

## **New SA Wine Industry Direct to Customer Research**

Wine Business Solution's [Direct to Customer Benchmarking Survey](#) is now underway.

This now the second year the research has been undertaken. It is designed to measure the importance of this fastest growing path to market, one that is normally eight to ten times more profitable than selling through three tiers of distribution.

The research looks at all of the different components of Direct to Customer sales including cellar door, club sales, web sales, sales through third party telemarketers as well as third party online retailers.

Last year, survey participants derived 18% of their revenue from direct channels and this grew 20% between 2011 and 2012.

South African wineries are benchmarked against Australian New Zealand and US wine businesses and last year compared well on almost all fronts.

All information is held in complete confidence. Only aggregate information is analyzed and reported upon.

To participate in the survey, simply follow this link <http://svy.mk/15u68TF> Survey participants receive \$100 off the price of the finished report if they wish to purchase. For more information contact [peter@winebusinesssolutions.com.au](mailto:peter@winebusinesssolutions.com.au)