

## NEWS DRINKS

# Cinzano roulette could set a trend

CINZANO may have set a trend for the drinks industry with its scratch off roulette competition printed on a label. Bottles featuring the £100,000 instant roulette are now appearing on shelves. "There is great potential for such promotions in the drinks industry," says John Chambers, managing director of Don Marketing, the scratch card company which put the idea of sales promotion agency CBH and Partners into action.

So far, Don Marketing reports interest from one of the major brewers and some spirit companies. And although it would not produce a roulette promotion for another vermouth company, DM says it is "flexible" and has plenty of other promotional possibilities. "In fact any product with a unit cost of over £1 is fair game," said Mr Chambers. Cinzano's roulette was a "first" in that the scratch off card was printed on the back of the bottle label. Customers have to use their skill in judging where the chips are placed and uncovering them. The appeal is that a customer knows immediately whether he has won or not.

Proof of two purchases must then accompany entries — limited to one per household — and winners have the chance to share in the £100,000 prize pool.

The labels, each costing around 3p to produce, will appear on 4.2 million bottles across the Cinzano range. But

Cinzano believes the £300,000 — the approximate total cost of staging the promotion — will be money well spent.

The main thrust will be aimed at improving its share in the £150 million vermouth take home market, still dominated by Martini. "We have been taking a good share during the past 18 months to two years," says Cinzano's marketing manager, David Hope.

Trade estimates put the Martini share at well over 50 per cent with Cinzano at around 25 per cent.

Cinzano expects the roulette promotion, which runs until February 29, 1984, to bring a significant uplift in share, depending of course on the success of competitive activity. The current Martini promotion is £50 off the cost of a holiday with two proofs of purchase. Both promotions are advertised on neck collars but Cinzano feels the promise of cash will have greater appeal in the all-

important build up to Christmas. And it reports good trade response to the promotion. "Retailers are always interested in new promotions which they can see are going to add value to the stock and increase turnover," said Mr Hope.

URM reports an 11 per cent redemption rate for its 50p off next purchase offer run on 100,000 bottles of Lamb's from March until the end of August. Applicants also had the chance to share in a £5,000 cash prize. "The success of the cash promotion in a traditional slow sales period augurs well for the future."

## Tesco's own beer ready for the off

TESCO'S own label two litre traditional bitter goes into around 75 per cent of its stores in the next two weeks, the first of its new beer range (*Super Marketing*, October 7). Other lines will include a traditional ale, extra strong country bitter and an important German lager. These will go into stores in time for the Christmas market at the beginning of November.

The company has also added five new lines to its range of more than 80 own label wines. These are: Vin de Pays Côtes Catalanes; Orvieto Abbocato Classico; Bardolino DOC; Châteauneuf du Pape les Arnevels; and dry Sparkling Saumur.

## Record Christmas for wine sales?

RETAILERS could well see record wine sales this Christmas. The final quarter of the year accounts for around 40 per cent of annual sales, and the Wine and Spirit Association estimates that in 1983, this could mean total Christmas sales of more than 250 million bottles of wine.

The German wine market, which accounts for more than 20 per cent of total off trade light wine sales, is also expected to get a seasonal boost. German wine sales are already up 35 per cent in volume over last year, according to Stats MR data. "And sales always rise at Christmas because new drinkers come into the market via German wines," said Richard

Brown, executive at Saccone & Speed which distributes Black Tower brand.

Black Tower is to be backed by a £500,000 television campaign which breaks on November 21 for four weeks in the London, TVS, Yorkshire, Granada, Midlands, Wales/West, Border, Scotland and the North East regions.

The general picture for the wine market looks good too, helped by the long hot summer. Latest figures show that UK table wine sales rose by 10 per cent in the 12 months to the end of July.

Sparkling wine sales also increased by more than a million bottles over the same period.

# ACTIONS SPEAK LOUDER THAN WORDS



The Cinzano Roulette logo.

