May 2010

Generation Wine:

Getting to the heart of Millennial wine drinker around the world

Millennial generation, who are they?

≈3.6 M regular Australian younger drinkers

≈5 M regular Canadian younger drinkers

≈15.5 M regular USA younger drinkers

≈6.5 M regular UK younger drinkers

medium-low wine involved

high-spenders

Female bias

under 35 yrs

not using social networking for wine

fans of domestic and French wine wines

price conscious

seeking for recommendations

low awareness of Wine Apps

White wine rules in UK and Australia

Red wine rules in North-America

Source: Wine Intelligence Vinitrac® online surveys and online discussion groups, April 2010,

What influences their wine purchase?

1. Recommendations by friends and family
2. Grape variety
3. Promotional offer → especially in UK
4. Brand awareness
5. Country of origin

Packaging design is also very important for Millennials

Source: Wine Intelligence Vinitrac® online surveys and online discussion groups, April 2010,

What are they main frustrations with wine?

- Lack of knowledge
- Poor selections and descriptions in the on-trade
- Lost and confused with such a huge selection

Source: Wine Intelligence online discussion groups, April 2010,

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Label design: What wines appeal to Millennials and why?

A

or

B

- Design A (defined as a ''modern label' by consumers)
  - Rated as a more attractive design
  - 'Modern or contemporary' designs still need to gain the confidence of Millennials, as they do no deliver reassurance in terms of wine quality

I like modern labels which are "stylised" but don't look cheap
Millennial, male UK

I prefer the contemporary label but might choose the classic because looks a safer option for all occasions
Millennial, female USA

- Design B (defined as a 'traditional label' by consumers)
  - Obtained higher scores for both quality and price expectations than design B
  - By choosing a 'traditional' label they feel more 'safe' in an unfamiliar category

A conservative label has a better recognition value
Millennial, male UK

I go for old-fashioned wine labels as it makes me think the wine has more history behind it
Millennial, female UK

Source: Wine Intelligence Vinitrac® online surveys and online discussion groups, April 2010,

How to engage Millennials with wine...

DON'TS	DO'S
➢ Use overtly modern labels as these do not reassure about the quality of your wine ➢ Rely only on social networking sites to sell your brand ➢ Launch your smart phone app just yet…	➢ Treat red and white wines as different types of beverages, they are rarely interchangeable ➢ Invest in training staff to give these consumers solid but gentle guidance ➢ Have a back-label with simple, straight forward tasting and matching notes

This presentation will be available as part of the Vinisub - the new Wine Intelligence subscription service. Contact us for more details