



Creating value through strategic
advice, branding & research

WHAT DO WE DO?


We are dedicated to supporting wine businesses worldwide - creating value through strategic advice, branding & research

We offer a range of research, and consulting services as well as ready-to-purchase reports, all aimed at helping wine businesses make more profitable business decisions

WHICH SERVICES DO WE OFFER?

Quantitative Research

Quantitative research techniques we specialise in:

- Vinitrac® - online omnibus surveys 
- Key driver analysis
- Consumer segmentations
- Hall tests - brand benchmarking & liquid assessment
- Secondary analysis of external data

Qualitative Research

Qualitative research techniques we specialise in:

- Ethnographic consumer immersion
- Depth interviews: face-to-face and telephone with both trade & consumers
- Facilitated focus groups
- Mystery shopping /dining
- Accompanied shopping /dining
- Observational research



Product / Brand Development

Vinibrand® is our one-stop shop for building profitable and sustainable wine brands - from liquid sourcing right through to trade and consumer marketing communications

The Vinibrand® process is flexible, enabling wine producers, brand owners and retailers to develop a new brand from scratch or to focus on a specific aspect of the wine branding process, such as:

- Liquid evaluation
- Target audience identification
- Packaging development



Consulting Services

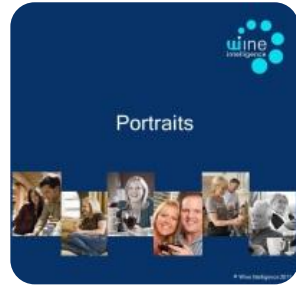
We offer a broad range of consulting services that are specifically tailored towards the wine industry

Our consulting services are based on a unique combination of solid and sound research data and extensive global wine trade experience and include:

- Market entry strategies
- Conference speaker programs
- Insight Workshops
- Professional writing



Ready-to-purchase reports



We have four types of reports:

LANDSCAPES

Detailed reference data books: the essential market strategy planning tool

PORTRAITS

Segmentation reports: getting you to the heart and minds of your wine consumers

MARKET OVERVIEWS

White-paper style reports providing digestible insights on major wine markets

ISSUE-BASED

on hot topics such as:
Sparkling Wine
Internet & Social Media
Doing Business in China
On-trade
Market Trends

Some recent client questions that we helped to answer

“Can we reposition our brand at a higher price and maintain listings and sell-through?”

Brand audit and product development combined with trade and consumer research for two international wine brand owners

“We need to develop a strategy for our two key markets based on distributor and agency needs ”

Trade research programme for Wines of Chile

“We need to strengthen the position of our brand in the UK multiple off-trade sector”

Brand audit and consumer attitudes analysis leading to packaging re-design and brand benchmarking for the Inycon Winery, Italy and Enotria

“We need a better understanding of what motivates regular wine drinkers in our key target markets”

Leading to the Wine Nation project on behalf of Constellation Europe

Recent clients include:

CONCHA Y TORO

Direct
Wines

enotria
world wine



TREASURY
WINE ESTATES



HA
HIJOS DE ANTONIO
BARCELO
BODEGAS Y VIÑEDOS DESDE 1876



BERRY BROS & RUDD
WINE & SPIRIT MERCHANTS
www.bbr.com



Wine Australia



RIOJA

Denominación de Origen Calificada



Constellation

Where do we work?

We conduct market research in all key wine markets and have dedicated country managers or country-based associates in:

Argentina
Australia
Brazil
China
France
Germany
Italy
South Africa
Spain
USA



Wine Intelligence in numbers

20

the number of countries we have conducted research & projects in during the past year

Over **65** focus groups conducted in 8 different countries in 2010

10 Languages spoken amongst London based team

consumers around the world who we've surveyed about their attitudes to wine in the past 12 months

60,000

55 cakes the UK Wine Intelligence team eats in an average year (excl. biscuits)

A few WORDS about us because some of us like words more than numbers

“ The Wine Intelligence team are great and have a **unique** understanding of the trade we are in. Definitely **our go-to people** for consumer research ”

*Jo Sorenson, Brand Manager
Sparkling Wines, Grupo Codorniu*

“ “Having worked with Wine Intelligence for many years we have been able to develop a **great working relationship** that allows us to very quickly hone in on the key issues we want to explore and receive information and **insightful data** back from the research that we can act on with confidence and clarity.” ”

*Robin McMillan, Chief Operating Officer
Berry Bros. & Rudd*

“ “As the world's largest natural cork producer, we often rely on Wine Intelligence for **solid and unbiased** research. Whether in the US or in Europe, their **capabilities are top-notch** and I do not hesitate in recommending them ”

*Carlos des Jesus, Director of Marketing &
Communications, Amorim*

Who are we?



We are a family-owned & managed business founded in 2001.

In our London-based team of **19**, we have **8** different nationalities and speak more than **10** languages.

Our team is formed of some of the **brightest & most experienced** marketing, research and branding experts in the business.

Our research specialists hold post-graduate degrees in market and social research, wine marketing and MBAs.

We are members of the research organisations ESOMAR and MRS.

Some of our experts include...

David Scotland

Chairman

Formerly President, Global Wine Division, Allied Domecq plc

Gerard Basset

MW, MS

Associate Director, On-trade

Founder, Hotel du Vin and Hotel TerraVina and World's Best Sommelier, 2010

Graham Holter

Associate Director, Publishing

Formerly Group Editor of Off Licence News, Wine & Spirit and Drinks International

Andrea Williams

Associate Director, Qualitative Research

Formerly Head of Qualitative Consumer & Business Research at Martin Hamblin GfK & Director of Qualitative Research at RDSi



HOW TO GET IN TOUCH WITH US

Call us: +44 (0)20 7378 1277
Email us: info@wineintelligence.com
Visit us online: www.wineintelligence.com

Follow us on:  

Pour plus d'informations, n'hésitez pas
à contacter l'un des membres de notre équipe :

Jean-Philippe Perrouty
Jean-philippe@wineintelligence.com

Para mas información contacte a cualquiera
de los miembros de Wine Intelligence:

Juan Park
juan@wineintelligence.com