

Capitalising on wine profit potential in the casual on-trade?

LIWF May 2011 | Wine Intelligence Seminar Theatre | Global Conversations

25.6 million regular on-trade wine drinkers

Meet the UK Portraits

Generation Treaters 7%
Younger wine drinkers

Adventurous Connoisseurs 10%
Middle aged confident wine drinkers

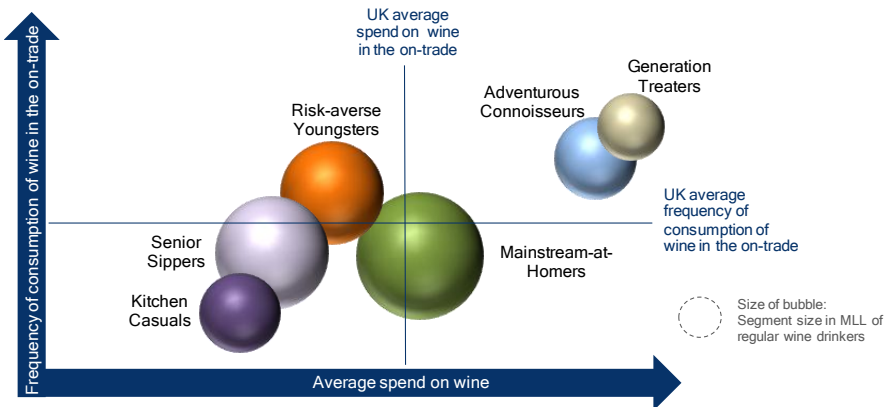
Mainstream At-homers 29%
Middle-aged 'core' wine drinkers

Risk-averse Youngsters 16%
Young wine drinkers, lacking in confidence

*Source UK Portraits, The Wine Intelligence Consumer Segmentation

Average frequency of consumption and spend in the on-trade by UK Portrait

Base = All regular wine drinkers (n=1,027)



Sources: Wine Intelligence Vinitrac®UK, October 2010, n=1,027, UK regular wine drinkers

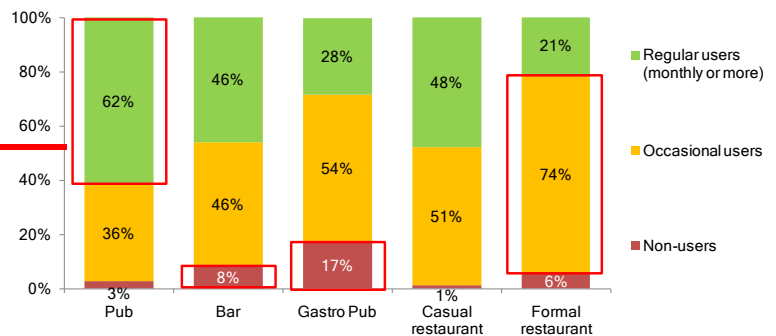
Consumption of wine per on-trade channel

Drinkers are visiting pubs most regularly, but are also most likely to ignore the wine offer in this channel

- Over 60% of on-trade wine drinkers visit pubs once a month or more. The proportion of people visiting Gastro-pubs or formal restaurants is lower (less than a quarter)
- Wine, however, is most strongly rejected in pubs than any other on-trade location

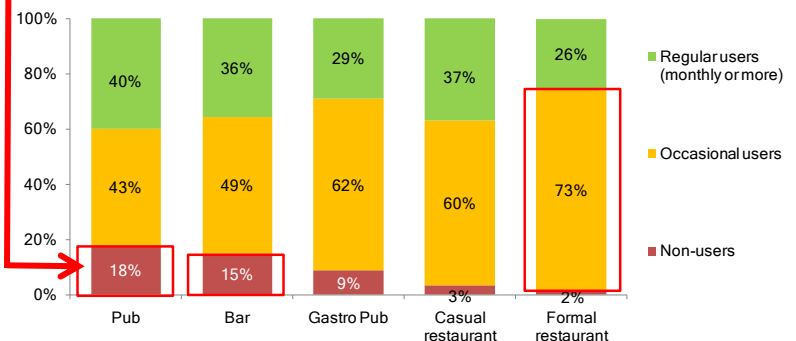
Frequency of visit to different on-trade settings

Base: All UK regular wine drinkers who drink wine in the on-trade (n=938)



Frequency of wine consumption in different on-trade settings

Base: All UK regular wine drinkers who drink wine in the on-trade (n=938)



Red: statistically significantly higher than three or more other settings at a 95% confidence level
Sources: Wine Intelligence Vinitrac®UK, October 2010, n=1,027, UK regular wine drinkers

Source: Wine Intelligence UK on-trade report

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Which list is easiest to understand for consumers?

Descriptive?	Wine list	Bottle	Wine list	Bottle	Varietal-led?	
<p>Wine list</p> <p>Light and crisp whites Da Pimonte House White, 2009 Villa Piazzero Pinot Grigio, 2009 Casillero del Diablo Sauvignon Blanc</p> <p>Full and fruity whites Jacob's Creek Chardonnay, 2009 Domaine de Berenger Chablis, 2009</p> <p>Light and fruity reds Da Pimonte House Red, 2009 Blossom Hill Merlot, 2009 Casillero del Diablo Pinot Noir, 2009</p> <p>Big and bold reds Celliers du vin, Côtes du Rhône, 2009 Jacob's Creek Shiraz Cabernet, 2009 Campo Viejo Rioja Crianza, 2007 Châteaux Perrouy Bordeaux, 2007</p> <p>Rosé Da Pimonte House Rosé, 2009 Blossom Hill White Zinfandel (Rosé), 2009</p> <p>Champagne and Sparkling Da Pimonte House Prosecco Lanson Black Label Brut Champagne</p>	<p>Old World</p> <p>Italy</p> <ul style="list-style-type: none"> House White, Da Pimonte, 2009 House Red, Da Pimonte, 2009 House Rosé, Da Pimonte, 2009 Pinot Grigio, Villa Piazzero, 2009 <p>France</p> <ul style="list-style-type: none"> Côtes du Rhône, Celliers du vin, 2008 Chablis, Domaine de Berenger, 2009 Bordeaux, Châteaux Perrouy, 2007 <p>Spain</p> <ul style="list-style-type: none"> Rioja Crianza, Campo Viejo, 2007 <p>New World</p> <p>Australia</p> <ul style="list-style-type: none"> Shiraz Cabernet, Jacob's Creek, 2009 Chardonnay, Jacob's Creek, 2009 <p>California</p> <ul style="list-style-type: none"> White Zinfandel, Blossom Hill (Rosé), 2009 Merlot, Blossom Hill, 2009 <p>Chile</p> <ul style="list-style-type: none"> Sauvignon Blanc, Casillero del Diablo, 2009 Pinot Noir, Casillero del Diablo, 2009 <p>Champagne and Sparkling</p> <ul style="list-style-type: none"> Prosecco, Da Pimonte Champagne, Lanson Black Label Brut 	<p>£8.75</p> <p>£8.75</p> <p>£8.75</p> <p>£12.50</p> <p>£13.25</p> <p>£16.50</p> <p>£18.30</p> <p>£14.95</p> <p>£14.20</p> <p>£14.30</p> <p>£12.50</p> <p>£13.30</p> <p>£14.25</p> <p>£14.65</p> <p>£19.50</p> <p>£35.80</p>	<p>Country-led?</p>	<p>Wine list</p> <p>House Recommendations, Italy</p> <ul style="list-style-type: none"> Da Pimonte House White, 2009 Da Pimonte House Red, 2009 Da Pimonte House Rosé, 2009 Villa Piazzero Pinot Grigio, 2009 <p>Blossom Hill Collection, California</p> <ul style="list-style-type: none"> Blossom Hill White Zinfandel (Rosé), 2009 Blossom Hill Merlot, 2009 <p>Jacob's Creek Collection, Australia</p> <ul style="list-style-type: none"> Jacob's Creek Shiraz Cabernet, 2009 Jacob's Creek Chardonnay, 2009 <p>Casillero del Diablo Collection, Chile</p> <ul style="list-style-type: none"> Casillero del Diablo Sauvignon Blanc Casillero del Diablo Pinot Noir, 2009 <p>Campo Viejo, Spain</p> <ul style="list-style-type: none"> Campo Viejo Rioja Crianza, 2007 <p>French Collection</p> <ul style="list-style-type: none"> Celliers du vin Côtes du Rhône 2008 Domaine de Berenger Chablis, 2009 Châteaux Perrouy Bordeaux 2007 <p>Champagne and Sparkling Collection</p> <ul style="list-style-type: none"> Da Pimonte House Prosecco Lanson Black Label Brut Champagne 	<p>£8.75</p> <p>£12.50</p> <p>£14.25</p> <p>£14.30</p> <p>£16.50</p> <p>£8.75</p> <p>£12.50</p> <p>£8.75</p> <p>£13.25</p> <p>£13.30</p> <p>£14.20</p> <p>£14.65</p> <p>£14.95</p> <p>£18.30</p> <p>£19.50</p> <p>£35.80</p>	<p>Brand-led?</p> <p>Varietal-led?</p>

Which wine pricing system makes you the most money?

What could operators do to increase gross-profit by...

£46,000

...without squeezing suppliers (further)?

Some key considerations for building your on-trade wine presence

- Visibility of wine offer both outside and inside venue
- Create a wine-drinking friendly atmosphere
- Design a wine list with your target wine consumer group in mind, considering overall look and feel of the format, the wine range and pricing
- Train your servers and provide recommendations

Related research

- ✓ *The UK on-trade wine list pricing models, May 2011*
- ✓ *The UK on-trade report, £500, February 2011*
- ✓ *UK Portraits, £2,500, Sept 2010*

For more details please contact us directly or visit our website: www.wineintelligence.com