

Where is the UK wine category heading?

Wine Intelligence research in partnership with WSTA

How big is the UK regular wine drinking population?

48.8* million adults in UK

↓ **68%** Still light wine drinking penetration of among UK adults

33.3 million still wine drinkers

↓ **58%** of UK adults drink still light wine **at least once/month**

28.1 million Regular still light wine drinkers

Sources: *ONS 2009; Wine Intelligence Calibration Study, Apr'09

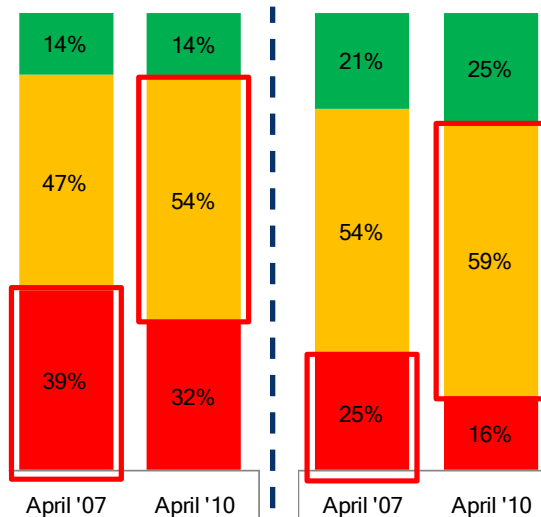
Which wines are proving most popular with UK consumers?

- Rosé's share of throat is continuing to increase, at the expense of white wine
 - Stated consumption proportions of white wine are down since '07
- Pinot Grigio usage up 30% since Mar '07
 - Chardonnay still leads but is down significantly
- Usage of wines from Australia, France and Germany all down
 - But Australia still leads with 65% usage (70% in '07)
- New Zealand continuing to surf the Sauvignon Blanc wave
 - Usage for NZ up to 27% (22% in '07)

Source: Wine Intelligence Vinitrac® UK Mar '07 to Mar '10, n= 1,000+ UK regular wine drinkers per wave

Likelihood to buy wines by ABV: Increasing acceptance of lower ABV wines since '07

- But wines between 11% and 14% ABV remain the "sweet spot" for UK regular wine drinkers
- The critical backlash against wines above 14% ABV is not resulting in consumer rejection



Source: Wine Intelligence Vinitrac® UK Apr '07 to Apr '10, n= 1,000+ UK regular wine drinkers per wave

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Has the heavy focus on promotions reduced the consumer desire to experiment?

Save £!
~~3 for £10~~ **£12!**
BOGOF!

- Promotions are now the most important choosing factor for UK regular wine drinkers

Choice cues when buying wine

Rated important or very important	Mar '07	Mar '10
Promotional offer	61%	70%

- And while the importance of promotions has risen significantly, the proportion of UK consumers who are adventurous in their wine buying has reduced

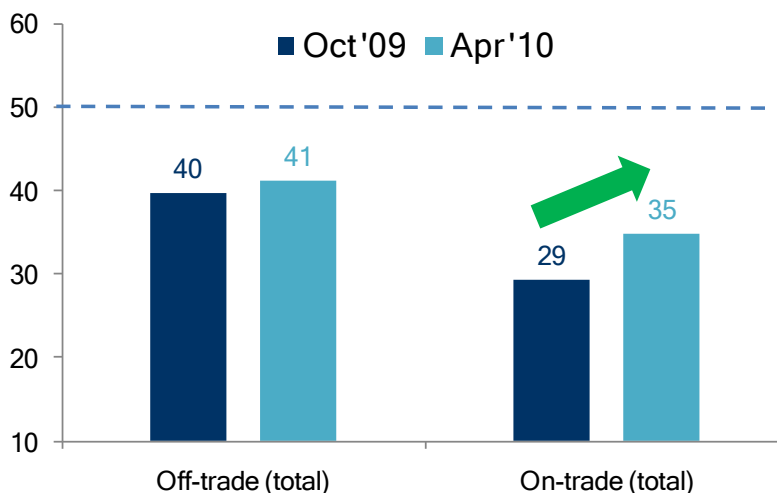
Wine buying attitude

% who stated the following	Mar '07	Mar '10
I enjoy trying new and different styles of wine on a regular basis	48%	43%
I don't mind what I buy so long as the price is right	23%	27%
I know what I like and I tend to stick to what I know	29%	30%

Source: Wine Intelligence Vinitrac® UK Mar '07 to Mar '10, n= 1,000+ UK regular wine drinkers per wave

Possible indications of recovery for the on-trade?

Consumer Spend Confidence Index: Next 4 weeks



index of over 50 = net consumer spend increasing

index of 50 = consumer spend static

Index of less than 50 = net consumer spend decreasing

Source: Wine Intelligence Vinitrac® UK Oct'09 to Apr '10, n= 1,000+ UK regular wine drinkers per wave

WSTA members will receive a full report outlining all these trends and many more. Reports will be distributed shortly after LIWF