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BEGINS

Wine consumers wary of blogger recommendations, according to research

Independent bloggers are one of the least trusted wine information sources in the UK, USA and France, according to research published today, despite the growing importance of the Internet as a source of information about wine.

Data published in the new Wine Intelligence Internet and Social Media report series shows that 1 in 5 regular wine drinkers in the UK trust what independent bloggers say about a wine, compared with the 50%+ who trust what they hear over the counter in a wine merchant.

Trust levels for blogger recommendations are similarly low in the USA, while 80% of US regular wine drinkers say they trust what their local wine merchant recommends. The French are even more sceptical, with only 10% of wine drinkers seeing independent bloggers as a trusted source.

However, the enduring scepticism about bloggers does not appear to detract consumers from using the Internet as a source of information about wine. Some two thirds of the US regular wine drinkers surveyed now look for wine information online, with 1 in 3 using social media as a source. The UK and France are a little less wine active online, with just under half the wine drinking populations in these countries using the Internet for wine information and 16% using social media.

In the USA, websites run by wine shops, newspapers and smaller wine producers are the most used online sources, while supermarket websites rank below Facebook as a source of wine information. The UK tells a different story with supermarket websites proving the most popular online source, whilst in France the brand or producer websites are the most important destinations for consumers seeking knowledge.

Commenting on the research, Jean-Philippe Perrouy, Research Director at Wine Intelligence, said: "We have known for some time that consumers trust people closest to them for recommendations about wine. This data shows the power of the Internet as a way of leveraging this trust as the consumer's search for wine knowledge moves online.

"It looks as if the trust levels built up over time by local wine merchants are transferring into the growing power of the Internet, while word-of-mouth recommendations are also migrating into the Facebook era. Clearly bloggers will have a role to play in this new world, but this research shows how important it is to build up trust levels among your audience."

The Internet and Social Media report series is published today and reports are available for the UK, France and USA (Northeastern states) at a single licence user cost of £1,300 per report. Findings are based on the November wave of Vinitrac[®] - the Wine Intelligence global on-line survey of wine drinkers. Full research methodology and other report details can be found via the reports section of our website or requested directly from Natasha Rastegar, natasha@wineintelligence.com

 **Les consommateurs de vin se méfient des conseils de bloggeurs, selon une nouvelle étude**

Pour tout complément d'information sur ces sujets veuillez contacter Natasha par email natasha@wineintelligence.com

 **Los consumidores desconfían de las recomendaciones de bloggers de vino, según el reciente estudio de Wine Intelligence**

Para recibir más información, pónganse en contacto con Natasha: natasha@wineintelligence.com

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About Wine Intelligence Ltd

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.

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