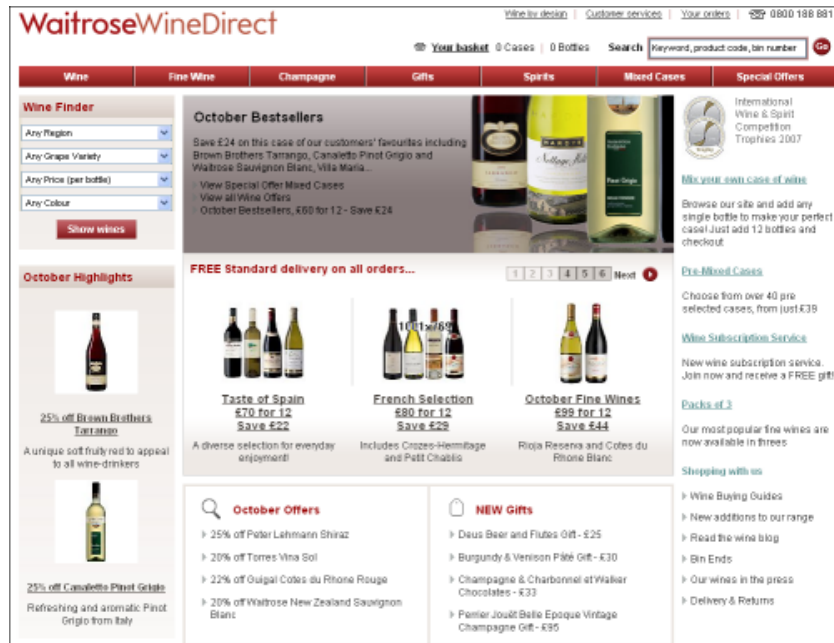


Waitrose Wine Direct

Profile

WaitroseWineDirect Waitrose is the supermarket division of the John Lewis Partnership, with 192 branches as of September 2008. Like the partnership's department stores, **Waitrose targets the middle-class by selling high quality food and emphasizing customer service.** The online wine section, called Waitrose Wine Direct, features wines of all origins and types.



Awards

Waitrose Wine Direct has been awarded from Decanter magazine and the International Wine and Spirit Competition for the year 2007.

The company also has a Royal Warrant to supply wine and spirits to the Queen. The awards are presented in the first page of the site.

First page

Marketing tools

Waitrose Wine Direct promotes a diverse range of wines in the first page.

Essentially, the largest part of the first page is dedicated to the wine offers of the month. The site uses a combination of large banners and smaller presentation boxes to promote the products. Also in the first page, Waitrose Wine Direct **invites the visitors to register to the wine newsletter and promotes the free delivery service of the store.**

25% OFF

all wine and champagne when you buy a case or more

Offer excludes all gifts and spirits.

FREE Standard delivery.



Email Sign up

For updates, special offers and promotions

Enter email address

Sign up

Promoted wines

Waitrose Wine Direct changes the wines presented in the first page very frequently.

The Best Sellers of the Month enjoy the highest visibility in the first page of Waitrose Wine Direct. Those wines are promoted from the store with a discount that can reach 30% of the original price.

Promotion tool: October 2008 the best sellers

- Canaletto Primitivo 2006/07 Puglia - **Italy**
- Brown Brothers Tarrango 2006/07 Victoria - **Australia**
- Peter Lehmann Shiraz 2004/05 Barossa Valley - **S Australia**
- Canaletto Pinot Grigio 2007 Veneto - **Italy**
- Hardys Nottage Hill Chardonnay 2007 SE - **Australia**
- Waitrose Sauvignon Blanc, Villa Maria 2007 Marlborough - **New Zealand**

October Bestsellers

Save £24 on this case of our customers' favourites including Brown Brothers Tarrango, Canaletto Pinot Grigio and Waitrose Sauvignon Blanc, Villa Maria...

- View Special Offer Mixed Cases
- View all Wine Offers
- October Bestsellers, £60 for 12 - Save £24



Also in the first page the site promotes 3 wine collections 2 "Highlight" wines and the offers of the month.

Promotion tool: Taste of Spain Selection

- Torres Gran Sangre de Toro Reserva 2003/04 Catalunya
- Gran Feudo Reserva 2003 Navarra
- Pazo de Seoane Albariño 2007 Rias Baixas
- Cune Monopole Blanco 2006 Rioja

Taste of Spain

[Email a friend](#) [Bookmark page](#) [Print](#)

Bin Number: WD1333
More than 5 cases in stock
25% case discount on this pre-mixed case
Offer ends Tuesday 4 November 2008
Prices shown include 25% discount

A fantastic mixed case featuring some of the highlights of Spain. For the red lover indulge in Torres sturdy Gran Sangre de Toro or try the rich flavours of Navarra in Gran Feudo's Reserva. For a white with a difference there's the crisp and refreshing Albariño from northern Spain or explore the delights of white Rioja!

Case of 12 (3 bottles of each): £69.43

Qty

 FREE Standard Delivery within 5 working days
 Next, Named or Saturday delivery £6.95
 Delivery before 10.30am next working day £9.95

[add to basket](#)



Promotion tool: French Selection

- Jean-Luc Colombo Les Gravières 2006 Crozes-Hermitage
- Guigal 2005 Côtes du Rhône Rouge
- Cave des Vignerons de Chablis 2007 Petit Chablis
- La Baume Viognier 2007 Vin de Pays d'Oc

French Selection ✉ Email a friend 🌐 Bookmark page 🖨 Print page

Bin Number: WD1334
More than 5 cases in stock
Special Offer - Save £29 (usual price £109.38)
Offer closes 28 October 2008

Delight in French flavours with this excellent mixed case of reds and whites catering for both sturdy casseroles and lighter seafood dishes.

Case of 12 (3 bottles of each): £80 Qty


[Prices include 5% discount](#)

➤ FREE Standard Delivery within 5 working days

➤ Next, Named or Saturday delivery £8.95

➤ Delivery before 10.30am next working day £9.95

add to basket



Promotion tool: Fine Wines Selection

- Cune Viña Real 2001 Reserva, Rioja - **Spain**
- Guigal 2005/06 Côtes du Rhône Blanc - **France**

Promotion tool: Highlights

- Brown Brothers Tarrango 2007 Victoria - **Australia**
- Canaletto Pinot Grigio 2007 Veneto - **Italy**

Promotion tool: October 2008 offers

- Peter Lehmann Shiraz 2004/05 Barossa Valley - **Australia**
- Torres Viña Sol 2007 Penedès - **Spain**
- Guigal 2005 Côtes du Rhône Rouge - **France**
- Waitrose Sauvignon Blanc, Villa Maria 2007 Marlborough - **New Zealand**

Promotion tool: Top 20 wines

The first page has a "Top 20 wines" option which redirects in a section where wines from France, Spain, Italy, Australia, New Zealand and Chile are presented. **There is no content describing why these wines are the top 20 of the store.**

- Bredon Brut NV Champagne - **France**
- Marqués de Monistrol Cava Reserva Rosé NV - **Spain**
- Oyster Bay Sauvignon Blanc 2007/08 Marlborough - **New Zealand**

- Veuve Clicquot Brut NV Champagne - **France**
- Guigal 2005 Côtes du Rhône Rouge - **France**
- Waitrose Brut NV Champagne - **France**
- Waitrose Sauvignon Blanc, Villa Maria 2007 Marlborough - **New Zealand**
- Canaletto Pinot Grigio 2007 Veneto - **Italy**
- Prosecco La Marca NV - **Italy**
- Brown Brothers Tarrango 2007 Victoria - **Australia**
- Torres Viña Sol 2007 Penedès - **Spain**
- Cave de Lugny Chardonnay 2007 Mâcon-Villages - **France**
- Campo Viejo Crianza 2005 Rioja - **Spain**
- Peter Lehmann Shiraz 2004/05 Barossa Valley - **Australia**
- Da Luca Pinot Grigio 2007 Veneto - **Italy**
- Montana Sauvignon Blanc 2008 Marlborough - **New Zealand**
- Lanson Black Label Brut NV Champagne - **France**
- Casillero del Diablo Cabernet Sauvignon 2007 Central Valley - **Chile**
- Calvet Reserve Merlot / Cabernet Sauvignon 2006 Bordeaux - **France**
- Peter Lehmann Clancy's 2005 Barossa Valley - **Australia**

 <u>Brown Brothers Tarrango 2007</u> Victoria, Australia Case of 12 £53.88 equivalent to £4.49 each	 <u>Torres Viña Sol 2007 Penedès</u> Spain Case of 12 £53.88 equivalent to £4.49 each	 <u>Cave de Lugny Chardonnay 2007</u> Mâcon-Villages, Burgundy, France Case of 12 £53.88 equivalent to £4.49 each	 <u>Campo Viejo Crianza 2005 Rioja</u> Spain Case of 12 £62.88 equivalent to £5.24 each
 <u>Peter Lehmann Shiraz 2004.05</u> Barossa Valley, S. Australia Case of 12 £76.32 equivalent to £6.36 each	 <u>Da Luca Pinot Grigio 2007</u> Veneto, Italy Case of 12 £53.88 equivalent to £4.49 each	 <u>Montana Sauvignon Blanc 2008</u> Marlborough, New Zealand Case of 12 £71.88 equivalent to £5.99 each	 <u>Lanson Black Label Brut NV</u> Champagne, France Case of 12 £233.88 equivalent to £19.49 each
 <u>Casillero del Diablo Cabernet Sauvignon 2007</u> Central Valley, Chile Case of 12 £62.88 equivalent to £5.24 each	 <u>Calvet Reserve Merlot / Cabernet Sauvignon 2006</u> Bordeaux, France Case of 12 £62.88 equivalent to £5.24 each	 <u>Peter Lehmann Clancy's 2005</u> Barossa Valley, Australia Case of 12 £71.88 equivalent to £5.99 each	

The presentation of the top 20 wines is not very attractive and there is no introductory content.

Promoted regions

Most of the promoted wines for this month originate from France and Spain and those from Italy and Australia follow. However the frequent wine rotation in the first page ensures that all the major wine making regions are promoted. Most of the recommended offers include Waitrose branded wines.

Wine Search

The search options of Waitrose Wine Direct are limited compared to other online wine retailers. The visitor can chose according to region, grape variety price and colour.

Wine Finder

Any Region ▼

Any Grape Variety ▼

Any Price (per bottle) ▼

Any Colour ▼

Show wines

Waitrose Wine Direct search method gives no advantages to specific countries or grape varieties.

Countries included in the full list

- Argentina
- Australia
- California
- Chile
- France – Alsace
- France – Bordeaux
- France – Burgundy
- France – Loire
- France – Rhone
- France – South
- Italy
- New Zealand
- Other Countries
- Portugal
- South Africa
- Spain

It is interesting to note that the list includes all the wine making areas of France but not a “France” choice, making a general search for French wines more difficult.

The “Other Countries” option includes Greek wines.

Wine presentation

Minimum purchase is 12 bottles. Each wine is presented with a description that often includes food matching instructions and a photo of the bottle. **In many cases there is information about the winery and press quotes from reviews of the wine.** The customers are also allowed to write their

opinion about the product and in some cases the store proposes alternative wines at the end of the presentation.

Suggested Alternatives



Campo Viejo Crianza 2005 Rioja,

Spain

Case of 12 £62.88
equivalent to £5.24 each



Guigal 2005 Côtes du Rhône

Rouge, France

Case of 12 £80.88
equivalent to £6.74 each



Casillero del Diablo Cabernet
Sauvignon 2007 Central Valley,

Chile

Case of 12 £62.88
equivalent to £5.24 each

Other promotion methods

Free delivery

Waitrose Wine Direct offers free shipping of the products in 5 working days.

Expert personnel

The company promotes the fact that 4 Wine Masters are working for it and presents the CVs of the stores experts.

The customers can contact the experts for professional advice concerning special events.

Wines by Design

The "wines by design" service allows the customers to receive a case of 12 wines every 3 months. **The cases are selected from the Masters of Wine working for Waitrose Wine Direct.**

Wine information

The site provides detailed wine buying guides food matching guides and a vintage guide.

Vintage Chart

[Print page](#)

The majority of inexpensive wine is intended to be drunk within 6-12 months (reds within 2 years). However, most fine wine will improve with age when stored correctly.

This chart indicates the quality of recent vintages (on a scale of 1 to 10, where 10 is the best). It will also indicate when a wine is ready to drink and those which have the potential to improve further.

Key: **K** = Keep (will improve), **D** = Drinking now, **P** = Past its best, **10** = Outstanding

	1988	1989	1990	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Red Wines																
Bordeaux (Médoc)	9D	9D	10D/K	4D	8D/K	9D/K	7D	8D/K	7D/K	10K	8K	8K	9K	9K	10K	8K
Bordeaux (Right Bank)	9D	9D	9D/K	5D	7D/K	8D/K	7D/K	8D/K	7D/K	10K	8D/K	7K	8K	9K	10K	8K
Burgundy (Côte de Nuits)	9D	8D	9D	8D/K	9D/K	8D/K	6D/K	7D/K	9K/D	8D	7D/K	9K	8K	8K	9K	9K
Burgundy (Côte de Beaune)	9D	8D	9D	8D/K	9D/K	8D/K	6D/K	8D/K	9K/D	8D	7D/K	9K	8K	7K	9K	8K
Rhône (Northern)	8D	9D/K	9D	5D	9D/K	9D/K	8D/K	9K	8K/D	7K	8K	6K	6K	6K	8K	8K
Rhône (Southern)	7D	8D	9D	6D	8D/K	7D/K	6D/K	9K	9K/D	7K	8K	6D	7K	6K	9K	8K
Spain (Rioja)	5D	6D	7P	5P	9D/K	7D/K	6D	8D/K	6D/K	6D/K	8D/K	6K	6K	8K	8K	8K
Italy (Northern)	8D	9D	10P	7D	7D/K	8D/K	9D/K	8D/K	9K/D	8K	8K	5K	8K	8K	7K	7K
Italy (Central)	9D	6D	10P	7D	9D/K	7D/K	10D/K	7D/K	8D/K	7K	8K	6K	8K	9K	7K	8K
Australia (Barossa)	6D	6D	9D	7D	7D	8D	6D	10K/D	7K	7K	10K	9K	7K	8K	9K	9K

Greek Wine

Waitrose Wine Direct features 4 Greek wines which can only be located through a search for "Greek wine"

Mavrodaphne of Patras, Kourtakis

Description

A sweet red wine capable of accompanying even the most highly flavoured and sweet puddings. Mavrodaphne is a dark-skinned grape which produces aromatic and generally sweet wines from the Peloponnese. We regard this as one of the most consistent and well-priced dessert wines on our list.

Mavrodaphne of Patras, Greece (sweet)

[Email a friend](#) [Bookmark page](#)

Bin Number: 082051
More than 5 cases / 60 bottles in stock

A sweet red wine capable of accompanying even the most highly flavoured and sweet puddings.

Mavrodaphne is a dark-skinned grape which produces aromatic and generally sweet wines from the Peloponnese. We regard this as one of the most consistent and well-priced dessert wines on our list.

Bottle: £4.74

Qty

Case of 12: £56.88

Qty

[Prices include 5% discount](#)

- ▶ FREE Standard Delivery within 5 working days
- ▶ Next, Named or Saturday delivery £6.95
- ▶ Delivery before 10.30am next working day £9.95



Suggested alternatives instead of Mavrodaphne

- Eva's Vineyard Merlot / Kékfrankos 2004/05 – Hungary
- Rio Sol 2006 Vale do Sao Francisco, Pernambuco - Brazil

- Firebird Legend Cabernet Sauvignon 2006 Vulcaneshti – **Moldova**
- River Route Limited Edition Merlot 2006 Colinele Dobrogei – **Romania**
- L A Cetto Petite Sirah 2005 Baja California – **Mexico**

Tsantali Cabernet Sauvignon 2005 Halkidiki

Description

An interesting, organically produced red that makes the most of the hot climate. A juicy and very typical Cabernet Sauvignon made from organic grapes in Greece. The firm structure and cassis flavours make this a cracking partner to lamb or moussaka as well as for mature cheeses.

Tsantali Cabernet Sauvignon 2005 Halkidiki, Greece

[Email a friend](#) [Boc](#)

Bin Number: 054164
Up to 3 cases / 45 bottles in stock

An interesting, organically produced red that makes the most of the hot climate.

A juicy and very typical Cabernet Sauvignon made from organic grapes in Greece. The firm structure and cassis flavours make this a cracking partner to lamb or moussaka as well as for mature cheeses.

Bottle: £7.11

Qty

Case of 12: £85.32

Qty

[Prices include 5% discount](#)

- ▶ FREE Standard Delivery within 5 working days
- ▶ Next, Named or Saturday delivery £6.95
- ▶ Delivery before 10.30am next working day £9.95



Suggested alternatives instead of Tsantali Cabernet Sauvignon:

- Feiler Artinger Blaufränkisch 2006 Burgenland - **Austria**
- Palwin No 4A Red Liqueur Wine (sweet) Carmel Winery - **Israel**
- Palwin No 10 Menorah Carmel Winery - **Israel**
- Pizzorno Merlot / Tannat 2006 Canalones – **Uruguay**

Kourtaki Retsina of Attica

Description

Smooth, fruity wine with distinctive and traditional resinated character. Typical retsina with a clean cool edge which allows it to slip down the throat with alarming ease. The resinated pine character is not overplayed and means that the wine will accompany seafood dishes or moussaka.

Kourtaki Retsina of Attica, Greece

[Email a friend](#) [Bookmark](#)

Bin Number: 083505
Up to 4 cases / 55 bottles in stock

Smooth, fruity wine with distinctive and traditional resinated character.

Typical retsina with a clean cool edge which allows it to slip down the throat with alarming ease. The resinated pine character is not overplayed and means that the wine will accompany seafood dishes or moussaka.



Bottle: £4.26 Qty
Case of 12: £51.12 Qty

[Prices include 5% discount](#)

FREE Standard Delivery within 5 working days
 Next, Named or Saturday delivery £6.95
 Delivery before 10.30am next working day £9.95

add to basket

Assyrtiko Santorini 2007 Hatzidakis Winery

Description

Fruity, light and fresh Greek white. Made from three local grape varieties, this Greek white shows plenty of tropical fruit flavours and a succulent sherbet character on the mid-palate. It has an elegant, dry and crisp finish making it a good partner to hummus, taramasalata or lighter salads.

Assyrtiko Santorini 2007 Hatzidakis Winery, Greece

[Email a friend](#) [Bookmark](#)

Bin Number: 038545
More than 5 cases / 60 bottles in stock

Fruity, light and fresh Greek white.

Made from three local grape varieties, this Greek white shows plenty of tropical fruit flavours and a succulent sherbet character on the mid-palate. It has an elegant, dry and crisp finish making it a good partner to hummus, taramasalata or lighter salads.



Bottle: £8.73 Qty
Case of 12: £104.76 Qty

[Prices include 5% discount](#)

FREE Standard Delivery within 5 working days
 Next, Named or Saturday delivery £6.95
 Delivery before 10.30am next working day £9.95

add to basket

More information on Hatzidakis Winery

Hatzidakis is a boutique winery built in a cave outside the village of Pyrgos, the highest village on Santorini. This wine has just this week been awarded a Gold medal at the Thessaloniki International Wine Competition (the biggest annual wine competition in Greece).

The Greek wines do not enjoy any kind of special promotion or price discounts so the customer has to search exclusively for Greek wines in order to find them. The proposed food matches are mainly traditional Greek dishes.

Remarks

Waitrose Wine Direct is a typical supermarket wine store that uses offers and discounts to promote the products but it also allows the customer to get advice from top wine experts for special events. **The wine presentations are comprehensive and the food matching comments help the visitor to choose the right wine for each occasion.** It is one of the few online stores that include Greek wines in the list.
