

Strengths

- ❖ 60% products already exported far & wide
- ❖ Capacity of negotiation with importers
- ❖ Capacity to change some elements of the product exported (especially the label)
- ❖ Products mainly exported to specialized retailers or restaurants (in adequation with the channel chosen, see further)
- ❖ Good quality product with rewards
- ❖ Mainly producer of organic wines

Opportunities

- ❖ No rights of entry within the EU
- ❖ 14% of alcohol sales concern the restaurant & bar sector
- ❖ Current trends in the Finnish market
 - ❖ Organic wines more & more appreciated
 - ❖ 57% of wines consumption are red wines
 - ❖ France is the first supplier of wine on value & second on volume
- ❖ Finnish consumers tend to be more acknowledged about wines and appreciate more complex wines (Vinilehti + analysis on Alko Product Basket Classification)
- ❖ Key points from the interview: The majority of consumers knows the origin of the wine (country). Some others know about the grappe. The price and the type of wines are also crucial factors to choose & purchase a wine => Opportunities here to slightly change the product to be in adequation with the market perceptions.
- ❖ The consumption of "light" alcohol drinks such as beer, cider, wine and long-drinks has increased in the past few years whereas the consumption of spirits has decreased (Valvira)
- ❖ The Finns appreciate soft and fruity red wines (Ubifrance)
- ❖ Specialized media and friends recommendations seem to have a certain importance for more acknowledged consumers => Use this finding for the promotion.

Weaknesses

- ❖ Traditional vineyard => open to novelties to a certain extent
- ❖ Not very reactive in terms of price

Threats

- ❖ Beaujolais Villages wines are not very known in Finland (Alko catalog & restaurant menu)
- ❖ The Finnish wine market keeps growing but with quite low growth rates during the past few years
- ❖ Heavy taxes applied on alcohol (45% of the price of a bottle)
- ❖ Advertising permitted under certain conditions (Ubifrance)
- ❖ Intense competition (but not too much for Beaujolais Villages wines)