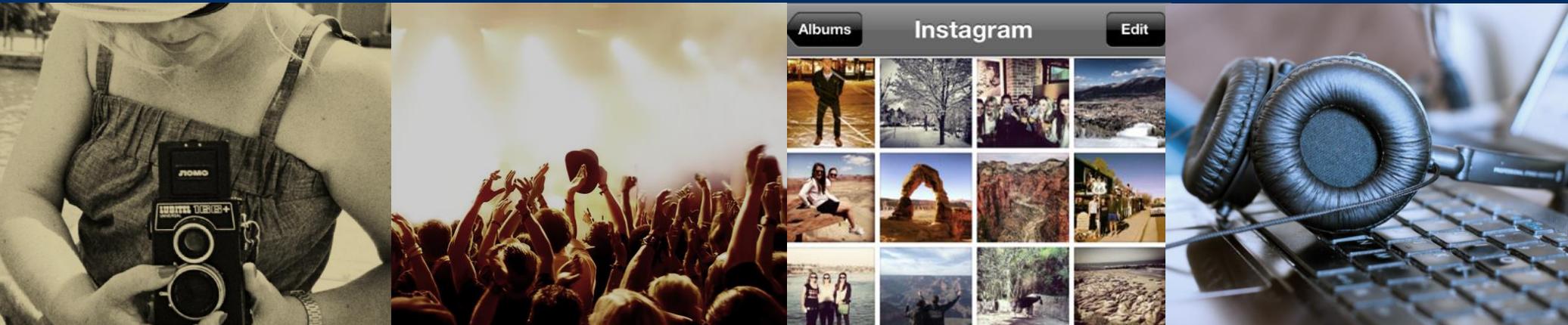


Report Brochure



CONSUMER TRENDS 2014

JANUARY 2014



REPORT PRICE: • GBP 1,000; AUD 1,850; USD 1,650; EUR 1,200
or 2 Report Credits

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WINE INTELLIGENCE CONSUMER TRENDS 2014

RETRO

Seeking comfort and inspiration in the past

TRANSPARENCY

Traceable honesty to reassure our sense of responsibility

VISUALISATION

Simplify & summarise, creating instant visual impact

BEING THERE

Delighting in experiences we can cherish and share

BLENDED

Blurring the traditional social & cultural boundaries in our busy lives

OBSESSIVE

Dedicated, fanatical & focused

FEEL GOOD

Looking after my conscience & well-being and yours too

SELFIE

Expressing your individuality to those around you

TRIBAL

Sense of belonging derived from being part of a group

Wine Intelligence Consumer Trends 2014 represents our latest thinking and observations on how consumer behaviour is evolving in the second decade of the 21st Century.

As with the first report in this series, published at the beginning of 2013, our starting point has been to draw inspiration from around the world, and across multiple consumer categories. The process has then been to analyse and interpret these trends through the lens of the alcoholic beverages category, and to draw some conclusions and implications in terms of business strategy.

We were delighted with the consistently positive response to our first report, and this has spurred us on to cast our net further, using our team of country managers around the world to bring some diversity to our observations.

This report is designed to be both readable in one sitting (we imagine our target reader sitting in an airport departure lounge, with about 20 minutes to kill before getting on a plane), and to be used as a reference for guiding brand and business planning. For a small additional fee, you can get the authors of the report to come and facilitate a workshop with your team.

The Author: Lulie Halstead, CEO, Wine Intelligence

Lulie Halstead is an experienced market research industry practitioner and leading business strategist. Prior to co-founding Wine Intelligence Ltd., she developed expertise in the wine industry in importing, marketing, retailing and new business development.

Comment on Consumer Trends 2013 report

“A fascinating thought leadership piece, which stratifies consumers into an order which allows a winery to group consumers, define wants and desires, and design tactics to reach these groups. It allows you, the wine producer, to develop a better connection with your consumers.”

Rob McMillan, Executive Vice President and founder, Wine Division, Silicon Valley Bank

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Report credits:
 2

1 credit =
 AUD 925
 GBP 500
 USD 825
 EUR 600

Purchase a
Trends Workshop for your team
 for
1 additional credit*

**Plus travel costs if applicable*

VISUALIZATION

We expect to see complicated news items, or simplified in a graphical form. In a hectic shopping or online, brand logos are our signposts. And we and packaging design in ways that are sometimes always understand them ourselves.

As with so many trends we observe, technology emphasised the human reliance on visual inform way thing. From the first time we use an emoji message, or tweak the font on the heading of a p the colour saturation on our Facebook profile pic little more atmospheric, we're part of the process

In the wine world, there are fewer recognised t than in other consumer sectors. But the images and marketing plays a big role in influencing c example, by reassuring nervous consumers that t with heritage and gravitas.

There is an opportunity to tap into the Visual Consumers in all markets confers to a lack of c knowledge. Looking at some of the text-heavy marketing material that confront them, it's not h And not hard, either, to picture a different way of

BEING THERE

'Wine list' organises unique wine tasting events aimed at engaging attendees with the category in an understanding and enjoyable way, especially younger drinkers (LA, California, USA)

Cooking classes continue to grow in popularity. ABOVE: Pasta making class attended by the Wine Intelligence team at celebrity chef Jamie Oliver's cafe (London, 2012)

Not just being there: participation events

WINE CAR BOOT brings independent wine merchants together with their customers, in a street-market format. Launched in London September 2013 by former model Ruth Spirey (London, 2013)

TRIBAL

STRAVA
 TRACK, COMPARE, COMPETE

Strava is a mobile and online app that allows you to connect, compare and compete with a community of athletes from all over the world who share the same passion for cycling (London, United Kingdom, January 2014)

Tribes that organise online and gather offline

Zumba dance "a fantastic cardiovascular fitness that has become more popular regular workout" quote from "youtubetrendbooks" (November, 2013)

WASH MODE
 (Aylesbury, United Kingdom, June 2013)

RETRO:
 Seeking comfort and inspiration in the past

Simple
 Reflective
 Quirky
 Humorous
 Comforting
 Safe
 Nostalgic
 Reassuring

Reassurance garnered by looking back to bygone times is particularly important during times of political, economic and social change, unrest and uncertainty. No wonder Retro continues to be a dominant trend in 2014

REPORT PRICE: • 2 Report Credits

REPORT + WORKSHOP PRICE: • 3 Report credits

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