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BEGINS

Screw-cap affinity growing among women, younger adults, says new report

Female and younger wine consumers are driving greater acceptance of screw-cap closures in the United States, according to the latest tracking data from Wine Intelligence published in the new Closures Report 2011, out today.

The report also discloses that overall acceptance of screw-cap closures among American monthly wine drinkers – measured as the combination of those people who say they like them and those who are neutral about them – has risen to new high of 70%, up from 59% in 2008, suggesting that screw-caps are on their way to becoming a mainstream product in the world's biggest market for bottled wine.

Women, and consumers between 18 and 34, are most likely to find buying wine with screw-cap acceptable, while men and consumers between 45 and 54 years old are least likely to accept this alternative closure.

Despite the growth in screw-cap acceptance, natural cork retains its hold as the most liked closure for wine among American monthly wine drinkers, and synthetic cork also remains widely accepted, with both closures showing consistent levels of affinity and acceptance over the past 4 years.

Richard Halstead, COO of Wine Intelligence and author of the report, said: "It's clear that screw-cap still has some way to go to win over the mainstream wine drinkers in America, but it looks like the process is starting."

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

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Report details:

The Closures Report 2011 - available for US\$ 830 (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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