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## **CHALLENGES OF WINE MARKETING: DISTRIBUTION AS A SOURCE OF COMPETITIVE ADVANTAGE**

*Professional paper*

### **Summary**

*Complicated circumstances of business running made selling of wine a special challenge. Archaic orientation on production and transactional marketing do not, any longer, guarantee road to success. Rapturous market does not leave an alternative. Marketing orientation in wine business has, therefore, been an imperative for a certain period of time.*

*Reasonable decisions about distribution within an implementation of experiential approach can contribute to creation of sustainable competitive advantage. But at the same time, it is always necessary to bring and to carry them out by perceiving distribution as an activity, which necessarily and unquestionably should contribute to adding value to brand. Both indirect and direct distributions open possibilities for improvements. In the case of indirect distribution, it is desirable to convert cost - driven supply chain into value - driven value chain. When we consider direct distribution there are few areas that are worth mentioning, such as: wine club, e-commerce, telemarketing, appropriate events, and wine shops.*

**Keywords:** *wine marketing, experiential approach, direct distribution, indirect distribution, sustainable competitive advantage*