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BEGINS

US wine drinkers waking up to new wine countries and varietals, according to new report

Evidence is mounting that American wine consumers are embracing new styles of wines and a broader range of source countries as their tastes mature, according to a new report from Wine Intelligence published today.

Strong recent growth in consumption of Prosecco and Malbec are two of the latest signs of this trend, along with the increasing importance of country of origin as a product choice cue, according to the **USA Wine Market Landscapes** report.

Prosecco consumption has grown by 50% in just 3 years, with 10% of US wine drinkers now stating to have consumed the Italian fizz compared to just 5% in 2008. Malbec meanwhile has also doubled in popularity with 16% of USA regular wine drinkers now saying they drink the varietal compared to 8% in 2008. Old favourite Chardonnay, meanwhile, is showing signs of decline with 63% of wine drinkers stating they drink it compared to 68% back in 2008.

The report also details some of the variations in consumer behaviour observed in this large market, some of which are down to restricted distribution in certain states, but also arise from cultural differences that may be recent or long-standing. West Coast consumers, who are typically younger with higher incomes and drink more frequently, place higher importance on region of origin and medals or awards than their counterparts in other parts of the country. Over on the East Coast meanwhile, wine drinkers consume more imported wine, especially from France and Italy and are more inclined to purchase wine from food and liquor stores.

On a state level, Wine Intelligence research shows love of Malbec is strongest in California; Texans are happier buying wine with a synthetic cork; whilst Floridians tend to have higher affinity for wines from Chile, Argentina and Spain.

“The USA is living up to its billing as a “high-growth established” market* - a market where wine is becoming a mainstream product for consumers and is experiencing above-trend growth, said Erica Donoho, Wine Intelligence Country Manager USA. “Keeping an eye sharply on growing trends and market opportunities is essential for keeping ahead of the game here, but the “American dream” will only be achieved by those who are prepared to really get to grips with this complex market and plan market strategies to target the precise states and consumers carefully”.

*Wine Intelligence Market Classification System, Wine Market Classification Model Whitepaper, Feb 2011. Available for download online www.wineintelligence.com/downloads

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REPORT DETAILS:

The USA Wine Market Landscapes (single-user licence) full price £2,500 (2900 Euros, USD 4200, AUD 4000*) / 5 Credits - Part of the Wine Intelligence Landscapes Report Series, currently available for 9 other wine consumption markets.

- Requests for purchase and further details about the reports can be found at www.wineintelligence.com/reports-shop
- Report Credits are the new discount way of obtaining Wine Intelligence reports with effectively a 40% saving. Find out more about Report Credits at www.wineintelligence.com/reports-shop/report-credits

**Exchange rates correct at time of publication. Selling prices will be quoted based on prevailing exchange rates at the time of sale based on the price in pounds sterling. See terms and conditions for details*

How the data was collected for the USA Wine Market Landscape report:

Data collected for these reports comes from two sources:

- Vinitrac® USA, the Wine Intelligence omnibus survey of America's monthly wine drinkers, March 2011 wave. Sampling was quota based, n = 2,000 adults who drink wine at least once a month. Tracking data is also provided using previous Vinitrac® waves from 2009 and 2008, using the same sampling frame and quotas. Wine drinking population data comes from Wine Intelligence Calibration Studies 2009 & 2010: n = 2,000, all US adults, administered by YouGov (2010) and Ipsos (2009)
- Secondary data also included from sources including IWSR 2010

For full details on the methodologies used in these reports or any Wine Intelligence research, please contact natasha@wineintelligence.com



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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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