



CELLARWORLD INTERNATIONAL LTD
Making wine more saleable

Wine Consultancy Services:

Wine Making, Wine Selection and Wine Marketing

(Also available in [French](#) and [Spanish](#))

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Company Profile

Cellarworld International Ltd (CWI) was formed in 1993. The company's longest-standing client signed up from the first day and is still reaping the rewards of significantly increased wine sales year on year.

CWI is currently working in Chile, Cyprus, Italy, France, Moldova, Slovenia and in the UK.

CWI's sister company, Cellarworld Argentina (CWA), operates from offices in Mendoza, Argentina. [Read more](#)



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Consultancy Services

The core business of CWI is to define wines for the UK and other expanding wine markets. All services are tailor-made to individual client's needs.

This may involve:

WINE PRODUCTION

1. Managing winemaking projects that may include the services of one or more on-site contract winemakers, usually during the vintage period. Producers usually wish to change working practices and wine styles to meet the needs of export markets. This can involve redefining existing ranges or building new brands. CWI remains involved with all project winemaking on this scale throughout the year, working as a team with the client's technical management.

- **Example:** For 9 years CWI has recruited and supervised an expert vintage winemaking team for a major Loire Valley producer/negociant with strong export sales in the UK and Europe. CWI's management of each year's production works in direct support of the company's sales and marketing function. This year has seen increased collaboration launching a successful new brand of classic AOC wines.

2. Defining and blending product ranges to measured quality scales.

- **Example:** A major, well-established South American winery was requested by its UK importer to produce a new branded wine for a different market sector to widen its appeal beyond its devoted core clientele. This wine has now been successfully launched in the UK, in several other European countries and even on its home market.

3. Pre-assessment of a production centre's suitability for quality audit, with recommendations to improve or correct problem areas.

- **Fact:** CWI does this for any producers who are taken on as clients if they do not already have HACCP/ISO procedures in place and, sometimes, even if they do to ensure that their procedures will meet BRC standards.



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WINE SELECTION AND SOURCING

4. Sourcing or pre-selection of product ranges for UK retail distribution.

- **Example:** CWI pre-selected the wine range and advised/trained the buyer, quality assurance department and logistics department, of a major UK supermarket group for several years. During this time wine sales increased from under 0.5% to nearly 4% of the UK market, and average price per bottle increased by nearly £2.00.

5. Sourcing and selection for UK on-trade/horeca distribution

- **Example:** Working with a major UK hotel group to revise and update restaurant, banqueting and bar wine lists, and to build and implement a direct sourcing and shipping programme for a range of house wines.

SALES AND MARKETING

6. Research and preparation of a Market Report relating to a client's production. The accompanying tasting through a client's range may be a one-off exercise or may be a first step to further joint action.

- Example of a one-off exercise: The UK importer of a well-known Spanish producer commissioned an objective tasting of his supplier's full range in comparison with their major competitors, together with a market report on how the wines were and should be positioned. Subsequent discussions with the supplier, and action on their part, have led to an uplift in sales by over 60% in under two years.

Example of an assessment leading to longer term action: A one-off report was commissioned by a central European country's wine marketing board on why they were not succeeding on the UK market and what they would have to do once in the EU in order to compete. A visit and one-off report was completed. Many of the recommended changes to the larger wineries visited involved their working methods. Seasonal winemakers and a series of visits throughout the following two years were commissioned by some of the wineries visited. The wines are now beginning to see increased success on export markets.

7. Brand building and contributing to the implementation of an existing Marketing Plan, by advising and assisting on the appointment of label designers, consumer researchers, importers or distributors, and the many details of the Launch Process. This usually applies where CWI is involved either in the production or selection of the wines.

- **Example:** CWI is running a winemaking project resulting in the creation from scratch of a new wine range for a state-of-the-art Russian-owned Eastern European winery which has appointed a UK agent. The Marketing Plan was being drawn up when CWI became part of the team mapping out the steps to the launch.



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8. Brand creation and all aspects of label design through [Amphora Design](#).

- **N.B.** We do not automatically advise all our clients to use Amphora. This recommendation comes only where we genuinely believe that it will be helpful. We will work with any appointed label designer to help our clients define the briefs to the designer and write any necessary text including back labels.

9. Marketing-related services, such as translations into English from French and Spanish.

- CWI regularly translates the marketing and technical communications of a Champagne house.

CORPORATE INVESTMENT AND GOVERNMENT INITIATIVES

10. Participation in assessments of winery properties being prepared for offer or investment.

- **Example:** On-site assessment of vineyards and wine premises in Bulgaria for the EBRD (European Bank of Reconstruction and Development), reporting to lead investment bank on the condition, value and viability of all assets.

11. Assisting with the implementation of government initiatives which impact on the international wine industry, originating from agencies and non-governmental organisations.

- **Example:** A client of the EU Mediterranean Aid project, required advice on the marketing measures required to build wine sales in western Europe.

12. Working with UK and European trade bodies on wine industry initiatives.

- **Example:** European and UK official trade bodies, working as a committee, commissioned the writing of a complete traceability procedure, following grapes from vine plot to final bottle. This has now gone forward to the OIV and EU.



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EXPERT WITNESS

13. Providing professional wine advice to the legal profession.

ON-SITE FACILITIES FOR HIRE - [Read more](#)

14.

- Wine tasting room and meeting/lunch room
Wine laboratory
Trade Research Library – both books and magazines
CWI has a large and well-lit tasting room, as well as a meeting/lunch room, which can be hired. A small adjoining laboratory is equipped to perform basic analysis.

Located within an hour of both Heathrow and Gatwick airports, and also within easy reach of Central London, [read more – How to find us](#), this may be an ideal venue for holding impromptu tastings with clients and associates in transit. The use of these facilities can of course be tailor-made, assisted by a Master of Wine, if required.

Example: UK distributor, located in the North of England, used CWI facilities for a convenient rendezvous to show new samples and hold a lunch meeting with clients flying through London



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CWI Team

Angela Muir - Director/Senior Consultant/Joint Owner CWI and CWA

Master of Wine

angela@cellarworld.co.uk



Angela Muir is a Master of Wine with over 30 years' experience in the wine industry, including 20 years buying everything from basic bulk table wines to en-primeur Bordeaux for major groups. For the last 25 years, she has travelled around winegrowing regions all over the world for, on average, four to six months a year.

She will visit and assess the needs of almost all new clients. Her itinerary currently includes around five or more visits a year to South America. She speaks French and Spanish.

Peter Muir - Finance/Administration Director/Joint Owner CWI and CWA

WSET Diploma

petermuir@cellarworld.co.uk



Angela's husband Peter, is a management accountant and deals with both financial and management accountancy for the company. He also has a client base of his own as well as running the offices. He deals patiently with Angela's absences and occasionally visits clients.

Duncan Killiner – Technical Director CWI and CWA

BSc Oenology (1994) New Zealand

duncan@cellarworld.com.ar



Raised in rural New Zealand (100 km from Wellington) by Irish immigrants, Duncan grew up on the family farm earning his pocket money working in the family chicken business. After a night job working in a restaurant Duncan developed an interest in wine. Thus when he moved on to University he started a wine appreciation club with a friend, which was such a success he decided to change his career and move into the wine business.

Twelve years and over 40 vintages later Duncan has worked with clients all over the world. Now 33 years old, he is, with his wife Rosaura, based in Mendoza, Argentina, managing Cellarworld's growing portfolio of clients in South America.



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Helen Williams - Trilingual Office Manager

WSET Diploma

helen@cellarworld.co.uk



Helen holds a degree in French and Spanish from Trinity College, Cambridge, both of which she speaks and writes fluently.

She joined Cellarworld in July 2000, as Office Manager following a career in editing, publishing and arts administration. Helen has successfully completed the Diploma. She is based in the office in Elstead, where she liaises with the various Cellarworld staff and clients, wherever they may be! She has also proved an invaluable aide in the field and will occasionally be absent herself on visits to clients. She is now broadening her studies and involvement in the field of marketing.

Liz Robertson - Senior Associate Consultant

Master of Wine

liz@cellarworld.co.uk



Liz is a Master of Wine with 30 years' experience in the UK industry, much of it buying for a major supermarket group.

Liz's assets include her vast range of contacts throughout the wine world. She deals with a number of CWI clients, including some that she has introduced, usually on their downstream QA, bottling, marketing and sales requirements.



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Winemaker Recruitment

Each year CWI employs winemakers to work in the locations where we have winemaking projects. The European harvest can start as early as mid-August, and, depending on the location, grapes can still be being harvested in November. CWI also very occasionally has positions available for the harvest in South America.

Working in a foreign winery can be a challenge. Not only can there be language problems, but also equipment and techniques can be very different to those you are used to. CWI gives its winemakers as much support as possible throughout the vintage, but it is important that winemakers use their winemaking skills and natural diplomacy to make the vintage a success.

CWI is always on the lookout for winemakers who are:

- New World-trained winemakers with experience of winery work.
- Competent and knowledgeable when working with wine.
- Good communicators (preferably with language skills - especially French).
- Capable and resourceful.
- Adaptable and energetic.
- Enthusiastic and conscientious about their work.

If you are interested in working on one of CWI's projects or would like to find out more, please send your enquiry or CV and covering letter via [e-mail](#), [fax](#) or [snail mail](#) to Helen Williams.

Please note: CWI usually tries to finalise all positions for Europe by end of June.



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CWI Offices

Cellarworld has been in its current offices since December 2000. They are located in Elstead, a small village off the A3, south of Guildford in Surrey. They provide excellent facilities whilst being within one hour of London Gatwick and London Heathrow airports as well as Portsmouth Harbour. Central London by train is approximately 50 minutes.

Facilities include a reference library/meeting room, laboratory for routine and pre-bottling analysis and a large and well-lit tasting room. We are always glad to welcome any of our clients.

How to find us:

- **By train:** the closest station to the offices is Milford which is on the London Waterloo to Portsmouth line, but the most frequent service is to Guildford.
- **By car:** M25 junction 10 (A3 Guildford, Portsmouth). Travel south down the A3, turning off at the Milford/Haslemere/Elstead junction (A3001). Turn right at the first roundabout (over the A3) and at second roundabout follow the A3001 for approximately 3 miles to Elstead. At the green in the centre of the village by the Woolpack pub, turn left. Follow this road past the church on your right. After approximately 100m on your right you'll see a Poodle Parlour. We are directly next door, in Copse Edge, and the entrance is at the back of the building. There is plenty of parking. You can look on [streetmap](#) for our exact location.



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Cellarworld Argentina

CELLARWORLD ARGENTINA SA

Sargento Cabral 375,
5500 Mendoza,
Argentina.

Tel/Fax: +54 (261) 420 0821

email: info@cellarworld.com.ar
website: www.cellarworld.com.ar

Company Profile

Cellarworld Argentina (CWA) was formed in 2002 by the directors of Cellarworld International Ltd (CWI), and their Argentine partners, to develop their expanding interests in South America.

The aim of the company is twofold: to help its South American clients to make more saleable wines for the export market, and then to help export them successfully. The company also works to fulfil the requirements of overseas importers looking for reliable sources of supply.

Consultancy services may include any combination of the following:

WINE PRODUCTION

- Helping to make wines for the producer's export programme, including building new brands, redefining existing ranges and introducing new working practices. CWA people work as a team with the client's technical, sales and marketing management to ensure that the styles produced match market expectations. In addition, services may include:
 - Sub-contracting the services of one or more on-site contract winemakers, usually for the vintage period.
 - Selecting and training new permanent winemaking employees.
 - Advising on new plantings and production levels from existing vineyards.
 - Assessing and advising on equipment and materials currently in use, and for prospective purchase, to optimise economic viability of the operation.
- Helping to produce and monitor individual wines designed to meet a specific market at a customer's specific request. This usually requires a series of site visits throughout the year.
- Pre-assessment of a production centre's suitability for quality audit, with recommendations to improve or correct problem areas.



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SALES

- Seeking to make and consolidate good relations with importers/distributors/agents, as appropriate for each individual client once the export range has been defined. This may include:
 - Management of customer visits to producers/clients.
 - Management of samples' preparation for prospective and existing customers.
 - Production of background information for customers.
 - Funded visits to prospective or existing customers as agreed.
 - Funded attendance at major wine trade fairs as agreed.
 - Regular contact with prospective and existing customers. Within the UK this may be effected from CWA's UK office.

MARKETING

- Marketing services can be carried out at the client's site, in Mendoza and/or in the UK as agreed:
 - Research and preparation of a Market Report relating to a client's production.
 - Tasting and critique of a client's product range, including each product's suitability and likely price position in – primarily – the UK market, but also other export markets such as USA, other European and Far East.
- Marketing-related services:
 - Brand creation and all aspects of label design, either in collaboration with local designers or through selected designers working in the target market. In the UK we work primarily through [Amphora Design](#). However we do not automatically advise all clients to use them. This recommendation comes only where we genuinely believe that it will be helpful.
 - Translations of technical or marketing copy into English from French and Spanish.
 - Support and management of contacts with overseas journalists as appropriate.



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Links – to sites of reference, assistance and interest

Associated Companies

- [Cellarworld Argentina SA \(CWA\)](#)
- [Wine Network](#), Australia

General

- [Currency Converter](#)
- [StreetFinder](#), UK
- [Surrey Business Link](#), UK
- [The Wine and Spirit Association](#), UK

Educational

- [Charles Sturt University](#), Australia
- [Lincoln University](#), New Zealand
- [The Institute of Masters of Wine](#), UK
- [University of Adelaide](#), Australia
- [UC Davis](#), California, USA
- [Wine and Spirit Education Trust](#), UK
- [Wine Titles](#), Australia - wine books

Winemaking

- [Corkwise](#), UK - technical analysis
- [Laffort Oenology](#), France - fermentation products
- [Martin Vialatte](#), France - winemaking supplies
- [Oeneo](#), France
- [Scott Laboratories](#), USA - winemaking products and services
- [Seguin Moreau](#), France - coopers
- [Soham Scientific](#), UK - laboratory glassware
- [World Cooperage](#), USA

Exhibitions

- [London International Wine and Spirit Fair](#), UK
- [VinExpo](#), France
- [Vinitech](#), France



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Press

- [Australian and New Zealand Grapegrower and Winemaker](#)
- [Decanter Magazine](#), UK
- [Harpers](#), UK
- [La Vigne](#), France
- [Revue des Oenologues](#), France
- [Wine International](#), UK
- [Wine Spectator](#), USA
- [Jancis Robinson MW](#), UK
- [Wine Advocate](#), USA

Label Design

- [Amphora Design](#), UK - preferred label designer



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Contact

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