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# Color Us Yellow

## Australia Barrels Ahead



Yellow, you say? Why yellow? Well, for starters, Australia presently is exporting this wine brand called "Yellow Tail" to the United States at a tremendous growth rate—6.5 million cases in 2004, which is more than the combined volume of the next two Australian wine brands—and in doing so controlling six of the top 10 imported SKUs. Just look at some of the Australian wines imported into the United States: Jacob's Creek, Wyndham Estate, Lindemans, Penfolds, Rosemount Estate, Hardys, Banrock Station, Alice White, Kelly's Promise, Black Swan, Wolf Blass, Black Opal, Reynold's, Evans & Tate, Turkey Flat, Yalumba, Oxford Land-

Tail Merlot replaced Blackstone Merlot as the top-selling Merlot, and Yellow Tail Chardonnay is now No. 2, only outsold by Kendall-Jackson. Australia has benefited as much in terms of increased wine sales as China has benefited in terms of increased manufacturing as a result of globalization. Have "Brand Australia," will travel.

Australian wines now are the top sellers in the United Kingdom (presently the No. 1 wine consuming nation), and with Australia already having surpassed Italy (or soon to) for the No. 1 spot in the United States, which is expected to be the No. 1 wine consuming nation by 2008, Australia has achieved what France and Italy would have found

laughable only 10 years ago. It all began in 1996 at the annual Wine Australia Conference at Sydney when Australia

tralia has been able to create four million-plus case brands (and the newcomers to the party, Yellow Tail and Black Swan were achieved in a relatively short time), a feat the French have yet to achieve after several hundred years, says it all. The revenue supplies the brand owners with the resources to develop ever more sophisticated marketing strategies and global advertising campaigns.

Now that the world is one marketplace with globalization, and the global wine market is expanding rapidly, there's plenty of business to go around. In fact, they say if every adult in China drank just one glass of wine a day, at present production levels, the world's wine producing and exporting countries (including China) could not satisfy the demand.

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ing, McWilliams and all those fun labels such as Little Penguin, Little Boomey, Sally's Paddock, Red Knot, White Knot, Koala Blue, Down Under, Boonaroo, Norman's, Innocent Bystander, Punter's Corner, Zonte's Footstep, Kangaroo Ridge, Thirsty Lizard, Mad Fish, Four Emus, Ghost Gum; Fair Dinkum, Dinky Do, Devil's Marbles and Blue Tongue. Pretty soon, every restaurant and wine store in America will be flying the red, white, blue and yellow. And for bars?

### Have Brand, Will Travel

To put it another way, the down under is up top, and buyers should be aware. Although Italy may still be exporting slightly more wine to the United States than Australia (they were according to the last report I have seen), if it has not been passed already by Australia, it won't be long, thanks to our friends at the Yellow Tail and their worthy competitor Australian wine exporters. Yellow Tail Shiraz now is the No. 1 imported red wine in America. Yellow

announced its "Vision 2025." It put the wine world on notice that by 2025, it intended to dominate the premium wine business worldwide.

At the time, Vision 2025 was considered little more than fiction by the old world wine producing countries (France, Italy, Spain, Portugal, Germany) and optimistic by new world wine countries (Chile, Argentina and the rest of Latin America, South Africa, the United States and Canada). Yet Australia actually is ahead of schedule to reach their ambitious goal by 2025.



### See the Vision?

Now we all know that this is far from likely, right? Remember Vision 2025?

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Don't be too quick to dismiss any potential development in terms of future global wine demand. What do I therefore predict as to the

future of Australian wines? How about Australia claiming the first one hundred million case brand by 2025? Fiction, you say? Remember the skepticism of the old world producers in 1996 (just nine years ago) to Vision 2025? I've got a dollar that says I'm right. Let's see what happens by 2025. I'll save this column just in case. We'll chat then. G'day, mates. **NCB**

### Supply Versus Demand

So why has Australia has been so successful cannot be attributed to any single factor, but the fact that Aus-