



US STATE-LEVEL COMPASS REPORT 2017-18

State-level wine market attractiveness within the US
DECEMBER 2017





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Report price:

GBP 1,000
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The US Compass 2017-18 includes:

- A 44-page PDF report that summarises our analysis of 50 US States, including:
 - Analysis of economic and wine market measures
 - A detailed classification framework
 - How to apply the report findings to your own business
 - Full methodology
- A powerful Excel tool that allows:
 - Individual and user-friendly analysis for each of the 50 US States
 - Direct comparison between the States
 - An economic summary for each State
 - A wine market summary for each State

CONTENTS



- Management summary
- Intro to US Compass 2017-18
- State attractiveness
- Economic measures
- Wine market measures
- State classification
- Customized analysis process
- Methodology

Getting the best out of this report

How to use the information from US State-level Compass 2017-18 report

- ✓ It is designed as a **reference guidebook** to help wine businesses make informed decisions when doing business in the US market. The attractiveness ranking of the **50 States + DC** uses a composite weighted measure that combines overall economic factors and wine market factors
- ✓ The attractiveness ranking, along with the state classification, shows a snapshot of the US wine market at this particular moment. Market conditions are constantly changing and the scores need to be considered as **relative measures** for comparing States, rather than absolute measures of investment attractiveness
- ✓ Wine Intelligence's evaluation method is based on a hypothetically neutral investor with no legacy assets. In reality, we understand that at a State level it is not of equal value to all businesses. The attractiveness of individual States will increase with existing presence and established routes to market, for instance. Therefore, this attractiveness model needs to be supplemented with the specific dynamics of an individual business, region or country to enable the **assessment of their greatest opportunities**
- ✓ This business-level assessment can be performed using the data from this report either by you, the reader, or by involving Wine Intelligence. Over the past three years we have completed a number of successful benchmarking exercises with clients to adapt similar models to their specific market strengths and opportunities

- The Wine Intelligence US State-level Compass model is based on a combination of:
 - **Quantitative data measuring market attractiveness** and
 - Wine Intelligence **qualitative judgements** based on industry knowledge and experience
- First we collected data on a number of variables combining **economic and wine market measures** to assess State attractiveness
- For each measure, States were given a score of 1-10 based on their performance
- Each measure was assigned a weighting based on its importance
- To test the reliability of the model, a factor analysis was run on the measures using a **Cronbach's Alpha test** resulting in a score of 0.72 suggesting a "good" level of association
- This combined factor was used to **classify the states into groups** (along with detailed market information) and rank the potential of the state within each classification group



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Format: 44-page PowerPoint (PDF)

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