



How 5th Largest Cava Producer Covides Re strategized their Japan Wine Market Entry With GourmetPro's Expertise

Wine exporter and top five Cava producers COVIDES Viñedos - Bodegas knew how important it was to seek increased market share and expand in the Japanese market as the EU-Japan Economic Partnership Agreement, which improves business for companies with reduced tariffs on European exports into Japan, entered into force from February 2019. After approaching GourmetPro as a consulting partner, they got a fresh perspective of the market and re-strategize on a new plan to extend into the Japan wine market.

Challenge

COVIDES SALES TEAM LACKED THE FRESH INSIGHTS NEEDED TO REVIEW THEIR EXPANSION STRATEGY.

Recognizing that the Japanese market has specific needs, Covides needed market expertise and distribution insights to adapt its offer. They also needed to find the right partners, with whom they could develop a long-term good partnership.

Japan's wine market is complex and a global understanding may not be enough to overcome the obstacles. They also needed to find the right partners, with whom they could develop a long-term good partnership.

Japan Wine Market

IN 2008, COVIDES RECOGNIZED THE DISCERNING PALATE OF THE JAPANESE WINE DRINKER AND THAT THEY WOULD FULLY APPRECIATE THE BEAUTY OF CAVA.

Covides knows the key to successful market entry is to adapt its offer to foreign markets' specific needs. The wines and cava are tailor-made for the consumers with the entry into each market.

Early on, their research showed that Japan wine market had great potential, but also very specific needs that would need to be met.

Solution

GOURMETPRO DELIVERED THE KEY INSIGHTS COVIDES NEEDED AND EFFECTIVELY SUPPORTED THEIR PROJECT EACH STEP OF THE WAY.

GourmetPro experts provided a market snapshot, along with a diagnostic and strategic consultancy on expansion strategy. Their fact-based analysis demonstrated that the core category is fast-growing with a need for a new segment. This need would be covered by Covides portfolio.

GourmetPro built a compelling customer story supported by a 10-page presentation. After organizing a prospecting market visit with the Covides sales director, GourmetPro experts set-up and follow-up meetings with 3 major distributors.

The Covides Story

1963

Foundation year

24,000,000

Premium grape production in kg

65%

Wine exportation

50+

Countries where Covides exports

Market Expertise + Integrated Solution

WITH GOURMETPRO AS A CONSULTING PARTNER, COVIDES STRATEGIZED ITS MARKET EXPANSION:



Developed a new market strategy based on accurate data and insiders knowledge



Received a compelling 10-page presentation matching Japanese business standard



Met with key Japanese distributors to find the right partner for their market expansion