

Wine and the digital conversation



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Jamie Goode, Sunday Express / Wineanorak.com

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Wine Intelligence: Juan Park, Richard Halstead

London International Wine Fair, 17th -19th May 2011



Where does this digital conversation come from?



Where's my tower?





“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



wordle.net

Vinitrac® USA, Mar'11, n≥2,000 regular wine drinkers

How does digital change the conversation about wine



garyvaynerchuk.com

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1995 Bodegas Alejandro Fernández Ribera del Duero Gran Reserva Pesquera (Spain, Castilla y León, Ribera del Duero)

\$\$\$ FIND THIS WINE ON WINE-SEARCHER.COM \$\$\$

Vintage	1995
Type	Red
Producer	Bodegas Alejandro Fernández (web)
Variety	Tempranillo
Designation	Gran Reserva
Vineyard	Pesquera
Country	Spain
Region	Castilla y León
SubRegion	n/a
Appellation	Ribera del Duero

(NOTE: Label borrowed from 1990 vintage.)

cellartracker.com

THE LONDON INTERNATIONAL
WINE FAIR
17-19 MAY AT EXCEL LONDON

How many people use the internet or social media for wine information?



39% of UK regular wine drinkers search for wine information online

28% of UK regular wine drinkers bought wine online in the past 3 months

14% of UK regular wine drinkers post their wine reviews online

The future is a smartphone world



I ❤️





Thank you

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