

# Vinitrac® Sparkling

July 2017 wave in Australia, Belgium, China, Germany & Italy

**Pick and choose** the sparkling markets to suit you

**Discounts** available for multi-country projects

**Other markets available** on request; please contact us for more details

**Question deadline:** 19<sup>th</sup> June 2017

**Survey in field:** July 2017



Australia

Belgium

China

Italy

Germany

## Standard questions

Demographics, consumption frequency, location and occasions, typical spend, quality and imagery perceptions of different sparkling wines

## Brand health module

45 standard brands per market + up to 3 additional brands, across 4 measure: awareness, consideration, purchase, recommendation

## Ad-hoc label test

Up to 6 designs, across three measures: attractiveness, purchase intent and price expectation

## Bespoke questions

Contact us for more information

Track consumer wine usage and attitudes across these key markets, using Vinitrac® standard questions such as:

- Demographics
- Sparkling wine consumer behaviour and attitudes
- Brands health measures
- Purchase cues
- Typical spend / occasion and channels



Include your customised and bespoke questions to gain insights on:

- Sparkling brand health
- Consumer profiling
- Packaging tests
- Advertising & social media campaign pre-tests
- Advertising effectiveness tracking

*These questions are confidential to you and your organisation and can be analysed in the context of our standard questions*

# Sampling details

Market	Sample	Size
Australia	Sparkling wine drinkers	1,000
Belgium	Sparkling wine drinkers	1,000
China	Urban upper-middle class sparkling wine drinkers	1,000
Germany	Sparkling wine drinkers	1,000
Italy	Sparkling wine drinkers	1,000

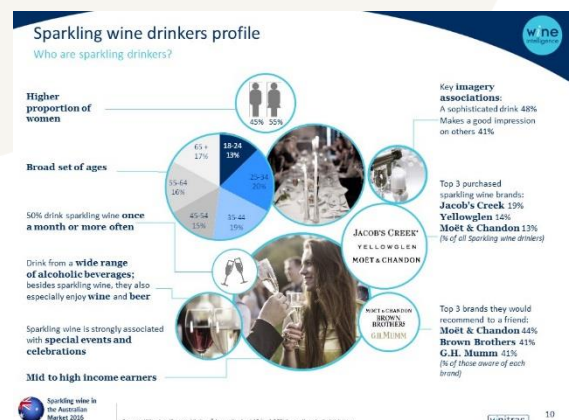
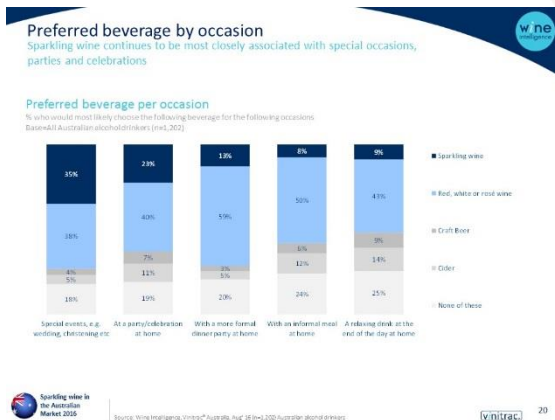


## Sampling details

Vinitrac® samples are quota-based to be fully representative of the sparkling wine drinking population in each country

Representative sample quotas are established using regular calibration studies in each market

# Sample output



## Contact us

UK – RICHARD - [Richard@wineintelligence.com](mailto:Richard@wineintelligence.com)

AUSTRALIA – LIZ - [Liz@wineintelligence.com](mailto:Liz@wineintelligence.com)

ITALY – PIERPAOLO - [Pierpaolo@wineintelligence.com](mailto:Pierpaolo@wineintelligence.com)

FRANCE – JEAN-PHILIPPE - [Jean-philippe@wineintelligence.com](mailto:Jean-philippe@wineintelligence.com)

SOUTH AFRICA – DMITRI - [Dcoutras@iafrica.com](mailto:Dcoutras@iafrica.com)

GERMANY – WILHELM - [Wilhelm@wineintelligence.com](mailto:Wilhelm@wineintelligence.com)

US – ERICA - [Erica@wineintelligence.com](mailto:Erica@wineintelligence.com)

