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BEGINS

Wilhelm Lerner to merge Wine-Networks with Wine Intelligence

Wine Intelligence is pleased to announce the combination of Wine-Networks, the German-based wine industry consultancy business owned by Wilhelm Lerner, with Wine Intelligence, effective immediately.

Wine-Networks is a consulting and research business that has been serving the wine industry principally in Germany, Austria, Italy and Eastern Europe since 2002. Its main clients include Sopexa Germany, Felix Solis, Wines of New Zealand, Osborne, Wines of Chile, Casella and others.

Wine Intelligence is a global wine industry consulting and market research firm, serving 60 clients in 25 countries. In addition to its UK headquarters, it has associate offices in the USA, France, Australia and South Africa.

Wine-Networks and Wine Intelligence have worked closely together for the past 8 years, collaborating on a variety of research and consulting projects.

As part of the merger Wilhelm Lerner will join Wine Intelligence as Associate Director, Country Manager Germany. He joins Wine Intelligence at a time of great opportunity and significant uncertainty within the global wine industry. His main areas of focus for Wine Intelligence's clients will be helping clients understand market opportunities in Germany and other parts of Central and Eastern Europe.

Following the merger, Wine Intelligence will be taking a stand at ProWein 2012 for the first time, and will be hosting a seminar programme at ProWein on Tuesday 6th March.

Commenting on the appointment, Richard Halstead, COO of Wine Intelligence, said: "We are really pleased to forge a closer relationship with Wilhelm, who has demonstrated over the years that he is one of the leading experts on the wine market in Germany and Eastern Europe. We very much look forward to working closely with him in the future."

Whilst working in collaboration with Wine Intelligence, Wilhelm Lerner continues to work for Arthur D. Little as partner in their Frankfurt office.

Commenting on the appointment, Wilhelm Lerner said: "Wine Intelligence has rapidly established a global reputation for first class consumer insights, brand-building services and strategic advice. I

am delighted to join this global operation and leverage the competencies and capabilities into the German and Central European Markets”.

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About Wine Intelligence Ltd

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.

Contacts:

Wilhelm Lerner, Wine Intelligence Germany, +49(0)175 5806151 or wilhelm@wineintelligence.com

Natasha Rastegar, Wine Intelligence Ltd., +44 (0) 20 7378 1277 (UK) natasha@wineintelligence.com