



Vinisub from Wine Intelligence

The new wine consumer insights and information subscription service



Put consumers at the heart of what you do from £650 a year



Vinisub is the **new** insights service, offering wine businesses a **constant flow** of current Wine Intelligence research for one low-cost **annual subscription**

- Consumer usage and attitude insights
- Competitive brand data
- Category level insights (e.g. shopping behaviour)
- Trend data

You can choose from two levels of service:

Vinisub Standard

- Market Outlook summary reports every six months
- Three in-depth “industry-issue” reports per year

Vinisub Premium

- All STANDARD level reports PLUS:
- Full Market Trends report
- Full UK Portraits Report
- Full UK Landscapes Report

Vinisub is initially available for the UK market, with other markets to be launched soon

What do the Vinisub reports look like?



✓ Easy to use

✓ Concise

✓ Relevant

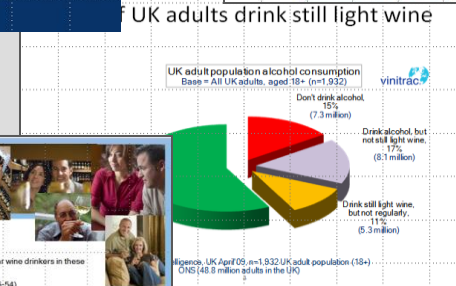
✓ Action-oriented

Understanding wine drinkers in the UK
'Portraits' segmentation
by Wine Intelligence

© Wine Intelligence 2009

Risk-averse Youngsters: who are they?

- Male and female (Female bias of 60%)
- Drawn from average income groups (63% SEG B & C1 compared with 59% of regular wine drinkers in these socio-economic groups)
- By far the youngest consumers (86% are aged between 18-34)
- No particular regional bias. They are drawn from across the UK, with a slightly higher proportion living in the North of England



Adventurous Connoisseurs

Who are they?

- Slight male bias (M. 54%, F. 46%)
- Professionals (44% SEG AB compared with 25% of regular wine drinkers in these socio-economic groups)
- Most likely to be in their forties or fifties (nearly 50% are 45-54)

Where & where do they drink?

- The most wine-involved group (54% are high involved compared with 24% of regular UK wine drinkers)
- The most frequent wine drinking group, with a quarter drinking wine every day and a further 50% 2-5 times a week
- Adventurous Connoisseurs drink wine in bars and pubs as well as restaurants about once a week

What do they spend on wine?

- Adventurous Connoisseurs are the highest spending segment for a bottle of wine bought in the off-trade. 31% of them spend on average over £7 per bottle and 44% spend £9 or more for a more formal meal (compared with 15% spending at this level within regular wine drinkers)
- They are high spenders in the on-trade when compared with all other groups

[suppose] could spend up to £15-£20 on a bottle of wine, depending on what class for Adventurous Connoisseur, female

Put Vinisub insights and information
to work for your business



UK market strategy planning

Sales presenters

New product development

Producer & stakeholder briefings

Trend analysis

Range planning & positioning

Two service offerings to choose from: Vinisub Standard



- UK Market Outlook updated semi-annually in May and November
 - MS Word document with charts and tables
- Three in-depth issue-based reports per year
 - Report topics published 12 months in advance (schedule subject to change)
- Just **£650** per year
- Bonus report if you subscribe before 31st August 2010
- 10% discount for WSTA members

Subscribe now at www.wineintelligence.com

→ On-line registration should only take a couple of minutes

Insights worth £10,000 for just £2,800 Vinisub Premium



- UK Market Trends full report, including data tables updated twice a year
- Three in-depth issue-based reports per year
 - Report topics published 12 months in advance (schedule subject to change)
- UK Portraits, published every September
 - Attitudinal-based segmentation of UK wine consumers
 - Full descriptions, pen portraits, lifestyle variables
- UK Landscapes, published every September
 - Everything you need to know about the UK market, in one document

- £2,800 per annum

Subscribe now at www.wineintelligence.com

→ 10% discount for WSTA members - just £2,500 for £10,000 worth of insights

What comes with Vinisub 2010-2011?



VINISUB STANDARD : £650	VINISUB PREMIUM : £2,800
Market Outlook summary report published in June and November 2010	Full Market Trends report in June and November, incorporating 3 year trend data tables published in June and November 2010
Millennials - in-depth look at younger wine consumers in the UK published in June 2010	UK Portraits - the industry standard wine consumer segmentation model, based on spend and involvement published in September 2010
Packaging and label design - the latest thinking and analysis on how wine products should look published in September 2010	UK Landscapes - everything you need to know about the UK market, including five year sales trends, consumer profiles and much more published in September 2010
Wine in the On-trade - insights from the bar, pub and restaurant front lines published in February 2011	Plus everything that a Vinisub Standard subscriber gets

→ **BEST VALUE**
£10,000 worth of market insights for just £2,800

+ Bonus report for subscriptions made before August 31st:
Luxury wine in the UK - an in-depth look at consumers who buy more expensive wines published in June 2010

All brought to you by Wine Intelligence, the world's leading wine market research and advisory organisation



- A decade of wine consumer insights and information leadership
- Wine business professionals who understand wine industry needs
- Answering the business questions that you need to shape your strategy and develop markets

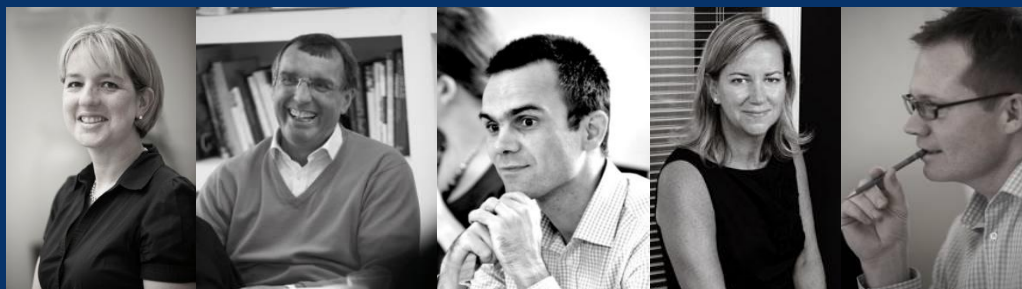
Please have a chat with us



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