

A NEW WAVE IN FEBRUARY 2012

Stephanie, Lulie and the team from Wine Intelligence are delighted to announce the launch of a new wave of **Vinitrac[®] Australia** in February – Wine Intelligence's exclusive wine drinker survey.

Representative of Australia's 12 million regular wine drinkers



Please [contact us](#) if you are interested in any other markets

WHAT CAN VINITRAC[®] DO FOR YOU?

What facts did Vinitrac[®] tell us about Australian wine drinkers in 2011?

- About one quarter of Australian wine consumers buy wine directly from the winery, a significant increase on the number doing so last year
- Grape variety remains the most important choice cue for Australian wine consumers
- Australian wine drinkers' #1 red variety is Merlot, and Sauvignon Blanc has overtaken Chardonnay and become the most popular white grape

What can Vinitrac[®] do for you?

- Assess the health of your brand
- Understand the positioning of your wine region
- Profile the consumers of your brands
- Test your brand packaging against that of competitors
- Pre-test advertising and social media campaigns
- Track advertising effectiveness



Contact us if you would like to see some sample output of how Vinitrac[®] can help you.



HOW CAN YOU GET VINITRAC[®] INSIGHTS?



- Add your own questions to our omnibus survey starting from as little as \$1,200 AUD per question. The deadline for customised questions is January 27th 2012
- You can also buy insights from our standard base pack questions. Contact us to view the base pack questions for Australia.

Contact the Australia Team: