

Petersfield Update

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Agenda

01 Evolution of English wine production.

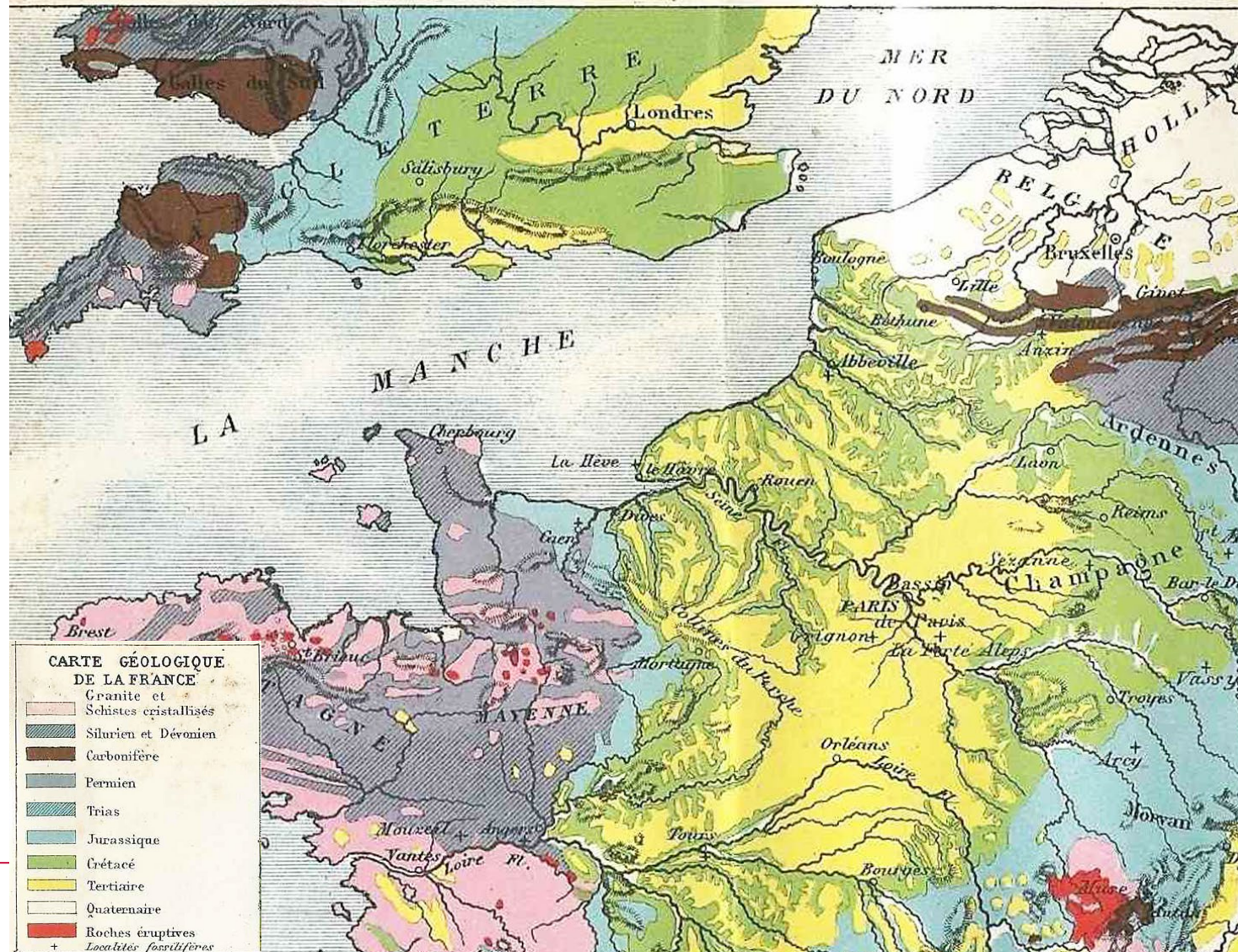
02 Where are we now? Current pricing and site selection criteria.

03 Where next. Opportunities and risks.

Evolution of English wine production.

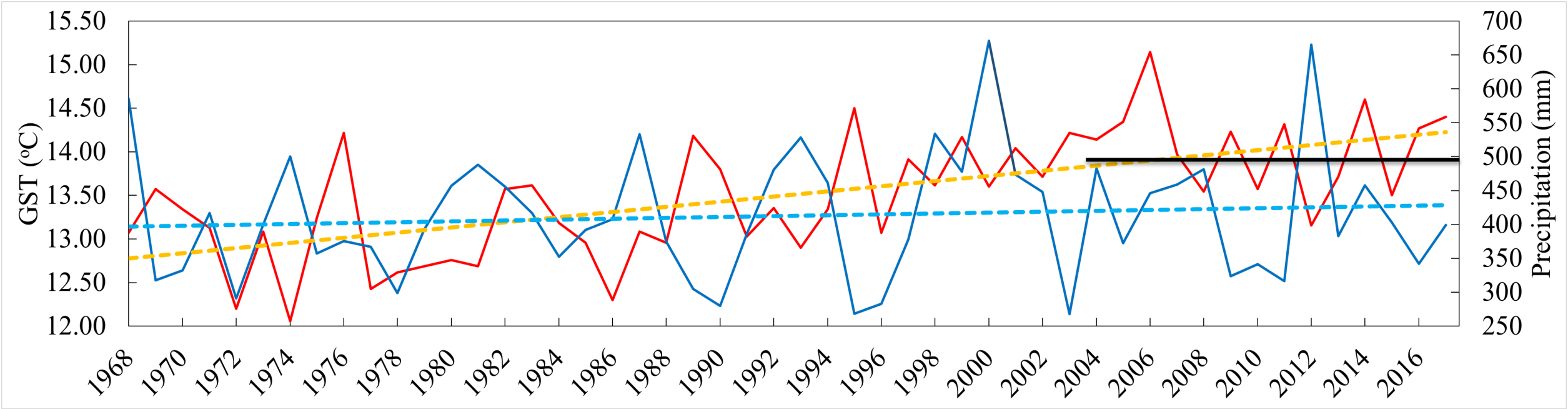
EVOLUTION OF ENGLISH WINE PRODUCTION

Soil Map France & Southern England



EVOLUTION OF ENGLISH WINE PRODUCTION

Temperature and Rainfall



Source: Climate Wine Consulting

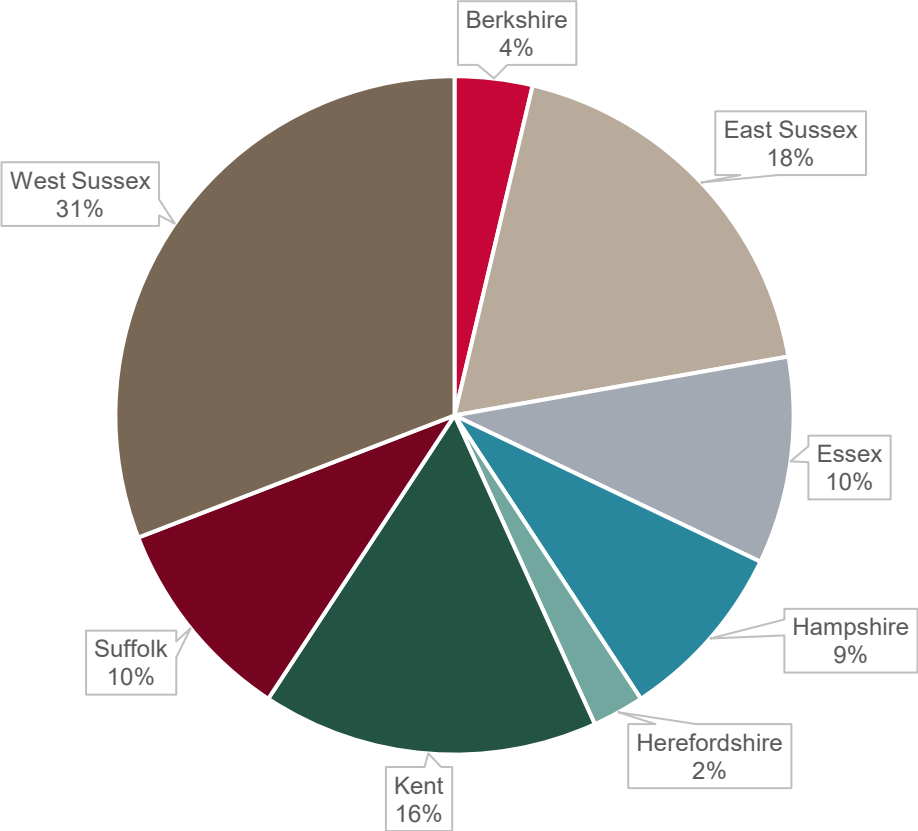
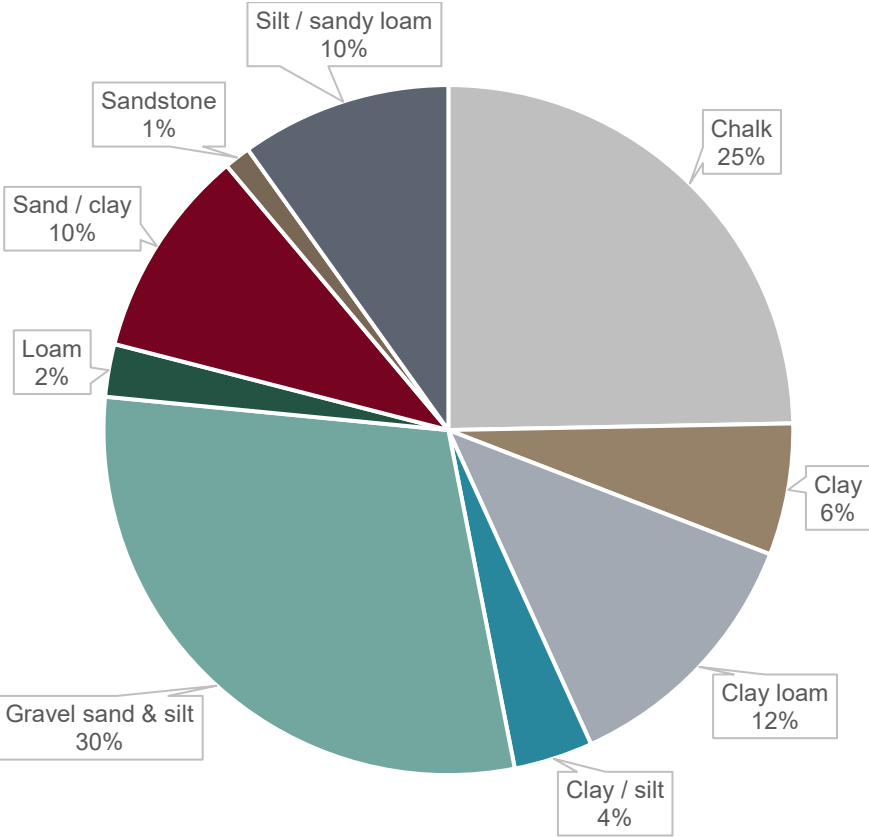
Who are Ridgeview?

- Founded in 1995 by Mike & Chris Roberts
- One of the earliest English producers to focus exclusively on Chardonnay, Pinot Noir & Meunier (traditional method)
- From humble beginnings with great ambitions, originally 20,000 btls per annum
- Now producing 250,000 bottles, planning to expand to around 450,000 bottles
- 5 members of the family plus 25 members of staff, 3rd generation are now involved too
- World Class Sparkling Wine, crafted with passion and dedication



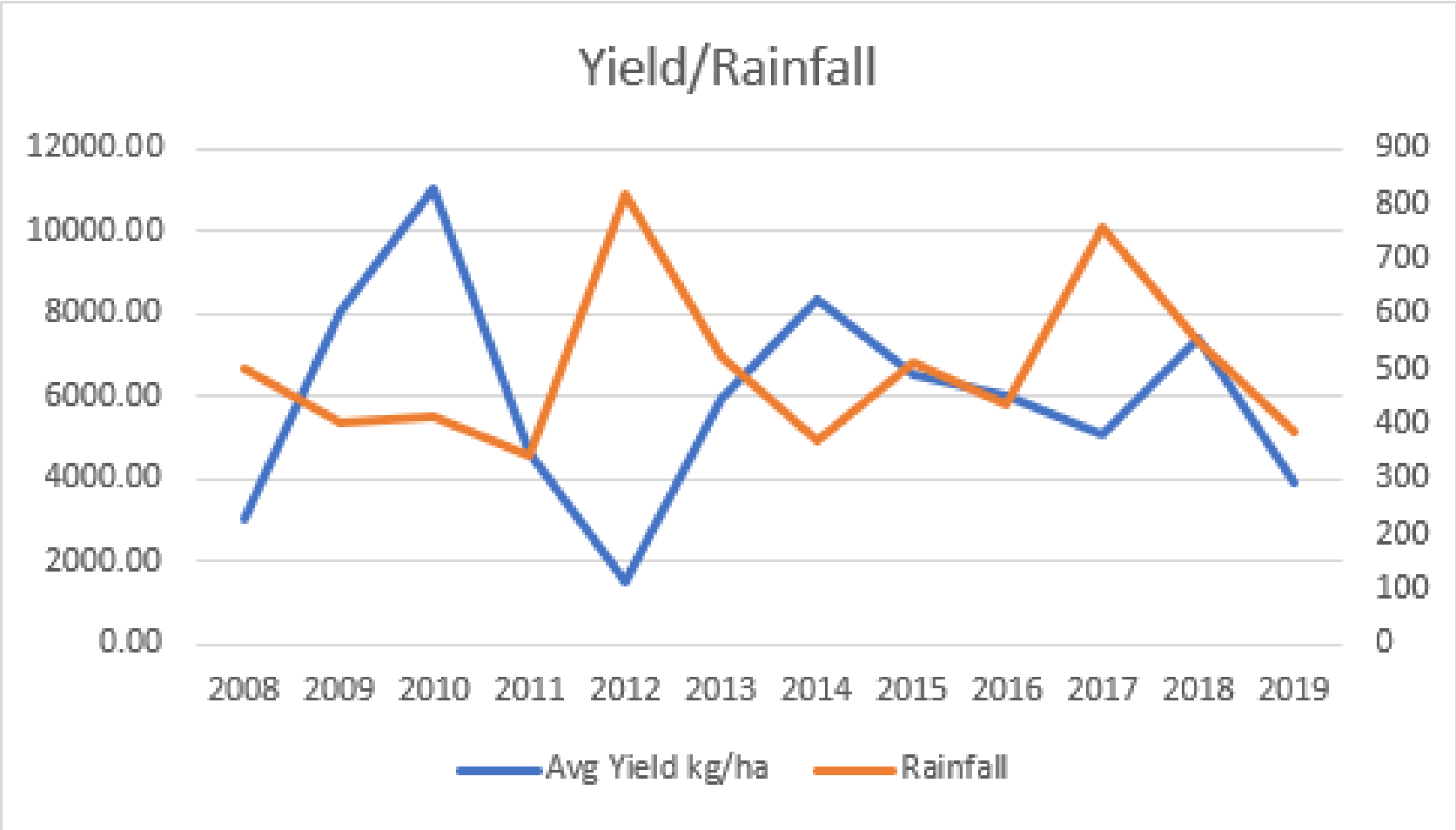
EVOLUTION OF ENGLISH WINE PRODUCTION

Ridgeview Soil Types & Area variance of vineyards



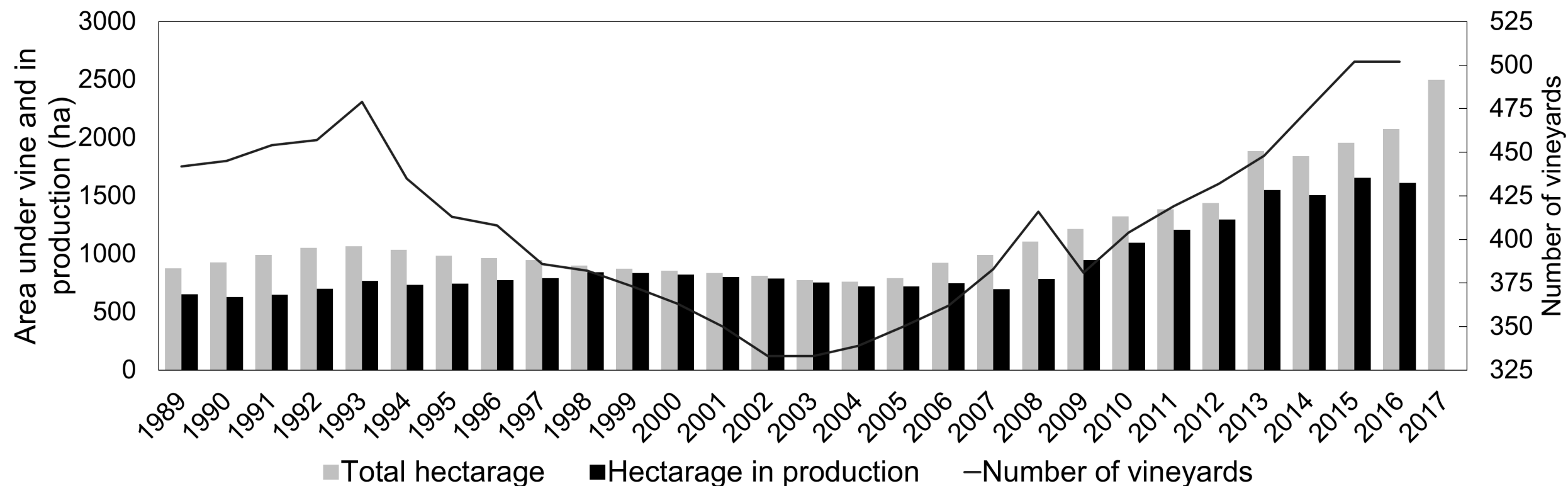
EVOLUTION OF ENGLISH WINE PRODUCTION

Ridgeview Rainfall vs Yield



EVOLUTION OF ENGLISH WINE PRODUCTION

Area Under Vine



Source : Climate Wine Consulting

EVOLUTION OF ENGLISH WINE PRODUCTION

Area Under Vine

	2000	2020
Area under vine	822 ha	3,800 ha
Number of vineyards	363	800
Number of wineries	106	178
Bottle production	1.9m	8.7m

EVOLUTION OF ENGLISH WINE PRODUCTION

Ridgeview's growth

	1998	2005	2010	2013	2018	2021
Total hectarage under vine	6	11	58	43	58	100
Number of supply vineyards	2	4	5	5	7	14
Number of contracts for winemaking	0	0	5	5	5	4
Total tonnes of grapes at harvest	25	38	293	273	560	460

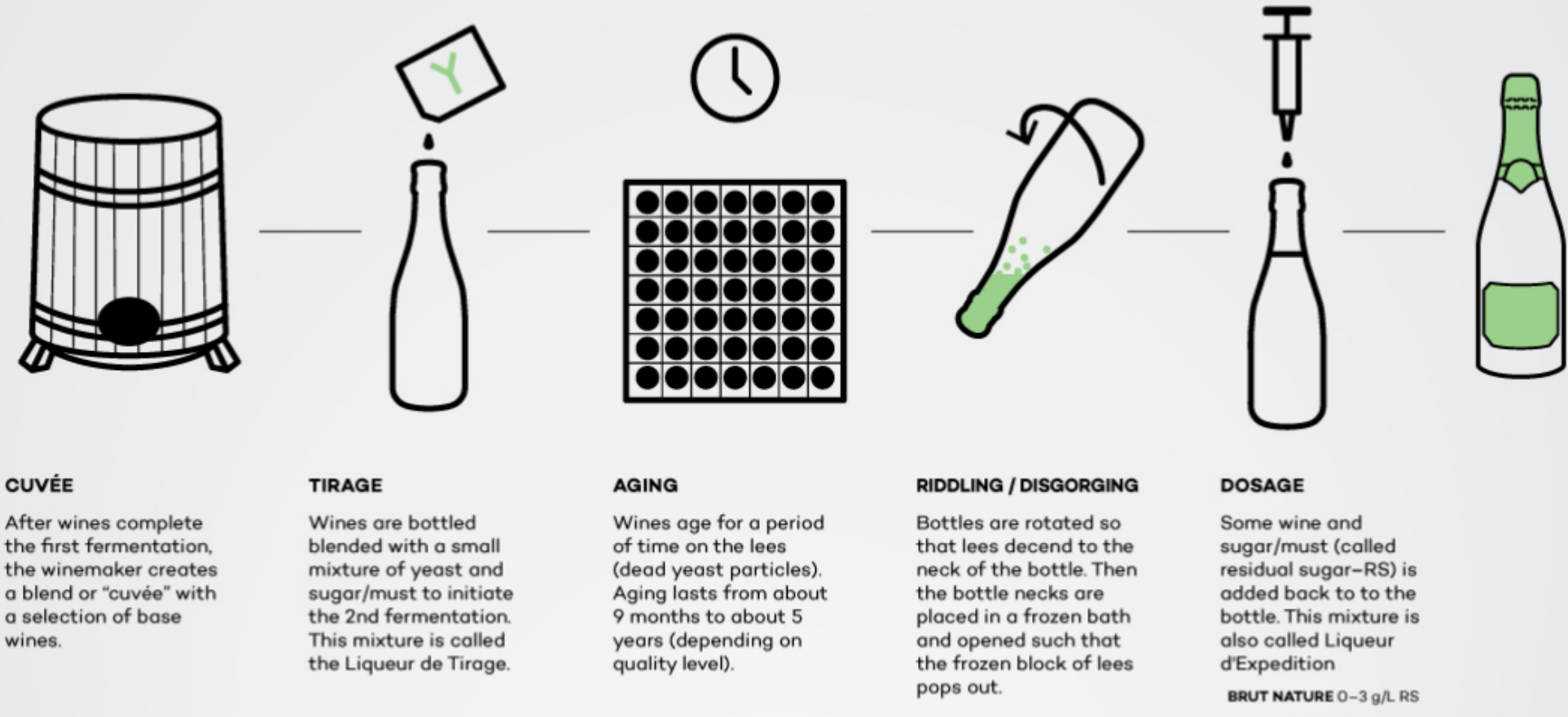
EVOLUTION OF ENGLISH WINE PRODUCTION

Wine Styles

	2000	2020
Varieties	Classic Germanic varieties: <ul style="list-style-type: none">• Muller-Thurgau• Reichensteiner	Classic Champagne varieties: <ul style="list-style-type: none">• Pinot Noir• Pinot Meunier• Chardonnay as well as Bacchus, Pinot Gris, Seyval Blanc etc
Styles	c. 90% still wine	64% sparkling
Tasting Notes	Fresh, sweet, leafy, grapy	Minerally, apple, grapefruit, apricot creamy, brioche

SPARKLING WINE METHODS

Traditional Method SPARKLING WINE PRODUCTION



SPARKLING WINE METHODS

Tank Method (aka Charmat) SPARKLING WINE PRODUCTION



BASE WINE + SUGAR + YEAST

A mixture of yeast and sugar is added to the base wine and the wine is transferred into an autoclave



2ND FERMENTATION

Wines complete their second fermentation in a pressure-resistant tank in about 10 days.



FILTERING

Wines are sent through a pressure-resistant filter to remove sediment.



DOSAGE

After wines are filtered and prior to bottling wines received a mixture of sugar/must.

BRUT 0–12 g/L RS



EVOLUTION OF ENGLISH WINE PRODUCTION

Champagne Comparison (2020)

	Champagne Region	UK as a whole
No. of growers	16,200	770
Houses/wineries	360	165
Hectares under vine	33,787	2,738
Bottle production	231m	8.7m *
Yield kgs of grapes per ha	8,000 kg/ha	4,300 kg/ha

* 64% sparkling, 36% still

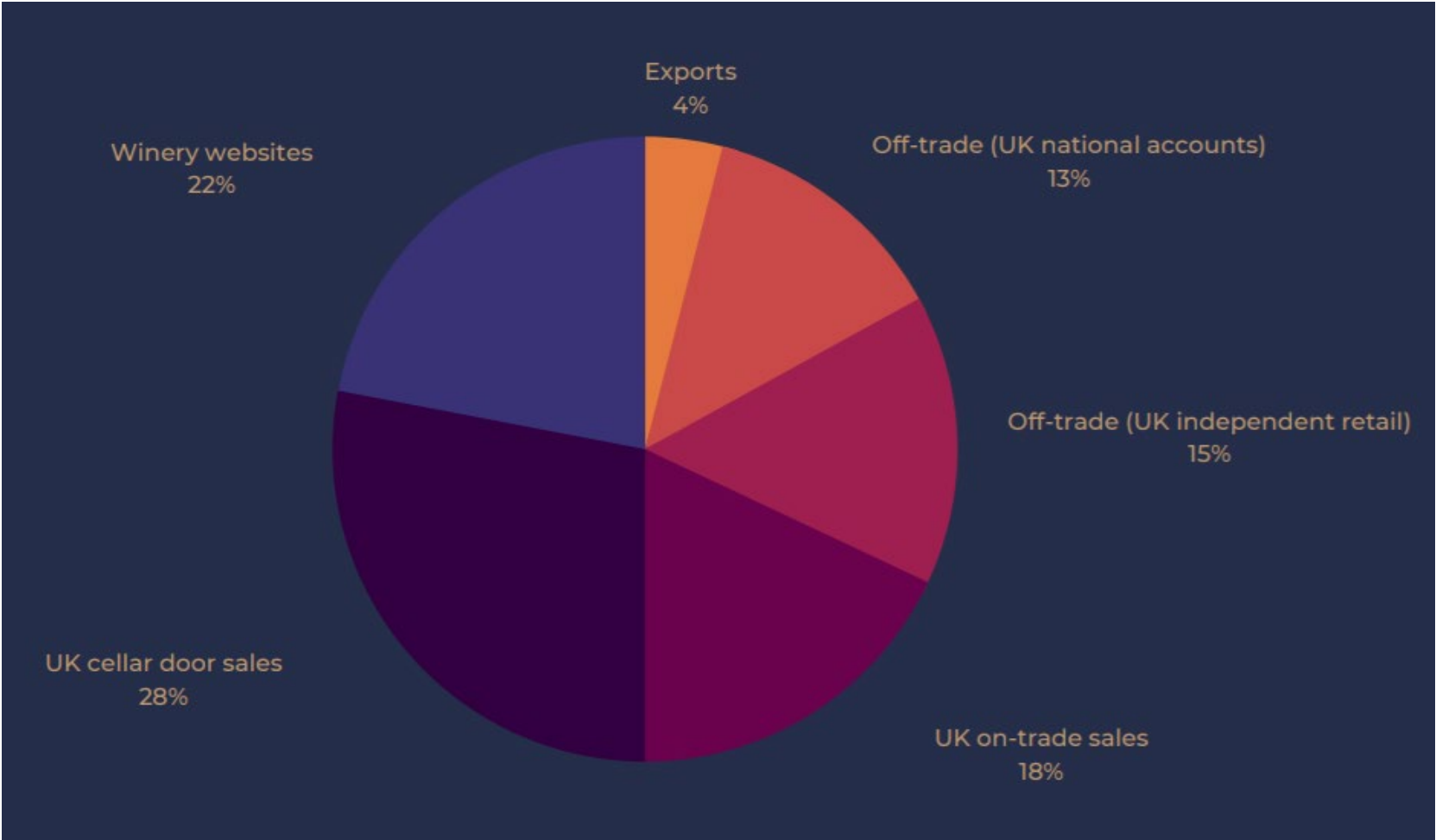
<https://www.champagne.fr/en/champagne-economy/key-market-statistics>

<https://www.winegb.co.uk/wp-content/uploads/2021/09/WineGB-Industry-Press-Briefing-2021-final-002.pdf>

BIGGEST CONSIDERATIONS

- Site selection
- Choosing correct varieties for soil & weather conditions
- Up-front set-up costs (up to 7 years before selling wine)
- Storage (for traditional method sparkling particularly)
- Employment, including at harvest & other seasonal times of the year
- Lack of capacity within current wineries to expand their production volumes
- HMRC duty, alcohol licences, food safety, labelling, Brexit changes etc
- Brand awareness
- New brands/competition
- Routes to market
- On-site tourism to generate cashflow

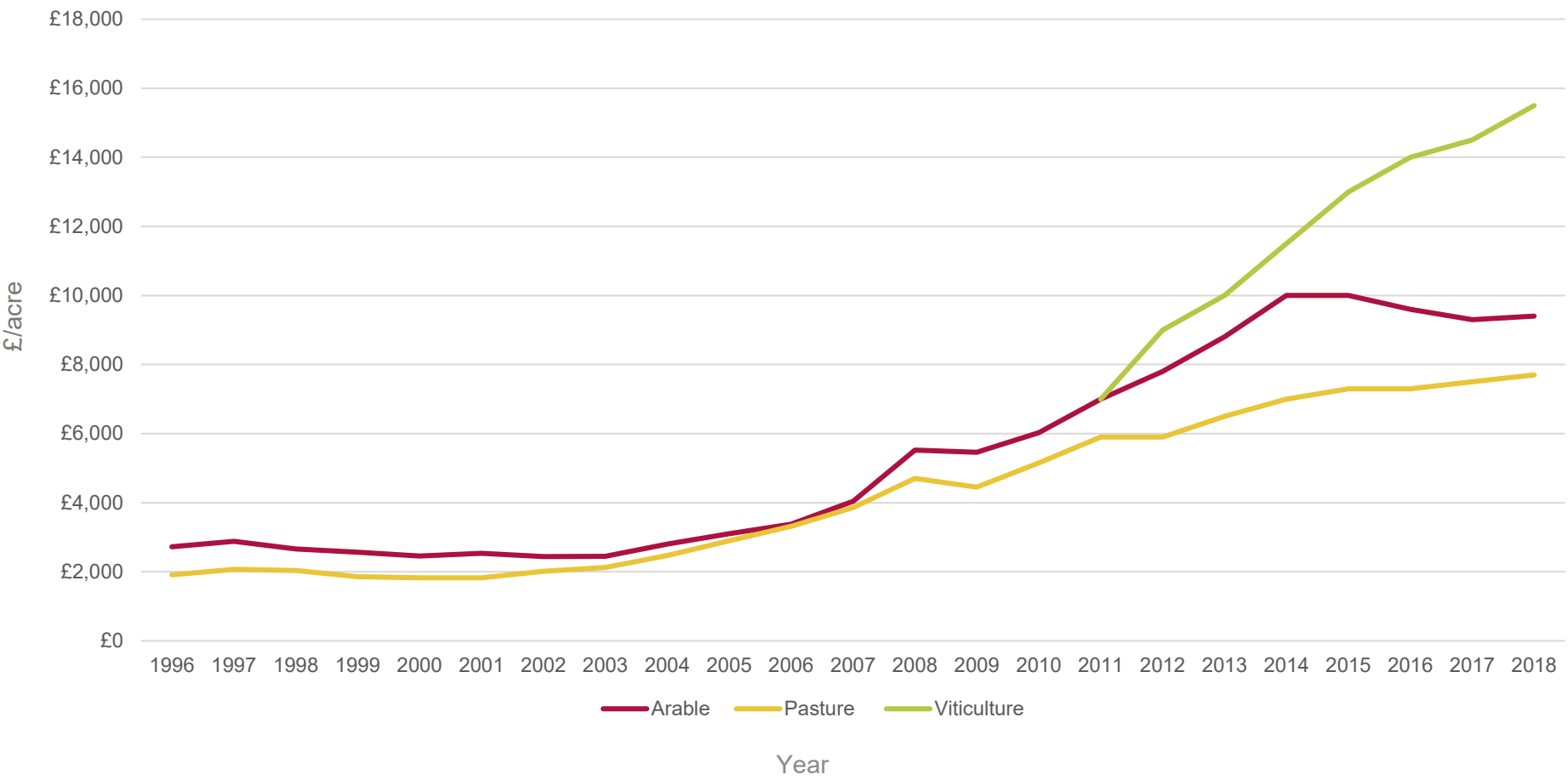
ROUTES TO MARKET



Where are we now?

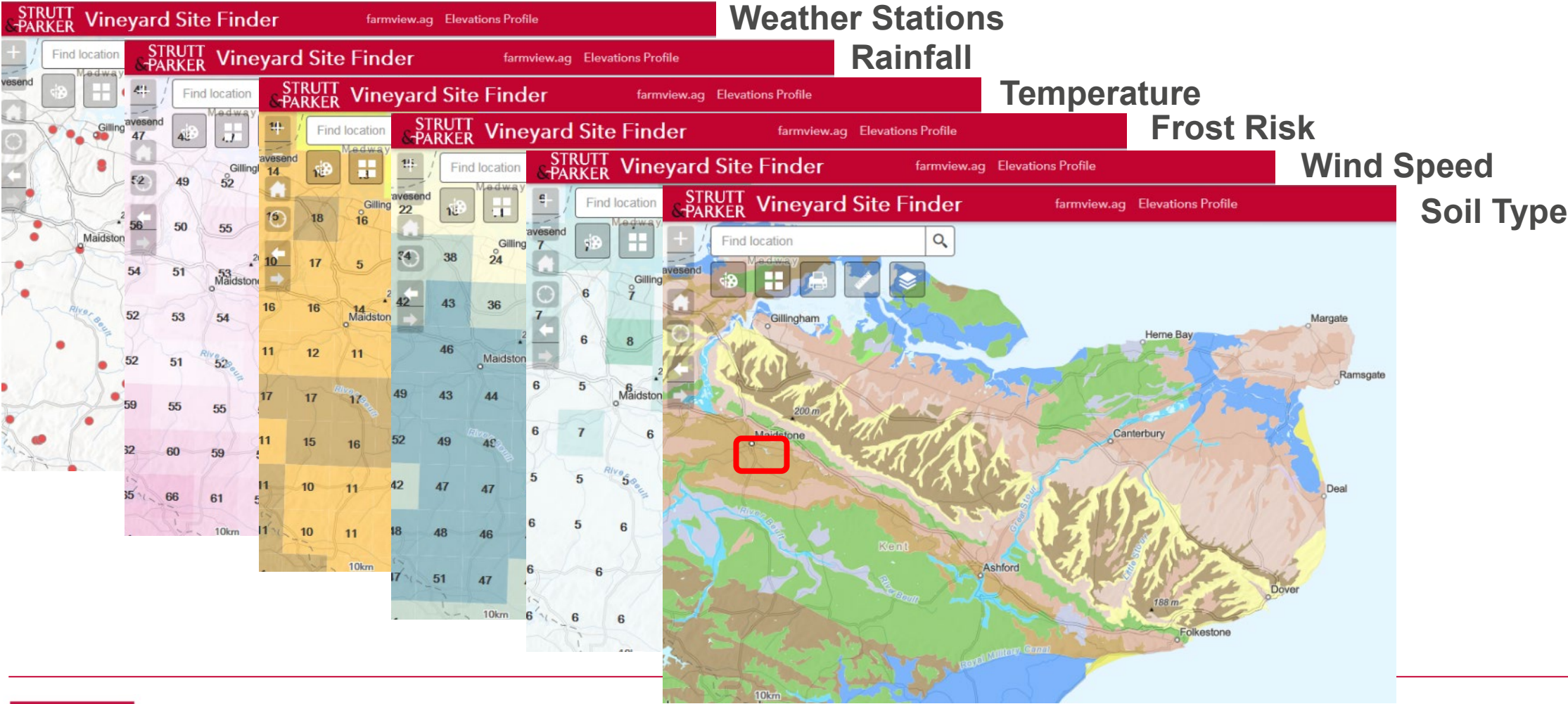
WHERE ARE WE NOW?

Current pricing and site selection criteria



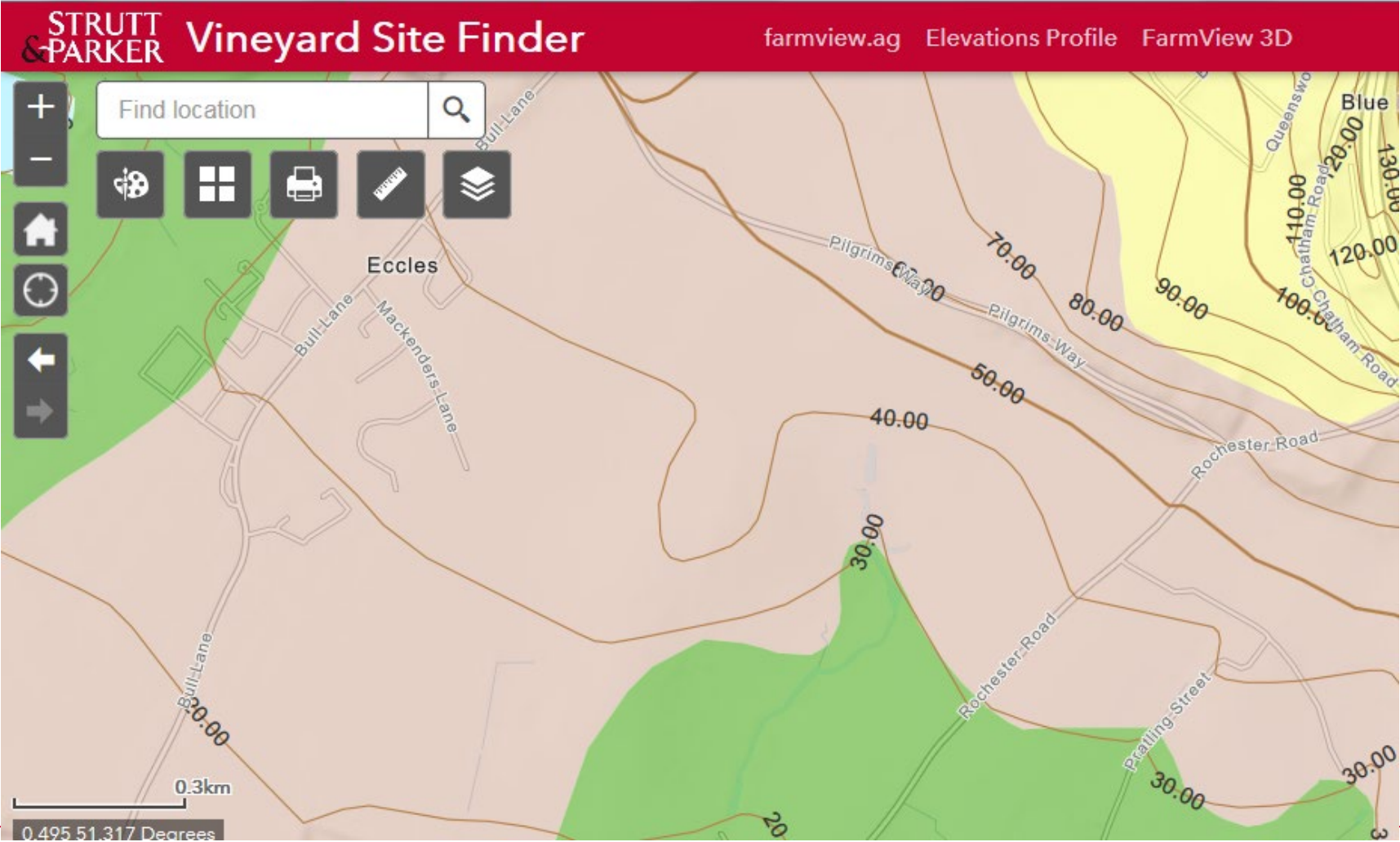
WHERE ARE WE NOW?

Current pricing and site selection criteria



WHERE ARE WE NOW?

Current pricing and site selection criteria



Where Next?

TOURISM

- Visits to vineyards and wineries rose on average by 57% last year. This reflects the fact that cellar door sales now account for the highest percentage of volume sales.
- Domestic wine tourism has increased, with UK residents accounting for 92% of vineyard and winery visits last year.
- Due to travel disruption, the percentage of overseas visitors has fallen from 27% to 8%.

Full Time Employee
Equivalent
7,131
(5,764 in 2018)



SUSSEX
MODERN



WHERE NEXT?

Opportunities and Risks

Harlot: The inside story of England's most controversial new wine



PROTECTION OF HERO BRAND

English sparkling wine 'catch-all'



SUSTAINABILITY



*We're here
for the* **NEXT
CHAPTER**

**STRUTT
& PARKER**

DNP PARIDAS GROUP