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British & English wine confusion

Is British damaging the reputation of the English?

What's the difference between British and English? As well as being a hot-button issue in politics and sport, it's also causing blood pressures to rise in the world of wine.

As you may (or may not) know, "English wine" is the stuff made from grapes grown in England - simple enough. You can also buy Welsh and Scottish wine. Then there's "British wine", classified as wine made in the UK from grape juice concentrate. The concentrate can come from anywhere in the world, and so long as the wine was then "made" in the UK.

A subtle difference, you might think, though one that the UK wine trade seems to have accepted, perhaps through gritted teeth. But what about the UK wine consumer?

We thought it would be interesting to ask. Using our regular monthly survey of 1,000 monthly wine drinkers, [Vinitrac® UK](#), we asked the following questions:

"How do you think British wine is made?"

Respondents had to tick one of the following answers:

- Made in Britain from grapes grown only in Britain
- Made in Britain from grapes grown anywhere in Europe
- Made in Britain from grapes grown anywhere in the world
- I don't know

We also asked: "How do you think English wine is made?", with exactly the same answer options.

So that we got a clean read of people's knowledge, we split the sample in half so that one half saw the "English" question, and the other half saw the "British" question (i.e. no one saw both questions).

Unsurprisingly the majority (71%) of UK wine drinkers thought (or made an intelligent guess) that English wine is made from grapes grown in Britain, according to our survey. However, following the same linguistic logic, 63% wrongly assume that British wine is made using grapes grown in Britain. In fact, only 11% of UK wine drinkers correctly identified that British wine is made from grapes grown anywhere in the world.

Our survey is representative of the UK's 28.8 million wine drinkers, so this suggests that a *whopping 18 million consumers may be fooled into thinking that the wine labelled as "British" on the shelf is the same as that "English" wine that keeps winning lots of awards - and quite possibly would end up with a product that was quite different to the one they thought they were buying.*



Did you know?

A part-time blogger/tweeter/facebooker annual salary is roughly the same of a double-page spread in Wine Spectator

It's all about priorities ...

The matter has become a lot more salient now that “British” wine, which can be made sub 5.5% alc/vol, putting it into a lower Duty bracket than normal still wine, is racing up the sales charts. In late August the [Guardian](#) reported that British wine sales had risen 45% to £26 million, causing some concern among English wine producers.

Our data would suggest that the producers’ worries about consumer confusion are indeed justified - which begs the question as to how long this anomaly should persist.

Retailer focus

Enhancing off-trade wine profits by focusing on the wine consumer

"Wine Intelligence have been a key part of shaping the new Tesco Wine Customer Segmentation, not only through their own analysis but also working closely with Dunnhumby and our other qualitative agency. The team's energy and focus on the wine consumer has been invaluable and we have really enjoyed working with everyone at Wine Intelligence"

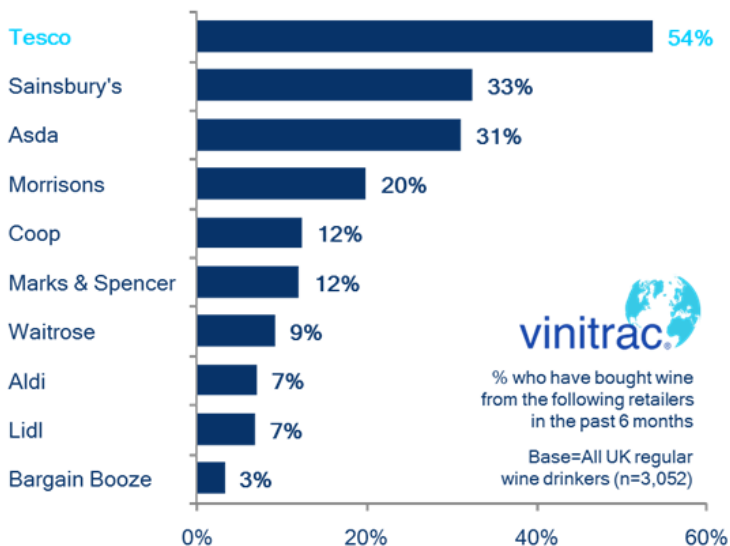
Claire Lorains, wine category manager, Tesco

Related articles:

[The Telegraph](#), [Harpers](#), [The Drinks Business](#), [Off-Licence News](#)

Tesco is the top retailer for buying wine in the UK, with over half of regular wine drinkers buying wine in their local Tesco:

TOP 10: UK RETAILER USAGE WHEN BUYING WINE



SOURCE: Wine Intelligence, Vinitrac® UK Mar'11-July'11, n=3,052 UK regular wine drinkers

Learn more about the work we do for retailers here



South Korea Vinitrac® survey launching soon.



[Talking to South Korean wine consumers starts here](#)

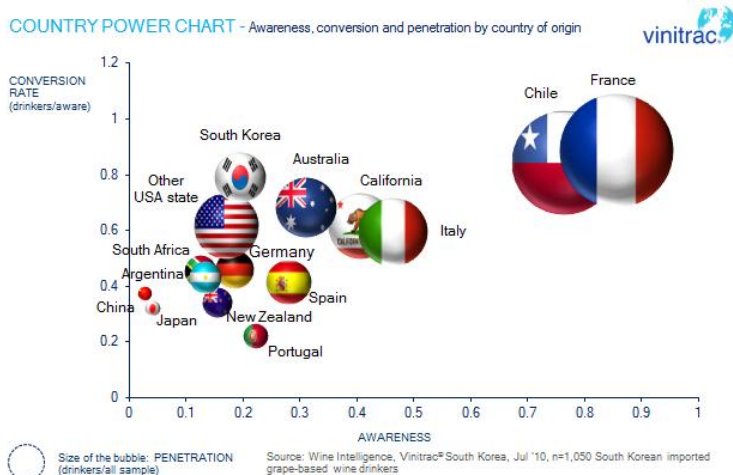
South Korea FTA

Who will be next to challenge the Chileans in South Korea?

With the US-Korea (KORUS) and the EU free trade agreements now in force, the time is right to turn our attention to the opportunities awaiting ambitious wine exporters in South Korea.

What's happening in South Korea now?

France and Chile currently dominate as major players in the South Korean wine market, with Italy, California / USA and Australia forming an important second tier (see Country Power Chart in South Korea based on [Vinitrac®](#) data.



What's the future? Chile's current dominance arises in part from their long-standing free trade agreement, but with equivalent EU and US arrangements now being in force, other foreign wine producers need to be willing to study their target consumers in a thorough way that Wines of Chile did, to take full advantage of the tariff reductions.

Related article:

[Spotlight on South Korea - 3 things you need to know](#)

Further reading:

[South Korea Wine Market Landscapes Report](#), the detailed reference data book and essential market strategy planning tool

[South Korea and China Market Overview Report](#), the whitepaper style narrative report on key insights from these two emerging Asian wine markets

Emerging markets insights

Attractive youth in Brazil and Russia

Fortunate young populations of Brazil and Russia share more than just a high propensity to produce international supermodels. There are a number of similarities that can also be drawn amongst the young in these emerging wine markets.

Significant young urban populations: 62% of the 5.5 imported wine drinkers in Russia and 72% of the 17.9 million imported wine drinkers in Brazil are under 44 (vs. 43% of UK wine drinkers); found in concentrated twin hubs of St. Petersburg and Moscow and Sao Paulo and Rio de Janeiro.

Progressive attitudes to wine: nearly 40% of Brazilian aged 18 - 24 saying they will be drinking more imported wine in the next year. Furthermore, those under 34 are more likely to be open to trying new and different styles of wine than older drinkers. There is also a higher acceptance to screw caps among younger consumers.

Traditional alcoholic consumption cultures that nurture imported wine acceptance amongst the young: in both markets the 25-34 age groups have the broadest alcoholic beverage repertoires - beer and red wine dominating in Brazil whilst in Russia wine, particularly sparkling, together with beer and sweet wine are the preferred alcoholic beverage choices.

Further reading:

[Russia Wine Market Landscapes Report](#) (April 2011)

[Brazil Wine Market Landscapes Report](#) (April 2011)



Résumé

- La Corée du Sud présente désormais de nouvelles opportunités d'exportations depuis la mise en place de traités de libre échange avec les Etats-Unis (KORUS) et l'UE. Apprenez à cibler les consommateurs de vin sud-coréens en novembre grâce à l'enquête en ligne [Vinitrac®](#)
- La Russie et le Brésil ont des points communs, parmi lesquels une population urbaine relativement jeune, des attitudes progressistes envers le vin et une culture traditionnelle de la consommation d'alcool. Ces éléments sont autant de facteurs qui favorisent la consommation de vin importé
- Et au Royaume-Uni:
 - Les producteurs anglais craignaient que les consommateurs ne confondent les vins anglais et britanniques. Selon la dernière étude [Vinitrac®](#) de Wine Intelligence ces inquiétudes sont justifiées. Un échantillon représentatif des 18 millions de consommateurs réguliers de vin pensent en effet que les vins étiquetés « British wine » et « English wine » sont identiques.
 - Wine Intelligence a joué un rôle clé dans la refonte des linéaires de vin de Tesco

Pour tout complément d'information sur un des ces sujets veuillez contacter Natasha par email natasha@wineintelligence.com



Español

Destacados de este boletín:

- Corea del Sur presenta nuevas oportunidades para las exportaciones gracias al acuerdo de libre comercio firmado con la EU. Aprenda como relacionarse con los consumidores de vino de Corea del Sur este mes de Noviembre utilizando la encuesta online global sobre los consumidores de vinos [Vinitrac®](#)
- Brasil y Rusia tienen bastantes similitudes que pueden ser extraídas entre los jóvenes de estos dos emergentes mercados del vino, incluyendo una población joven y urbana, creciente actitud hacia el vino, su cultura y hacia el consumo de vinos importados
- Y en el Reino Unido:
 - La preocupación entre los productores ingleses de vino sobre la confusión de los consumidores entre vino inglés y británico, está justificada, con unos 18 millones de consumidores regulares de vino en Reino Unido pensando que el vino etiquetado como “Británico” en las estanterías es lo mismo que el etiquetado como “Inglés”, de acuerdo con la última encuesta de [Vinitrac®](#) realizada por Wine Intelligence
 - Wine Intelligence ha jugado un papel importante en la nueva configuración de los pasillos de vino de los supermercados Tesco

Por favor contacte con Natasha, natasha@wineintelligence.com para más información.