



# FLAVOUR AND VARIETAL PREFERENCE IN THE NEW ZEALAND WINE MARKET

APRIL 2017



# Report price

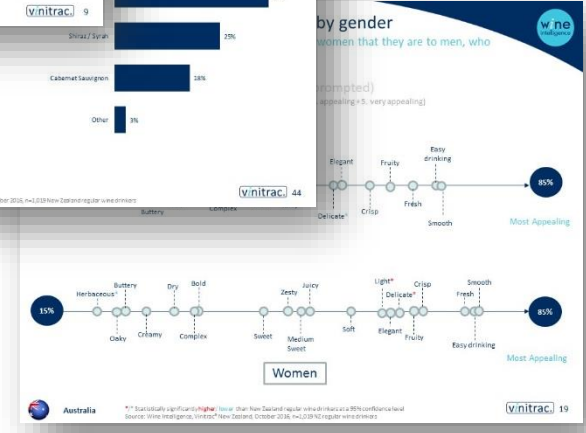
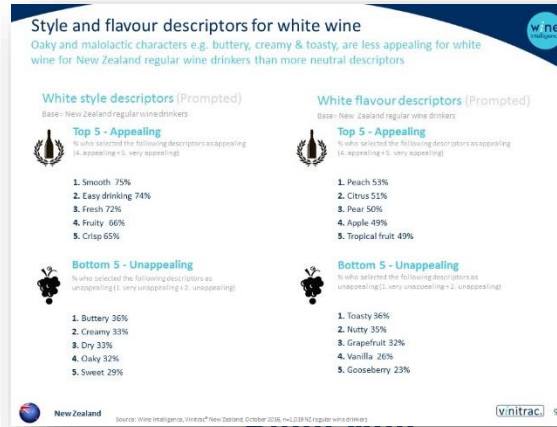
## Flavour and varietal preference in the New Zealand wine market 2017



Report price:  
 GBP 1,000  
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58-page  
 PowerPoint  
 report



# Intro to Flavour and varietal preference in the New Zealand wine market 2017

Insights to help your business flourish

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



- Report with the latest information regarding the Australian wine market, supported by:
  - Wine Intelligence Vinitrac®
  - Wine Intelligence market experience

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# Excerpts from the introduction

## Flavour and varietal preference in the New Zealand wine market 2017

“How should we describe the style and flavour of wine to consumers? What descriptors appeal to them and which varietals rank amongst their favourites? This report explores which varietals regular wine drinkers in New Zealand are drinking, which ones are their favourites and which wine descriptors actually appeal to them.

For this investigation, we have divided common wine descriptors into two groups - ‘style’ descriptors and ‘flavour’ descriptors. Style descriptors express the general structure and body of a wine, whether it be crisp, fresh, juicy or bold. Flavour descriptors are those that describe more specific wine characteristics such as tropical fruit or blackberry.

When it comes to style descriptors for white wine, New Zealand regular wine drinkers find style indicators that suggest ‘approachability’ (smooth, easy drinking & fruity) when balanced by ‘fresh & crisp’ indicators the most appealing. This finding is mirrored when it comes to red wine. Drinkers in New Zealand report that red wine is appealing when described as having a balance between an approachable style (smooth, easy drinking & fruity) and fuller flavours (full bodied & rich). In the case of both red and white wine, the appeal of the style descriptors is consistent for both men and women.

When examining the more detailed flavour descriptors for white wine, fleshy, green flavours that are reflective of Sauvignon Blanc, rank as more appealing than descriptors that infer either floral or oaky characteristics. However, male wine drinkers in New Zealand do find tertiary descriptors more appealing for white than women do, suggesting that men are more open to a broader range of white wine styles. In addition, younger drinkers are more motivated by flavour descriptors for white wine in general than older drinkers, indicating their requirement for more guidance when it comes to selecting wine

For red wine, although heavier styles of red wine are not as appealing, male wine drinkers in New Zealand do find style descriptors that suggest stronger, heavier style wines (bold and spicy) more appealing than women. These heavier styles of red wine also appeal more to older drinkers in New Zealand, while younger drinkers find lighter red wine styles more appealing. In terms of more detailed flavour descriptors, darker & fuller fruit flavours are the most appealing for red wine amongst drinkers in New Zealand. Overall, younger wine drinkers are more influenced by flavour descriptors for red wine than older drinkers, suggesting they are looking for more description and reassurance when selecting wine and paralleling their view of white wine.”

## Quantative Research Methodology with Vinitrac®

### 1) Data collection:

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

### 2) 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

### 3) 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

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