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Moser calls for female marketing focus

Austrian Grüner Veltliner pioneer **Laurenz Maria Moser** has warned that in order for winemakers to succeed, they have to market their wines to women.



Speaking at the Bibendum EC1 Pop-Up tasting in London last week, Moser told *the drinks business*: "70% of wine purchasing decisions are made by women, so it makes sense to target your efforts towards female consumers."

"Women account for around 70% of my wines sales. My range also appeals to men, but women buy the vast majority of my wine."

"Wine companies need to do more to market their wines to women, as they are the ones who are buying wine – they are the ones with the purchasing power."

Moser said his clean, contemporary wine labels were designed with women in mind. His top-end "Charming" Grüner Veltliner carries a purple and white label.

Moser produces five different expressions of Grüner Veltliner in his Laurenz V range: Charming, Singing, Sunny, Friendly and the more masculine-sounding Silver Bullet.

The wines are deliberately approachable and consumer friendly, with the emphasis on subtle spice, elegant acidity and vibrancy.

With wine production in Austria down, Moser aims to solidify his distribution this year. "Austria had two vintages in a row which were far below the average yields, so we don't have too much wine to sell."

"To be quite frank, I don't want to do any silly promotions this year, but to instead make sure our wines are found in the most suitable places – flagship stores like Harrods in London, and top restaurants like Nobu – that's the goal."

[Watch our video interview with Laurenz Moser here](#)

Lucy Shaw, 31.01.2011

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