

DISCOVER THE WORLD OF WINE CONSUMERS IN THE UK



A new and
cost-effective
way of getting
qualitative
insights about
UK wine
drinkers

Reporting
September
2014

wine
intelligence

A photograph of several wooden crates filled with wine bottles, arranged in rows. The bottles are dark with white labels, and the crates are made of light-colored wood. The background is slightly blurred, showing more crates and bottles.

Make significant
cost savings, by
participating in
**shared
omnibus
qualitative**
research

Explore the needs of
wine consumers in
the UK market, with
a flexible and
affordable new
insight package from
Wine Intelligence

3 insights options available



Select the combination that works for you...

1. Premium consumers

Focus groups with involved UK wine drinkers: Adventurous Connoisseurs and Generation Treaters

2. Mainstream consumers

Focus groups with mainstream UK wine drinkers: Mainstream-at-Homers and Risk-averse Youngsters

3. Combined Premium & Mainstream UK wine consumers

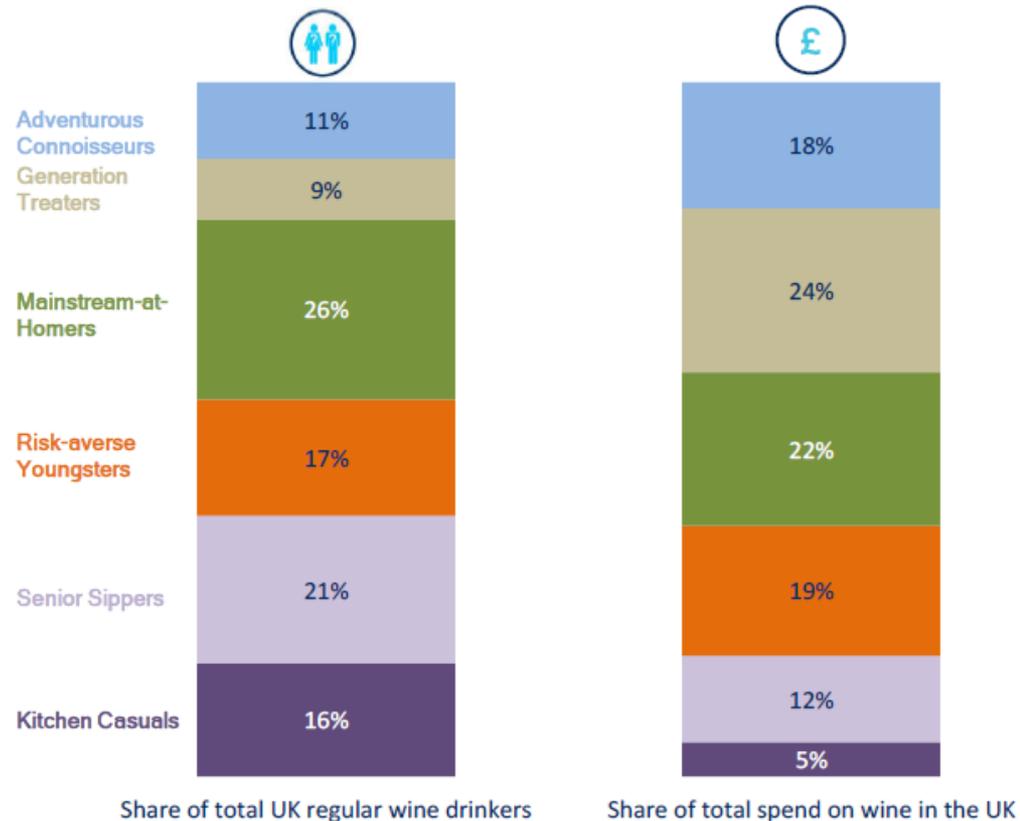
Focus groups with four most important UK wine consumer segments

Premium & mainstream wine consumers in the UK



There are 27.5 million* regular wine drinkers in the UK who drink wine at least once a month

At Wine Intelligence we identify distinct segments based on their wine-drinking behaviour and attitude towards wine**



*Wine Intelligence online calibration study with YouGov, Sep '12, n=2,032 UK adults

**Wine Intelligence Portraits report 2013 based on Vinitrac® UK, March and August 2013, n=2,049 UK regular wine drinkers

Focus group format

Focus groups, held in private dining rooms of restaurants and focus group facilities, as follows:

- Part 1: 10 minutes of shared insights focusing on an in-depth exploration of general wine usage and attitudes
- Part 2: Client custom and confidential question sets (15 minutes per set)

Make significant cost savings, by participating in shared omnibus qualitative research, rather than carrying all of the cost yourself

Client custom and confidential questions could include:

- Perceptions of brands, regions or countries
- Attitudes to packaging, innovations and NPD
- Reactions to advertising
 - Use of endorsement and recommendation sources

Option 1: Premium consumers

Format:

- Focus groups in London (minimum 6 respondents per group) in August 2014
- 2 groups with **Adventurous Connoisseurs** - middle-aged confident wine drinkers
- 2 groups with **Generation Treaters** - younger wine drinkers with growing interest in wine
- 10 minutes of standard questions on general wine usage and attitudes + time for your confidential questions in your question set

Cost for your own confidential 15 minute question set across all 4 focus groups:

- From GBP 6,000 / EUR 7,500 / US \$10,100 / AUD \$10,800
- Includes full reporting, debrief presentation of your insights, plus access to insights from general usage and attitudes section

*Segments will be defined based on Wine Intelligence recruitment screener

Option 2: Mainstream consumers

Format:

- Focus groups in London (minimum 6 respondents per group) in August 2014
- 2 groups with **Mainstream-at-Homers**-middle-aged “core” wine drinkers
- 2 groups with **Risk-averse Youngsters** - younger wine drinkers still lacking confidence
- 10 minutes of standard questions on general wine usage and attitudes + time for your confidential questions in your question set

Cost for your own confidential 15 minute question set across all 4 focus groups:

- From GBP 5,000 / EUR 6,300 / US \$8,500 / AUD \$9,000
- Includes full reporting, debrief presentation of your insights, plus access to insights from general usage and attitudes section

*Segments will be defined based on Wine Intelligence recruitment screener

Option 3: All UK consumers

Format:

- Focus groups in London (minimum 6 respondents per group) in August 2014
- 2 groups with **Adventurous Connoisseurs**
- 2 groups with **Generation Treaters**
- 2 groups with **Mainstream-at-Homers**
- 2 groups with **Risk-averse Youngsters**
- 10 minutes of standard questions on general wine usage and attitudes + time for your confidential questions in your question set

Cost for your own confidential 15 minute question set across all 8 focus groups:

- From GBP 10,000 / EUR 12,600 / US \$17,000 / AUD \$18,000
- Includes full reporting, debrief presentation of your insights, plus access to insights from general usage and attitudes section

*Segments will be defined based on Wine Intelligence recruitment screener

Want to
know
more?

Contact

Lulie Halstead

lulie@wineintelligence.com
to discuss in more
detail

Deadline

25th July 2014

is the final deadline
for including custom
questions in this
research

“ We knew I Heart was a great brand with a lot of potential, but we needed to build a really strong case to get a major grocery listing. By working with Wine Intelligence we learned a lot about our target consumer and how to reach them, and with their help we developed a compelling sales argument. ”

*Robin Copestick,
Director, Copestick Murray*

“ Wine Intelligence have provided meaningful and actionable insights for several of my brands over the past year. The team are very professional and always willing to be as flexible as possible to meet tight deadlines, whilst still delivering great results. I find their depth of knowledge about the UK wine consumer particularly helpful in discussing both the approach and the results of our research. ”

*Nicole Hale, Business
Strategy Director at
Concha y Toro*

NB Plan
and dates
may be
subject to
change