

Market: Canada food blog



We all know now the tail is 'Yellow'



When it comes to marketing and promoting wine in the very competitive BC Market, is there a so-called winning formula?

As a frequent patron of Asian eateries, I can't help but notice that recently, 60 to 70% of the time, there're posters, signs and bottles of Yellow Tail inside licensed Asian restaurants. Having been familiar with these restaurants for decades, the above scene created by Yellow Tail has definitely revolutionized the almost non-existing wine-drinking habit amongst Asian dining rooms. In fact, in a recent media event in the famed Lin Chinese Cuisine, I chose the Yellow Tail Sparkling as the reception wine and everyone was very pleased with the choice.

There is indeed a way to getting the winning formula. I believe these are the essential elements:

1. Competitive price point
2. A popular or common varietal that most of the public could identify with.
3. The wine(s) should be easy drinking and pleasant on the palate.
4. Easy to remember and easy to say brand name.
5. Consistent and trusty-worthy wine quality.

By the look of it, Yellow Tail Shiraz and Cab Sauvignon are winners, especially in Asian restaurants. These are two good characteristic wines which are appealing not only to red-wine drinkers, but beginners and casual sippers as well. Thanks to the user-friendly name and logo, and the sales template that fits the Asian market, the popularity generated amongst consumers and restaurants make them top choice for both private and social events. This successfully puts Yellow Tail on most Asian wine drinkers' dinner table, Asian restaurants' wine racks, and becomes the best sellers at liquor stores.

The consistency of the wine and easy to identify labels allows consumers to pick the wine without worrying about the vintage. The good price point is easy on the pocket as an everyday wine; and nobody has to break the bank to get their hands on it even after the mark-up in restaurants. It is an entry level, approachable wine that is appropriate for most social functions.

Now on top of the ever popular red and white table wines, Yellow Tail introduces a sparkling wine to complete its portfolio. Their refreshing sparkling is crisp with adequate citrus to complement its flavour; not too sweet on the palate that will go well with appetizers, salads, seafood and white meats; and is a very pleasing and 'safe' wine to be had with most Asian dish. It's a great addition to Yellow Tail's Portfolio.

Allow me to introduce you yet to another of their wines that I thoroughly enjoy.

Yellow Tail Reserve Shiraz and Cabernet Sauvignon \$15.99

Tasting Note: Fruit forward bouquet with hints of chocolate and slight tobacco. On the palate is a sophisticated black berry flavour, full bodied and well balanced with smooth tannin. Sourced from the finest parcels of fruit from the best vineyard, this reserve wine is categorized as premium quality.

I blind-tasted this wine and other Australian wines with a wide price range from \$15.99 to \$69.99. Each wine exhibited its own style and character. However, it took the group by surprise when the price point \$15.99 of this wine was revealed. This no doubt is an apt example of 'paying more does not guarantee better wine.' Price and quality do not necessarily follow the same scale of progression. A wine that is twice as expensive does not mean it tastes twice as good.

What's the point? You might ask. Well, that in most cases the business economics of wine is no different than other products. The economy of scale will dictate how to price strategically, implying that price may not always be a function of quality. Because of the economy of scale, the regular Yellow Tail sells over 700,000 cases in Canada annually. At \$15.99, this Reserve Shiraz and Cab-Sauvignon delivers exceedingly good quality, body and flavour. Bravo Yellow Tail!

There's no need to stroll around the aisles figuring what to buy without spending a fortune. This "Reserve" is a must try and you won't be disappointed!