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BEGINS

## **Wine in the UK on-trade: Opportunities still being missed**

More regular wine drinkers than ever before are enjoying wine in UK pubs and bars, but there is still potential for significant growth in these on-trade channels, according to new research published today by Wine Intelligence, a leading market research and strategy organisation focused on the wine sector.

The number of regular wine consumers drinking wine in pubs, bars and restaurants is at an all-time high, with a penetration of 69% now surpassing pre-recession levels, according to the [Wine Intelligence On-trade Report 2011](#).

However, a significant proportion of these consumers are still finding the wine offer disappointing and difficult to navigate, according to the research. Pubs tend to be least effective at making wine attractive and relevant, principally due to the perceived poor quality of wine, and lack of apparent focus on the wine offer in terms of point-of-sale materials.

The encouraging news is that some simple guidance - easily understood wine lists, and the presence of some recognisable brands - is likely to change consumer behaviour. Respondents in this study said they like seeing brands they can recognise on wine lists: 9 out of 10 are not turned off by seeing a recognisable supermarket wine brand. Indeed, the majority (55%) feel more positively about the wine offer if it has well-known brands on it.

Lulie Halstead, CEO of Wine Intelligence, said: "Many pubs and restaurants still see branded wine as taboo, yet our research shows consumers see things quite differently. In fact, the presence of wine brands in a casual on-trade setting can often provide reassurance and a helpful point of reference for many drinkers - just as they do in beer, spirits, soft drinks and Champagne."

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### **Report details:**

The On-trade Report 2011 - "How to reignite the wine offer in the UK's pubs, bars and restaurants" - is published today and available for £495 (single-user licence) or as part of the Vinisub UK subscription service.

Further details about the reports can be found at [www.wineintelligence.com](http://www.wineintelligence.com)  
Requests for purchase should be directed to [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com)

## How the data was collected:

Data collected for these reports comes from two sources:

- Fully representative online survey using Vinitrac<sup>®</sup> UK - the Wine Intelligence tracking survey of regular wine drinkers - October 2010 wave. Sampling was quota based, n = 1,000 adults who drink wine at least once a month. Tracking data is also provided using previous Vinitrac<sup>®</sup> waves from 2009, 2008 and 2007, using the same sampling frame and quotas. Wine drinking population data comes from Wine Intelligence Calibration Studies 2009 & 2010: n=2,000, all UK adults, administered by YouGov (2010)
- In-depth consumer surveys completed at the point of purchase in 80 locations across the UK

For full details on the methodologies used in these reports or any Wine Intelligence research, please contact [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com) or see [www.wineintelligence.com](http://www.wineintelligence.com)

## About Wine Intelligence

Wine Intelligence is the leading research-led strategy consultancy serving the global wine industry. It conducts client-specific research projects to enable companies to gain greater insights into wine markets and wine consumers, and helps business leaders develop business strategy and marketing plans. The company also assists businesses in developing new brands, and in formulating and communicating marketing messages within the industry. For more information, please visit [www.wineintelligence.com](http://www.wineintelligence.com).

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