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WOMEN'S  
LEADERSHIP  
COUNCIL

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WSWA LEADERSHIP DEVELOPMENT SERIES

# ANATOMY OF AN IMPORT: PRODUCT JOURNEY, BUYING HABITS, AND BUSINESS CHALLENGES IN 2021

*BROUGHT TO YOU BY THE WOMENS LEADERSHIP COUNCIL*

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**JENNIFER ENGEL**

*WLC Advisory Board Member  
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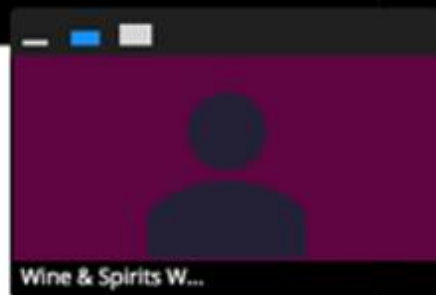
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# Q & A

UNFORTUNATELY, WE CAN ONLY ACCEPT WRITTEN QUESTIONS SUBMITTED THROUGH THE ZOOM APP.

PLEASE FIND THE "CHAT" BUTTON AT THE BOTTOM OF YOUR SCREEN TO BRING UP A CHAT BOX AND SUBMIT YOUR QUESTION.



# PANELISTS



**SONIA DAVENPORT**  
*Director of Consumer Insights*



**ALLISON LEAVITT**  
*Managing Director*



**CRISTINA MARIANI-MAY**  
*CEO*

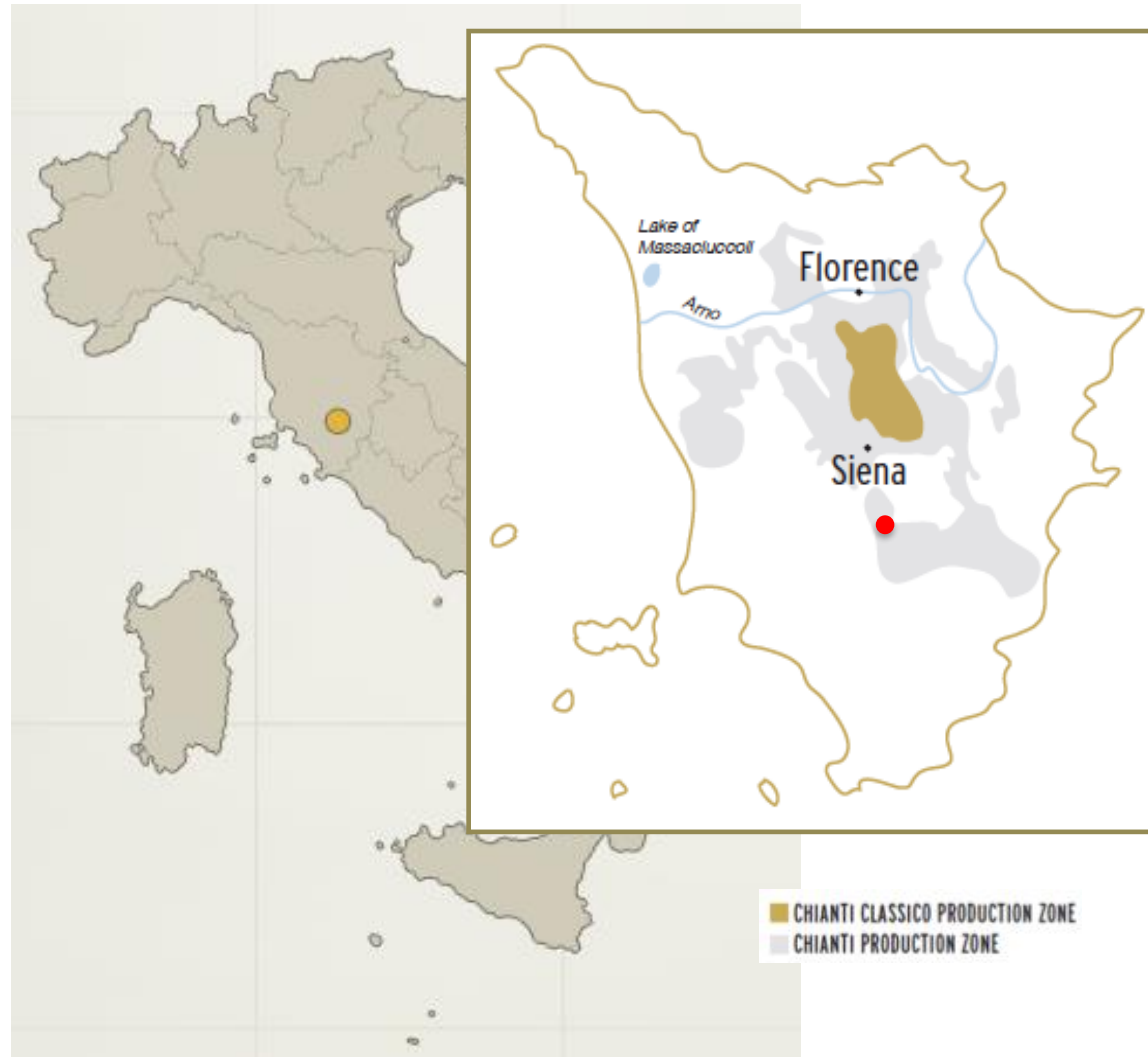




WSWA  
May 19, 2021

# CHIANTI CLASSICO AND CHIANTI

*Two different DOCG appellations in two different production territories*



## **Chianti production zone:**

a vast area covering about 14,000 ha (34,5000 acres), by more than 3,500 estates located in the provinces of Arezzo, Florence, Pisa, Pistoia, Prato and Siena

## **Chianti Classico production zone:**

A zone of 7,200 ha (17,800 acres) that includes the whole territories of the municipalities of Castellina in Chianti, Gaiole in Chianti, Greve in Chianti and Radda in Chianti and parts of those of Barberino Tavarnelle, Castelnuovo Berardenga, Poggibonsi, San Casciano Val di Pesa.



# CHIANTI and CHIANTI CLASSICO

*Both DOCG - Two different production codes*



## Classifications



### **Chianti "Annata"**

11 tons/ha

10,50 % natural Alcohol min.

Release: from 1st of March (year after harvest)

### **Chianti Classico "Annata"**

7.5 tons/ha

11,50 % natural Alcohol min.

Release: from 1st of October (year after harvest)

### **Chianti Superiore**

9.5 tons/ha

11,50 % natural Alcohol min.

Release: from 1st of September (year after harvest)

### **Chianti Classico Riserva**

7.5 tons/ha

12,50 % natural Alcohol min.

Release: 2 years (min. 3 months in bottles)

### **Chianti Riserva**

9.5 tons/ha

12,00 % natural Alcohol min.

Release: 2 years

### **Chianti Classico Gran Selezione**

7.5 tons/ha

Estate bottled wines only (from 2013)

13,00 % natural Alcohol min.

Release: 30 months (min. 3 in bottles)

# The Journey



## In the Vineyard:

- Grapes are picked late September. As you saw, the Chianti territory is spread out, but the grapes for Superiore are from Montalcino. Chianti Superiore requires 70-100% Sangiovese. (Slightly more restrictive for Chianti Classico region where minimum is 80%)
- Yield regulations of 9.5 tons/ha for Chianti Superiore (lower, at 7.5tons/ha for Chianti Classico DOCG)
- Chianti DOCG allows 10% white varietals where Chianti Classico DOCG does not allow any

## Release Dates:

Chianti Superiore typically undergoes stainless steel fermentation and can be released the first of September following harvest with a required minimum natural alcohol of 11.5%

- Chianti Classico can release the first of October
- A Riserva requires a higher alcohol and longer aging as well as additional time in bottle

## Transport:

Shipping and transportation delays have caused massive backups at the ports. GORI has requested less product be held there because of the crowding. The winery ships product to the GORI warehouse multiple times a week to keep up with orders.

# WINE & SPIRITS SHIPPERS ASSOCIATION



## Mission:

*Negotiate competitive rates and services for our members, offer best in class cargo insurance, and provide value added services to benefit our membership.*



## Freight Negotiation

WSSA uses the volume of our shippers to negotiate shipping contracts on behalf of importers and distributors in the wine and spirits industry. Our dedication to providing efficient and economical transportation by land, sea, or air, enables our members to tap into a marketplace – efficiently and affordably.

## Risk Management

Marine insurance isn't something shippers should have; it's something shippers must have. WSSA offers its members "All Risk" Marine Insurance for shipments by sea, land or air from anywhere in the world. Wine, Beer, Spirits and other select beverages as well as any related merchandise incidental to the business of the assured are covered in our policy.

## Education, Advocacy, Intel

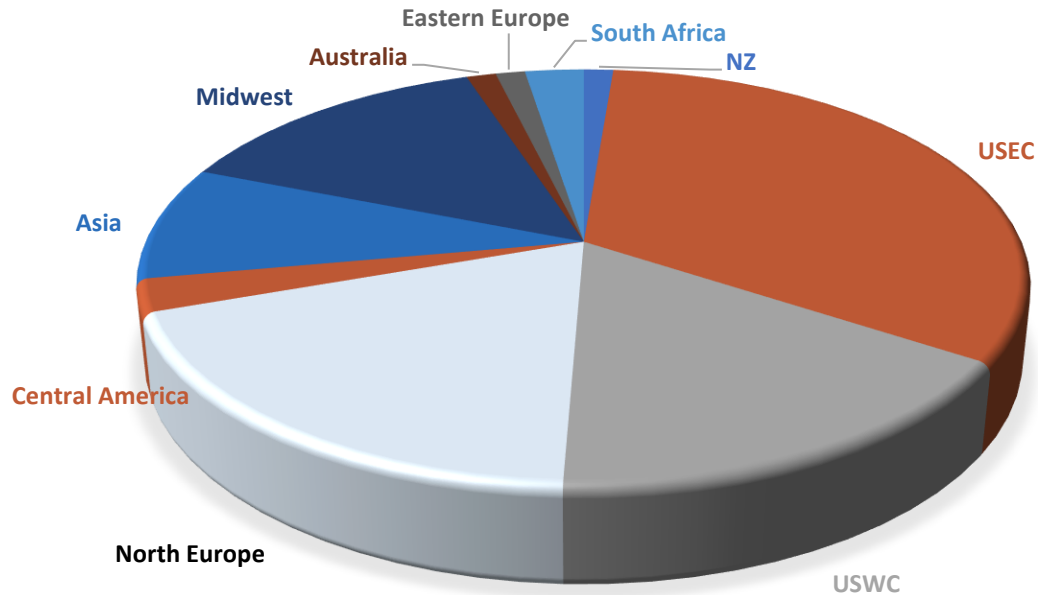
WSSA acts as a knowledge resource center by providing regular education events such as webinars, roundtable discussions, panel discussions, and industry mailings so members can learn how to improve the efficiency of their wine and spirits business operations.



# WSSA MEMBER BASE

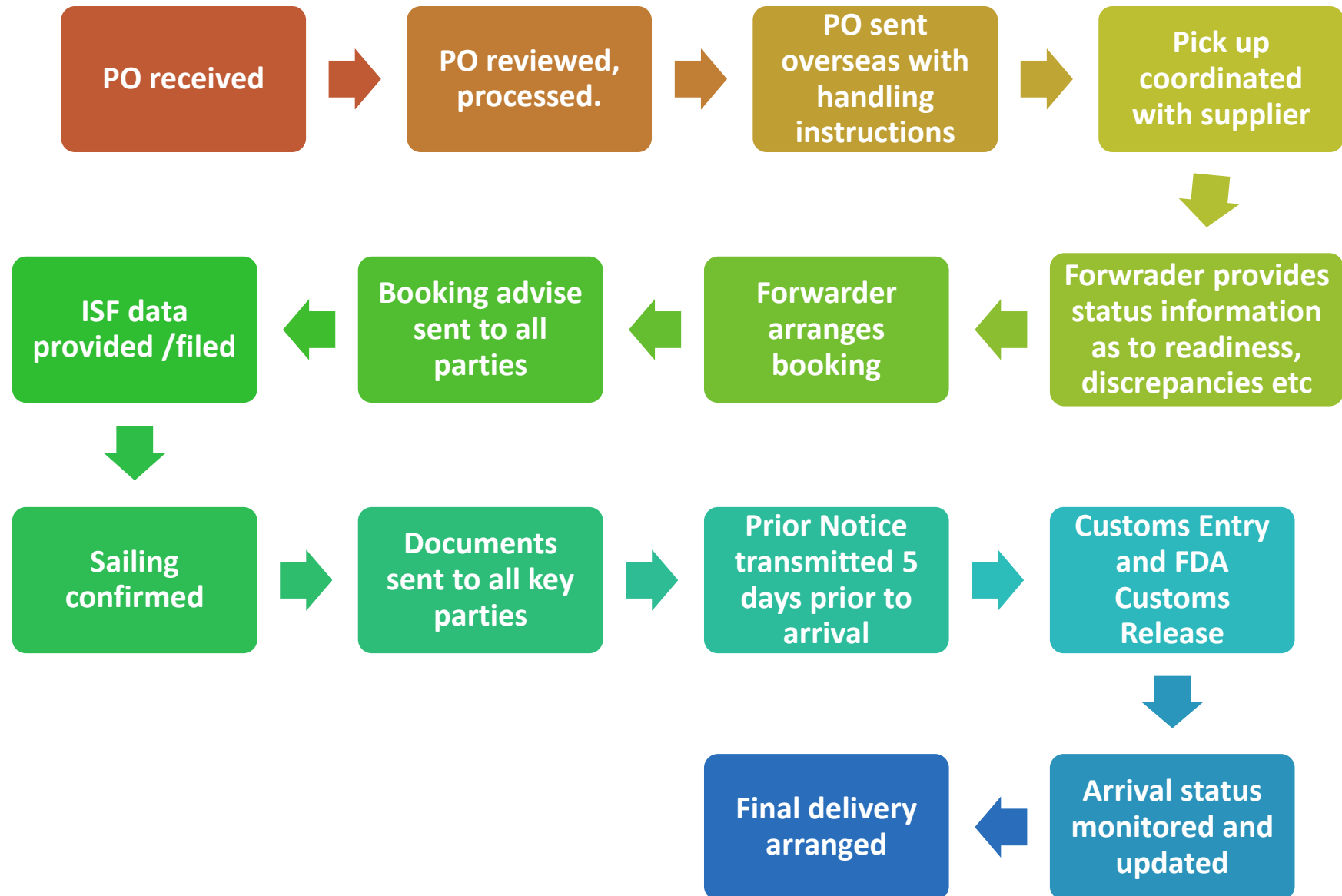


2020-2021 MEMBER LOCATIONS



- ▶ WSSA has over 700 members located across the globe.
- ▶ 79 members were added in 2020 alone – the majority from the tariff-impacted locations of United States and Northern Europe.

# Life of an Import PO



# THE PERFECT STORM



- Tariffs
- COVID
- Shipping Crisis
- Impact differentials





# TARIFFS: REACTION AND ADJUSTMENTS



- ▶ Tariff shock
- ▶ Reduction in volume
- ▶ Closures/lost jobs
- ▶ Uncertainty/surges

# NOW: SUSPENSION IN TARIFFS/CHAOS IN SHIPPING



- ▶ COVID bounce back
- ▶ Global shipping meltdown
- ▶ Increased shipping costs
- ▶ AGAIN, tariff uncertainty



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*THANK YOU FOR JOINING US!*

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