

MEDIA RELEASE
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Wine-Searcher launches Wine Market Intelligence Service

The world's most used wine search engine www.wine-searcher.com launched its new Wine Market Intelligence Service in Auckland, New Zealand today (July 9).

Using Wine-Searcher's up-to-date database of over 9,000 wine stores' price lists and 3 million offers, merchants are able to compare their prices against other merchants in their region or globally. The service provides an exact measurement of the merchant's market positioning of wine price lists at a given point in time with price comparison data available at the individual stock item level. By gaining market intelligence through this service merchants can reposition themselves competitively and manage their inventories better.

Wine-Searcher's search engine used by over 600,000 visitors each month returns search results ranking from lowest price first. By competing on price, merchants are more likely to be found earlier in the results pages, increase referrals and direct potential buyers to their site. Wine-Searcher sends over 6 million referrals from its site to their merchants and sponsors each year.

For a small fee, wine merchants can submit all or a percentage of their wine items to Wine-Searcher for independent analysis and Price Comparison reporting.

Wine-Searcher Limited is a NZ registered company and employs 10 staff including a qualified wine specialist and a sommelier. The company does not itself sell any wine.

For more information:

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