

Putting digital into perspective



“Computers do what computers do best; humans do what humans do best”

Eric Schmidt, Executive Chairman at Google, February 27, 2011

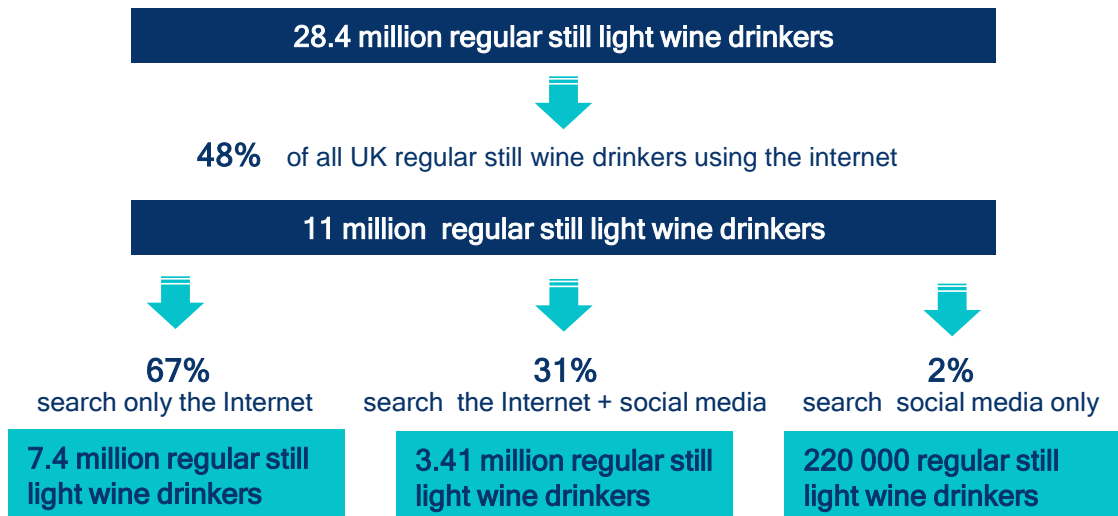
For humans, conversations are important

Important wine cues for US wine drinkers:



Sources: Wine Intelligence, Vinitrac® USA, Mar 2011, n≥2,000 regular wine drinkers / www.wordle.net

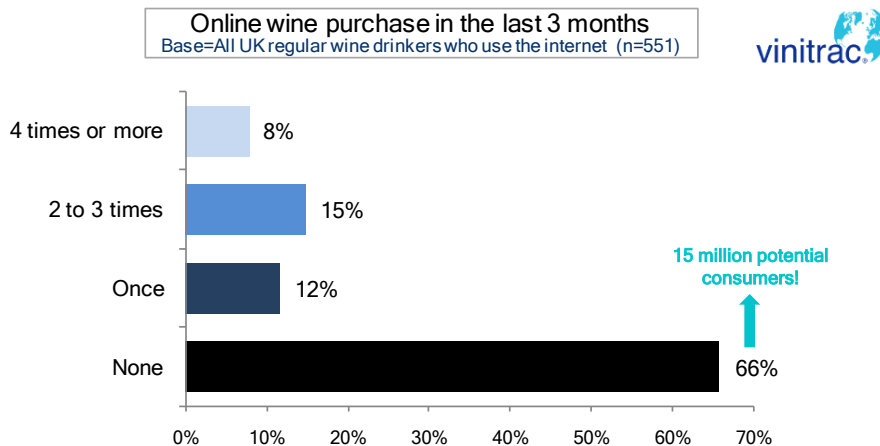
Almost half of all UK wine drinkers using the Internet



Sources: Our estimates, from ONS & Wine Intelligence calibration study, Sep '10, Wine Intelligence Vinitrac® Nov'10, n=1,430 UK regular wine drinkers
 Definition of regular wine drinkers: Respondents who drink wine at least once a month. Definition of usage of Internet: Respondents have ever used the Internet

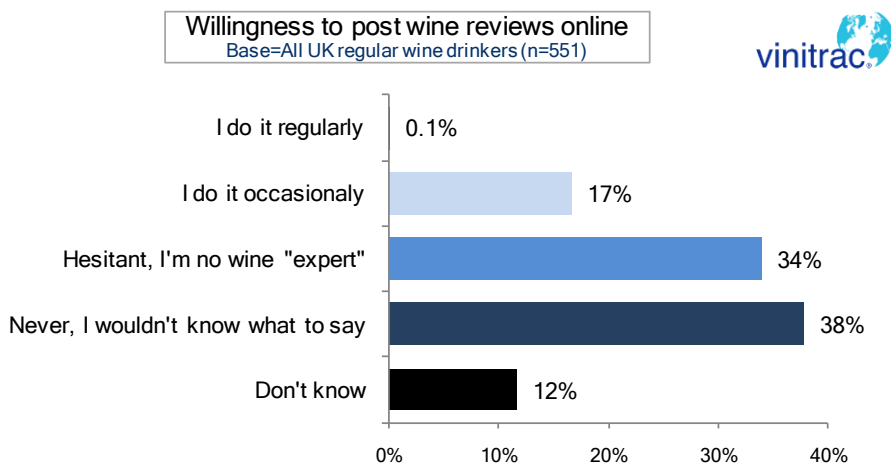
How does wine fit into the digital conversation?

Around a third of consumers have bought wine online at least once in the past 3 months



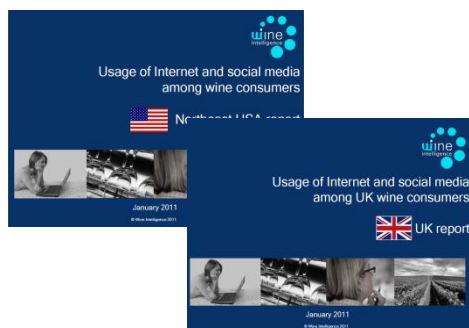
Source: Wine Intelligence, Vinitrac® UK, March 2011, n=551 regular wine drinkers

For now, most UK consumers would rather observe than participate



Source: Wine Intelligence, Vinitrac® UK, March 2011, n=551 regular wine drinkers

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