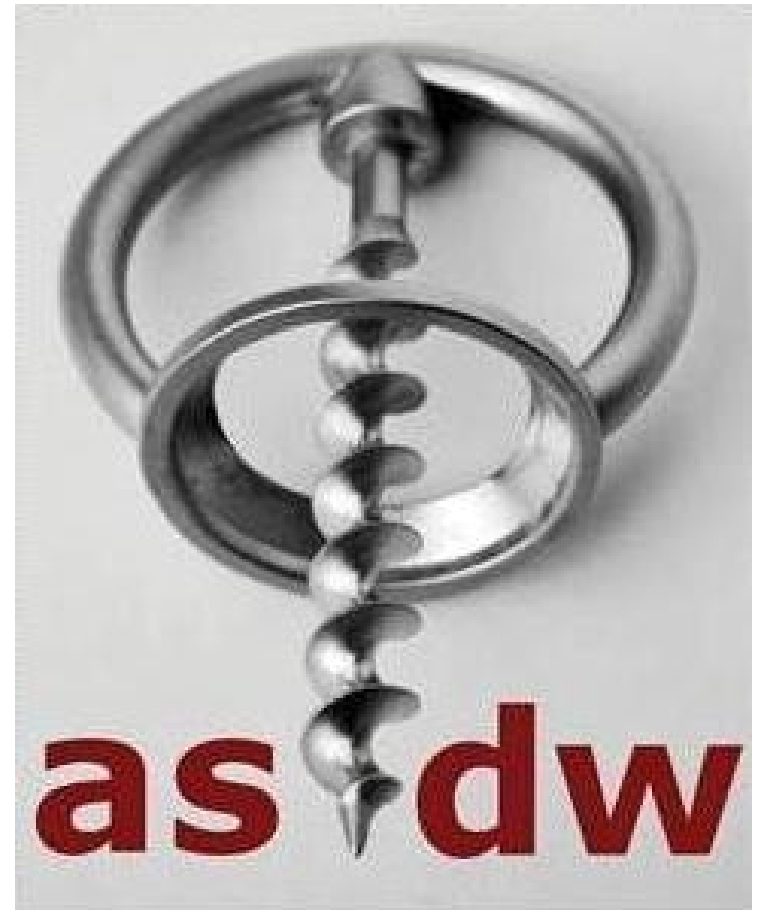


ASDW

- An introduction



**The Association
of Small Direct
Wine Merchants**

asdww.org.uk

Why join ASDW?

- There are thousands of independent wine merchants in the UK, but together we account for only 4% of wine sold – and it can sometimes be lonely!
- ASDW was founded in 2004 and over the next few slides we set out who we are, what we do, and some of the benefits of membership.

Who are we?

- 25 members and growing ...
- Warren Edwardes of Hyde Park Wines
Founder Chairman and again Chairman
for 2011, comments

ASDW has enjoyed some considerable success since its launch. If you're independent, and selling good quality wines you're passionate about, do [join](#) us.

What do we do?

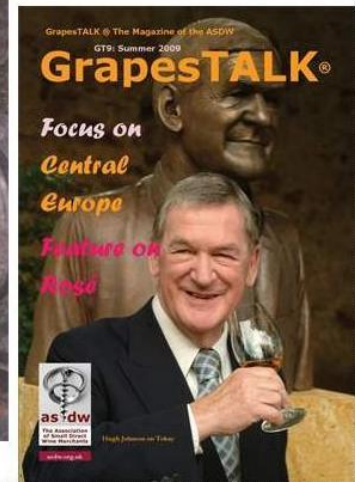
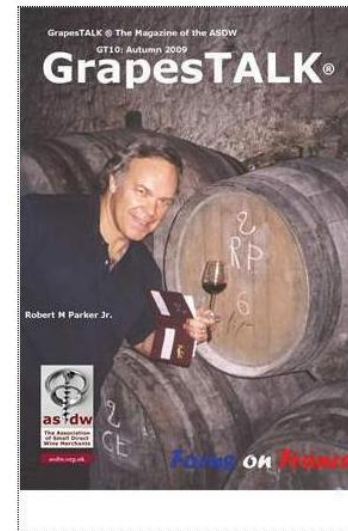
- Promote the interests and advantages of independents to government, the trade and consumers
- Provide an effective forum for sharing best practice
- Seek cheaper procurement of goods and services via economies of scale
- Offer mutual support, expertise, guidance and advice

How do we do it?

WE promote ASDW to national wine writers and bloggers and Tim Atkin, Jamie Goode, Julian Jeffs, Joanna Simon and many others have attended our individual or trade tastings



... and publish the widely read "Grapestalk" magazine



This merry band of merchants, flying the flag for small, artisanal wineries with distinctive, regional wines came to Fulham last week to give both press and public a chance to see what they have to offer.

The lower and upper ends of the wine market are well served by supermarkets and the "establishment" but there is increasing demand for wine between these extremes. The best value for quality of wines with integrity and interest. These merchants are really passionate about their lists and usually have personal relationships built up with the producers so they have fairly extensive knowledge of the vineyards, wineries and vintages.

Some of the listings are inevitably idiosyncratic and not all the wines will be to everyone's taste but these are dedicated people who will help you find treasures you will come back for again and again.

World Wine News, Oct 2006

“These men and women are the real deal: genuine lovers of wine who can't help sharing their passion with other people. The majority of the companies are small affairs - a Tesco store probably sells more wine in an hour than most of these guys manage in a year – but that's what makes them appealing”

Tim Atkin, “Observer” June 25 2006

Richard Ehrlich, IOS, July 30 2006

“So, why would someone want to launch their tiny little raft as a sole trader in these shark and supertanker-infested waters? Because they are, in the nicest possible way, crazy. Crazy about wine and eager to experience the truth of something wine journalist Jancis Robinson has written (and which I quote constantly): anyone lucky enough to make a living from wine should pinch himself once a day. That's not an exact quotation, but it conveys the idea. If you're crazy about wine, supporting yourself from it is like being an eight-year-old who gets paid to eat ice-cream cones.

The members of the Association of Small Direct Wine Merchants (ASDW) are all would-be eight-year-olds seeking remuneration for their ice-cream consumption. At the moment, this group has some 18 members, with specialities including France, Italy, Australia, Spain, champagne and even wines for spicy food. All sell only via mail-order and through the internet. They forged an alliance last year, originally to lobby the government about some iniquitous effects of the 2003 Licensing Act. Now they're doing more together, including a first-ever tasting for the press a couple of months ago (with more to follow).

It ain't easy, even if it is fun some of the time. They have to be a little bit crazy to do it, and the world needs more craziness of that type. I salute them. And I urge you to do the same, using www.asdw.co.uk as your first port of call.”

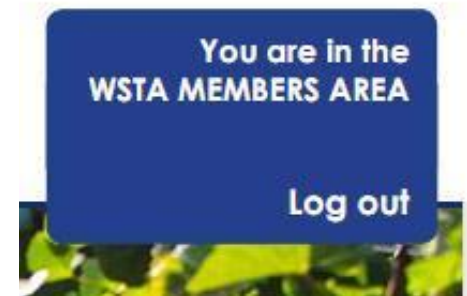
Who can join?

- We welcome anyone who is passionate about good wine and who runs their own wine business, either as via mail order / internet or via retail premises.
- All members must hold a personal licence and be able to provide two trade references.
- Most members will also have a website, although this is not a condition of membership.
- We encourage members to identify what skills and experience they bring to the organisation and to be willing to participate in it via our online forum and in other ways

Why should I join?

WSTA membership

- All members automatically enjoy free corporate membership of Wines and Spirits Trade Association. www.wsta.co.uk
- The WSTA is the only UK organisation representing the whole of the wine and spirit supply chain including producers, importers, wholesalers, bottlers, warehouse keepers, logistics specialists, brand owners, licensed retailers and consultants. The WSTA was established in 1824 and currently has over 340 members.
- Membership costs a *minimum* of £396 + VAT
- Membership gives access to invaluable:
 - Information and briefings
 - Advice and research
 - Business services
 - Publications



wsta

THE WINE AND SPIRIT TRADE ASSOCIATION

Trade and consumer shows

- ASDW members have organised and participated in, among others
 - London trade tasting (The Atlas)
 - Canons Ashby Wine Fair
 - Wokingham Wine Fair
 - Hitchin Wine Fair
- A great chance to sample and sell wine



Mutual advice and support

- Topics on the forum (members only) have included
 - Great ideas for corporate wine tastings
 - Italian translation help
 - Special offers on packaging
 - Advice on better exchange rates
 - Legal advice on copyright infringement
 - Licensing law
 - Marketing advice and ideas....

Economies of scale

- Sourcing packaging
- Accessing cheaper couriers
- Trade fairs and wine shows
- Buying together...

Convinced?

- You can apply to join ASDW by filling in an application form (available from membership@asdw.org.uk)
- Membership costs just £100 per year. If joining in Q1 £100; Q2 £75; Q3 50; Q4 £125 including the following year's membership fee.
- Or you can just carry on alone as you are – the choice is yours.