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BEGINS

Brand and varietal still important cues for UK wine consumers, despite strong influence of discounts

UK wine consumers are just as concerned about getting the grape variety that suits them as they are about finding a bargain, according to a new report on the UK wine market released today.

Although the promotional offer remains the most important purchasing cue in the UK, with 69% of drinkers saying it is an important or very important factor in their purchase decisions, the same proportion of drinkers also regard grape variety as important or very important, according to the Wine Intelligence **"UK Trends report"**, published today.

These two choice cues have vied for supremacy in the Wine Intelligence survey research over the past 3 years, with grape variety losing #1 position to promotional offer shortly after the global financial crisis. This is the first time in 3 years that grape variety has regained the #1 position, albeit in a tie for first place.

Despite (or perhaps because of) the increase in promotional activity in the wine aisle, brands are actually growing in importance as a choosing cue, according to the report. Over the past 3 years the proportion of UK wine consumers who say brand is an important choice cue when buying wine has risen from 52% to 63%, overtaking country of origin in the process.

The attractiveness of the label is also growing in importance, albeit from a low base: three years ago 19% of UK wine consumers said the label was an important factor in their purchase; today that figure is 30%.

"Wine is a familiar product for today's British consumer, despite the complexity of the category, and the typical shopper has developed a set of mental shortcuts based around grape variety, offer and brand to navigate the wine aisle," says Richard Halstead, COO of Wine Intelligence.

"The more fundamental question about the UK now is how to drive value and engagement among consumers at a time of economic uncertainty and rising household bills. Putting out a decent label with a popular variety at a commercial price is only half the battle - what emotional connection can your product make to win the sale?"

ENDS

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How the data was collected:

Quantitative research: Vinitrac® UK March 2008 to April 2011, n=1,000 per wave


For full details on the methodologies used in Wine Intelligence research, please contact
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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.

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