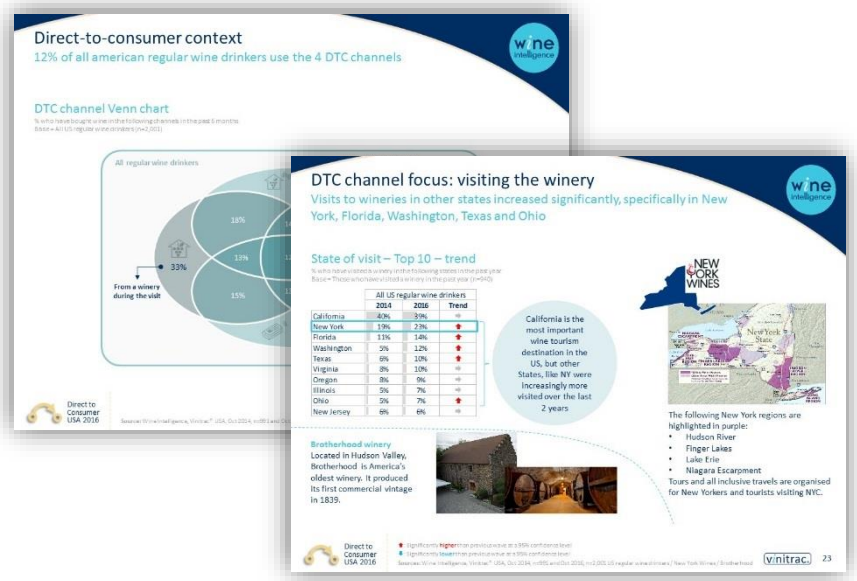
DIRECT-TO-CONSUMER REPORT 2017

UNITED STATES

© Wine Intelligence 2017

Intro to the US Direct-to-Consumers report 2017

The US Direct-to-Consumers report 2017 report



- Report with the latest information regarding consumer attitudes and behaviours to direct-to-consumer channels, supported by:
  - Wine Intelligence Vinitrac®
  - Wine Intelligence market experience

Report price:
GBP 1,000
USD 1,400
AUD 1,900
EUR 1,240
Report credits:
2

40-page PowerPoint report

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

CONTENTS

- Introduction p. 3
- Management summary p. 5
- Direct-to-consumer context p. 8
- Channel focus: visiting the winery p. 20
- Channel focus: remote direct-to-consumer p. 28
- Methodology p. 36

Excerpts from the introduction

‘Could the corner be finally turning in the American direct-to-consumer (DTC) wine channel? After decades of struggle in a harsh regulatory environment, and several false dawns, the answer would appear to be: yes, though with some qualifications.’

‘We estimate that the DTC channel now touches around 44% of US monthly wine drinkers, or around 41 million people. The single biggest sub-group of DTC users remains those who actually visit wineries, up from around 22 million in 2014 to over 30 million this year. This could be to do with change in availability: a visit which once was limited to those living in certain parts of the West Coast is now far broader thanks to the explosive growth in wineries in other states.’

‘More broadly, the growth in online wine clubs, particularly those associated with newspapers and other media organizations is also reflected in Wine Intelligence numbers. The user base for these clubs has almost doubled in 2 years, and their frequency of use and weight of purchase has also grown.’

‘Are there any problems to report? Online retail has grown its share of audience, but purchase frequency and weight of purchase has not grown in line with other DTC channels. And while winery shipping has benefited from a liberalizing regulatory climate, retailers with online arms are encountering sustained regulatory resistance from the distribution establishment and an increasingly unhelpful logistics sector. A qualified success to report, then, but with a lot of potential still unrealized.’

Research methodology

Vinitrac®

- The data for this survey was collected in US in October 2014, and October 2016
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
  - 991 US regular wine drinkers (October 2014)
  - 2,001 US regular wine drinkers (October 2016)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of US regular wine drinkers in terms of age, gender and region
- The distribution of the sample is:

		USA	
		Oct-14	Oct-16
	Sample size n=	991	2,001
Gender	Male	50%	47%
	Female	50%	53%
	Total	***100%***	***100%***
Age	21-24	7%	8%
	25-34	24%	21%
	35-44	19%	14%
	45-54	19%	18%
	55-64	15%	18%
	65 and over	16%	22%
	Total	***100%***	***100%***
Region	New England	5%	6%
	Middle Atlantic	15%	16%
	East North Central	13%	13%
	West North Central	6%	6%
	South Atlantic	19%	18%
	East South Central	6%	4%
	West South Central	9%	9%
	Mountain	7%	7%
	Pacific	19%	20%
	Total	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® USA, Oct 2014, n=991 and Oct 2016, n=2,001 US regular wine drinkers

Research methodology

Vinitrac®

How does Vinitrac® work?

1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

REPORT PRICE: • GBP 1,000 • USD 1,400 • AUD 1,900 • EUR 1,240 • 2 Report Credits

Format: page PowerPoint (PDF)
Purchase online: http://www.wineintelligence.com/product-category/report-type/topic-reports/
Contact us directly: reports-shop@wineintelligence.com

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

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
Eleanor Hickey, Business Manager| T +44 020 7378 1277 | Email: eleanor@wineintelligence.com

SYDNEY
Liz Lee, Australia Country Manager | T +61 (0) 416 638 272| Email: liz@wineintelligence.com

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