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BEGINS

Screw-cap acceptance has doubled in 8 years, says new report

Acceptance of screw-cap closures in the UK has risen to 85% of the regular wine drinking population, according to the latest tracking data from Wine Intelligence. This compares with just 41% of UK wine drinkers who accepted the idea of wine with a screw-cap closure when Wine Intelligence first began reporting on this issue 8 years ago, according to the new Closures Report 2011, published today.

In the same period, affinity for screw-cap closures - those people saying they actively like buying wine with a screw-cap - has risen from just 6% of UK regular wine drinkers in 2003 to 42% in 2011, according to the report.

The biggest drivers of acceptance appear to be female wine drinkers in their late 30s and early 40s who are buying wine regularly from supermarkets to drink at home. There is also strong support for screw-caps among younger drinkers who have recently entered the wine category, suggesting that screw-caps will continue to strengthen their grip on UK wines.

Natural cork, meanwhile, remains the most liked closure among UK drinkers, with 51% of consumers saying they actively like buying wines sealed in this way. However affinity levels are slightly lower than 8 years ago. Synthetic cork perceptions have remained more or less the same during this period.

Richard Halstead, COO of Wine Intelligence and author of the report, said: "This year's consumer view on closures suggests that the UK has fundamentally changed over the past 8 years. From a market that was actively sceptical - in some cases hostile - towards screw-caps, we now have a situation where they are the norm rather than the exception."

The Closures Report also includes similar analysis of closure perceptions in the USA and Australia, with tracking data going back to 2007.

ENDS

Report details:

The Closures Report 2011 - available for £500 (single-user licence) or 1 Report Credit.

Further details about the reports can be found at www.wineintelligence.com
Requests for purchase should be directed to natasha@wineintelligence.com

How the data was collected:

Data collected for this report comes from:

- Fully representative online surveys using Vinitrac[®] UK, Vinitrac[®] USA, Vinitrac[®] Australia - March 2011 wave. Sampling was quota based, n = 1,000 adults (USA: n = 2,000) who drink wine at least once a month. Tracking data is provided using previous Vinitrac[®] waves, using the same sampling frame and quotas.


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

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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