
Estudio de Mercado Pisco en Singapur

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PRODUCTO:

1. CÓDIGO SISTEMA ARMONIZADO CHILENO SACH:

2208 2010

2. DESCRIPCIÓN DEL PRODUCTO:

2204211200

3. CÓDIGO SISTEMA ARMONIZADO LOCAL:

2208 2010 (LTR) Brandy 46% or less alcohol vol (LTR)

2208 2030 (LTR) Other Spirits obtained by distilling grape wine or grape marc 46% or less alcohol vol

SITUACIÓN ARANCELARIA Y PARA – ARANCELARIA

1. ARANCEL GENERAL:

In Singapore, excise duty is levied for all alcoholic beverages. The excise duty for still and sparkling wines is SGD 70 per liter of alcohol. So for a 750ml bottle of wine with alcoholic strength of 40%, the excise duty payable will be \$21 (USD 17).

Excise duties paid are non-refundable.

2. ARANCEL PREFERENCIAL PRODUCTO CHILENO (*):

No.

3. OTROS PAÍSES CON VENTAJAS ARANCELARIAS:

No.

4. OTROS IMPUESTOS:

7% Good and Services Tax (GST) applies to all goods and services imported as well as locally produced. (Note: GST is calculated based CIF value plus commissions and other charges)

5. BARRERAS PARA – ARANCELARIAS

The P4 Trans-pacific Agreement between Singapore, Chile, New Zealand and Brunei is effective since 2006. Alcoholic beverages, like almost all products from Chile, are exempted from tariff. However, the inland excise duty applies for alcoholic beverages.



REQUISITOS Y BARRERAS DE ACCESO

1. REGULACIONES DE IMPORTACIÓN Y NORMAS DE INGRESO

All imports of processed food and food appliances must comply with prevailing requirements laid down under the [Sale of Food Act](#) and the [Food Regulations](#) including the [labelling requirements](#). Imports must meet the following requirements

Local Traders / Importers are required to apply for a Licence for Import and Transshipment of food products. The traders / importers will pay an application fee of \$21.50 (inclusive of 7% GST) for every new application.

Upon approval, the local traders and importers will be able to import products into Singapore. All wines must be clearly labeled and in accordance to the Sale of Food Act and the Food Regulations. Some of the wines will also be picked up for random check by sending their products to accredited laboratories for analysis on accuracy of labeling information and so forth.

Also, all shipments must be accompanied with the Certificate of Origin (CO). Go to website

<http://www.customs.gov.sg/leftNav/trad/Certificates+of+Origin.htm>

2. IDENTIFICACIÓN DE LAS AGENCIAS ANTE LAS CUALES SE DEBEN TRAMITAR PERMISOS DE INGRESO, REGISTRO DE PRODUCTOS Y ETIQUETAS:

Bottled alcoholic beverages are under the supervision of the Food Control Department (FDC), a government agency under AVA is in charge of monitoring all incoming food and beverage products to Singapore. For information please visit the website - <http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/ProcessedFood/>

3. EJEMPLOS DE ETIQUETADO DE PRODUCTOS (IMÁGENES)

Unlike Terquila, Pisco has yet to acquire popularity in the retail market in Singapore. Pisco is mostly served in restaurants and bars where there serve mixes and cocktails.

IV ■ ESTADÍSTICAS – IMPORTACIONES

Singapore imports more than US\$1.9 billion (year 2011) worth of alcoholic beverages such as spirits, brandy, whisky, Gin, Rum, Liqueur, sakes, Vodkas. The value does not include beer, wines and ales.

Pisco, come under classification of Brandy 46% or less (HS 22082010). Both Chile and Peru have been exporting pisco to Singapore. Last year, Peru exported a total of 621 litres, worth nearly US\$9,000 of pisco into Singapore. Chile recorded a mere less than US\$1,000 (45 litre).

V ■ CARACTERÍSTICAS DE PRESENTACIÓN DEL PRODUCTO

1. POTENCIAL DEL PRODUCTO.

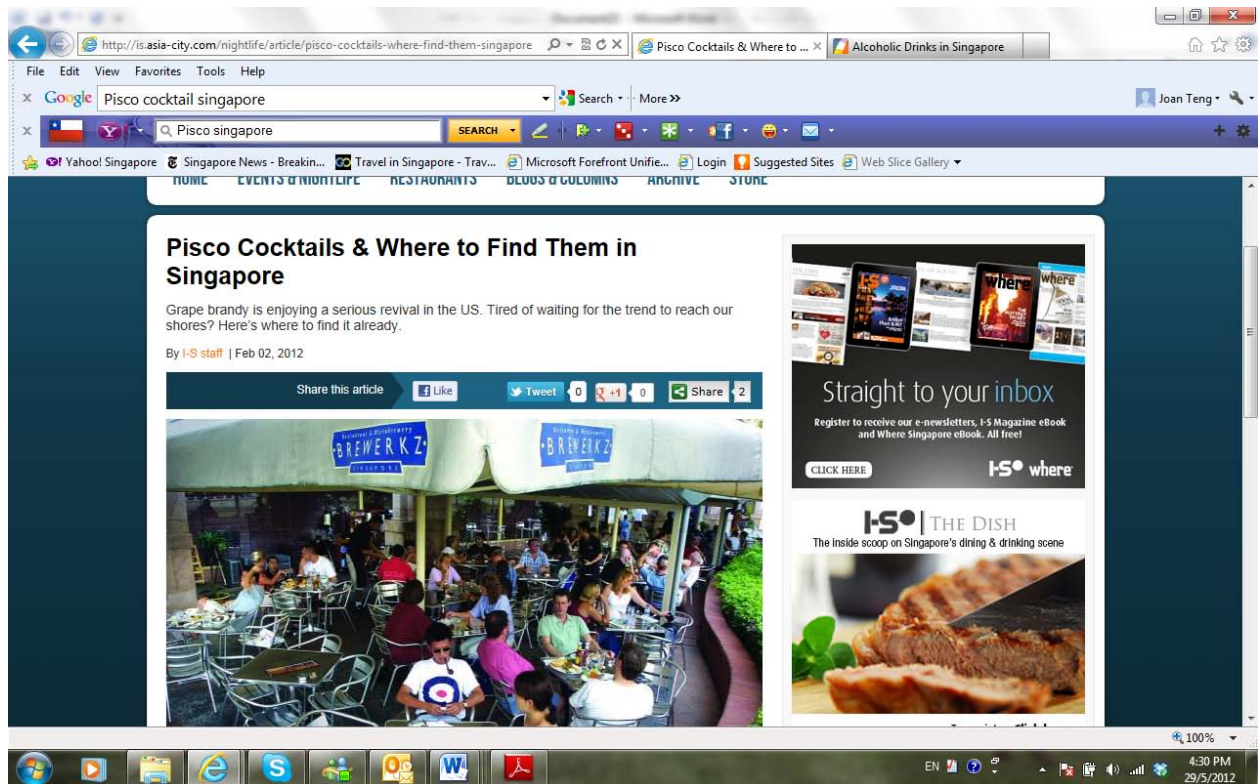
Singapore is a small but sophisticated market demanding for high quality products with accolades and international presences. Consumers here favor a broad spectrum of quality, value and convenient when it comes to their choice of drinks. Mostly, young affluent consumers, brand conscious and are willing to try new products, new concoctions of drinks have drove up the on trade sales and raise consumption of alcoholic products in this little island with bustling social scene.

More people in Singapore are able to enjoy a bigger disposal income and have a much better spending power due to the healthy economy outlook. Traders are expecting to see a good growth for alcoholic drinks in the coming years.

Consumers are more willing to dine out and like the trend of social drinking in entertainment places and restaurants. Beer is still the most widely consumed alcoholic beverage in Singapore, follows by spirits such as Brandy, Whisky and Rum. Pisco, however have took a longer time to be part of the bartenders' favourite.

Pisco, however is still new to this region. Although Prochile introduce Pisco to Singapore in the 80s during tasting and sampling at the exhibition, the product did not take off with the consumers then when beer dominated the market.

Recent years, the Embassy of Peru in Singapore has been very active in promoting Peruvian pisco and has hail the drink as authentic National drink of Peru. A series of promotions in clubs, pubs and business networking reception were organized to ensure continuity of awareness.



An online outdoor scene magazine featuring three places where they can find Pisco cocktails.

1.1. FORMAS DE CONSUMO DEL PRODUCTO.

Pisco are consumed in cocktail mixes and only available in selected places where they serve pisco. Currently there are only a few pubs and clubs serving pisco cocktails.

1.2. NUEVAS TECNOLOGÍAS APLICADAS A LA PRESENTACIÓN/COMERCIALIZACIÓN DEL PRODUCTO (VENTAS A TRAVÉS DE INTERNET, ETC.).

Singapore is one of the most advance countries with the best internet connection in the world and hence consumers are very savvy with online shopping and searching for information online. Many consumers order and buy their wines online as it is convenient buying from the shelves. Currently there is no pisco available for sales online.

1.3. COMENTARIOS DE LOS IMPORTADORES (ENTREVISTAS SOBRE QUE MOTIVA LA SELECCIÓN DE UN PRODUCTO O PAÍS DE ORIGEN).

Only affluent alcoholic drinkers will know the variety of alcoholic drinks and tell the different between what is grappa and pisco, and what is tequila and what is vodka. Hence so far only well-traveled and experienced mixologists will request for pisco for their bar. To be among the best and different from the other social scene, a few pubs and clubs are serving up unique drinks and cocktail concoctions, mainly following the trends from the US, UK or from Japan.

Only the smaller importers want to work with unique products and they take the time to cultivate business and create brand awareness with industry. Chilean pisco producer should not expect volume sales for the first time and should concentrate to working with importer to build brand. These importers need marketing support since this is very niche product in the market.

1.4. TEMPORADAS DE MAYOR DEMANDA/CONSUMO DEL PRODUCTO.

Pisco need to be pushed and promoted. It is still a very new product in the market. Currently there is no demand for Pisco. The product is regarded as a mixes that is suitable for cocktail instead of drinking it on its own.

1.5. PRINCIPALES ZONAS O CENTROS DE CONSUMO DEL PRODUCTO.

Mainly pub, clubs, premium restaurants that serve cocktails like Long Bar Steak House in Raffles Hotel.

The interior of the Long Bar Steak House at Raffles Hotel Singapore



The interior of City Space, a luxury dining room in Singapore.



VI. CANALES DE COMERCIALIZACIÓN Y DISTRIBUCIÓN

Singapore has an open and transparent distribution system. There are many alcoholic beverages importers in Singapore, ranging from international companies to family-owned businesses. The biggest share of the distribution channel is the supermarket chains here, such as Cold Storage, whom also own Giants, Shop and Saves, Jason Supermarket and Tanglin Market Place, NTUC Fairprice and now the value supermarket such as Sheng Siong Supermarket and Prime Supermarket.

Since 10 years ago, there are more specialty stores sprouting across the island. Wine shops and alcoholic beverage boutiques (mostly own by direct importers themselves) are taking a share in the retail industry to provide consumers better services and more products options. They are more specialized than supermarkets and customers have more options and access to different products.

Some medium size importers have a well-connected distribution reach in the regions. Half of their stocks will be unloaded in Singapore and the rest will be transshipped to neighboring countries such as Indonesia, Malaysia or Vietnam. Chilean wine exporters should have a strong partnership with these importers to give the advantage of penetration to South East Asia.

Singapore is a very successful regional distribution hub for wines and alcoholic beverage with an immaculate system of bonded warehousing, storage, labeling and distribution. There are several wine hub warehouses that help wine exporters to store their wines stock in the warehouse and dispatch it when an order is received from the neighboring countries. Hence this system cut shipping time, waiting time and hence has an upper hand in retaining market share among the other competition.

VII. PRECIOS DE REFERENCIA – RETAIL Y MAYORISTA

There is no benchmark of retail price since Pisco is not available on the retail shelf or in boutique. However, according to a wine importer, whom also import a small amount of pisco, is selling pisco to the bar and club at US\$ 40. Tequila is sold in supermarket at price US\$ 52 per bottle.

VIII. ESTRATEGIAS Y CAMPAÑAS DE PROMOCIÓN UTILIZADAS POR LA COMPETENCIA

The consumers in Singapore have come a long way from drinking beer and cognac. The differences lie in what you drink and where you drink. People associate wealth with people who drink cognac, brandy and wine. And they view cocktail as sophistication and very Hollywood.

The young affluent drinkers are mostly trendy and willing to try new products. With Singapore's healthy economy, and more luxury watering holes opening up to cater to the new rich, many new products advertise to these target market. The projections of the products have to be associated with luxury, cool, sexy and high society. Like the ever popular tequila, the style of drinking it have been popularized by Hollywood movies and hence the trend have catch on with local bars and clubs, where chilled tequila is filled in a test tube and is gobbled down with a lick of salt and finished off with a suck on the lime.

Currently, Pisco are made into cocktail drinks, such as Pisco Sour, Mad Rabbit and so forth. In recent years, Peru has being very active in promoting Peruvian Pisco and hail Pisco as the National drink of Peru. Peruvian Pisco is currently available in luxury clubs in Singapore.

IX. SUGERENCIAS Y RECOMENDACIONES

In Singapore, quality and country image are very important. The country image usually is tied with expected quality of the products. It is a matter of out of sight and hence out of mind. The consumers here are spoiled for choice as the market is flooded with different brands, different quality and different price range to suit each and every consumer's budget, demand and expectation. The vital point is to make sure the importer or distributor you work with must know who their target market is in order to effectively build a successful brand in Singapore.

The other way for new brands is to tap on the various exhibitions such as the Asia Wine Expo and the biennial Food and Hotel Asia exhibition. New product such as Pisco can take this opportunity to launch in the market, speak to importers, retailers and owners of HORECA and educate them, help them understand Pisco so that they can introduce into their menu.

Visit the market is very important because it will give you an idea of how to manage your product, labels, brand campaign and so forth and at the same time step into the importer and distributor's shoes to understand how they conduct their business.

Advertise in local industry related magazine is another way to create brand awareness. Branding is essentially important and local publisher give priority to clients who work with them. Also organize a Chilean week with luxury hotels and launch the pisco cocktail.



A poster of the Peruvian Pisco Fair that is making the round in Hong Kong and Singapore.

Brand awareness is top priority and is the only way to have a stable position in the wine market. Therefore packaging with clear marking or indication of “Product of Chile” and an image are some of the ways to educate consumer. Educating the consumer here is important because they would usually create a culture and buy these products. When these products are sellable and proven popular, the retailers will placed more orders and it will increase the import into Singapore.

X. FERIAS Y EVENTOS LOCALES A REALIZARSE EN EL MERCADO EN RELACIÓN AL PRODUCTO

There are the general local food fairs, which are annual events that draw local crowds. There is also a regional event and a bi-annual trade/industry event that are suitable for promoting relevant products.

Evento: **Food and Hotel Asia (FHA 2014) / Wine & Spirits Asia 2014**
 Fecha: 8 – 11 April 2014
 Lugar: Singapore Expo Hall 1- 9
 Website: <http://www.foodnhotelasia.com/>

Evento: **Asia Wine Expo 2012 (formerly WFA)**
 Fecha: 1 – 3 November 2012
 Lugar: Suntec City Convention and Exhibition Hall
 Website: <http://www.asiawineexpo.com/>

Local consumer fair, very popular with consumers and the best platform to introduce new product and create brand awareness:

Evento: **Wine Fiesta 2012**
Fecha: October 2012
Lugar: Duxton Hill, various Restaurants
Website: <http://www.facebook.com/media/set/?set=a.449774487542.243149.129484332542>

XI. FUENTES RELEVANTES DE INFORMACIÓN EN RELACIÓN AL PRODUCTO

1. **Agri-Food Business Directory (Online portal)**
URL: <http://www.agri-biz.com/indexSABD.aspx?DirID=95&Version=english>
2. **Agri Food & Veterinary Authority (AVA)**
URL: www.ava.gov.sg
3. **Singapore Customs**
URL: www.customs.gov.sg

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