



3 September 2010

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Wine Intelligence announces release of Sparkling Report Series - available for 5 markets

US sparkling wine market still a “work in progress” for European producers

Cava may be mega- business throughout much of Europe, and Prosecco may be winning new friends in UK (Wine Intelligence Vinitrac® July 2010), but both these European flagships of the sparkling wine category are still very much work in progress in the biggest developed market, the USA, according to a new report published today.

Wine Intelligence’s US Sparkling Report - part of the latest Wine Intelligence report series on Sparkling Wine across five markets (other reports available are Canada, Denmark, Japan, and UK) - show a market that has clearly become more frugal as a result of the financial meltdown of 2 years ago.

Champagne still leads the category on several key consumer measures. Awareness among US sparkling wine drinkers is near-universal; penetration (usage within the past 6 months) is over 75%. Dom Perignon is the best-known Marque; LVMH stable-mate Moët & Chandon is the most-consumed brand.

Beyond Champagne, US consumers enjoy a mix of domestic and imported sparklers, with brands such as Korbel and Yellow Tail Sparkling prominent in most of the seven brand health measures. Freixenet leads the Cava charge. The most significant European sparkling brand remains Martini Asti - 3rd highest awareness, the most likely to be purchased by those aware of the brand, and, from this research, US sparkling wine consumers’ favourite sparkling wine brand.

So, for the world’s sparkling wine regions and brands, is the US market opportunity a Champagne-flute half-full or half-empty? This study highlights some barriers to consider and, maybe, to overcome through closer study of consumer needs in this market. Sparkling brands need to push motivational purchase messages beyond the traditional celebration occasion; they need to create more reasons for retailers to broaden their sparkling range; and they need to clarify the distinctive features of each source country/region.

Commenting on the report, Brian Howard, business development director of Wine Intelligence, said: “More involved American consumers have clearly demonstrated over the past few years their desire to broaden their knowledge and seek out distinctive tastes and styles that go beyond the established norms. We believe this will cause a significant expansion of the sparkling category in the US in the next few years, so long as producers play their cards right.”

Focus on the Wine Intelligence Sparkling Report Series:

- ❖ Released in September 2010, the Wine Intelligence Sparkling Report Series offer clear and concise up-to-date insights on sparkling wine in Canada, Denmark, Japan, USA and the UK for just £1,500 / Euros 1,800 / US\$2,300 per country.

Sparkling Report contents include:

- ❖ Levels of usage and frequency of consumption for major sparkling wine types
- ❖ Sparkling wine consumption channels: understanding of where these types of sparkling wines are consumed
- ❖ Attitudes towards different styles of sparkling wines: how they are perceived by consumers
- ❖ Brand health for a range of leading Champagne and sparkling wine brands in terms of awareness, consumption, purchase and favourite brand
- ❖ Champagne cues and purchase attitudes (*not for the USA*)

To learn more about the Wine Intelligence Sparkling Report Series please contact Marie De Witte marie@wineintelligence.com

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Notes for editors

How the data was collected

The quantitative data was collected by Vinitrac® - Wine Intelligence's unique online wine consumer omnibus survey. For more information about Vinitrac® please contact us.

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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