



# FLAVOUR AND VARIETAL PREFERENCE IN THE AUSTRALIAN WINE MARKET

MARCH 2017



# Report price

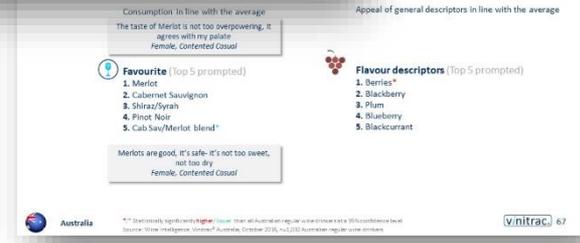
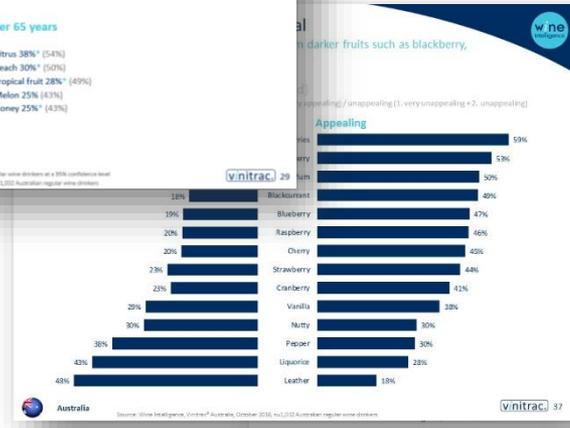
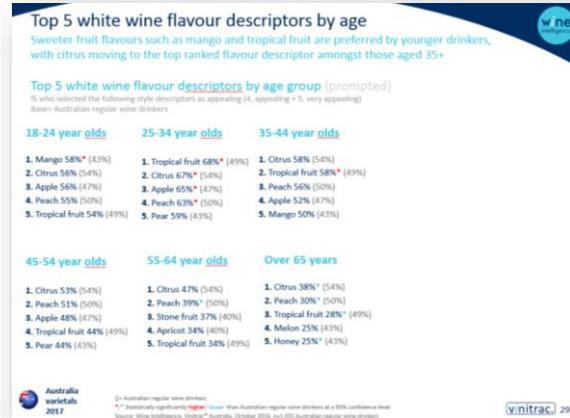
## Flavour and varietal preference in the Australian wine market 2017



Report price:  
 GBP 1,000  
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81-page  
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# Intro to Flavour and varietal preference in the Australian wine market 2017

Insights to help your business flourish

The Flavour and varietal preference in the Australian wine market 2017 report includes:



- Report with the latest information regarding the Australian wine market, supported by:
  - Wine Intelligence Vinitrac®
  - Wine Intelligence market experience
  - Focus groups and in-depth interviews in Sydney and Melbourne

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# Excerpts from the introduction

## Flavour and varietal preference in the Australian wine market 2017



‘Conveying the essence of both the style and flavour of a wine continues to be challenging, particularly when producers are required to distil this into a few words on a wine label or a tasting note. Understanding which descriptors appeal to consumers – and which do not – remains important. Australian consumers are more influenced by taste & style descriptions on shelves or wine labels than they are by shop staff recommendation and whether or not the wine has won a medal or award.<sup>1</sup>’

‘Style descriptors express the general structure and body of a wine, whether it be crisp and fresh or juicy and bold, and these descriptors were tested to establish which one’s Australian consumers find appealing – or not. When it comes to white wine, Sauvignon Blanc is the favourite white varietal for Australian regular wine drinkers, with Chardonnay being their 2nd favourite. This helps explain why descriptors of leaner, fresher styles significantly out-weigh the appeal of nutty, creamy, buttery or toasty as descriptors.’

‘For red wine, Australian’s are positive towards style descriptors that suggest a balance of mellow characteristics (smooth, easy-drinking, fruity), supported by fuller flavours (full-bodied, rich). In-line with their developing palates and wine experience, younger drinkers prefer sweet descriptors for red wine, whereas older drinkers show a preference towards full-bodied red wines.’



## Data collection:

- The data for this report was collected in October 2016 in Australia
- Data was gathered via Wine Intelligence's Vinitrac® Australia online survey and is representative of all Australian regular wine drinkers
- Sampling: quotas-based; quotes were defined in terms of age and gender

## Screening criteria:

- Respondents were required to drink wine at least once per month, to drink at least red, white or rosé wine and to buy wine in the off-trade and/or in the on-trade

## Data processing:

- Invalid responses (those who completed the survey too quickly, or who "straight-lined" through selected questions) were removed from the sample

## How does Vinitrac<sup>®</sup> work?

### 1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

### 2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

### 3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

## Qualitative research, August and September 2016

### 1) Focus groups and in-depth interviews were collected to support this study:

- in August and September 2016
- in Sydney and Melbourne

### 2) 4 x 1.15hr focus groups with:

- Developing Drinkers
- Mainstream Value Seekers
- Contented Casuals
- Adventurous Explorers

### 3) 30 minute in-depth interviews were conducted with:

- 5 Developing Drinkers
- 3 Newbies

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Format: 81 page PowerPoint (PDF)

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