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The château was built according to the French model. (Photo: Changyu)

WINE, TRADE

Changyu is the strongest wine brand

02.08.23

Annually, the financial company Brand Finance evaluates brands from different industries and countries and has rated the top 15 wine brands. For the third year in a row, Moët & Chandon, part of LVMH, held the pole position despite a 10 percent drop in value, which ended at \$1.27 billion (about \$1.15 billion). . €) is given.

A surprising climber is the Changyu brand, which rose from fourth to second place with around 1.2 billion US dollars (approx. 1.09 billion €) and growth of around 33 percent. The American brand »Chandon« just missed second place with only a four percent difference in value.

However, Changyu was able to hold its own as the strongest wine brand, while Moët & Chandon fell to third place. Penfolds secured second place as the largest growing brand in the wine and champagne segment, up 48 percent to \$659 million.

On the one hand, brand strength was determined using various key figures, such as investments in marketing. On the other hand, external assessments were used: A total of more than 100,000 participants in 38 countries from 31 sectors were interviewed for the survey.

luxury problems

Henry Farr, Associate Director of Brand Finance, commented, "In the wine and champagne sector, wines have outperformed in terms of brand equity growth. High-quality champagnes have suffered losses. Difficult growing conditions, reduced availability and price increases have led some consumers to switch to lower-priced sparkling wines as an alternative. For those less affected by difficult financial situations, this may be because they don't want to come across as vulgar or boastful by adorning themselves in luxury products while others struggle with the rising cost of living."



The 10 leading wine brands by value in 2023 (Photo: Screenshot Brand Finance)

Strategic cooperation

Changyu, China's oldest producer with a production volume of 100 million bottles of wine and 50 million bottles of brandy, has developed into the market leader in Asia. In 2015, the Austrian winemaker and entrepreneur Lenz Maria Moser got involved as part of a joint venture. Today, the Cabernet Sauvignon-based wines are sold in more than 40 countries. According to Moser, "Approximately 500,000 bottles are produced under his supervision at Changyu-Moser. Of this, 20 percent is exported." PD



The top 10 wine brands by strength in 2023 (Photo: Screenshot Brand Finance)

keywords : People's Republic of China
LVMH
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champagne



WINE INDUSTRY 15/2023

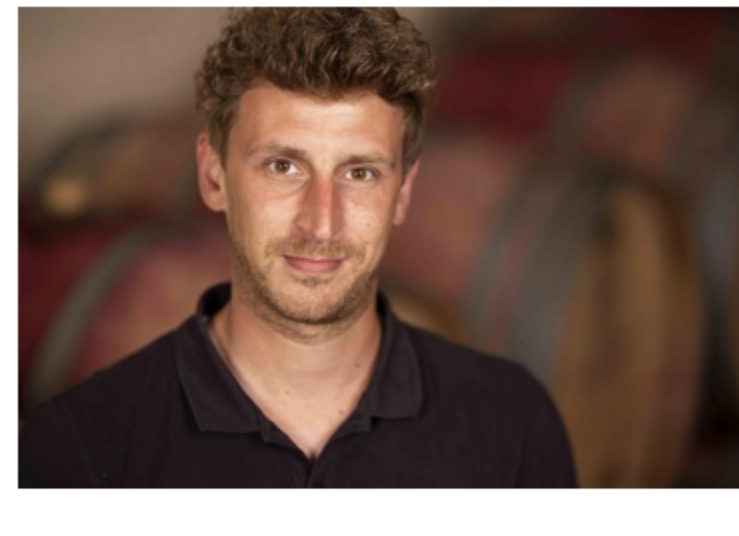


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- 2 AHR**
Two years after the flood much infrastructure is still lost. This is especially lacking for the self-marketers.
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Anyone who believes that nothing new can come from Tuscany will be taught otherwise by DOC Montecucco. The small denomination is a little-known Sangiovese tip.

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Braufactum will take care of itself in the future

The Radeberger Gruppe is discontinuing its commitment to craft beer and leaving the purchasing, production and distribution of the Braufactum brand to its founding fathers Dr. Marc Rauschmann, Thorsten Schreiber and Jochen Rosinus, who are said to have already initiated the founding of Braufactum GmbH, as a "part-time commitment". The brand remains owned by the Radeberger Group.



BREWERIES

Anheuser Busch InBev increases sales and profits

Anheuser Busch InBev reports an increase in sales of 7.2 percent in the first half of 2023 and an increase in adjusted EBTDA of 9.1 percent.



BEVERAGE WHOLESALE (GFGH)

Örcün strengthens Diversa

Diversa specialties GmbH in Rheinberg is growing. Abdullah Örcün has been Head of Sales & Brand Activation since the beginning of August. The sales expert worked in various roles for Beam Suntory Germany for more than 13 years.

Magazine

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