



**LE RÉSEAU DE CRÉATION
ET D'ACCOMPAGNEMENT PÉDAGOGIQUES**

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SESSION 2015

BTS Transport et Prestations Logistiques

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

ANGLAIS

Durée : 2 heures

Coefficient 3

Dictionnaire unilingue autorisé

Calculatrice interdite

TRAVAIL À FAIRE PAR LE CANDIDAT

Vous êtes Camille Dubois. Vous travaillez pour Vinimport, société spécialisée dans l'import de vins et spiritueux, située au Havre.

I. COMPRÉHENSION

10 points

A rédiger en **FRANÇAIS**

Vous êtes chargé(e) de réfléchir à l'optimisation du transport. Ces deux documents (pages 3 et 4) ont retenu votre attention. Rédigez une note pour votre chef de service en indiquant les éléments pertinents dans le cadre de votre mission.

II. EXPRESSION

10 points

A rédiger en **ANGLAIS**

Une forte demande en vins australiens vous incite à optimiser votre mode de transport et vous contactez par courriel la société Flexibulk Logistics, au sujet de son nouveau mode de conditionnement et de transport de vin.

Vos questions portent sur :

- les différents volumes proposés ;
- le contrôle des températures ;
- les modes de chargement et de déchargement ;
- la résistance aux chocs.

Vous souhaitez également recevoir un devis pour le transport suivant :

- quantité : 100 000 litres de vin rouge
- enlèvement : Port de Sydney - Port d'arrivée : Avonmouth
- fréquence : 100 000 litres tous les 3 mois à partir de septembre 2015
- valeur totale : 75 000 euros par livraison

Votre interlocuteur : Tony Woodborne (tonywoodborne@flexibulk.com)

DOCUMENT 1

Most Australian Wine Exports Ship in Giant Plastic Bladders



*Thirty-two thousand bottles of wine fit into one 24,000-liter plastic bag.
(Image not to scale)*

Hardys became Britain's best-selling Australian wine brand by selling for as little as £3.40 (\$5) a bottle despite the 37 percent surge in its home country's currency since 2009. To do that and still earn a profit, the winemaker turned to plastic bags. No, not those bag-in-a-box jobs found at your local Sam's Club or Costco. We're talking 24,000-liter plastic bags, each able to carry the equivalent of 32,000 bottles of vino. Accolade Wines, the maker of Hardys, pared shipping costs that can amount to as much as \$3 a case by ditching glass bottles and shipping its fruit of the vine in giant plastic bladders. After the 10,000-mile journey, the wine is bottled at a plant next to a scrap merchant a two-hour drive from London.

Australia's A\$5.5 billion (\$5.8 billion) wine industry moves more than half its overseas shipments in bulk, which make the 40-day journey to Europe safely ensconced in plastic. The practice is reshaping logistics and the flow of wine between the Land Down Under, the largest exporter outside Europe, and the UK, the biggest net importer. Richard Lloyd, Accolade's global manufacturing director, said in an e-mail: "We don't ship glass around the world, we ship wine."

About 30 shipping containers are trucked every day from the English port of Avonmouth to Accolade's nearby bottling plant. Treasury Wine Estates brands and Pernod Ricard's Jacob's Creek are also being shipped in bulk, while Casella Wines, maker of the No. 3 U.S. wine label Yellow Tail, says it may move to bulk exports to cut costs.

Shipping in bottles can add 25¢ per bottle to costs, says Rabobank. Sea transport costs are typically based on volume, so filling a shipping container with cases of bottled low-end wine wastes space on packaging, says Tony Woodborne, manager of Flexibulk Logistics, a Sydney wine freight company. "You lose a third of your volume to bottle and carton," he says. While a 20-foot container accommodates about 9,900 liters of bottled wine, it can carry a 24,000-liter bladder at only a little more cost, he says. Sending a container of bottled wine from South Australia, the nation's biggest wine-producing state, to Europe costs about \$3,300 to \$3,400, says Ben Mislov, sales manager for Adelaide-based transport company JF Hillebrand Group. Using a bladder only lifts the price to about \$4,000, he says.

While bulk shipping is popular for lower-priced wines, it probably won't be adopted for prestige labels, says Peter Booth, South Australia manager of Adelaide-based freight company Booth Transport. "Penfolds Grange in a bladder?" he says, referring to Treasury's most prestigious label, which has sold for as much as A\$60,000 (\$62,430) a bottle at auction. "I can't imagine that ever happening."

David Fickling, *BloombergBusinessweek*, February 7, 2013

DOCUMENT 2

The carbon impact of bottling Australian wine in the UK: PET¹ and glass bottles. WRAP Final report (introduction)

Savings from bulk shipping.

A previous study (*The life cycle emissions of wine imported to the UK*) commissioned by WRAP analysing the benefits of bulk importing wine states that there is "huge potential for reducing CO₂ emissions during the transportation and packaging stages in the total life cycle for wine imported into the UK". The most significant factor for reducing emissions of wine transported from Australia is bulk shipping. On average 164g of CO₂ per bottle are saved when importing Australian wine in bulk as opposed to importing pre-bottled Australian wine.

www.wrap.org.uk

¹ PET = Polyethylene terephthalate