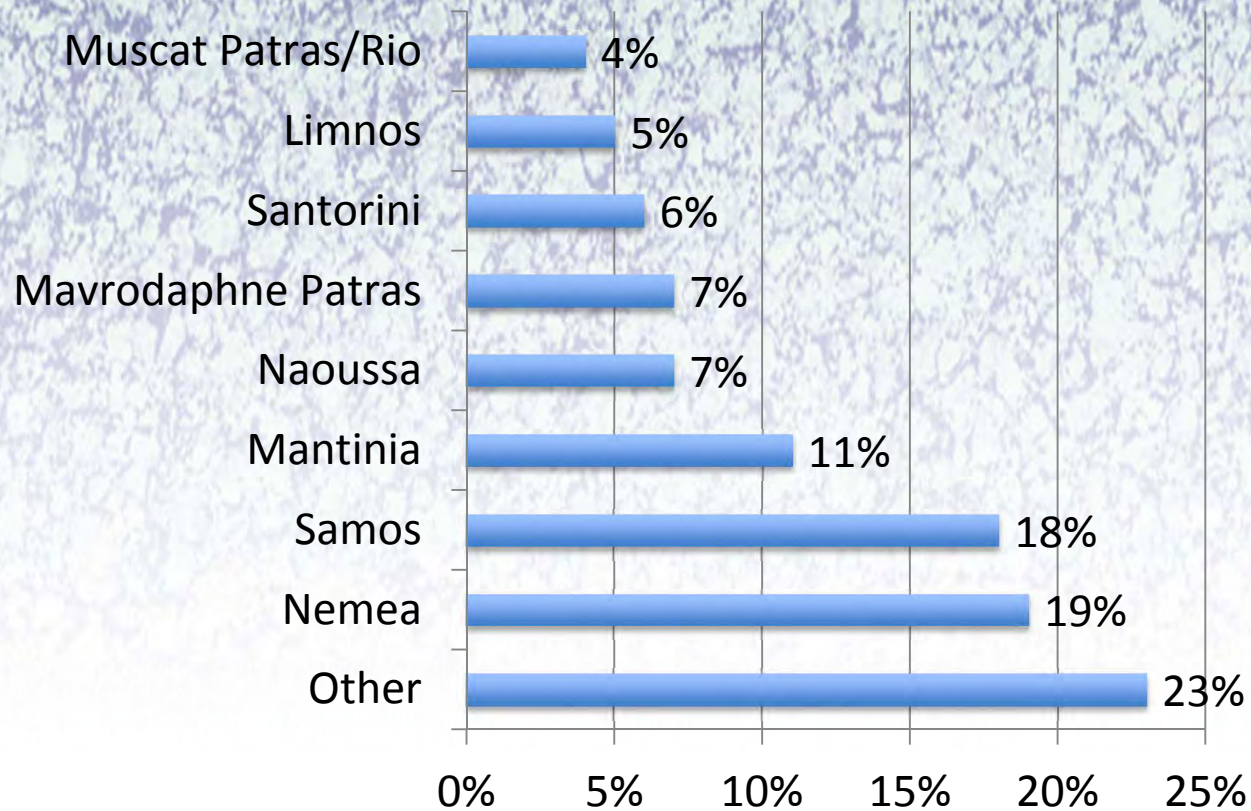
Indigenous vs International Varietals Planted



Production by designation type



Production of Appellation Regions by Percentage



Appellation System

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Original Greek Appellation System

Quality Wine

Title	Definition	Equivalent	Number	Example
OPE	Wines of Appellation of Controlled Origin	Appellation Controlée	8	Samos
OPAP	Wines of Appellation of Origin of Higher Quality	VDQS (Wine of limited & superior Quality)	25	Nemea

Table Wine

TO	Regional Wine of Origin	Vin De Pays	80 +	Regional Wine of Drama
EO	Local Wine	Vin De Table		
OKP	Appellation by Tradition		2	Retsina

NEW WINES OF GREECE



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New EU Designations

- Protected Designation of Origin (PDO)
 - Combines OPAP & OPE categories
- Protected Geographical Indication (PGI)
 - Former Regional Wine/Topikos Oinos category
- Varietal Wine
 - Former Table Wine Category
 - Allows you to list a vintage & grape variety
 - Min 80% of stated variety to be listed label
- Traditional Designation of Greece
 - Former Appellation by Tradition (ex. Retsina)

Examples of new PDO Labeling

Before


AGIORGITIKO
by GAIA
2008

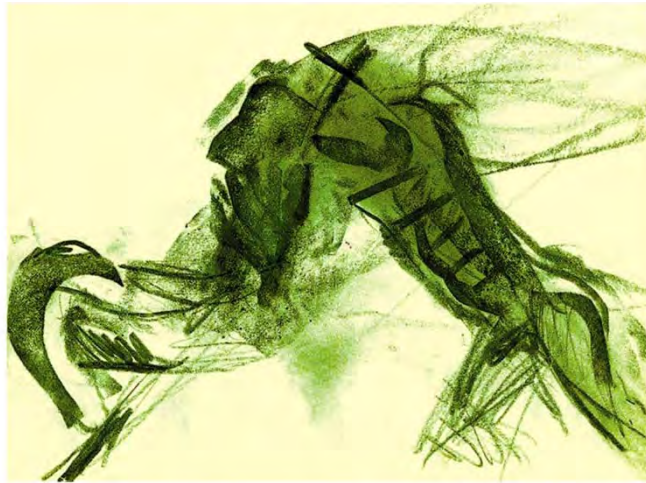
RED DRY WINE
APPELLATION OF ORIGIN NEMEA OF SUPERIOR QUALITY
Alc. 14% by vol. 750 ml | PRODUCED AND BOTTLED IN
GAIA ESTATE, KOUTSI-NEMEA | PRODUCT OF GREECE | 

After


AGIORGITIKO
by GAIA
2009

RED DRY WINE
NEMEA PROTECTED DESIGNATION OF ORIGIN
Alc. 13.5% by vol. 750 ml | PRODUCED AND BOTTLED IN
GAIA ESTATE, KOUTSI-NEMEA | WINE OF GREECE | 

Examples of new PGI Labeling



F O L Ó I

Regional dry white wine of Pisatis

2008



Produced & Bottled by
MERCOURI ESTATE SA
KORAKOCHORI ILIAS, GREECE

L4

contents 750ml πι 08 Alc. 12.6% by vol.

PRODUCT OF GREECE



F O L Ó I

Dry white wine
Protected geographical indication "Peloponnese"

2010



Produced and bottled by
MERCOURI ESTATE SA
Korakochori Ilias, Greece

L4

contents 750ml PE 10 Alc. 12.5% by vol.
Wine of Greece

Greek Wine in an American Context

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Greek Wine & the USA

- In 2008, Greek wine sales (both on & off premise) accounted for less than 1% of all wines imported into the US
 - Roughly the same percentage of market share as Austria
- For decades, the majority of Greek wine found in the US were from the larger, volume-oriented producers.
 - Many of these wines were inexpensive and of lesser quality
- Importer/distributor channels have sometimes been ineffective
- Challenges from Greece due to port strikes caused disruptions in distribution and availability problems in recent history
- Lack of education/knowledge regarding Greece and what it can offer

Greek Wine & the USA

- Greek grapes in many instances are hard to pronounce and lead to discomfort for both the sales person and the end buyer
- Lack of understanding and knowledge about Greece's growing regions & its producers often cause many to overlook the category as a whole
- Even with the challenges, there has been a gradual shift in attitude and for some a willingness to taste and learn
- "Prestige" restaurants now featuring Greek wines by the glass
- Many consumers are experiencing "palate fatigue" and want to try something different
- Increased media attention on Greece and its wines

Useful tips for selling Greek wine

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Pronouncing the Grapes

- Assyrtiko
- Moschofilero
- Roditis
- Agiorgitiko
- Limnio
- Xinomavro
- Ah-seer-tee-ko
- Mo-sko-fee-le-ro
- Ro-dee-tees
- Ai-yor-yee-tee-ko
- Leem-nee-o
- Ksee-no-mav-ro

What's it like?

If you like:

- Albariño & other mineral-driven whites
- Pino Gris
- Floral, crisp whites
- Southern Italian reds or wines with softer tannins
- Nebbiolo
- Muscat Beaumes de Venise

Try this:

- Assyrtiko, Moschofilero & Robola
- Moschofilero
- Dry Muscat from Samos
- Agiorgitiko
- Xinomavro
- Any Samos vintage dessert wine

Ways to Sell Greek Wines Retail

- Proper placement close to eye level and get them off the bottom shelf!!
- Create a section near countries/regions with similar profiles (Spain, S. France)
- Include the wines in “varietal” categories if they are international blends
- Open a bottle with your staff and have them taste the wines – staff typically sells only what they are comfortable with
- If your customers are willing to pay \$20 for a bottle of mainstream wine, steer them to great values in the Greek category (consistently over perform for the money)
- Show your enthusiasm for the category
- Use your own social networking pages (Twitter, Facebook) to promote the category and generate interest

Ways to Sell Greek Wines On Premise

- To introduce the wine, placement on the BTG program always a plus
- If possible avoid the “other” category on the wine list
- If the wine is a blend with international, place it in the known grape’s category
- Open a bottle with your staff and have them taste the wines with food if possible
- Include pairing suggestions on the menu
- Talk about possible food/wine combinations with your staff
- Encourage your staff to make recommendations
- Share your enthusiasm!!

Why Sell Greek Wines?

- Over 300 grape varieties that never left the country
- Areas of phylloxera-free vines still remain
- Excellent growing climate throughout Greece
- Crisp, refreshing acidity is a welcome change from the fruit forward, lush, high alcohol styles from other parts of the world
- Greek wines pair well with every cuisine
- Be the one to turn your customers onto the next up & coming region
- The quality/price ratio is impressive
- Great strides have been made over the past 20 years in Greece and their time has come

In Closing..

- Taste with an open mind
- Talk to the producers
- Ask questions
- Think about where the wines would fit within your establishment
- Taste them with food
- Thank you for your time, interest and support!!!
- Think Greek!!!