

products, the key to succeeding in this segment will be to locate a good distributor who is willing to spend the time and money to help educate more people about wine.

Wine Coolers

Wine coolers, a new alcoholic beverage for most Thais, still tend to be a fad drink. Regardless of the fad, there are now three companies manufacturing wine coolers in Thailand. Alcohol content has a pivotal role in wine cooler consumption. A research study conducted by T.C. Winery, manufacture of Spy wine coolers, revealed that more consumers prefer higher alcohol wine coolers compared to those with a lower alcohol content.

Spy Dry, launched more than a year ago, contains 7.5% alcohol by volume. Spy Dry's forerunner, Spy Classic, which has been on the market for three years, has 5% alcohol by volume. The fact that it did not take long before Spy Dry exceeded Spy Classic's sales volume, was largely attributed to the higher alcohol content of the new product.

Advertising for the two Spy Wine coolers was modified to project a mild drink image, suitable for women (Spy Classic), and a stronger version aimed at men (Spy Dry). Both Spy brands also stress real fermented wine as their main ingredient, reminding consumers that Spy's competitors make much greater use of fruit juice than aged wine.

When the majority of wine coolers being sold in Thailand were launched two years ago, total sales amounted to 180 million baht (C\$ 9.5m). Last year sales totalled 200 million baht (C\$10.5m) and it is expected that sales will increase to about 250 million baht (C\$13.2m) in 1994. Thus, by industry sales levels, it remains a small but steadily growing market.

The estimated market shares of the three leading brands of wine coolers are as follows:

BRANDS	MARKET SHARE	PRODUCER
Spy (Classic and Dry)	60%	T.C. Winery
Cooler Club	25%	United Winery
Seagram Cooler	15%	S.T. Beverage

Although there is admittedly wider preference for higher alcohol wine coolers, some producers have chosen alternate strategies. United Winery, for example, has opted to continue developing more low alcohol varieties they believe will appeal to younger drinkers. For the mature market the company produces another increasingly popular product, Thai Cherry wine with a high content of alcohol by volume. It is available in 700 ml. bottles selling for 60 baht each (C\$3.15) and mostly earmarked for provincial distribution (up-country).