



## What are Portraits?

Portraits are **series of specialist wine drinker segmentation reports** by Wine Intelligence

Using **cluster analysis**, we group together in distinct segments, wine drinkers in each market, who have similar attitudes towards and behaviors with wine.

Then we profile each segment in great detail using in-depth interviews and focus groups to enable you to get to **the heart of what motivates each group when it comes to wine.**

## How can Portraits help you?

Portraits provide wine businesses with a reference segmentation which can be applied to individual brands, categories, retailers, countries and regions of origin enabling you to:

- ✓ build an understanding of **which consumers are driving value** across the trade channels
- ✓ establish **brand health measures** for your brand, region or country-of- origin across the different Portrait segment
- ✓ assist with **consumer targeting in NPD** and existing brand marketing programs



Reports are available for  
**USA, Canada, Australia and UK**

*Reports for other markets  
may also be available –  
please contact us for further information*







Each Portraits report costs  
**AUS\$ 4000 / 3,100 €/£2,500**

*Discounts available when purchasing more  
than one report*

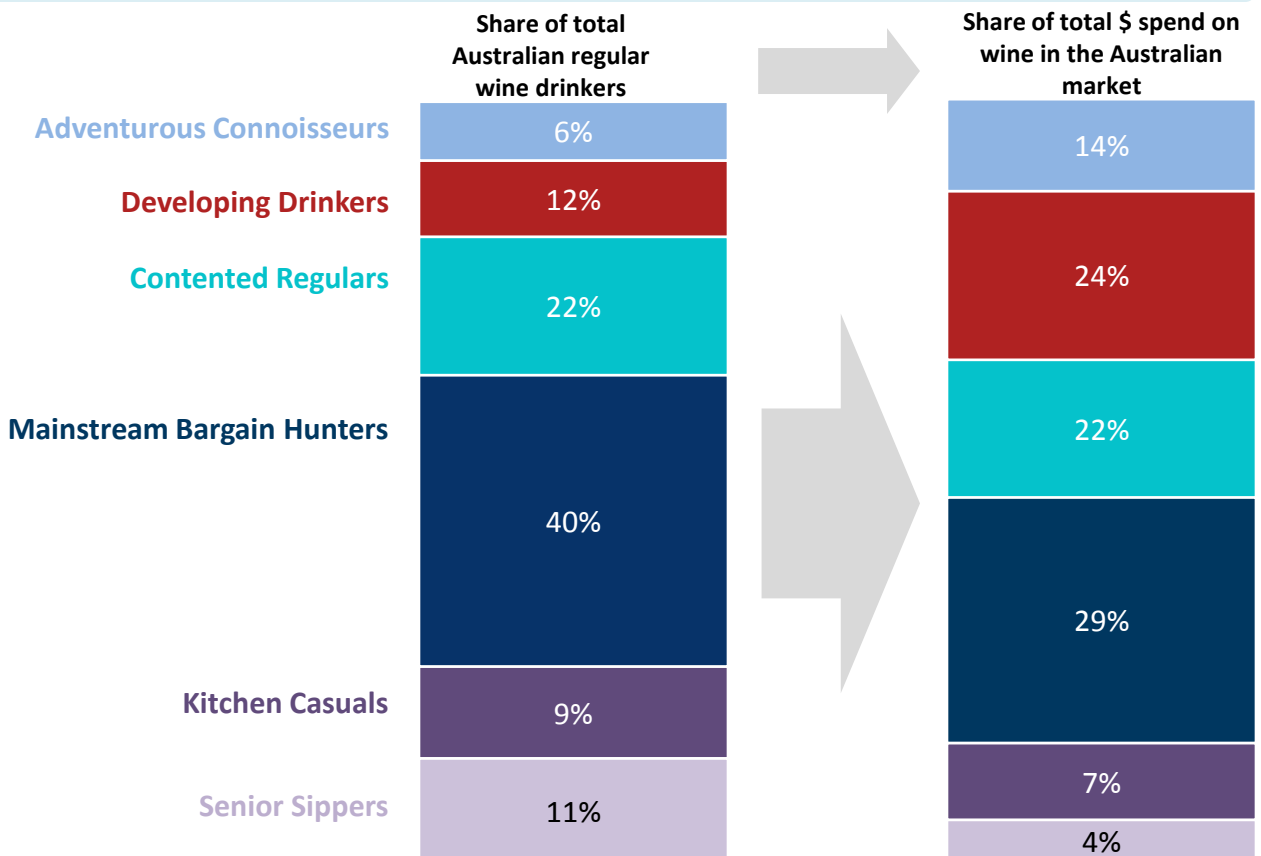


## Australia Portraits: the segmentation and in-depth analysis of Australia's 11.5 million\* regular wine drinkers

### Meet the 6 Australian Portrait groups...

	<b>Adventurous Connoisseurs</b>	Higher spending, younger wine loving consumers, with a strong knowledge base and interest in wine
	<b>Developing Drinkers</b>	Younger, new to wine consumers, who seek wine recommendations to increase their confidence in the category
	<b>Contented Regulars</b>	Satisfied drinkers, who view wine as an everyday yet enjoyable treat
	<b>Mainstream Bargain Hunters</b>	Older, habitual wine drinkers who are brand aware and driven by price and value
	<b>Kitchen Casuals</b>	Infrequent wine drinkers, who are typically less engaged with the category, but enjoy wine occasionally
	<b>Senior Sippers</b>	Older, less frequent and low spending wine drinkers with a limited interest in wine

... detailed in the 60 page PowerPoint with full Excel data tables



\*Source: Wine Intelligence Calibration stories and Vinitrac® data  
 Relative importance of segments: Share of population and total market value  
 Base: All Australian regular wine drinkers (n=1,025)