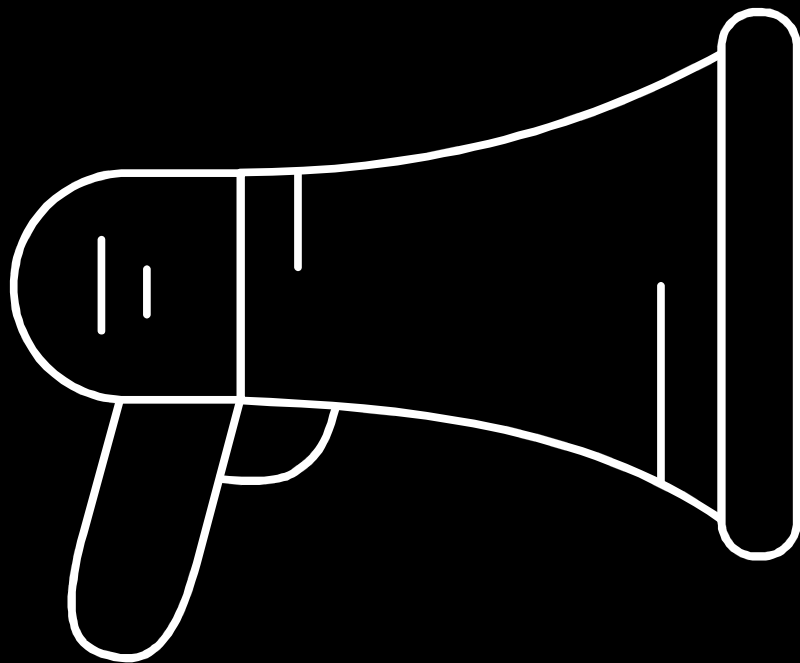


SANDAHL

# Villa Sandahl market campaign

Christer  
Sandahl



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# Marketing campaign background

- We now have a stock of very good wines (2016, 2017 & 2018)
- We plan to increase production in coming years (without lowering quality)
- Our customers, retailers, wholesalers, & sommeliers need more communication

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# Current market trends

- High diversity of obscure wine types
  - Natural, biodynamic, organic, ecological, vegan etc.
  - Orthodox supporters accept quality reduction
- Movement from personal to anonymous
  - Compare with Champagne
    - Last 10 years of highly reductive wine making
    - Champagne wines became very similar
    - Champagne house style is now reintroduced

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## Traditional wine consumer segments

### 1. Booze



Drink to get drunk  
wine more important than yourself

### 4. Enthusiast



Drink to get excitement  
wine more important than food

### 2. Social



Drink to get more sociable  
people more important than wine

### 5. Passionate



Drink to become a wine nerd  
wine more important than people

### 3. Emotional



Drink to make life richer  
food and wine are important

### 6. Prestige



Drink to show power  
e.g. celebrate a signed contract



## Our Vision

- Villa Sandahl's vineyards have the potential to bear such grapes,
- which vinified by the best equipment and methods available,
- result in wines with chance to be recognized on the word market,
- as one of the best dry white wines.

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# Realizing the vision

- Cultivate to achieve best possible grapes
  - low yield, suitable varieties, healthy grapes
- Separate harvest and fermentation of different vineyards or part of vineyards
  - Example: Genesis high, Genesis low, Genesis grafts
- After finishing the wines, assemble all tanks to maximal diversified portfolio
  - From entry level quality to top level quality

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# Quality strategy

- We have exceptional good vineyards
  - It is possible for us to make extraordinary high quality Badacsony wines
- Consequently:
  - Each vintage we do our utmost to make some amount of exceptional wine
  - Each vintage we try to make a good amount of affordable wine

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## Sandahl quality levels

- We launch three “rocket” capsules

Middle quality



Highest quality

Basic quality

# Why so many wines from each vintage ?

- Rare peak wines
  - To show on exhibitions and tastings
  - To sell at a good price to passionate wine lovers
- Solid ground wines
  - To offer best price and value to ordinary wine lovers
- Mid range wines
  - Stupid to dilute the rare peak wines
  - Mixing in mid range make solid ground better, but we want solid ground price to stay  
-> better income to sell mid range separately

AND THE  
badacsony

# The quality chain



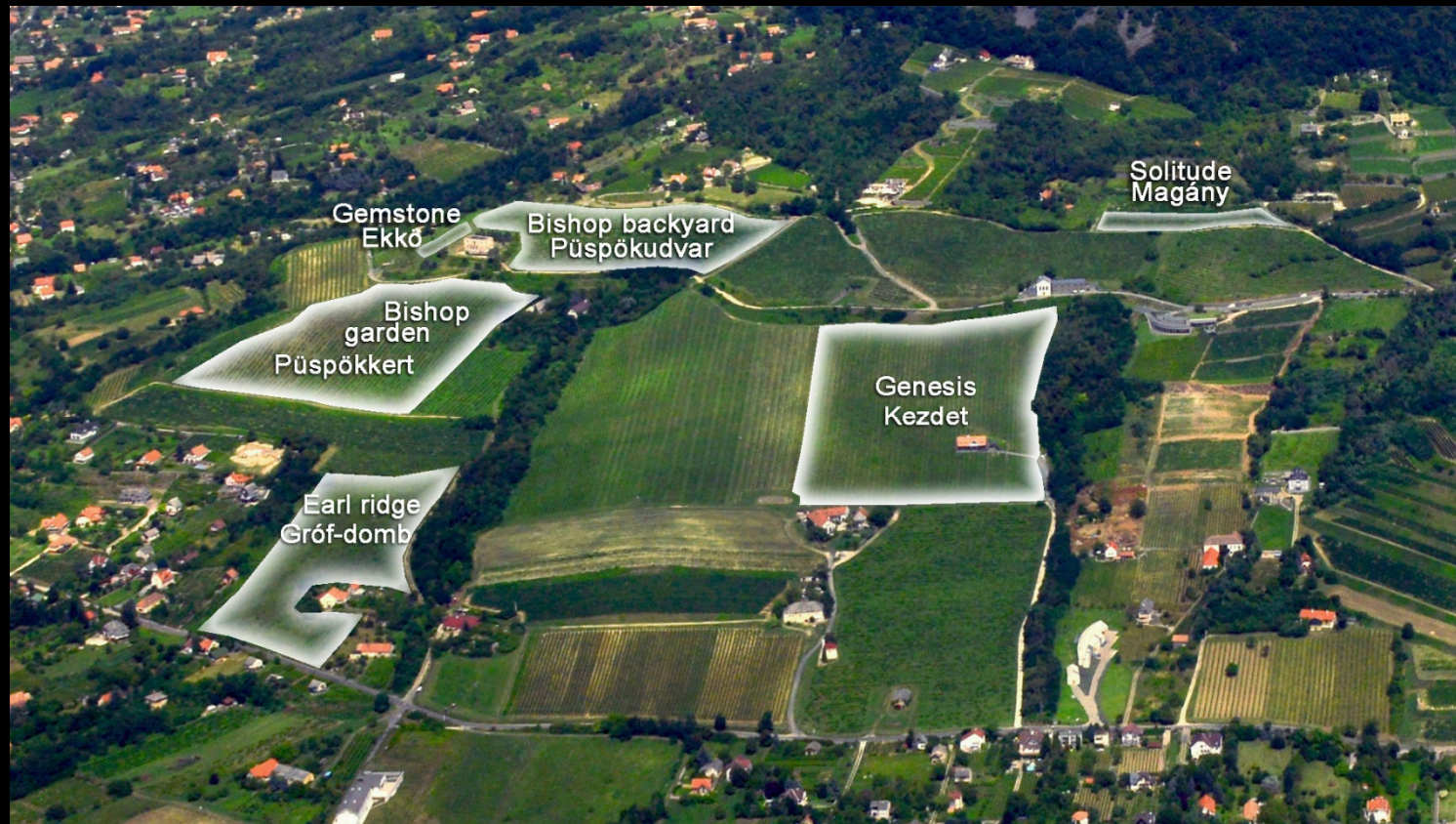
## Do not destroy the grapes

- In the **vineyard** the grape quality originates
- In the **winery** this quality must be kept intact
- Compare with cooking:
  - By poor cooking you can destroy a beef fillet, to get worse than a pork neck
  - Whereas, whichever way you cook a pork neck, a beef fillet can always get better



SANDHILL

# Villa Sandahl Vineyards

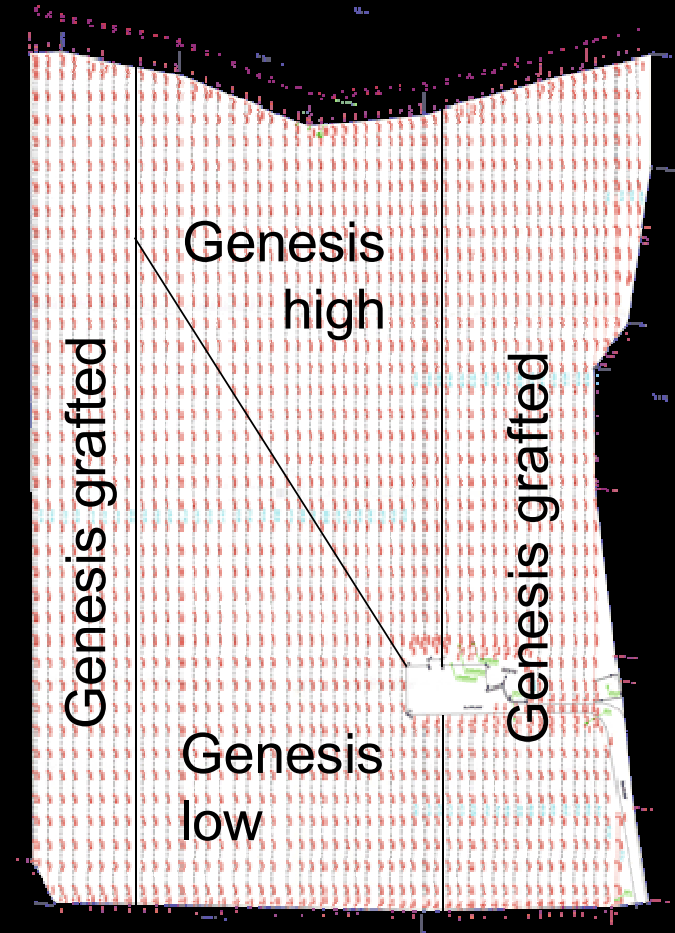


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## Genesis partitioned according to quality

- Partitions harvested and pressed at different time
- Partitions fermented separately
- To create some partitions to get better than the blend would have been
- To be pruned differently to optimize quality



## Harvest strategy



Harvest must wait until :

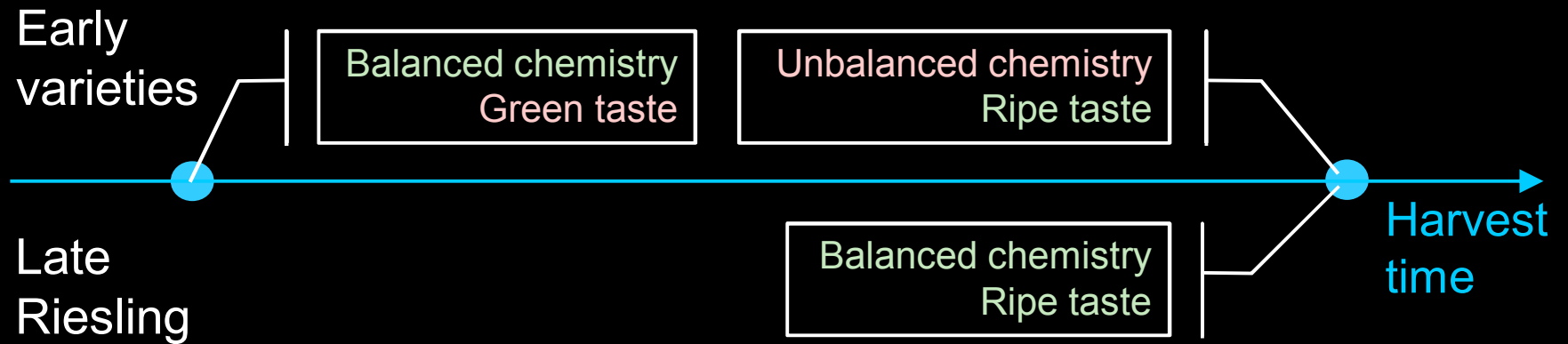
- Grapes has lost their unripe greenness

Harvest must be done before :

- Too much sugar
  - Also from too much botrytis
- Too low acidity
- Winter with bad weather sets in
  - Grapes stops to ripen, but may shrivel or rot

## Why Rhine Riesling

- Our vineyards a bit too warm for white wines
- Far too cold for red wines

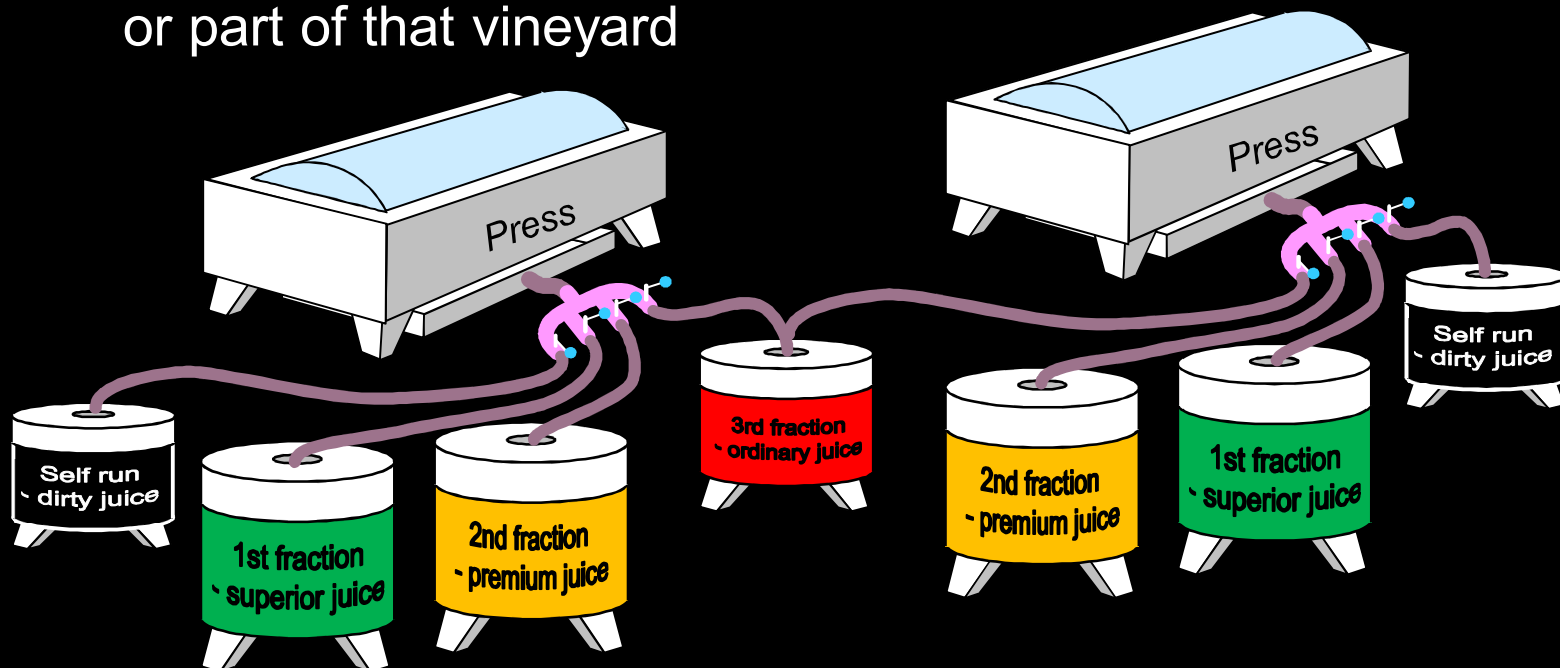


THE  
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# Fractions from pressings

Pressing a vineyard  
or part of that vineyard

Pressing another vineyard  
or part of that vineyard

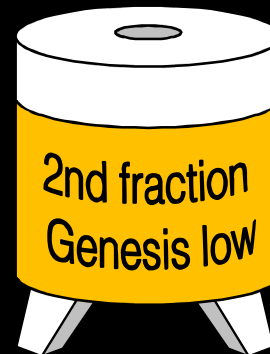
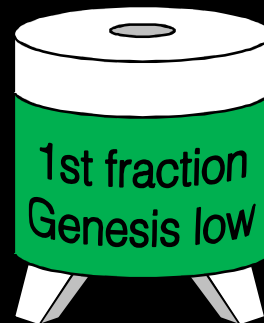
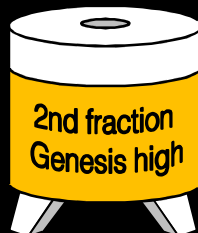


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# Portfolio from assemblage (example)

Quality  
←



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# Early era up to 2008

2004 *Villa Sandahl*  
Late Harvest Barrique Pinot Gris



2004 *Villa Sandahl*  
Rhine Riesling Pinot Gris

2006 SANDAHL  
rhine riesling GL



2007 SANDAHL  
pinot gris GL

2008 SANDAHL  
rhine riesling GL




2008 SANDAHL  
rhine riesling SL




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# Break through 2010 vintage (theme: get going)

SANDAHL

## Mid range

<b>RECEPT</b>		Patientens namn	
Sätter 1 år från utfärdandet om inte kortare tid anges här:		Mr Sandahl	
		Römat ut 203/1	
		Badacsony	
		Hungary	
		Särskilda upplysningar Wine lover	
1. Preparatets namn			
2010 SANDAHL Badacsony Rhine Riesling			
Form	Styrka	Mängd	
Liquid	13.5 % by vol	750 ml	
Dosing, användning, ändamål			
Drink by the glass, preferably with food.			
Bring a lush experience to your life.			
Don't overdose.			
Utfärdandedatum och förskrivarens namnteckning			
2011-05-10 			



2010 SANDAHL  
rhine riesling 'recept'

## Rare peak



2010 SANDAHL  
rhine riesling 'the stamp'

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# Wines from 2011 vintage (theme: events)

Rare peak



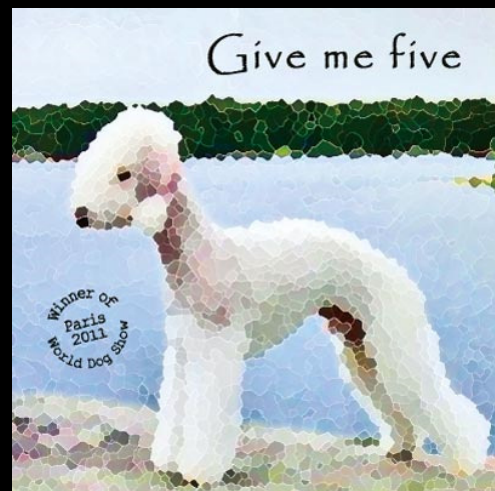
2011 SANDAHL  
rhine riesling 'magic rain'

Mid range



2011 SANDAHL  
rhine riesling 'cappuccino oil'

Mid range



2011 SANDAHL  
olasz riesling 'give me five'

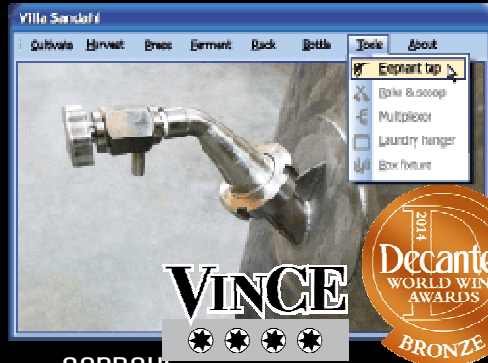
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SANDAHL

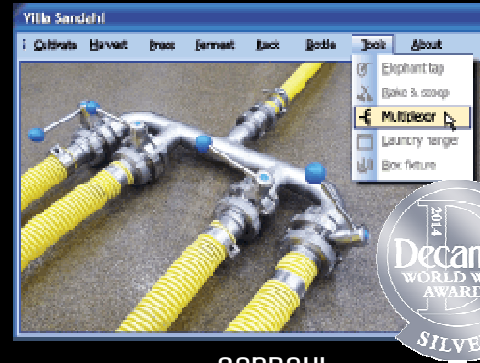
# Wines from 2012 vintage (theme: windows)

Solid ground



2012 SANDAHL  
rhine riesling  
'elephant tap'

Rare peak



2012 SANDAHL  
rhine riesling  
'multiplexor'

Solid ground

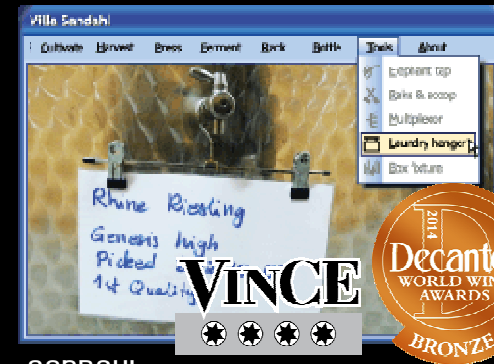


2012 SANDAHL  
olasz riesling  
'box fixture'

Rare peak



2012 SANDAHL rhine riesling 'rake & scoop'



2012 SANDAHL rhine riesling 'laundry hanger'

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2019-  
09-03

# Wines from 2013 vintage (theme: differences)

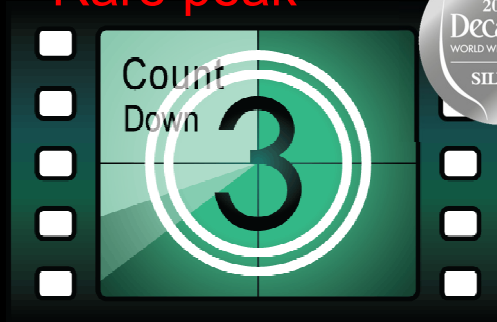
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Solid ground



2013 SANDAHL  
rhine riesling  
bishop backyard 'secret'

Rare peak



2013 SANDAHL  
rhine riesling  
genesis  
'count down'



Mid range



2013 SANDAHL  
rhine riesling  
'gold standard'

Mid range



2013 SANDAHL  
rhine riesling  
'all of a kind'

b  
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2019-  
09-03

## Wines of 2014 vintage (theme: flooded)



2014 SANDAHL rhine riesling genesis 'mms'

**Solid ground**

**Mid range**

2014 SANDAHL rhine riesling genesis 'sos'





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# Wine from 2015 vintage (theme: fragrancy)

Rare  
peak

2015 SANDAHL rhine riesling  
bishop backyard 'dry honey'



Rare  
peak

2015 SANDAHL rhine riesling  
genesis high 'citrus x limon'



2015 SANDAHL rhine riesling  
genesis 'wet stones'



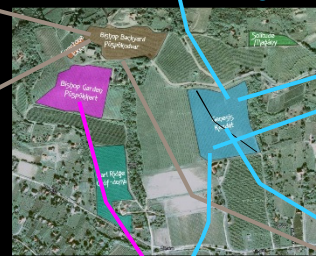
Mid range

2015 SANDAHL rhine riesling  
bishop backyard 'bear glue'



Mid  
range

Solid  
ground



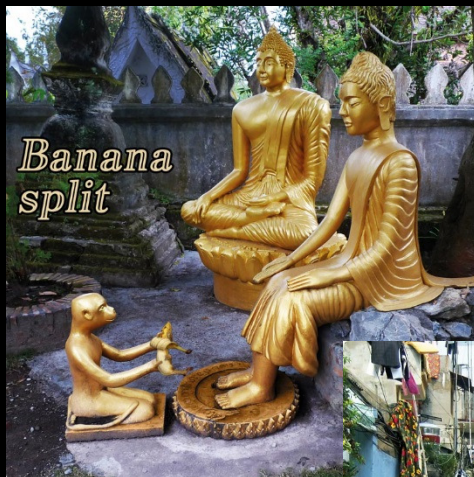
2015 SANDAHL rhine riesling  
'tussilago farfara'

2015 SANDAHL rhine riesling  
'bella sunrise'



Solid  
ground

## 2016 vintage wines (theme: Asia)



Banana  
split

2016 SANDAHL  
rhine riesling  
'Banana split'

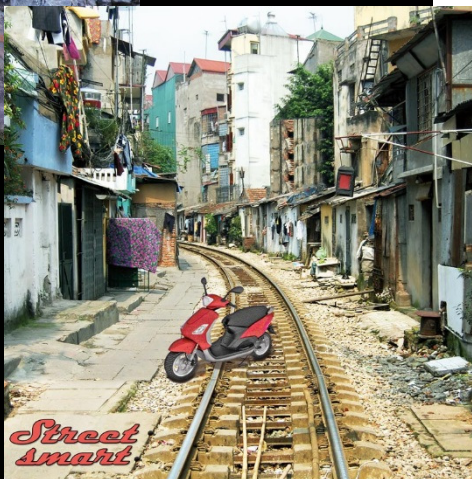
Mid range



Chicken  
Year

2016 SANDAHL  
rhine riesling  
'Chicken Year'

Solid ground



Street  
smart

2016 SANDAHL  
rhine riesling  
'Street smart'

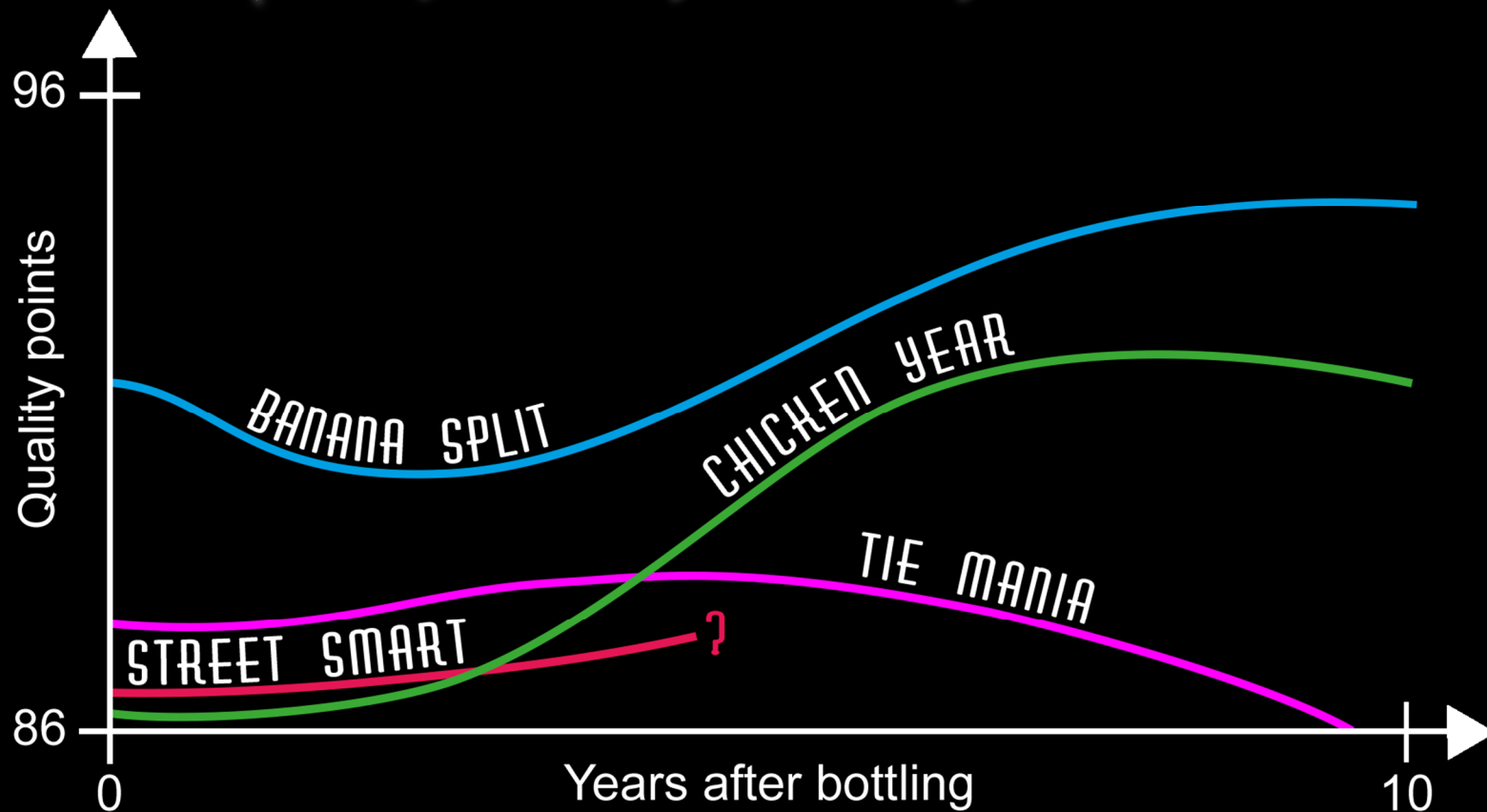
Mid range



2016 SANDAHL  
rhine riesling  
'Tie mania'

Tie  
mania

## 2016 quality levels and estimated maturity





## 2017 vintage wines (theme: magic)



2017 SANDAHL  
rhine riesling  
'Rabbit periscope'  
**Mid range**



**Rare peak**

2017 SANDAHL  
rhine riesling  
'Ball of Fame'

**Solid ground**  
2017 SANDAHL  
rhine riesling  
'Shop stop'

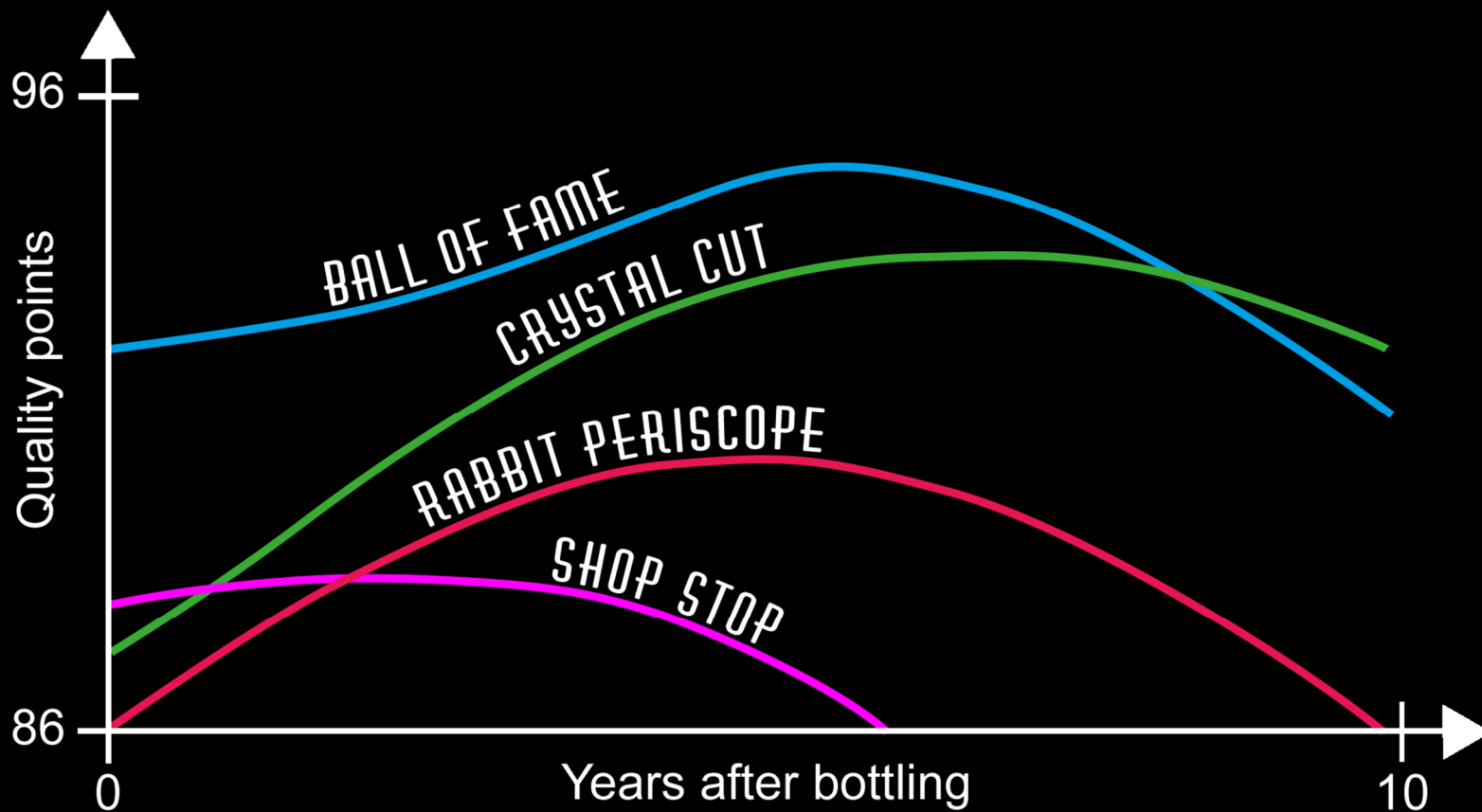


2017 SANDAHL  
rhine riesling  
'Crystal Cut'  
**Rare peak**



SHANDAL  
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# 2017 quality levels and estimated maturity





SAATCHI & SAATCHI

# 2018 Labels (theme: renovation)

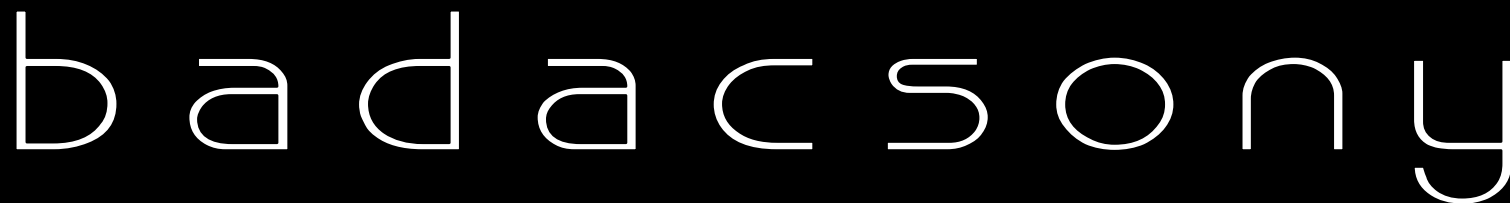


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## 2018 vintage wines (theme: ?)

- Solid ground
  - Tank 3, 7.6 g/l sugar, 6.1 g/l acidity
- Mid range
  - Plain: Tank 1 + 5, 7.7 g/l sugar, 6.3 g/l acidity
  - Plus: Tank 2 + 8, 7.7 g/l sugar, 6.3 g/l acidity
- Rare peak
  - Late: Tank 4, 7.6 g/l sugar, 6.7 g/l acidity
  - Ultra late: Tank 6 + 7, 7.8 g/l sugar, 6.1 g/l acidity

# 2018 quality levels and estimated maturity



2019-09-03

## Welcome drink

1. 2016 Sandahl Riesling Banana split

## 2013 comparison flight

1. 2013 Sandahl Riesling Count Down
2. 2013 Hirtzberger Riesling Singerriedel

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## 2015 comparison flight

1. 2015 Sandahl Riesling Dry honey
2. 2015 Sandahl Riesling Wet stones
3. 2015 Hirtzberger Riesling Singerriedel

## 2017 comparison flight

1. 2017 Sandahl Riesling Ball of Fame
2. 2017 Sandahl Riesling Crystal cut
3. 2017 Boxler Riesling Brand
4. 2017 Stirn Riesling Brand

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## 2017 horizontal flight

1. 2017 Sandahl Riesling Ball of Fame
2. 2017 Sandahl Riesling Crystal Cut
3. 2017 Sandahl Riesling Rabbit periscope
4. 2017 Sandahl Riesling Shop stop

## 2018 comparison flight

1. 2018 Sandahl Riesling ultra late harvest
2. 2018 Hirtzberger Riesling Singerriedel

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