

Report Brochure



FORTIFIED WINE IN THE UK MARKET



MAY 2014



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Report price

Report price:

GBP 1,000
EUR 1,200
USD 1,650
AUD 1,850

Report credits:

2

56 page
PowerPoint
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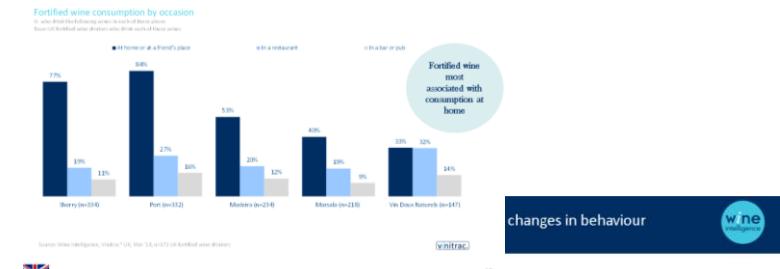


What would motivate consumers to drink more Port?

% who think the following statement would motivate them to drink Port
All UK adults who drink wine (n=212)

	All UK adults who drink wine		Gender		Age
	Male	Female	18-34	35-54	55+
Price reduction	47%	42%	43%	44%	46%
If recognise a brand Port	40%	44%	36%	38%	38%
Opportunity to taste the wine before buying	36%	37%	34%	35%	36%
The price I am willing to pay	32%	34%	30%	35%	35%
The wine is served in bars and restaurants	30%	33%	29%	29%	28%
Recommended by the sommelier, staff etc.	18%	22%	14%	20%	21%
Descriptive about what the wine will taste like	18%	15%	22%	20%	19%
New brands	12%	12%	12%	23%	23%
Find it changing consumer attitudes	12%	17%	17%	28%	22%
Vine flight/tasting options	10%	15%	17%	15%	16%
New packaging (e.g. bottle)	10%	13%	10%	20%	20%
Brand highlighted on wine list	10%	13%	12%	23%	14%
He selected Port in magazine article	10%	12%	9%	15%	9%
It is absorbent on a wine list	9%	9%	9%	24%	24%
Other	5%	6%	4%	11%	11%
None of the above	11%	10%	13%	8%	11%

Blue = Descriptive significantly lower than all UK Port wine drinkers at a 95% confidence level. Red = Descriptive significantly higher than all UK Port wine drinkers at a 95% confidence level.



Source: Wine Intelligence, Sherry & Port, Mar '14, n=172 UK fortified wine drinkers

*All prices exclusive of VAT, GST or relevant local sale taxes at the current rate

Excerpts from the introduction



Fortified wines have been a fixture in Britain's alcohol repertoire for over 300 years. Entrepreneurial British merchants are credited with creating the UK market for Port in the late 17th Century, having noticed that the traditional fortified style of wine from the Porto region of Portugal was both very palatable compared with competitor red wines from Bordeaux, and was able to keep its good condition whilst being shipped back to England.

Sherry meanwhile has also had a long-standing relationship with Britain, dating back to the late 15th Century, when entrepreneurial local rulers in the Jerez region saw an opportunity to develop the UK market recently cut off from supplies from its former colonies in Aquitaine (Bordeaux).

Both of the main styles of fortified wine were, and arguably remain, a testament to solid principles of product consistency, branding and distribution. Until the latter part of the 20th Century they had the upper hand on wine: they were easier to drink, more consistent in quality than the still wines on offer, and – given their alcoholic strength and traditionally small measures – very good value.

Today the fortified category in the UK amounts to approximately 2.5 million 9L cases, down from 3.3 million cases in 2003. Parts of the category remain resilient but its consumer base is ageing, and its reason to buy becoming less distinct and relevant.

Both Sherry and Port face distinctive challenges to remain relevant to consumers in the 21st Century. The stakes are high for both main players, and the competitive environment tougher than ever. To ensure a future for both will require excellent consumer understanding, allied with innovative thinking, and nerves of steel.

So welcome to this, the first Wine Intelligence report on the Fortified category.

Richard Halstead
COO
Wine Intelligence
May 2014



SAMPLE SIZES

At least 500 respondents per survey; 1,000 in most countries, 2,000 in US

Regular adult wine drinkers (where 'regular' = drinks wine at least once per month)

Each Vinitrac® survey starts with questions to screen respondents:

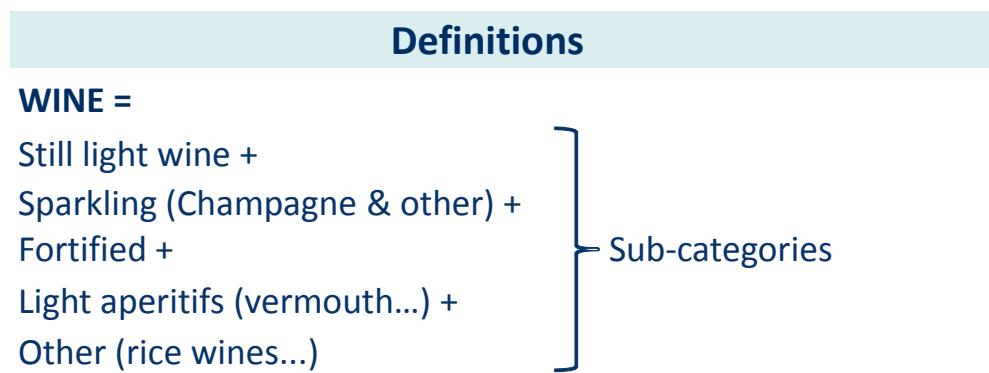
- Adult drinking age within each country
- Permanent resident of the country being surveyed
- Drinks wine at least once per month
- Drinks at least red, white or rosé wine
- Buys wine in the off-premise and/or in the on-premise channels

... and rejects all respondents who do not fulfil these Vinitrac® criteria



Each sample is representative of the 'regular' wine drinking population in that market and is therefore valid; a sample size of at least 500 consumers ensures results are reliable. It's like a 'smaller' version of the wine drinking population at large

- Measures from the IWSR correspond to actual wine consumption figures. This means sales into the trade (on + off premise)
- The IWSR visits each market each year. Discussions are held with key local experts in the market including importers, producers, grey market operators, duty free operators, and supermarket/hypermarket buyers.
- All volume data is given in thousand 9 Litre Cases
- In the breakdown by country of origin, IWSR includes (depending on the market and the size of the category) the following two categories: 'Other' and 'International'
They are defined as followed:
 - 'Other': category including wine blends (normally in bulk or bottled without specified country of origin) and wines from other countries with volumes too small to break out separately
 - 'International': Category including wine brands that have wines from various countries
- The IWSR includes the following types of wine in its definition of 'wine':



Research methodology

Vinitrac® - Frequently Asked Questions



WHY IS VINITRAC® NOT A PANEL?

- Panels are good for monitoring detailed purchase activity but require regular input from exactly the same complete group of respondents
- This requires more time from respondents, for which they are paid, and panels are therefore more heavily skewed towards home-based consumers, e.g. students and home-makers
- This group of a country's wine-drinking population does not fully represent the accurate weighted sample of adult regular wine drinkers on which Vinitrac® insights are based

HOW DOES VINITRAC® WORK?

- Invitations to participate in Vinitrac® are distributed to adult consumers in each market
- Consumers interested in a wine survey are directed to an URL address, which welcomes them to the online survey
- Wine Intelligence monitors incoming completed responses to build a sample representative of the wine drinking population of the target market
- When a representative sample of at least 1,000 (US: 2,000) is logged, the survey is closed



Research methodology:

Vinitrac® UK methodology



- The data for this study was collected in March 2014
- Data was gathered via Wine Intelligence's Vinitrac® online survey of more than 372 UK fortified wine drinkers, meeting the following requirements:
 - Adult drinking age
 - Permanent resident of the country
 - Drinks fortified wine
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey was quota-based and post-weighted to be representative of UK fortified wine drinkers in terms of age, gender and SEG



REPORT PRICE: • GBP 1,000 or 2 Report Credits

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If you have any questions, please contact your local Wine Intelligence office:

AVIGNON

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: jean-philippe@wineintelligence.com

BEIJING

Rui Su, Research Manager | T +86 10 6260 2428 | Email: rui@wineintelligence.com

CAPE TOWN

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: dcoutras@iafrica.com

DELAWARE

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: erica@wineintelligence.com

FRANKFURT

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: wilhelm@wineintelligence.com

LONDON

Emma Barnes-Webb, Project Executive | T +44 020 7378 1277 | Email: emma@wineintelligence.com

SYDNEY

Natasha Rastegar, Australia & NZ Country Manager | T +61 428 755 057 | Email: natasha@wineintelligence.com

TRISTE

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: pierpaolo@wineintelligence.com