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Greek Wine Boom: UK Sales Soar 277%

UK Discovers the Magic of Greek Wine

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The recent Greek Wine Month held in the United Kingdom has marked a significant milestone for Greek wine exports, showcasing the growing appreciation for these wines among British consumers. Organized by the Greek Wine Federation and Westbury Communications, the event ran throughout June and involved over 40 retailers and 20 restaurants. This celebration of Greek viticulture saw a remarkable increase in sales, highlighting a burgeoning interest in the diverse range of wines Greece has to offer.

According to a press release from Westbury Communications, Greek wine sales in the UK soared by 277% compared to June of the previous year, and by 207% compared to May 2024. This surge is attributed to the coordinated efforts of retailers and restaurants that actively promoted Greek wines. The event spotlighted a variety of wines, including the popular Assyrtiko and the robust Xinomavro, drawing attention to Greece's rich winemaking heritage and its unique indigenous grape varieties.

Ana Sapungiu MW, responsible for wine business development at Amathus, emphasized the enthusiasm and dedication of retail teams who were instrumental in the event's success. "Retailers engaged passionately with the campaign, organizing in-store tastings, online activities, and email campaigns targeting their customer base," Sapungiu noted. This hands-on approach played a crucial role in educating consumers and expanding their palate towards Greek wines.

The campaign's success encouraged several retailers to expand their Greek wine selections. Tasting events, some with paid entry, provided a platform for consumers to experience the distinct flavors and qualities of Greek wines firsthand. Sofia Perpera, the campaign director and an accomplished oenologist, highlighted that after 18 months of concentrated efforts in the UK market involving 44 wineries, there was a noticeable uptick in interest. She emphasized that Greek wines are increasingly recognized for their unique character, which is highly valued in the UK market.

Data from Trend Economy underscores the economic significance of this growing interest. In 2023, the UK became the fifth most valuable destination for Greek wine exports, accounting for 7.03% of the total export market, valued at approximately 7.6 million USD (5.9 million GBP). This places the UK ahead of France in terms of Greek wine imports. The leading markets remain Cyprus, Canada, the United States, and Germany, with the latter commanding a significant 28% share of Greek wine exports.

The overall value of Greek wine exports has been steadily increasing since the pandemic, rising from 100.2 million USD in 2021 to 107.8 million USD in 2023. This upward trend reflects both a global and a regional increase in demand for Greek wines, which are noted for their diversity and the unique characteristics imparted by Greece's varied terroirs.

Beyond retail, Greek wines are making significant inroads into the UK's culinary scene. London, in particular, has seen the opening of new establishments focusing on Greek cuisine and wines, further solidifying the presence of these products in the British market. This trend not only boosts the visibility of Greek wines but also aligns with a broader consumer shift towards exploring diverse and authentic wine experiences.

The success of Greek Wine Month in the UK is a testament to the rising appreciation for Greek wines and the effective promotion strategies employed by the industry. As Greek wines continue to gain recognition for their distinctive flavors and quality, the UK market appears poised for further growth in this sector. This event has not only boosted sales but has also paved the way for a deeper understanding and appreciation of Greece's rich winemaking traditions among British consumers.