

## **MEDIA RELEASE**

**15 January 2009**

### **Gloomy Times Casts No Shadow On French Wines**

*Wine-Searcher.com the place for wine information, location and price*

Location (PRWEB) January 15, 2009 – Wine Searcher, [www.wine-searcher.com](http://www.wine-searcher.com), released its key wine search statistics for 2008 on its website today. The findings show that despite tough economic times Bordeaux Grand Cru and French wines were the most sought after wines last year.

Wine Searcher, the world's biggest and most used wine search engine collects and reports on its own wine data. It attracts over 9 million visitors to its website each year. In 2008, users made 32 million searches on its database of 3.2 million wine offers and viewed 55 million pages of wine information.

A closer analysis of the search data reveals that for the Europeans and Americans Lafite, Margaux and Dom Perignon are top on their list. For the Asians (China, Hong Kong, Singapore), Lafite, Mouton Rothschild and Latour are their top three. Interestingly, the Australians beg to differ preferring to support their own wines first, namely Penfolds Grange, Henschke Hill of Grace and then Dom Perignon. The Japanese however, chose top American Opus One followed by Romanee Conti and Margaux. It is no surprise that for the month of December 2008 the occasional and celebration wines and champagnes like Romanee Conti and Dom Perignon dominated the search.

Based on Wine Searcher's historical data spanning 10 years, French wines are likely to continue to be in demand in 2009 and the Asian market's thirst for expensive French wines seems unquenchable. Top New World wines are likely to move up the ladder of the top 10 most sought after wines. The global economic crisis seems to have made no significant impact on the demand for wines overall and for wine connoisseurs their desire for the world's most expensive wines remain insatiable.

Key search statistics for 2008 is available online on Wine-Searcher's website at:  
<http://www.wine-searcher.com/stats2003-country.lml>

Wine Searcher is sought after by wine marketing companies, merchants and wine cellar managers for wine search data, wine valuation, market intelligence, price comparison and related current and historical data.

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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