

# Riesling – a bestseller at the Point of Sale?

Importance of Riesling for Trade & Gastronomy,  
taking changing auspices into account

# What are we talking about?

Approaching via:

- Riesling
- Point of Sale: Trade vs. gastronomy
- Changing auspices

# Riesling: Pro

- Germany's most important grape variety: 24,318 ha (+10% vs. 2000)
- Affinity of Terroir
- Varied play of aromas
- Structure
- Acidity
- Potential to age
- Many variants, much leeway
  - from entry level to premium
  - From dry to sweet, from still to sparkling
- Many producers, many styles
  - Storytelling
- Regional Origin and Sustainability
- ...vs internationality

# Riesling: Contra

- Acidity
  - Complexity/ many variants
  - Changing aromas upon aging
  - Challenging food pairing (especially for dry wines)
  - Many declarations, much confusion, hard to compare
    - Predicates
    - Sweetness levels
    - Origin/Sites
    - More quality levels: VDP, individual designation of wineries etc.
    - Brands, private labels etc.
- Riesling has to be explained, is complex in many aspects and very often not (supposedly) a wine for beginners

# Trade vs. gastronomy

- Customers vs. guest structure
- "Experiencing enjoyment" vs. "experiencing shopping"
- Possibility to taste
- Structure of portfolio
- Price levels
- E-Commerce: comparison of Price / quality online
- Labels displayed on shelves vs. Personal expert advice

# Changing auspices

- Trend towards regionality, sustainability
- Going premium (due to Covid)
- Taste profiles of consumers
- Competitive pressure due to mainstream products / categories
- Competition from food retailers
- New Sales Channels
- Who is the customer? Young vs. old, tradition vs. innovation
- New wine law
- Alcohol policy of the EU
- Laws controlling supply chains

## Challenge at the PoS

Find the right Riesling at the right time for the right customer/guest

# 5 theses of selling Riesling

1. Diversity can be confusing, but it can also attract
2. Going Premium: A chance for higher qualities
3. Against the mainstream: making the most of the USP with (yet) undiscovered drops
4. Going dry, but not too dry
5. Not against, instead with Pinot Gris

Conclusion: wine consumers want Riesling, they simply just don't know it yet