

Wine Intelligence China

Connecting wine businesses with knowledge and insights in China



Since 2009 Wine Intelligence has conducted **46** wine category projects in China

Business questions	How we can help you	Ready-to-read insight reports
<i>“I need trusted and up to date information about the Chinese wine market.”</i>	<div>Up-to-date publications in the reports shop</div> <div>Bespoke projects designed by our experiences China wine market team</div>	<div>Free publications<ul style="list-style-type: none">▪ China Market Watch Quarterly▪ China Back Label White Paper Jun 2013</div> <div>Syndicated reports<ul style="list-style-type: none">▪ China Landscapes 2013 Jan 2013</div>
<i>“How do I make sure my efforts are not diluted in such a vast country?”</i>	<div>Market models to evaluate opportunities and barriers across regions / cities in China</div> <div>Trade interviews and case studies on best practices</div>	<div>Syndicated report<ul style="list-style-type: none">▪ Emerging Opportunities in the Chinese Wine Market 2012 Apr 2012</div>
<i>“How many people really drink wine and who are they?”</i>	<div>Get to the heart of who wine drinkers really are, with our segmentation in the “China Portraits” report</div> <div>Profile wine drinking population by country of origin, region of origin or brand awareness / consumption</div>	<div>Syndicated report<ul style="list-style-type: none">▪ China Portraits 2012 Aug 2012</div>
<i>“How do I optimise my branding for China?”</i>	<div>Our unique Vinibrand® process develops profitable and sustainable wine brands, including:</div> <div><ul style="list-style-type: none">▪ Brand development▪ Optimise Chinese brand name▪ Test brand concept and packaging▪ Design communication channel strategy</div>	<div>Syndicated report<ul style="list-style-type: none">▪ China Label Report 2012 Jun 2012▪ China Internet and Social Media 2013 Apr 2013</div>

We conduct client-specific research projects and produce syndicated reports to help companies gain greater insights into wine markets and wine consumers, and help business leaders develop business strategy and marketing plans. See the next page for research methodologies we use in China.



Wine Intelligence applies a mix of research methodologies led by our on-the-ground experienced China team and partners to ensure reliable and robust research findings



Quantitative online survey

Online survey with **1,000** Chinese upper middle class imported wine drinkers in 6 major cities

- Bespoke questions in a fully bespoke or omnibus Wine Intelligence Vinitrac® survey. Questions can include:
 - Label testing
 - Advertisement testing
 - Brand and region health tracking
 - ...and more (contact us for more examples)
- Insights into wine consumption behaviours and attitudes of Chinese consumers
- Representative of upper middle class drinkers of imported wine in 6 major cities in China (Beijing, Shanghai, Guangzhou, Wuhan, Shenyang, Chengdu)
- Target cities can be expanded according to your needs



Qualitative trade interviews

One-on-one interviews with members of the Chinese wine trade to understand trends and opportunities in the Chinese market

- We have a panel of **30 experts** in various parts of the Chinese wine trade who we consult regularly, including major wine importers, on-trade and off-trade retailers, and wine educators
- We do in-depth trade interviews in **12 tier 1 and tier 2 cities** in China
- Potential research questions include:
 - How do you best target importers and distributors?
 - What are the main trends of channel attractiveness?
 - What are current distributor needs when developing our wine portfolio?



Qualitative consumer in-depth interviews and focus groups

Qualitative in-depth interviews or focus groups with Chinese wine consumers

- Experience of conducting consumer interviews and focus groups drawn across **15 tier 1 and tier 2 cities**
- Potential research questions include:
 - What does the decision making process look like when buying or ordering wine?
 - How do consumers perceive a specific brand?



Qualitative consumer pulse panel

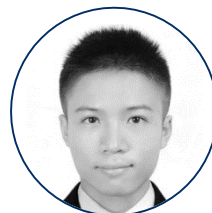
Qualitative online quick survey with Chinese consumers

- Our panel of consumers drawn from across China to share feedback on questions that require quick answers
- In the past, pulse panels have been used for:
 - Generating input to be used in the brand name generation process
 - Assessing reactions to a new wine label design
 - Selecting a Chinese brand name translation
 - Checking a new wine brand name for unintended brand name associations in Mandarin and Cantonese

Meet our China Team



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