

The Digital Fingerprint Of Greek Wineries



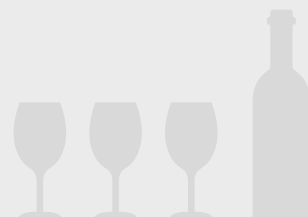
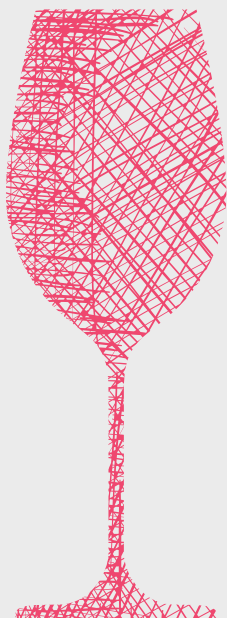
Survey Identity

TIME PERIOD

24/8/2020 – 31/8/2020

SAMPLE

132
Greek
Wineries



This
week's
...
extras!



Facebook Check-ins Top 3

#1



(69.855)

#2



ΚΤΗΜΑ
ΚΑΡΙΠΙΔΗ

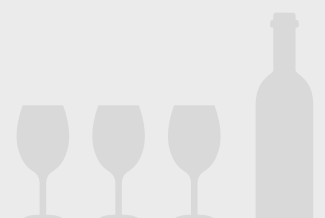
(19.088)

#3

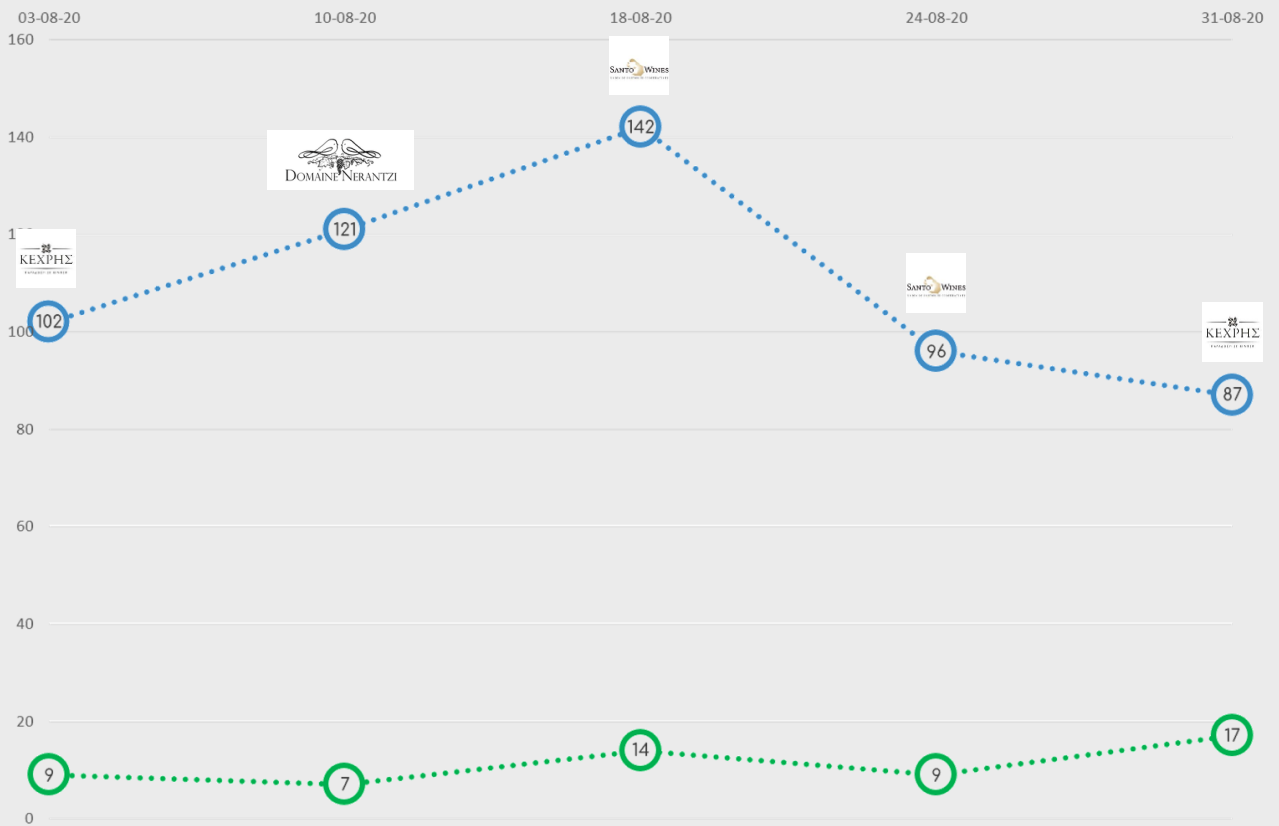


(18.590)

Total Facebook Check-ins, on 31/8/2020, in parentheses



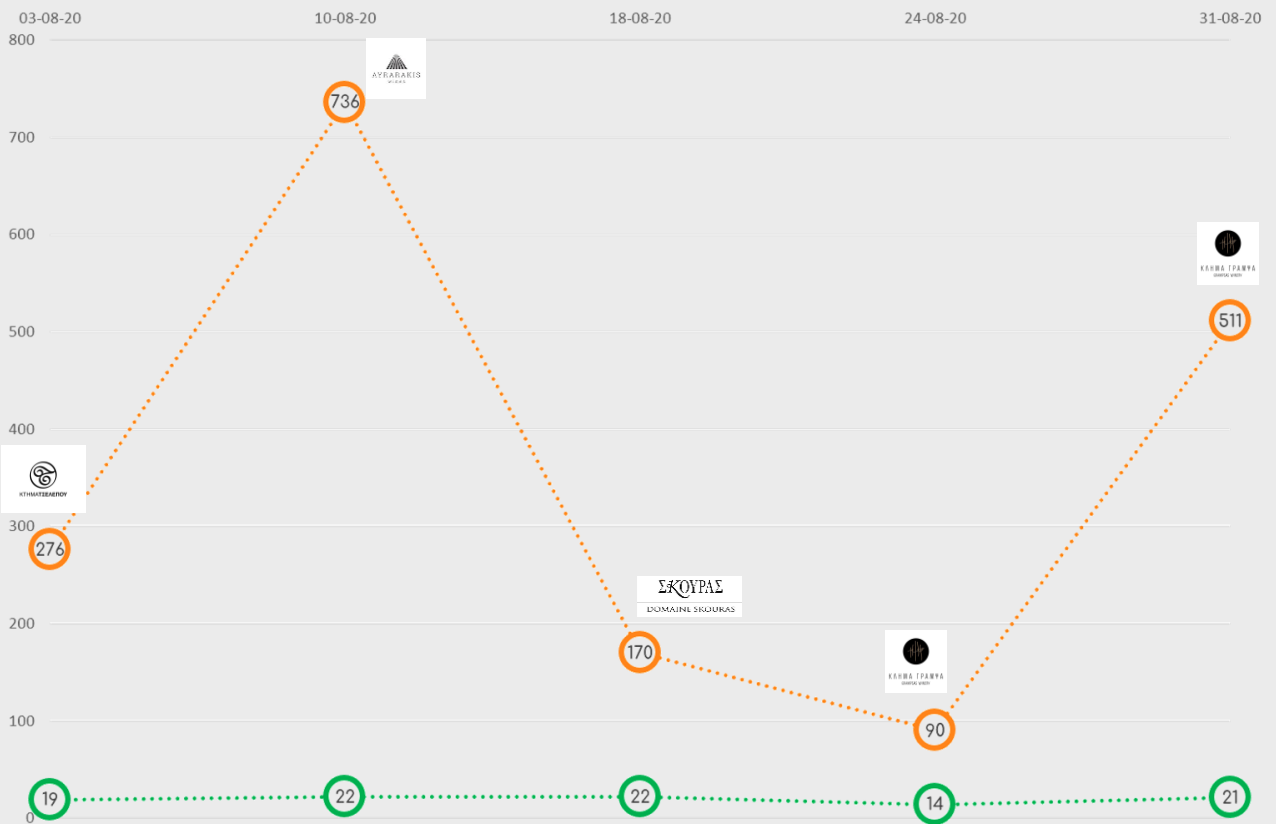
The Benchmarks of



..... New followers (Average)

..... New followers (best performance)

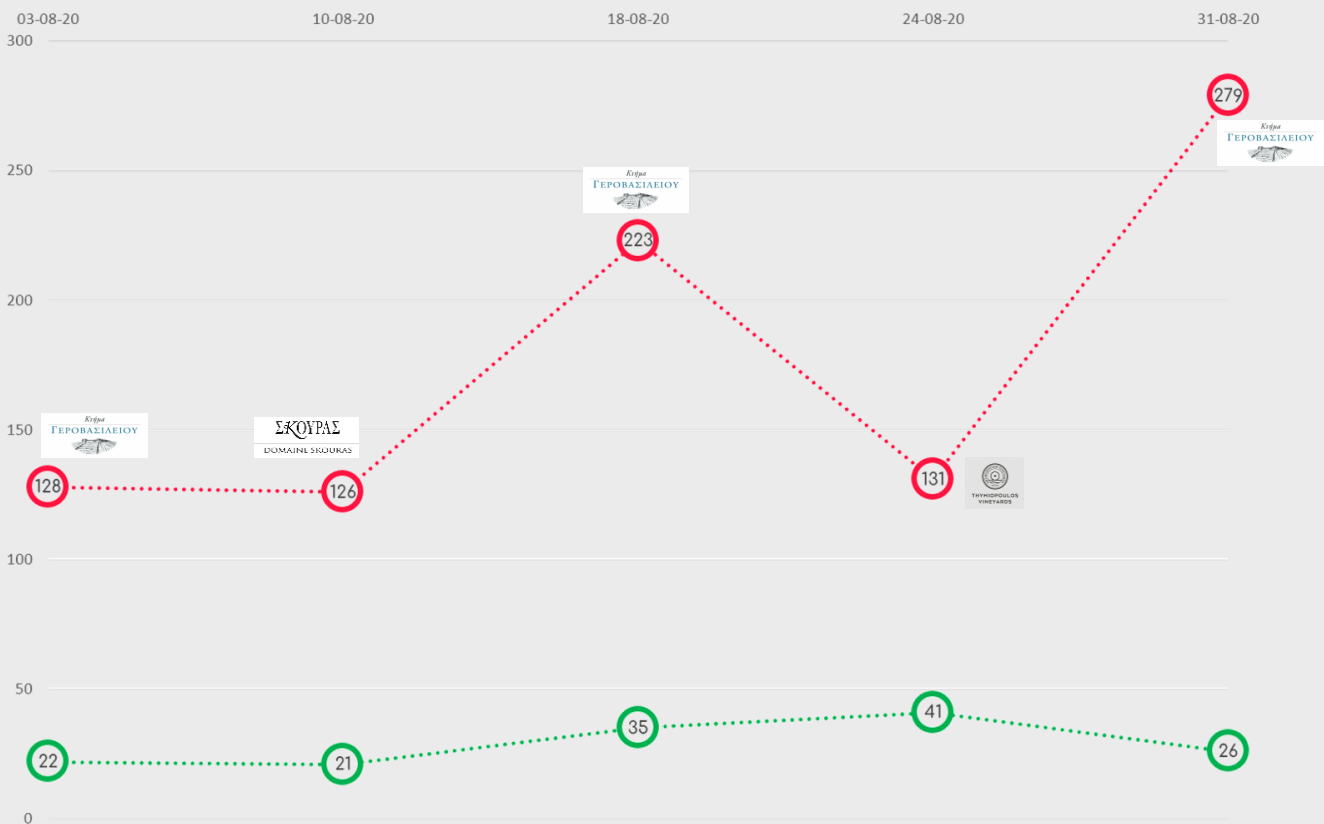
The Benchmarks of



..... New followers (Average)

..... New followers (best performance)

The Benchmarks of



..... New Reviews (Average)

..... New Reviews (best performance)

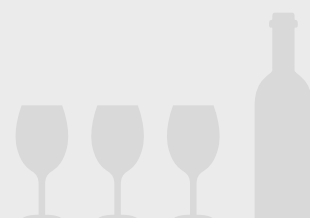
Greek online Wine market



Number of e-Shops selling wine



73



Greek Wineries the digital leaders



Facebook top 20 – Followers



#	Winery	Followers	Change
1	 Malamatina	120.908	(-32)
2	 Domaine Costa Lazaridi	24.208	28 ▲
3	 Bianco Nero (Tsililis)	24.201	(-4) ▼
4	 Semeli Estate	22.923	3
5	 Lyrarakis Wines	22.901	21
6	 Boutari	20.455	13
7	 Estate Argyros	19.731	3
8	 Ktima Gerovassiliou	18.435	40
9	 Santo Wines Winery	17.203	70
10	 Ktima Kir-Yianni	14.966	36
11	 Katogi Averoff	13.471	21
12	 Rouvalis Winery	12.946	-
13	 Ktima Pavlidis	12.904	17
14	 Alpha Estate	12.284	20
15	 Avantis Estate	11.191	24
16	 Gaia Wines	10.343	31
17	 Tetramythos Winery	9.933	13
18	 La Tour Melas	9.506	42
19	 Tselepos Wines	8.985	28
20	 Lafazanis Winery	8.755	4

Change in the total number of followers between 24/8/2020 and 31/8/2020

Facebook top 20 – New Followers



#	Winery	Change	Followers Rank
1	 Kechris	87	23
2	 Santo Wines Winery	70	9
3	 Mercouri Estate	66	39
4	 La Tour Melas	42	18
-	 Vriniotis Winery	42	60
6	 Ktima Gerovassiliou	40	8
7	 Ktima Kir-Yianni	36	10
8	 Manousakis Winery	35	22
9	 Gaia Wines	31	16
-	 Palivou Estate	31	46
11	 Hatzidakis Winery	29	53
12	 Domaine Costa Lazaridi	28	2
-	 Tselepos Wines	28	19
14	 Avantis Estate	24	15
15	 Domaine Sigalas	22	26
-	 Papargyriou Estate	22	62
17	 Lyrarakis Wines	21	5
-	 Katogi Averoff	21	11
19	 Alpha Estate	20	14
-	 Domaine Skouras	20	25

Change of followers (new) between 24/8/2020 and 31/8/2020



Instagram top 20 – Followers

#		Winery	Followers	Change
1		Tsantali Vineyards & Wineries	21.883	7
2		Kikones	13.584	-
3		Ktima Kir-Yianni	10.767	102
4		Ktima Gerovassiliou	10.408	112
5		Santo Wines Winery	9.940	79
6		Domaine Sigalas	8.345	61
7		Domaine Costa Lazaridi	8.027	75
8		Lyrarakis Wines	6.718	28
9		Manousakis Winery	6.291	44
10		Dourakis Winery	6.148	44
11		Katogi Averoff	5.598	10
12		Tselepos Wines	5.576	62
13		Avantis Estate	5.071	82
14		Domaine Skouras	4.996	33
15		Biblia Chora	4.645	95
16		Boutari	4.002	40
17		Bosinakis Winery	3.748	6
18		Nico Lazaridi	3.626	48
19		Venetsanos Winery	3.489	38
20		Hatzidakis Winery	3.432	23

Change in followers number between 24/8/2020 and 31/8/2020



Instagram top 20 – New Followers

#		Winery	Change	Followers Rank
1		Grampsas Winery	511	27
2		Ktima Gerovassiliou	112	4
3		Ktima Kir-Yianni	102	3
4		Biblia Chora	95	15
5		Avantis Estate	82	13
6		Santo Wines Winery	79	5
7		Domaine Costa Lazaridi	75	7
8		Tselepos Wines	62	12
9		Domaine Sigalas	61	6
10		La Tour Melas	52	40
11		Nico Lazaridi	48	18
12		Manousakis Winery	44	9
-		Dourakis Winery	44	10
-		Vassaltis Vineyards	44	23
15		Chatzivariti Winery	43	46
16		Gaia Wines	41	22
17		Boutari	40	16
-		Diamantakis Winery	40	24
19		Venetsanos Winery	38	19
20		Ktima Pavlidis	34	31

Change in followers number between 24/8/2020 and 31/8/2020



Instagram top 20 – New posts

#	Winery	Posts	Followers Rank
1	 Avantis Estate	6	13
-	 Simeonidis Estate	6	72
-	 Petriessa	6	69
4	 Palivou Estate	5	45
-	 Oikogeneia Gkirlemi	5	38
-	 Biblia Chora	5	15
7	 Dourakis Winery	4	10
-	 Manousakis Winery	4	9
-	 Ktima Kir-Yianni	4	3
-	 Nico Lazaridi	4	18
-	 Lafazanis Winery	4	35
-	 Muses Estate	4	26
-	 Tselepos Wines	4	12
-	 Gaia Wines	4	22
-	 Oenops Wines	4	32
16	 Cair	3	81
-	 Lyrarakis Wines	3	8
-	 Domaine Sigalas	3	6
-	 Boutari	3	16
-	 Grampsas Winery	3	27

New posts number between 24/8/2020 and 31/8/2020

Vivino top 20 – Reviews



#	Winery	Reviews	New	
1	 Tsantali Vineyards & Wineries	33.704	97	
2	 Boutari	29.141	94	
3	 Alpha Estate	26.596	146	
4	 Ktima Kir-Yianni	22.510	135	
5	 Domaine Costa Lazaridi	20.880	105	
6	 Ktima Gerovassiliou	20.653	279	
7	 Domaine Skouras	19.128	117	▲
8	 Gaia Wines	19.106	78	▼
9	 Biblia Chora	17.288	108	
10	 Domaine Sigalas	16.767	90	
11	 Cavino	16.256	109	
12	 Santo Wines Winery	16.108	98	
13	 Greek Wine Cellars*	14.461	5.710	▲
14	 Estate Argyros	14.236	90	▼
15	 Nico Lazaridi	12.247	43	▼
16	 Thymiopoulos Vineyards	11.799	148	▼
17	 Lyrarakis Wines	11.286	101	▼
18	 Semeli Estate	10.236	58	▼
19	 Tselepos Wines	10.185	48	▼
20	 Domaine Hatzimichalis	9.107	50	▼

New Reviews between 24/8/2020 and 31/8/2020

*From this week onwards, the total number of Vivino Reviews for Greek Wine Cellars, will include the number of reviews from the Kourtaki Winery Vivino page.

Vivino top 20 – New Reviews**



#	Winery	New Reviews	Reviews Rank
1	 Ktima Geroassiliou	279	6
2	 Thymiopoulos Vineyards	148	16
3	 Alpha Estate	146	3
4	 Ktima Kir-Yianni	135	4
5	 Domaine Skouras	117	7
6	 Cavino	109	11
7	 Biblia Chora	108	9
8	 Domaine Costa Lazaridi	105	5
9	 Lyrarakis Wines	101	17
10	 Santo Wines Winery	98	12
11	 Tsantali Vineyards & Wineries	97	1
12	 Boutari	94	2
13	 Domaine Sigalas	90	10
-	 Estate Argyros	90	14
15	 Gaia Wines	78	8
16	 Douloufakis Winery	61	23
17	 Semeli Estate	58	18
18	 Avantis Estate	53	25
19	 Domaine Hatzimichalis	50	20
20	 Tselepos Wines	48	19

New Reviews between 24/8/2020 and 31/8/2020

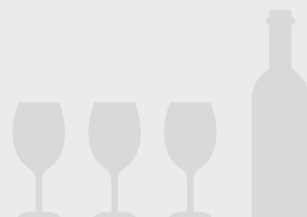
** This week's "Vivino top 20 - New Reviews" ratings, don't include Greek Wine Cellars and Oikogeneia Gkiremi, due to the updated method used, to calculate their total number of Vivino Reviews.

132 Greek Wineries

Achaia Clauss
Acheon Winery
Acroterra Wines
Adam Wines
Aidarini Winery
Aivalis Winery
Akriotou Microwinery
Alexakis Winery
Alpha Estate
Ampeloeis
Anastasia Fragou Winery
Anatolikos Vineyards
Argatia Winery
Argyriou Winery
Artemis Karamolegos
Arvanitidis Estate
Avantis Estate
Barafakas Winery
Biblia Chora
Bosinakis Winery
Boutari
Cair
Canava Chrissou – Tselepos
Cavino
Chatzivariti Winery
Diamantakis Winery
Diamantakos
DioFili
Domain Mega Spileo
Domaine Claudia Papayianni
Domaine Costa Lazaridi
Domaine Dalamara
Domaine Evharis
Domaine Hatzimichalis
Domaine Michaelidi
Domaine Migas Dimitris
Domaine Nerantzi
Domaine Paterianakis
Domaine Porto Carras
Domaine Sigalas
Domaine Skouras
Domaine Zacharioudakis
Domaine Zafeirakis
Dougos Winery
Douloufakis Winery

Dourakis Winery
Estate Argyros
Estate Chatzigeorgiou - Lemnos
Estate Manolesakis
Estate Theodorakakos
Foundi Estate
Gaia Wines
Gavalas Winery
Gentilini Winery
Gikas Winery
Grampsas Winery
Greek Wine Cellars
Hatzidakis Winery
Ieropoulos Family
Karanika Domain
Karavitakis Estate
Katogi Averoff
Katsaros Estate
Kechris
Kikones
Kokotos Estate
Ktima Bairaktaris
Ktima Gerovassiliou
Ktima Karipidis
Ktima Kir-Yianni
Ktima Papaioannou
Ktima Pavlidis
Ktima Pieria Eratini
Ktima Voyatzi
La Tour Melas
Lafazanis Winery
Lalikos Vineyards
Lantides Winery
Limnos Organic Wines
Lyrarakis Wines
Malamatina
Manousakis Winery
Mercouri Estate
Mikra Thira
Milea Winery
Mitravelas
Moraitis Winery
Muses Estate
Mylonas Winery
Nico Lazaridi

NOPERA
Oenogenesis
Oenops Wines
Oikogeneia Gkirlemi
Oinopoiio Pirgaki
Palivou Estate
Papagiannakos Domaine
Papantonis Winery
Papargyriou Estate
Parparoussis Winery
Petriessa
Pirgaki's Estate
Rhous Winery
Rira Vineyards
Rouvalis Winery
Santo Wines Winery
Sclavos Wines
Semeli Estate
Silva Wines
Simeonidis Estate
Spyropoulos Winery
Strataridakis Winery
Strofilia Wines
Tatsis Winery
Tetramythos Winery
Thymiopoulos Vineyards
Tiniaki Ampelones
Troupis Winery
Tsantali Vineyards & Wineries
Tselepos Wines
Tsililis
UWC Samos
Vassaltis Vineyards
Venetsanos Winery
Vineyards K. Antonopoulos
Vourvoukeli Estate
Vriniotis Winery
VSV Winery
Wine Art Estate
Winery Monsieur Nicolas
Zacharias
Zoinos Winery - Zitsa





We'd be delighted to receive your comments, ideas and suggestions, on how we can continuously improve our research.

To contact Marquelin click [here](#).



www.marquelin.com