

Wine Intelligence Portraits

Segmenting and analysing regular wine drinkers



What are Portraits?



Portraits are the series of specialist wine drinker segmentations produced by Wine Intelligence.

Using cluster analysis, we group together in distinct segments wine drinkers in each market who have similar **attitudes** towards and **behaviours** with wine.

Then we profile each segment in great detail to enable you to get to the heart of what motivates each group when it comes to wine.

Reports are available for
Australia, Canada, UK, USA

Reports for other markets may also be available - please contact us for further information

What can Portraits do for you?

Portraits provide wine businesses with a reference segmentation which can be applied to individual brands, categories, retailers, countries and regions of origin, enabling you to:

Build an understanding of **which consumers are driving value** across the trade channels

Establish **brand health measures** for your brand, region or country-of-origin across the different Portraits segments

Assist with consumer **targeting in NPD** and **existing brand marketing programmes**

What type of information is included in a Portraits report?

Each report includes:

Size-of-prize calculations for all drinkers and each Portraits segment:

- Volume of wine consumed (including split by on- and off-trade/premise)
- Value of spend on wine (including split by on- and off-trade/premise)

Wine purchase & consumption patterns for each Portraits segment:

- Frequency of wine consumption for nine different on- and off-trade wine drinking occasions
- Spend per occasion
- Attitudes to promotions
- Type of wine consumed - category, colour, country, region, varietal
- Wine retailers used
- Purchase decision cues

Attitude to wine for each Portraits segment:

- Involvement with wine
- Attitudes to closures, packaging and wine labels
- Wine brand health measures

Demographics and socio-economic data for each Portraits segment:

- Age, gender, geographical region, income, socio-economic group, life-stage

Countries available and price

Portraits reports are available for:

- **Australia** – updated Jan 2011
- **Canada** – updated Feb 2011
- **UK** – updated Sept 2010
- **USA** – update Feb 2011

Each Portraits report costs:

- £2,500 / US\$4,200 / 3,000€ / AUS\$4,200*

Discounts available when purchasing more than one report

* Exchange rates correct at time of publication. Selling prices will be quoted based on prevailing exchange rates at the time of sale based on the price in pounds sterling. See terms and conditions for details



Each report is:

- Supplied in PowerPoint pdf format
- Accompanied by full Excel data tables

Please have a chat with us

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