

Twisterden: Pricing a go-to-market strategy

English wine has come a long way. In Britain, sweet and poorer quality wines dominated the palates of the 1970s, when domestic producers were almost nowhere to be seen. Today, the range of wine available to British households is global and local wineries have grown to take market share with increasingly sophisticated offerings.

Founded by Gregory Barnett, Twisterden has been at the forefront of this trend for English wine. Twisterden grapes grow on south-facing chalk slopes in Kent, South East of London. There the company maintains a modest shop and most transactions take place through the online store.

Twisterden produces a dry white, which is its best seller and has won several prestigious awards. Always one to experiment, Gregory learned about market demand by testing different price points over time. Below is a table showing historical retail prices as they appeared on the winery's website and the corresponding yearly sales volume. The variable cost of producing this outstanding wine is £10 per bottle.

Bottle price (£)	Bottles sold
30	9,100
40	8,400
50	7,500
60	6,400
70	5,100
80	3,600
90	1,900

The business was now at a crossroads. To continue growing, Lucy Barnett, who recently took over from her father, recognises that Twisterden must broaden its reach, either with the help of a strong retail partner or by leveraging the company's hard-earned recognition to further develop its direct-to-consumer approach.