

Survey Identity

TIME PERIOD

7/7/2020 - 27/7/2020

This week, we present changes in growth metrics (e.g. new followers, new reviews etc.) for a time period of 20 days.

The Marquelink platform will allow you select the exact time period, you'd like to use, to view information from our data set.

SAMPLE

132 Greek Wineries





This week's

extras!







The future wine bottle is made out of paper?

Why it's time to cut back on glass wine bottles

Glass bottles and their transportation are the two biggest contributors to wine's carbon footprint.

21/2/2020, Financial Times

Carbon footprints, wine and the consumer

Consumers as well as producers really need to rethink the issue of wine packaging. And producers can take so many measures to reduce their carbon footprint.

12/12/2019, Jancis Robinson



Paper bottles are here...



Diageo has created the world's first ever 100% plastic free paper-based spirits bottle, made entirely from sustainably sourced wood.

The bottle will debut with Johnnie Walker, the world's number one Scotch Whisky, in early 2021.

13/7/2020, Diageo



Paper wine bottle launched: What is it like?

A wine bottle made from recycled paperboard has been launched by the Frugalpac company in the UK, and we got hold of a sample to try it out.

30/6/2020, Decanter



Green fibre bottle - Our journey towards better continues

We now have two new research prototypes of the Green Fiber beer Bottle, which are the first 'paper bottles' that are able to contain beer.

Carlsberg



Paper bottles are here...



PAPER
BOTTLE
COMPANY

Meet the Frugal Bottle
A paper wine bottle
made from 94% recycled paper
with a food-grade liner
to hold the wine or spirit.

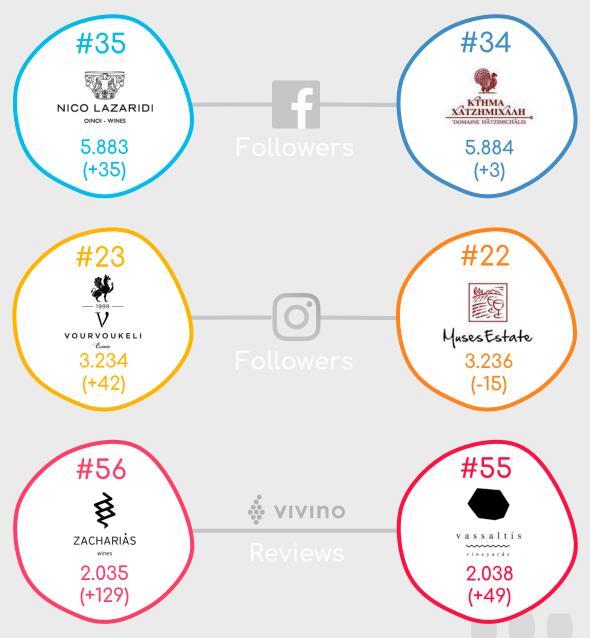
Paboco the paper bottle company Imagine a paper bottle in every hand.











Change between 7/7/2020 and 27/7/2020 reported in parentheses

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	121.120	-120
2		Bianco Nero (Tsililis)	24.227	-4
3	OUT A DAMES	Domaine Costa Lazaridi	24.075	70
4	-S E M É L I -	Semeli Estate	22.901	49
5	AYRARAKIS	Lyrarakis Wines	22.795	26
6	BOUTARI	Boutari	20.408	30
7	ESIATE ARRY ROS	Estate Argyros	19.665	-2
8	Κυίρια ΓΕΡΟΒΑΣΙΛΕΙΟΥ	Ktima Gerovassiliou	18.317	27
9	SANTO WINES	Santo Wines Winery	16.761	181
10	KIR-YIANNI	Ktima Kir-Yianni	14.831	67
11	* KATOGI AVEROFF	Katogi Averoff	13.368	21
12	R	Rouvalis Winery	12.945	-6
13	KTIMA PAVLIDIS	Ktima Pavlidis	12.851	22
14	ALPHA ALSTATE	Alpha Estate	12.195	45
15	Wonje figuric ANANTS BETTE ANANTS BETTE	Avantis Estate	11.080	44
16	GAI'A WINES	Gaia Wines	10.242	86
17	TETRAMYTHOS	Tetramythos Winery	9.863	26
18	La Teur Melas	La Tour Melas	9.412	24
19	KIDHAATEAEROY	Tselepos Wines	8.912	66
20	LAFAZANIS	Lafazanis Winery	8.728	8

Change in the total number of followers between 7/7/2020 and 27/7/2020 $\,$



Facebook top 20 – New Followers



#		Winery	Change	Followers Rank
1	KEXPHΣ	Kechris	456	25
2	SANTO WINES	Santo Wines Winery	181	9
3		Domaine Sigalas	93	26
4	GAI'A WINES	Gaia Wines	86	16
5	AODEADORET!	Vourvoukeli Estate	72	31
6	ZACHARIĀS Virsi	Zacharias	71	72
7	COS X LAZANDI	Domaine Costa Lazaridi	70	3
8	KIR-YLANNI	Ktima Kir-Yianni	67	10
9	KID-BAAT XEAEROW	Tselepos Wines	66	19
10	16TricseA	Petriessa	60	102
11	V 3.5 + 2.1115	Vassaltis Vineyards	53	60
12	(SCLANGE S)	Sclavos Wines	53	91
13	é enop⊴	Oenops Wines	51	39
14	Emples	Domaine Skouras	50	24
15	-SEMELI.	Semeli Estate	49	4
16		Manousakis Winery	49	22
17	% Хат <u>гнаак</u> н	Hatzidakis Winery	47	53
18 ^	ALPHA ALOS	[®] Alpha Estate	45	14
19	Weight Marris ANASTALABATA	Avantis Estate	44	15
20	KABNATPAMYA	Grampsas Winery	44	33

Change of followers (new) between 7/7/2020 and 27/7/2020



Instagram top 20 – Followers



#		Winery	Followers	Change
1	TSANTALI	Tsantali Vineyards & Wineries	21.790	53
2	Try	Kikones	13.586	-6
3	KIR-YLANNI	Ktima Kir-Yianni	10.477	150
4	Κτήμα ΓΕΡΟΒΑΣΙΛΕΙΟΥ	Ktima Gerovassiliou	10.013	230
5	SANTO WINES	Santo Wines Winery	9.297	254
6		Domaine Sigalas	8.045	117
7	## 120 LONG	Domaine Costa Lazaridi	7.715	180
8		Manousakis Winery	6.047	71
9	S	Dourakis Winery	5.940	148
10	AYRARAKIS	Lyrarakis Wines	5.850	120
11	KATOGI AVEROFF	Katogi Averoff	5.527	13
12	ICTO-ROAT SEARINGY	Tselepos Wines	5.139	123
13	Vinja Aparis Andrew Constituted	Avantis Estate	4.832	87
14	Domes plants	Domaine Skouras	4.690	122
15	BB	Biblia Chora	4.361	144
16	Services, BOUTARI	Boutari	3.893	513
17	NICE SEC	Bosinakis Winery	3.675	26
18	VENETSANOS WINERY	Venetsanos Winery	3.384	96
19	NICO LAZARIDI	Nico Lazaridi	3.374	187
20	ALPHA ALPHA AAOA	Alpha Estate	3.350	37

Change in followers number between 7/7/2020 and 27/7/2020



Instagram top 20 – New Followers



#		Winery	Change	Followers Rank
1	S ^{e ve} g _e , BOUTARI	Boutari	513	16
2	SANTO WINES	Santo Wines Winery	254	5
3	16Press A	Petriessa	232	79
4	<i>Κτήμα</i> ΓΕΡΟΒΑΣΙΛΕΙΟΥ	Ktima Gerovassiliou	230	4
5	NICO LAZARIDI	Nico Lazaridi	187	19
6	COSTA LACOREDI	Domaine Costa Lazaridi	180	7
7	KIR-YLANNI	Ktima Kir-Yianni	150	3
8	S	Dourakis Winery	148	9
9	SARATA CAS	Barafakas Winery	146	35
10	BB	Biblia Chora	144	15
11	é enope	Oenops Wines	132	33
12	6 0 X X T Z H X A K H	Hatzidakis Winery	127	23
13	KID-ROATERANINGY	Tselepos Wines	123	12
14	Down place	Domaine Skouras	122	14
15	AYRARAKIS AYRARAKIS	Lyrarakis Wines	120	10
16	Gè	Domaine Sigalas	117	6
17	GAIA WHES	Gaia Wines	105	26
18	VENETSANOS WINEAY	Venetsanos Winery	96	18
19	La Teur Melas	La Tour Melas	94	43
20	Worge Marris	Avantis Estate	87	13

Change in followers number between 7/7/2020 and 27/7/2020



Instagram top 20 – New posts



#		Winery	Posts	Followers Rank
1	S	Dourakis Winery	10	1
2	COLA Y DYCHAIO	Domaine Costa Lazaridi	9	8
3	GAI'A WINES	Gaia Wines	9	50
4	ZACHARIÁS Vites	Zacharias	9	71
5		Manousakis Winery	8	4
6	é enops	Oenops Wines	8	56
7	KIR-YIANNI	Ktima Kir-Yianni	7	7
8	(Fis	Domaine Sigalas	7	12
9	Wright Magazin ANALYTIA PARATE	Avantis Estate	7	13
10	6A74744.35	Barafakas Winery	7	31
11	C-A-I-R	Cair	6	9
12	BOUTARI	Boutari	6	18
13	Muses Estate	Muses Estate	6	41
14	TROUPIS WINERY	Troupis Winery	6	44
15	E SOUTH TO	Kokotos Estate	6	59
16	AODEAOONETI	Vourvoukeli Estate	5	23
17	R	Rouvalis Winery	5	24
18	XAIZHEAFY"H	Chatzivariti Winery	5	34
19	1,0403	Tiniaki Ampelones	5	35
20	LAFAZANIS	Lafazanis Winery	5	39

New posts number between 7/7/2020 and 27/7/2020



Vivino top 20 – Reviews



#		Winery	Reviews	New
1	TSANTALI	Tsantali Vineyards & Wineries	33.205	241
2	BOUTARI	Boutari	28.630	223
3 ^	LPHA ESTA	Alpha Estate	25.933	301
4	KIR-YLANNI	Ktima Kir-Yianni	21.806	342
5	COAN TYTHOU	Domaine Costa Lazaridi	20.368	210
6	Keljua FEPOBAXIAEIO	Ktima Gerovassiliou	19.779	322
7	GAI'A WINES	Gaia Wines	18.686	222
8	Down place	Domaine Skouras	18.503	306
9	BB	Biblia Chora	16.755	236
10	6	Domaine Sigalas	16.336	167
11	CAVINO	Cavino	15.743	336
12	SANTO WINES	Santo Wines Winery	15.662	181
13	ESTATE ARGYROS	Estate Argyros	13.783	262
14	NICO LAZARIDI	Nico Lazaridi	11.982	99
15	THYMIOPOULOS VINEYAROS	Thymiopoulos Vineyards	11.179	344
16	AYEARAKIS	Lyrarakis Wines	10.788	258
17	KTHMATZEAEROV	Tselepos Wines	9.948	118
18	-semeti-	Semeli Estate	9.926	131
19	ATTIMIXAH VOMAN CITCHATAD	Domaine Hatzimichalis	8.889	91
20	GREEK WINE CELLARS	Greek Wine Cellars	8.638	87

New Reviews between 7/7/2020 and 27/7/2020



Vivino top 20 – New Reviews



#		Winery	New Reviews	Reviews Rank
1	THYMOPOULOS VINEYAROS	Thymiopoulos Vineyards	344	15
2	KIR-YIANNI	Ktima Kir-Yianni	342	4
31	CAVINO	Cavino	336	11
4	ΓΕΡΟΒΑΣΙΛΕΙΟ Απόριο	tima Gerovassiliou	322	6
5	Boundary	Domaine Skouras	306	8
6	ALPHA ALVA	^{Alpha} Estate	301	3
7	ESTATE AREYROS	Estate Argyros	262	13
8	AYRARAKIS	Lyrarakis Wines	258	16
9	TSANTALI	Tsantali Vineyards & Wineries	241	1
10	BB	Biblia Chora	236	9
11	BOUTARI	Boutari	223	2
12	GAI'A WHEES	Gaia Wines	222	7
13	COST X LAZANOS	Domaine Costa Lazaridi	210	5
14	SANTO WINES	Santo Wines Winery	181	12
15		Domaine Sigalas	167	10
16	-5 E M & L I -	Semeli Estate	131	18
17	ZACHARIĀS Vivo	Zacharias	129	55
18	Wrope Mouris	Avantis Estate	119	25
19	KTHNATZEAEROV	Tselepos Wines	118	17
20	September 1	Douloufakis Winery	116	23

New Reviews between 7/7/2020 and 27/7/2020

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
leropoulos 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 Marquelink click <u>here</u>.

