

Understand wine consumers in 33 key global markets

Now including India

Vinitrac® Global Wine Consumer Survey, July 2018 markets

Argentina ▪ Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Denmark ▪ Finland ▪ France ▪ Germany ▪ Hong Kong ▪ **India** ▪ Italy ▪ Ireland ▪ Japan ▪ Mexico ▪ New Zealand ▪ Norway ▪ Paraguay ▪ Peru ▪ Poland ▪ Portugal ▪ Russia ▪ Singapore ▪ South Korea ▪ Spain ▪ Sweden ▪ Switzerland ▪ The Netherlands ▪ United Kingdom ▪ United States

Other markets available on request: contact us for details

Discounts available for multimarket projects

Tracking data available going back 7 years for selected markets

Learn more about your consumers – and competitors

Submit confidential bespoke questions on a range of topics to get to know your consumers, rejecters and competitors in one, or many more, key wine markets.



Brand health

Affinity, awareness, consideration, purchase and recommendation



Advertising and name testing

Test your advertising campaigns and brand names prior to launch



Purchase cues

What factors motivate your consumers to buy wine



Region and country health

How is your local wine region performing?



Demographics

Discover who is buying your brand and how they view it



Packaging and closure attitudes

Understand attitudes to closures and test label and packaging designs before they go to market

Important dates



Question deadline

Friday 29th June

Surveys in field

July 2018

Sample questions

		Example deliverables
 <p>Brand health Brand health module (50 standard brands per market + up to 3 additional brands, across 5 measures: affinity, awareness, consideration, purchase and recommendation)</p>		Excel data table and PPT presentation with profiling of up to 5 brand awares/buyers
 <p>Packaging tests Ad-hoc label test (up to 6 designs, across 3 measures: attractiveness, purchase intent and price expectation)</p>		Excel data table and PPT presentation
 <p>Standard questions Demographics, behaviour in the off/on premise, choice cues, country health, brand health, closures</p>		Excel data table with gender and age crosstabs
 <p>Bespoke questions These questions are confidential to you and your organisation and can be analysed in the context of our standard questions</p>		Excel data table and PPT presentation

About Vinitrac® India

This July, Wine Intelligence, in collaboration with Sonal Holland MW, will launch **Vinitrac® India**, its first survey of Indian wine consumers, to monitor and track the attitudes, behaviours and consumer relationships with wine in the country. Vinitrac® is Wine Intelligence's global omnibus survey of wine drinkers, covering 33 markets which correspond with the largest consumption markets for wine around the world. The India survey will be followed by the very first India Landscapes report due to be published in September 2018.

Wine Intelligence is delighted to be partnering with Sonal Holland MW to produce the report. As India's most accomplished wine professional, and only Master of Wine (MW), Sonal has won numerous awards and launched multiple initiatives to increase wine knowledge and its appreciation in India. She is the founder of the Sonal Holland Wine Academy, India's foremost institution offering certified WSET wine and spirit courses and also leads India Wine Insider, the country's most comprehensive survey on the urban Indian wine consumer.

Sample Vinitrac® output

Global SOLA wine opportunity index 2018 ranking

Source: Wine Intelligence, Vinitrac® October 2017 and January 2018 (n=12,001), regular wine drinkers

- Global SOLA wine opportunity index 2018 ranking
- 1st - Organic wine
 - 2nd - Sustainably-produced wine
 - 3rd - Fairtrade wine
 - 4th - Environmentally-friendly wine
 - 5th - Preservative-free wine
 - 6th - Sulphite-free wine
 - 7th - Wine from a carbon-neutral winery
 - 8th - Lower-alcohol wine
 - 9th - Biodynamic wine
 - 10th - Orange / skin contact wine
 - 11th - Vegan wine
 - 12th - Non-alcoholic wine

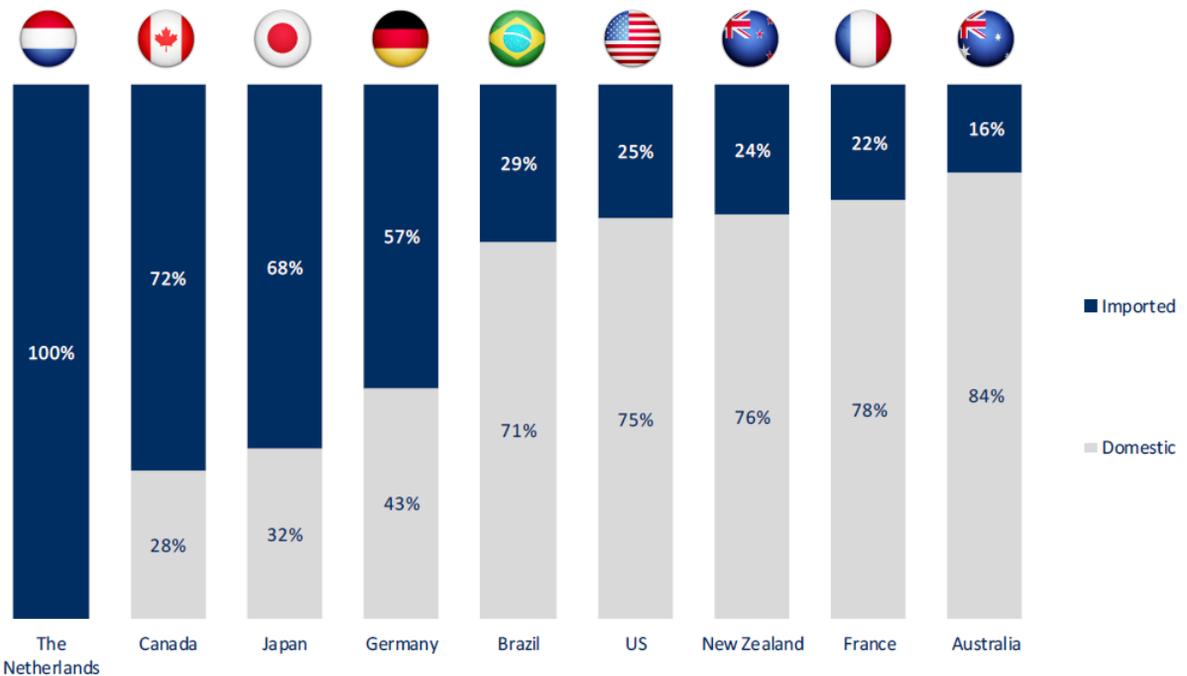
Opportunity index scores for organic wine by market

Rank	Market	Opportunity index score
1st	Finland	70.0
2nd	Sweden	68.2
3rd	Germany	51.9
4th	US	48.4
5th	Ireland	47.7
6th	Japan	46.6
7th	Canada	44.9
8th	UK	42.4
9th	New Zealand	38.9
10th	Australia	37.8
11th	Portugal	33.1

Netherlands Landscapes

Shares of imported and domestic still light wine consumption by market in 2016

Source: IWSR 2016 ©Copyright 2017 – The IWSR



Vinitrac® July 2018 Pricing

- Pricing is dependent on question or project complexity, starts from GBP 1,000 (EUR 1,200 ▪ USD 1,350 ▪ AUD 1,750)

Technical specification

- Vinitrac® samples are quota-based to be fully representative of the wine drinking population in each country. Representative sample quotas are established using regular calibration studies in each market:

Market	Sample	Size	Methodology
Argentina	Regular wine drinkers	1,000	Online survey
Australia	Regular wine drinkers	1,000	Online survey
Belgium	Regular wine drinkers	1,000	Online survey
Brazil	Regular wine drinkers	1,000	Online survey
Canada	Regular wine drinkers	1,000	Online survey
Chile	Regular wine drinkers in urban areas	700	Online survey
China	Urban upper-middle class semi-annual imported wine drinkers	1,000	Online survey
Colombia	Semi-annual wine drinkers in selected areas	700	Online survey
Denmark	Regular wine drinkers	1,000	Online survey
Finland	Regular wine drinkers	1,000	Online survey
France	Wine drinkers	1,000	Online survey
Germany	Regular wine drinkers	1,000	Online survey
Hong Kong	Semi-annual wine drinkers	600	Online survey
India	Semi-annual wine drinkers	1,000	Online Survey
Italy	Regular wine drinkers	1,000	Online survey
Ireland	Regular wine drinkers	1,000	Online survey
Japan	Regular wine drinkers	1,000	Online survey
Mexico	Semi-annual imported wine drinkers	700	Online survey
New Zealand	Regular wine drinkers	1,000	Online survey
Norway	Regular wine drinkers	1,000	Online survey
Paraguay	Regular wine drinkers	700	Online survey
Peru	Semi-annual wine drinkers	700	Online survey
Poland	Semi-annual wine drinkers	1,000	Online survey
Portugal	Regular wine drinkers	1,000	Online survey
Russia	Semi-annual imported wine drinkers in selected areas	700	Online survey
Singapore	Semi-annual wine drinkers	600	Online survey
South Korea	Semi-annual imported wine drinkers	1,000	Online survey
Spain	Regular wine drinkers	1,000	Online survey
Sweden	Regular wine drinkers	1,000	Online survey
Switzerland	Regular wine drinkers	500	Online survey
The Netherlands	Regular wine drinkers	1,000	Online survey
United Kingdom	Regular wine drinkers	1,000	Online survey
United States	Regular wine drinkers	2,000	Online survey

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