

Wine Intelligence Global  
Consumer Trends and the  
Wine Category 2016

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**Trends 2016**

**Devotion**

**Mini**

**Instant**

**Transparency**

**Custom**

**Well-being**



# Devotion



**The Whiskey Ball (Global)**

The **Whiskey Ball** is a silicone mould to create the perfect ice ball for whiskey. The product enables you to emulate the hand-carved ice ball used by professional bartenders. Chilling the drink without over-diluting it, it permits consumers to achieve the same level of control over their drink at home as in a bar.



**EGG (China)**

**Egg** is an all-day egg breakfast restaurant in China



**Vina Maris (Spain)**

Taking winemaking to a whole new level of devotion, **Vina Maris** age wine under the Mediterranean Sea at a depth of 30 metres. The winemakers believe that the temperature, pressure and absence of light and noise underwater provide ideal conditions for wine to mature much faster than in a traditional cellar. Vina Maris is one example of several producers who are experimenting with underwater ageing.



**Balls & Co. (UK)**

**Balls & Company**

58 GREEK STREET LONDON

**Balls & Co.** is devoted to meatball dishes



Maximising on our time-poor society, **BottlesXO** is an app available in Shanghai, Suzhou and Hong Kong that allows consumers to order wines and have them delivered in under 60 minutes, wherever they are. Wines are delivered 'ready-to-enjoy' at the right temperature, meaning people can consume them instantly.



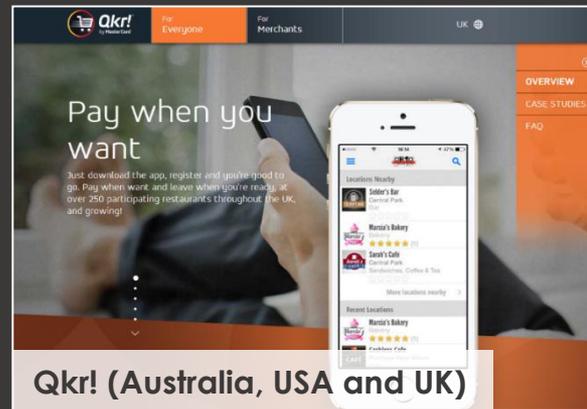
**Prime Now (USA)**

**Amazon Prime** members in certain parts of the UK and US can now receive super fast one-hour delivery for a small fee, or two-hour delivery at no extra cost. Other large companies, such as eBay and Google Shopping Express, are responding with their own services. These companies are seeking new ways to provide customers with time efficient delivery services whilst maintaining their low costs to rival the fast growing presence of the delivery mobile apps. Whilst only a minority of the public use these services, the idea is grabbing headlines, and therefore mind-space.



**Foxtender: cocktail vending machine (USA)**

Developments in technology allowing for easy instant payments have resulted in ever more imaginative vending machines and ready-to-collect goods, which we can pick up at our convenience



**Qkr! (Australia, USA and UK)**

The Mastercard app **Qkr!** has reached new heights by expanding its network and capabilities into schools, stadiums and cinemas in Australia. Launched initially as a quick pay and service app for premises in the USA, Australia and the UK, the service now provides a secure and easy platform for schools to manage and receive funds.

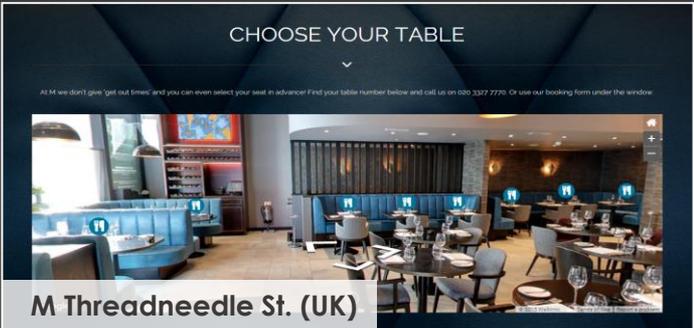
# Custom



Brazilian carrier **TAM Airlines** used Facebook Connect to create personalised in-flight magazines to celebrate the 35th anniversary of its Sao Paulo-Milan route. Travellers' Facebook information was collected during the ticket reservation process, and each passenger was given a custom in-flight magazine featuring articles based on their interests, and even photos of them.



**Absolut Vodka** released four million special edition bottles created by infusing a drop of cobalt blue into the glass of each bottle. Each bottle was individually numbered in addition to the unique design, resulting in a special twist on the standard packaging.



Located in the City of London, **M Threadneedle St.** leverages Google Streetview technology in order to provide an innovative way for customers to reserve the exact table they desire. The system provides panoramic, moveable photos of the inside of the restaurant to find the ideal spot and book it online.



**Shiftwear** produces custom made shoes fitted with bendable, waterproof HD screens, which display designs made by users themselves or by professional artists. They can be programmed from a mobile app, allowing users to change the look of their shoes as the mood strikes them.



Duncan Hines Perfect Size (USA)

To adapt to the increase in smaller households and reduce the amount of food waste, Pinnacle Foods has introduced **Duncan Hines Perfect Size**: a range of baking kits. Each kit comes with pre-prepared cake mix and a smaller sized tin than the original version. Designed for up to 4 people, they are also an ideal size for the single person to enjoy.



Mini



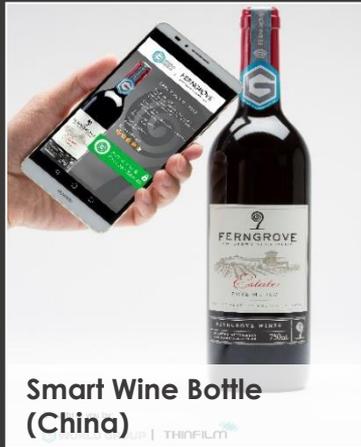
Half Bottles (Australia)

Australian online site, **Half Bottles**, offers a range of Champagnes, sparkling, red and white wines only in half-bottle sizes. Their existence reflects an increase in availability for half-size bottles of wine, as more producers target the single consumer.



10-Vins (France)

**10-Vins** sells wine from independent wineries in single-serve vials, allowing consumption of different wines without having to open whole bottles. Vials can either be purchased individually or as part of a box set. 10-Vins has also created a tasting machine which aerates the wines to the perfect temperature. Consumers are therefore able to create the optimum tasting experience featuring a variety of different wines for any number of people, who can each sample their choice in single-serve format.



**Smart Wine Bottle (China)**

The **Smart Wine Bottle** offers a platform for transparency through its thinfilm Open Sense technology which allows consumers to detect the authenticity of a wine product. The tags placed on wine bottles contain unique identifiers and, with wireless services used via a Smartphone, consumers are able to detect whether the product is sealed or open. This comes as a partnership between G World, Thinfilm and Ferngrove.



**Union Square Hospitality Group (USA)**

The **Union Square Hospitality Group**, led by Danny Meyer, are leading the way in making a difference to tip-driven restaurant industry by eliminating all tipping in their restaurants in favour of factoring a 'hospitality' cost into the prices of all dishes. Staff wages will rise accordingly, enabling all workers to earn a fair, stable salary without the need to rely on tips. The initiative was introduced first to the Modern, inside the Museum of Modern Art, with Gramercy Tavern, Union Square Café and 11 other restaurants following.



Through partnership between the House of Vans and peacebuilding charity International Alert, the restaurant pop-up **Conflict Café** opened its doors in London in September 2015. Chefs from several London restaurants served Armenian, Turkish, Syrian, Colombian and Nepalese cuisines, attempting to cultivate cultural understanding using food as a platform to break down barriers.

**Conflict Kitchen** is a political purpose restaurant that changes cuisine according to which countries the United States is in conflict with. Their changing cuisines attempt to teach people about different countries' cultures, with food wrappers giving relevant information on the political dispute and key facts on the country in question.



**Conflict Kitchen (USA)**

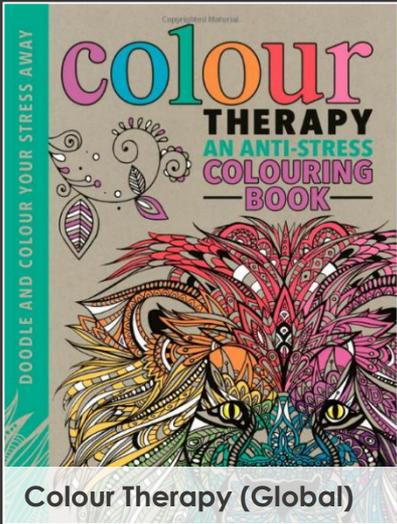


# Well-being



Guinness Zero ABV (Indonesia)

Guinness have launched a non-alcoholic version of their beer in Indonesia. **Guinness Zero** was launched due to increased demand in the category of a healthier version.



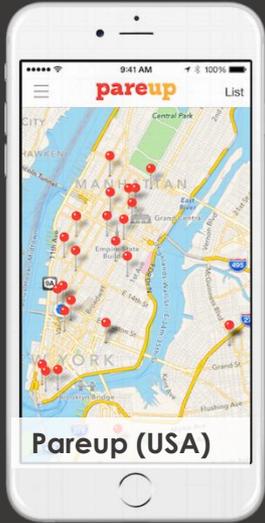
Colour Therapy (Global)

As well as physical well-being, there has recently been an increased focus on mental well-being and mindfulness. Colouring books for adults to help combat a stressful lifestyle have played a large part in this trend, with many varieties now available.



Dr Hops (USA)

**Dr Hops** have created a healthy version of craft beer, using filtered water and pure organic teas, and targeted towards the health-conscious.

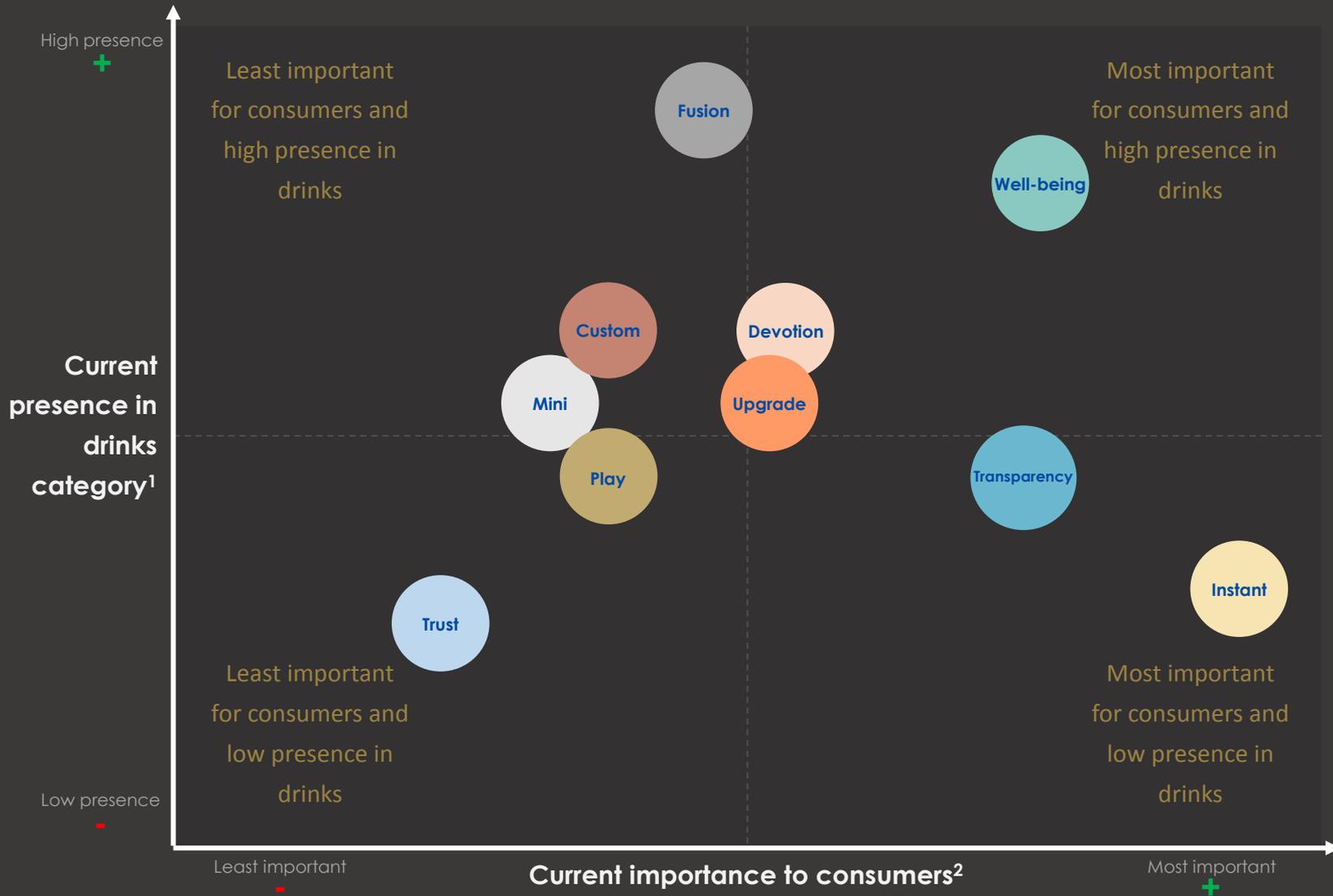


Pareup (USA)

To combat the problem of food waste, mobile app **Pare up** allows retailers to pair up with coffee shops, grocery stores and restaurants and sell produce that would otherwise be thrown away, at a discounted prices.

# The importance of trends

## Importance of trends to consumers / current presence of trends in drinks category



### Sources:

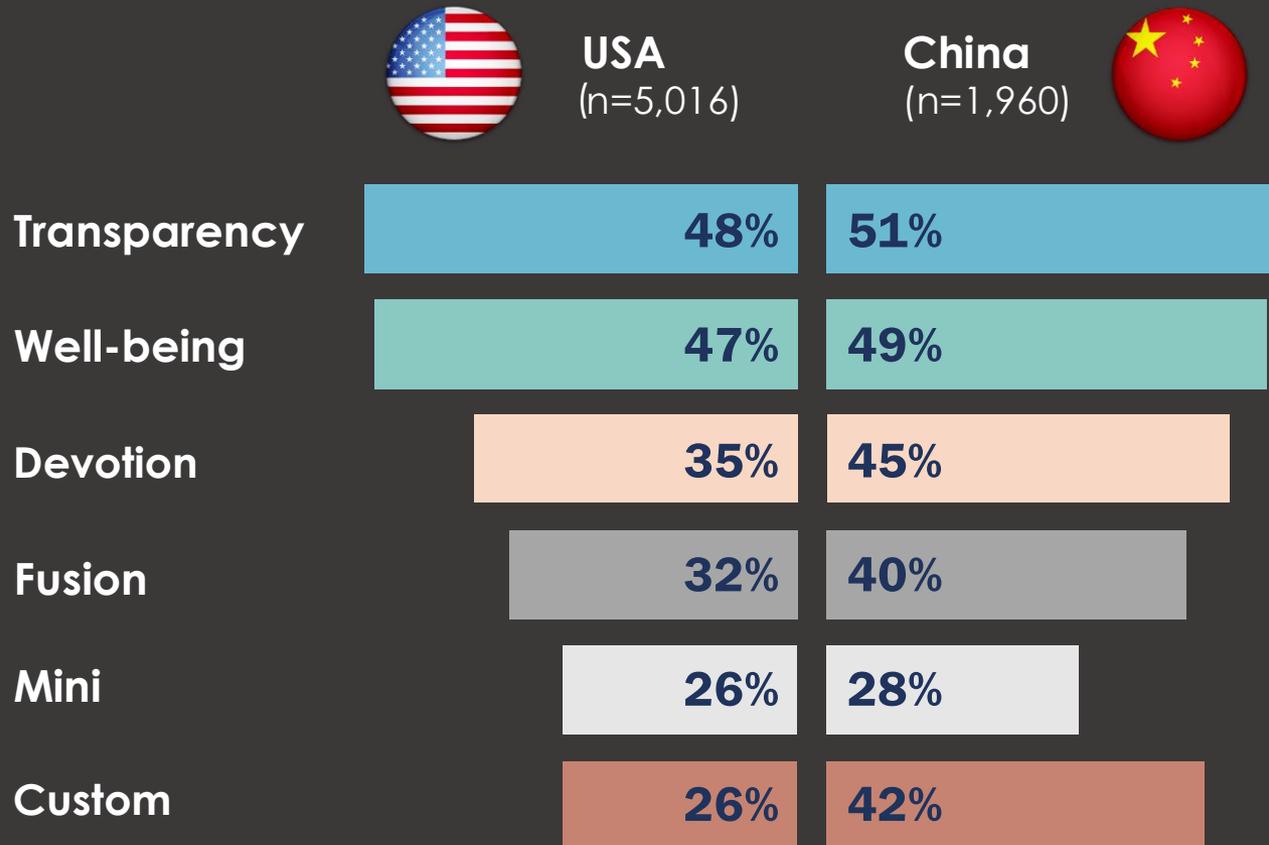
- 1) Based on Wine Intelligence's bank of examples collected throughout 2015, n=568
- 2) Wine Intelligence, Oct' 15, Vinitrac® US, n=5,016, Vinitrac® China, n=1,960, Vinitrac® New Zealand, n=1,238

# Measuring consumer trends



## Importance of Trends for consumers – United States vs. China

% who find the following trends important:



Base = Chinese urban upper-middle class aged 18-54 from selected cities and American adults

Source: Wine Intelligence, Oct'15, Vinitrac® US, n=5,016 US adults, 21+ Vinitrac® China, n=1,960, Chinese adults 18+



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