



## NZ wine producers quick to see profit in analytics

A Mero success story



nzwineanalytics partners with Mero to provide New Zealand wine producers with analytics, helping them achieve premium prices and grow sales within the direct to international consumer channel (DTIC).



Mero has done us proud – they are the data experts behind a unique service that’s adding value for ‘New Zealand Inc’.

**Grant Rimmer**

*Founder and Managing Director  
nzwineanalytics*

The analytics business was born out of nzwinehome, a service that makes it easy for vineyards to export direct to consumer. nzwinehome provides a complete packaging and delivery service for producers, including managing customs, taxes and all other requirements of the destination country.

Founder Grant Rimmer says he saw an opportunity to provide analytics to wine producers looking for ways to sell their premium priced wines via the DTIC sales channel. He formed nzwineanalytics to blend direct wine sales data with export and tourism industry data, finding overlaps that clarify market trends and answer critical questions for producers.



The ability to combine analytics with our delivery service raises us above our competitors

“We’re not data or tech specialists – we partnered with Mero to select the right analytics solution and align it to our software. This includes full support with data cleansing, extract and analysis. They’ve gone the extra mile to help us deliver analytics that are right on the money. For us, the whole process has been quite painless.”

Unsurprisingly, he says, the number one concern of wine producers is profitability.

“They also want to know ‘how does my performance compare to my peers’,” he says. “They ask which destinations internationally hold the most value and pay price premiums. When we tell them where they are relative to other vineyards in the region and nationally, the most common reaction is ‘Wow, I’m actually underselling’. We also benchmark e-commerce vs. physical sales.”

Most New Zealand wine producers don't have in-house analysts, so nzwinemetrics sells information on a subscription basis along with other bespoke DTIC sales advisory services. It offers a free high-level national overview, and a further two levels of deeper detail for individual producers.



We're a small company, but Mero has given us enterprise-level analytics.

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nzwinemetrics*

nzwinemetrics is now working to engage with regional and national industry bodies in the tourism and wine sectors. Grant Rimmer recently presented to vineyards on varietal values. 85% of the New Zealand wine industry traditional exports is sauvignon blanc, he says, but that's not what visitors send home.

"Pinot noir is number one, followed by merlots/cabernet blends and Chardonnay. People want what they can't buy back home," he says.

"24% of all visitors to New Zealand are now actively taking a wine experience. Analytics can help New Zealand producers make the most of this massive opportunity. When wine tourism first became popular 15 years ago, selling a few bottles on a one-off basis was all that was possible. Technology is now enabling producers to build ongoing sales relationships, lasting long after the consumers' initial visit to their winery."

## About the Customer



nzwinemetrics is a small business that's leading and innovating in analytics for the New Zealand wine and tourism sectors. It offers a specialist wine delivery business under its brand nzwinehome, enabling vineyards to export direct to consumers online or from the cellar door.



## Summary

nzwinemetrics has partnered with Mero to deliver analytics that help wine producers to boost sales volumes and achieve premium prices. The company has gained a competitive advantage by using analytics services to complement its specialist wine delivery business. Mero extracts and transforms raw data using a variety of tools – including open source tools to reduce cost. Mero loads the cleansed data into a cloud-based Microsoft Azure database, then uses Microsoft Power BI and SQL Server for reporting.

## Business Benefits

- No up-skilling necessary
- Customer concentrates on core business
- Use of cloud and open source tools keeps cost low
- Enterprise-level analytics for an SME price

## Key Outcomes

- New cloud-based analytics service for wine & tourism sectors
- Competitive advantage for sister business



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