

An aerial photograph showing a small white boat with a yellow flag on a calm, turquoise sea. Below the boat is a long, low stone breakwater or pier. The breakwater is constructed from large, rectangular stone blocks, with a dense field of smaller, irregular stones in front of it. The water is a deep, clear turquoise color, and the sky is not visible.

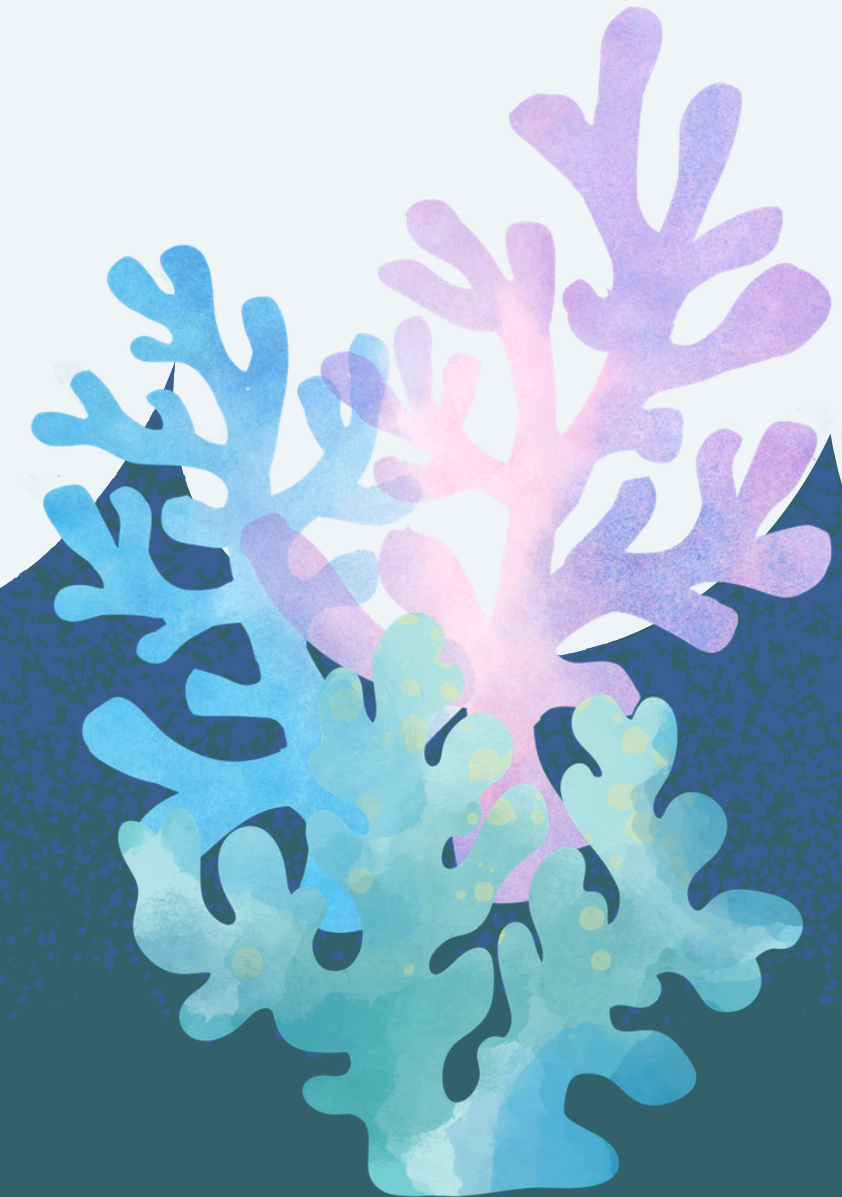
EGIAATEGIA*

THE COMPANY



- Founded in 2006
- 2007 : innovative patent for underwater wine-making and ageing
- 2017 : patent on the underwater transformation of terrestrial organic substrates.

- underwater fermentation -> 15 metres in the Bay of Saint-Jean-de-Luz
- Process influence metabolism of the yeasts
- The originality lies in the partial vinification under water, rather than simple ageing, with patented tanks that balance the pressure between the ocean and the wine
- Positioned in the affordable premium wine segment



VALUES



INNOVATION



AUTHENTICITY



SINGULARITY

SUMMARY



JAPAN

- Country files on 3 countries
- Selection matrix



CANADA



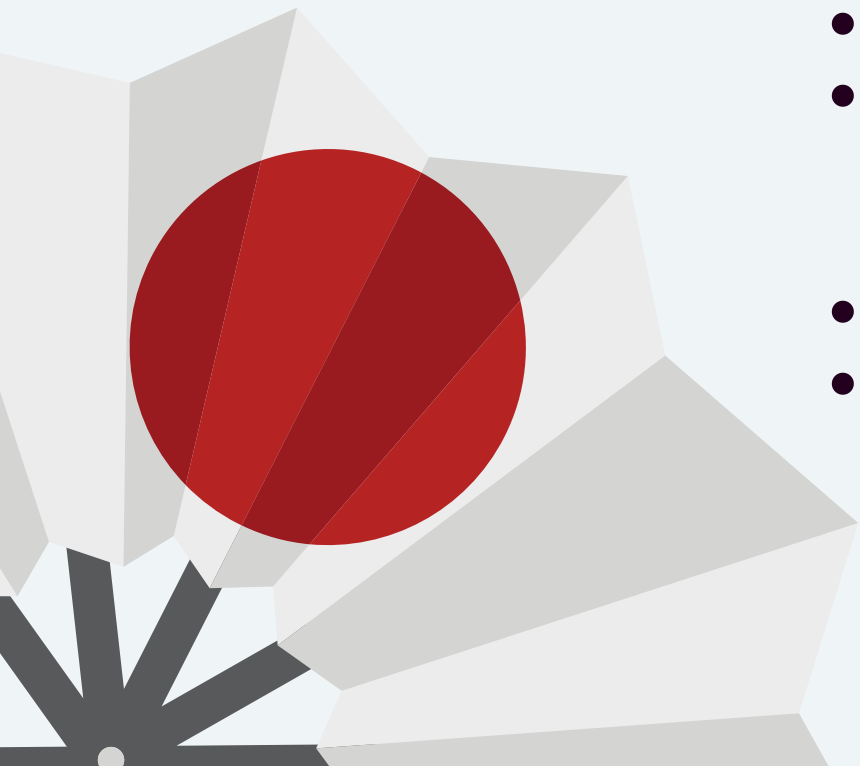
PORTUGAL

EXTERNAL DIAGNOSIS



The market

- Growing market since the 1970s.
- Dependence on imports: 76% of wines consumed are foreign.
- With local production accounting for just 4.5% of national consumption, the Japanese are highly dependent on wines from elsewhere
- Upscale, informed and demanding.
- Consumption concentrated in major cities (Tokyo, Kanto).
- In 2019, Japanese people consume more spirits and wine than beer.
- Diversification of tastes and interest in more affordable wines (e.g. Chilean)
- Importance of e-commerce and specialized distributors : distribution channels



OFFER ANALYSIS

- The size of the Japanese wine market has been estimated at USD 10.3 billion in 2021.
- The market is expected to grow at an average annual rate of 6.7% between 2022 and 2030.

- Competition: Italy, Spain, the United States, Australia and Chile.
- Two different positions: top-of-the-range wines, over 3000yen, and bottom-of-the-range wines, under 1000yen.

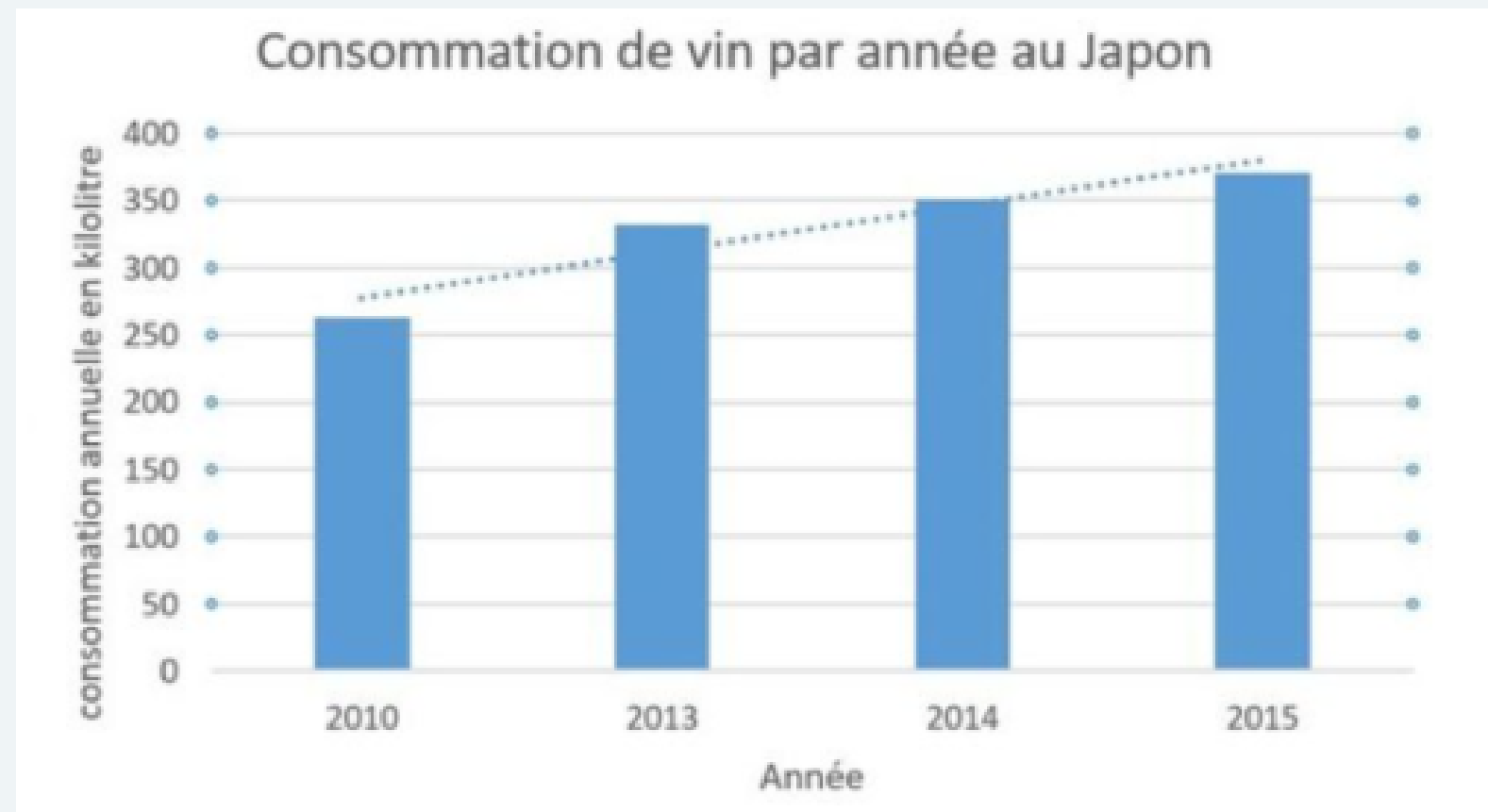
OFFER ANALYSIS

- Rice alcohol accounts for 60% of alcohol sales.
- 58% of wines are Red wines.
- 32% of wines are White wines
- With covid, trends have changed :
 - 52% of wine consumed in Japan is at home, the rest consumed in bars, restaurants and hotels...
 - Biological wines and online sales



DEMAND ANALYSIS

- Consumption has risen sharply since 2008 then reaching 350 million litres in 2015.
- 66.36 million litres of French wine imported.
- Between 2010 and 2020, wine consumption rose from 1.88l to 3.1l.
- Now, it's approximatively 5.9 litres of wine per adult.



DEMAND ANALYSIS

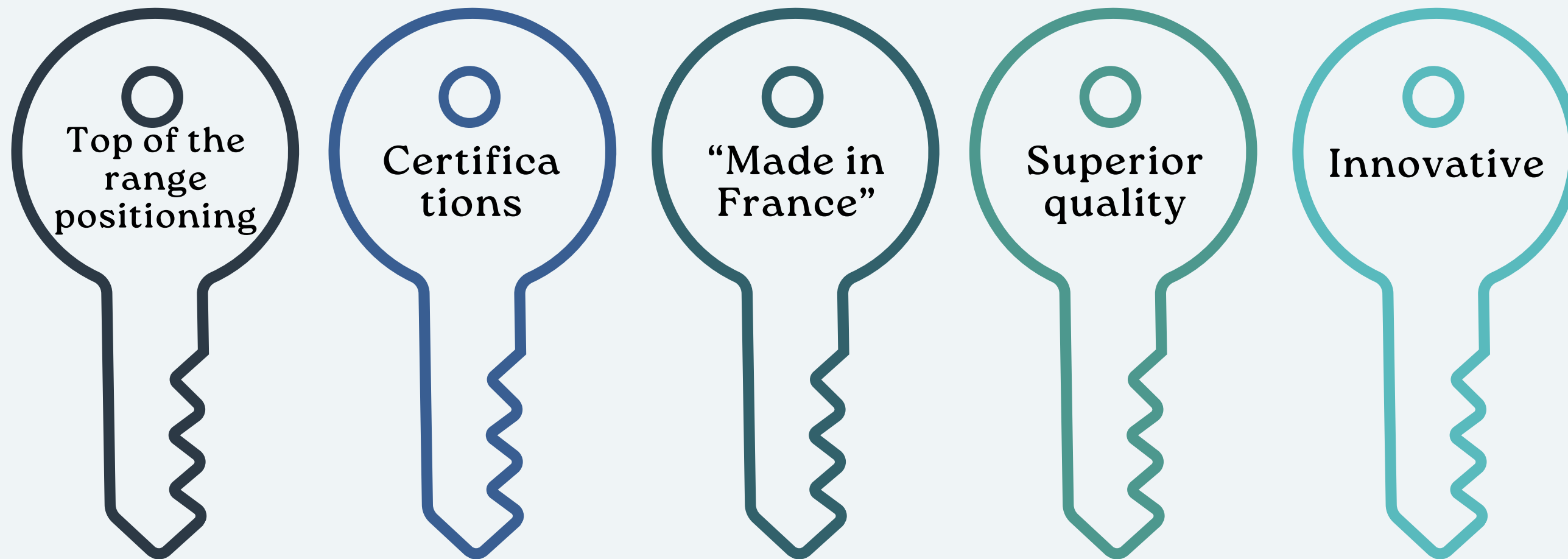


- Good quality/premium wine sets people apart socially, and that's why the Japanese love great wines.
- Particularly French wines : people in Japan drink more grands crus than in France.
- They are appreciated for its quality and refinement, it explains why France is Japan's leading premium wine supplier.
- Great knowledge of wine and buy top-of-the-range.
- Purchasing criteria : price, taste of the wine, country of origin, colour of the wine, brand.



EXTERNAL DIAGNOSIS

Key success factors



INTERNAL DIAGNOSIS

Company resources

Human	Material	Immaterial	Financial	Organisational
• 4 employees, not including Emmanuel POIRMEUR, the company's founder.	• 5 bis Chemin des Blocs 64500 Ciboure • In the bay of Saint-Jean de Luz, where the vats of wine are stored • first wine reef of the world • Equipment	• 2007, a patent for underwater wine vinification and ageing • 2017 for the underwater transformation of organic substrates of terrestrial origin.	• Cash position amounts to 316,000 € • Working capital requirement is 48,000 euros • Share capital in 2019: 109,935€ • balance of the activity	• Concept • Know-how • Flexibility

INTERNAL DIAGNOSIS

Strenghts and weaknesses

Product

Their product is innovative, and it has a monopoly on the market.

They have several ranges.

It's a French product, made in the south-west of France.

Price

Different ranges, from affordable wines to premium wines.

Egiategia has different prices to reach as many people as possible.

Unique positioning in the market.

Egiategia has low production volumes, which could have an impact on its ability to meet demand in the future.

Artisanal methods can result in a higher cost per bottle, making the wine more expensive.

INTERNAL DIAGNOSIS

Strenghts and weaknesses

Place

The product can be bought on the spot and also on the website.
It also sells its products on a B2B basis.

Promotion

The website and social networks are their way of communicating. We can see a real effort in these, with a graphic charter and aesthetic all their own.

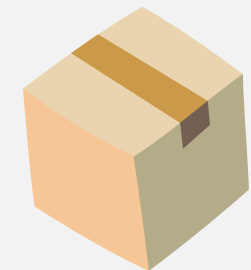
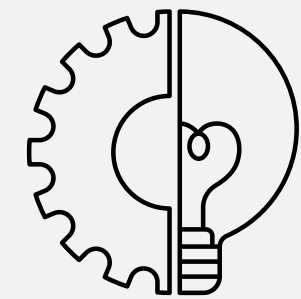
Given that the brand has not chosen to sell its products intensively, that means its losing in brand awareness.

The lack of brand awareness is having an impact on the brand. Although it is well known in the Basque country, it is not nationally, except among wine amateurs.

INTERNAL DIAGNOSIS

Competitive advantages

- Patents
- Innovative production process
- Innovative product
- Made in France
- Know-how
- Product quality



SWOT MATRIX

Strenghts

- Patent
- Innovative production process and product
- Made in France
- Know-how
- Product quality

Weaknesses

- Lack of notoriety
- Production volume
- Production cost

Opportunities

- Market growth
- French wine
- Trend : innovative products
- Increase of online sales

Threats

- International competitors and french competitors
- Transport cost

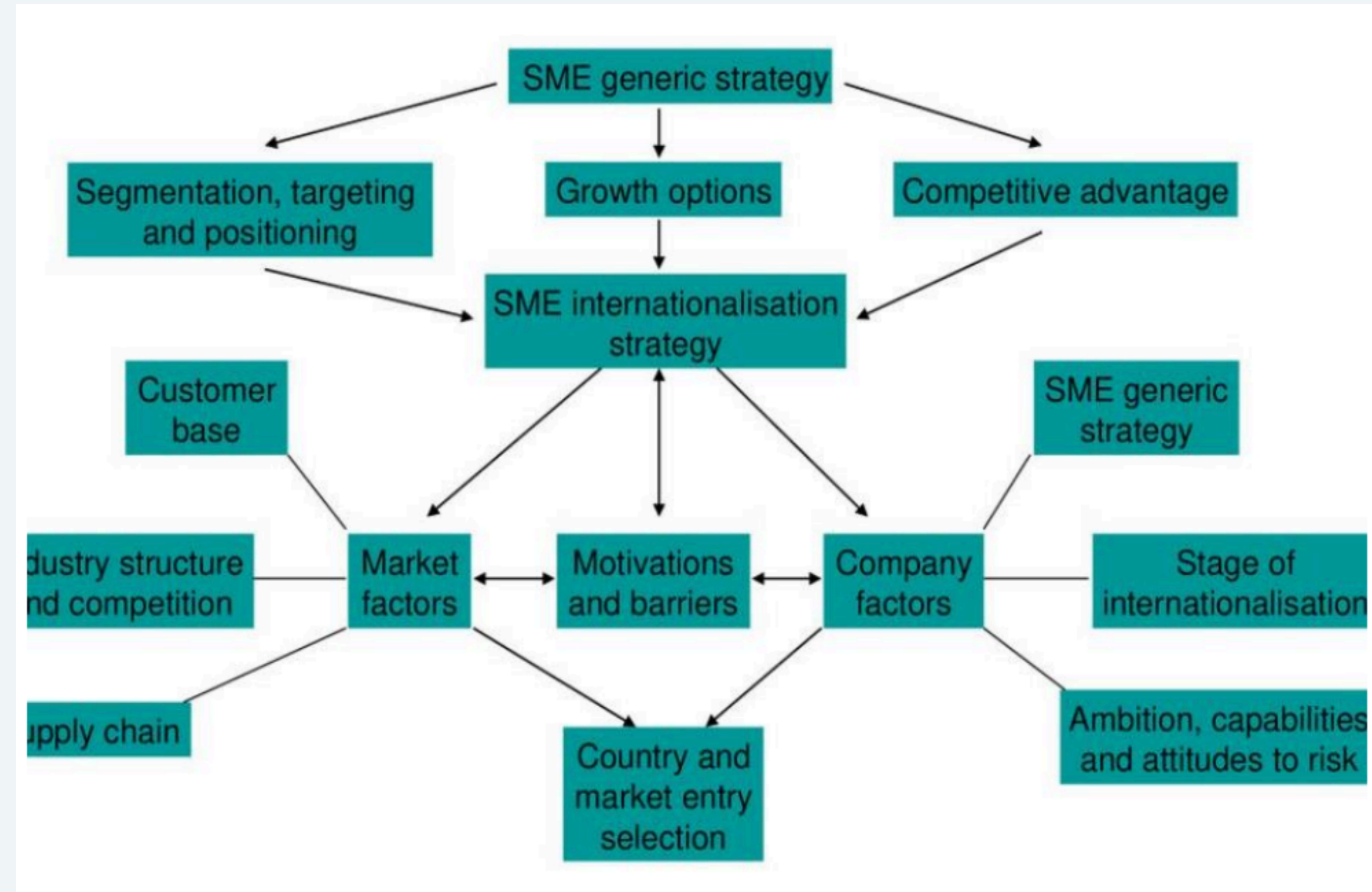
STRATEGICAL CHOICES

Strategy_:

- Niche strategy
-->Differentiation

Decisions:

- Development timing
-->Sequential (recruitment of export staff, trade fairs, adaptation of the website...)
- Level of involvement
-->Glocalization (adapt communication and distribution methods)



OPERATIONAL CHOICES

Place

Place adaptation :

- B2B and e-commerce site: 2 subsidiaries (carrier and deliverer)
- Trade fairs: short circuit

Promotion

Promotion adaptation :

- B2B: communicate at trade shows
- Highlight the market site for B2C by creating accounts on social networks for Japan

Product

Product standardization :

- Made in France
- Innovative

Price

Price adaptation :

- Export costs
- Top of the range positioning



THANKS FOR
YOUR
ATTENTION



SOURCES

Le Japon : un marché florissant pour les vins français

Le marché du vin au Japon | CCI France Japon

Présentation du marché du vin - Japon

Exporter des vins et spiritueux au Japon - FEVS

<https://export.agence-adocc.com/fr/fiches-pays/japon/vin/introduction>

<https://agriculture.canada.ca/fr/commerce-international/renseignements-marches/rapports/analyse-tendances-du-secteur-vin-biere-spiritueux-au-japon#>

<https://www.ccifj.or.jp/publications/actus/n/news/le-marche-du-vin-au-japon-1.html>

<https://www.shantitravel.com/fr/guide-voyage-japon/differences-culturelles-japon>

<https://www.fevs.com/exporter/japon/#:~:text=Le%20Japon%20est%20le%20quatri%C3%A8me,d'%C3%A2ge%20consomme%20du%20vin.>

<https://export.agence-adocc.com/fr/fiches-pays/japon/vin/la-consommation-de-vin>