

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Czech Republic

**Post:** Prague

### **New Importer of Californian Wines on the Czech Market**

**Report Categories:**

Export Accomplishments - Other

Wine

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**Report Highlights:**

FAS Prague facilitated establishment of a new-to-market wine importer who generated sales in excess of \$20 thousand in 2012. Company projections are for sales to increase 10-fold in 2013, in line with openings of new outlets.

**General Information:**

In November 2011, FAS Prague received an inquiry from Mr. Ecer, owner of “Syry – Vina – Delikatesy” a newly opened wine shop specializing in product from California. He approached the Agricultural Specialist in FAS Prague with a request for assistance in locating U.S. wineries who would be interested in the Czech market, and for help concerning import requirements and certifications. FAS Prague provided complete information about trade issues between the US and the EU, together with the current wine market situation and relevant import regulations for the Czech Republic.

As FAS Prague considers proper importer-exporter introductions to be indicative for successful future business the office arranged personal invitations for Mr. Ecer to attend two upcoming wine tasting events in early 2012 where American wines would be on display. With the information provided and the newly developed contacts, FAS Prague successfully guided Mr. Ecer on his initial foray into importing California Wines with the first consignment valued at \$7,000. Wines from several family wineries were bought through a San Francisco, CA, based wine trader.

Mr. Ecer shared with FAS Prague at a recent follow-up meeting with this new-to-market importer his success story: as the first one in the Czech Republic he was able to register the internet domain called kalifornskavina.cz (translation: californianwines.cz) on which he set up an informative e-commerce website dedicated to Californian wines. In 2012, his first full year in operation, his annual sales exceeded \$20 thousand. As this young entrepreneur is keen to expand on his initial success, he recently opened his first shop with Californian wines and other delicatessen. Currently he is entered into a strategic partnership to enhance his capital investment that will enable him to open another three wine and delicatessen outlets in 2013. He projects sales through these four shops and website this next year would reach between US\$100-250 thousand.