

Understand wine consumers in 31 key global markets

Vinitrac® Global Wine Consumer Survey, January 2018 markets

Argentina ▪ Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Denmark
▪ Finland ▪ France ▪ Germany ▪ Hong Kong ▪ Italy ▪ Ireland ▪ Japan ▪ Mexico ▪ New
Zealand ▪ Norway ▪ Peru ▪ Poland ▪ Portugal ▪ Russia ▪ Singapore ▪ South Korea ▪
Spain ▪ Sweden ▪ Switzerland ▪ The Netherlands ▪ United Kingdom ▪ United States

Other markets available on request: contact us for details

Discounts available for multimarket projects

Tracking data available going back 7 years for selected markets

Learn more about your consumers – and competitors

Submit confidential bespoke questions on a range of topics to get to know your consumers, rejecters and competitors in one, or many more, key wine markets.



Brand health

Affinity, awareness, consideration, purchase and recommendation



Advertising and name testing

Test your advertising campaigns and brand names prior to launch



Purchase cues

What factors motivate your consumers to buy wine



Region and country health

How is your local wine region performing?



Demographics

Discover who is buying your brand and how they view it



Packaging and closure attitudes

Understand attitudes to closures and test label and packaging designs before they go to market

Important dates



Question deadline

Friday 12th January 2018

Surveys in field

Late January 2018

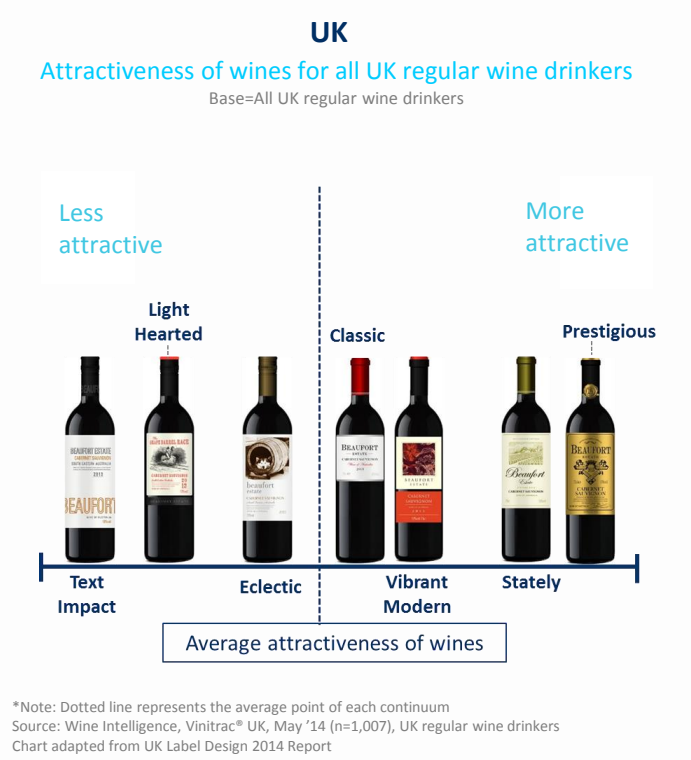
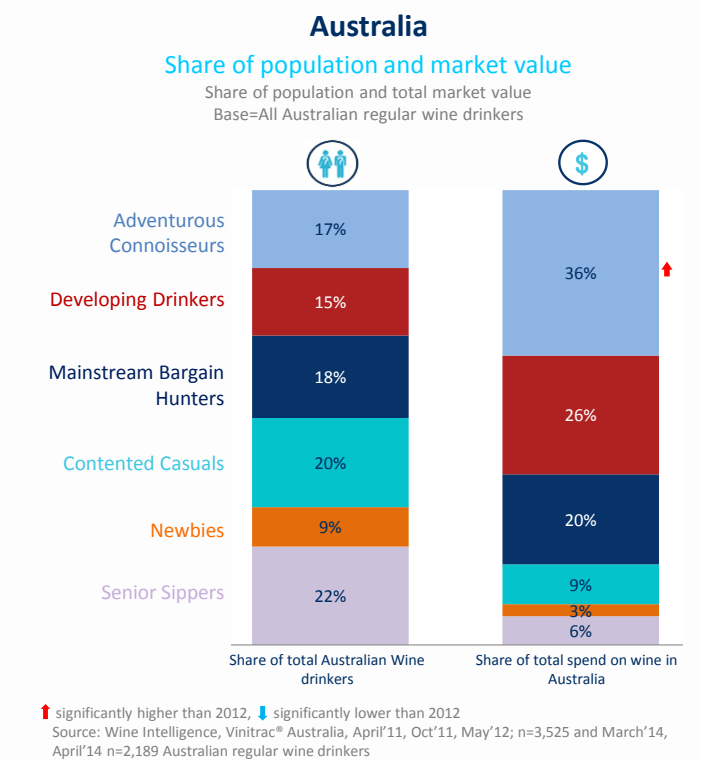
Early bird discount deadline

Finalise your project by **Friday 22nd December** and earn **10% early bird discount** on bespoke question fees*

Sample questions

	Brand health Brand health module (50 standard brands per market + up to 3 additional brands, across 5 measures: affinity, awareness, consideration, purchase and recommendation)	Example deliverables Excel data table and PPT presentation with profiling of up to 5 brand awares/buyers
	Packaging tests Ad-hoc label test (up to 6 designs, across 3 measures: attractiveness, purchase intent and price expectation)	Excel data table and PPT presentation
	Standard questions Demographics, behaviour in the off/on premise, choice cues, country health, brand health, closures	Excel data table with gender and age crosstabs
	Bespoke questions These questions are confidential to you and your organisation and can be analysed in the context of our standard questions	Excel data table and PPT presentation

Sample Vinitrac® output



Vinitrac® January 2018 Pricing

- Pricing is dependent on question or project complexity, starts from GBP 1,000 (EUR 1,200 ▪ USD 1,350 ▪ AUD 1,750)**
- *Finalise your project by Friday 22nd December and earn 10% early bird discount on bespoke question costs.** Applicable to bespoke question costs only, project agreement must be signed by 22 Dec 2017. [Contact us](#) for full terms and conditions.

Technical specification

- Vinitrac® samples are quota-based to be fully representative of the wine drinking population in each country. Representative sample quotas are established using regular calibration studies in each market:

Market	Sample	Size	Methodology
Argentina	Regular wine drinkers	1,000	Online survey
Australia	Regular wine drinkers	1,000	Online survey
Belgium	Regular wine drinkers	1,000	Online survey
Brazil	Regular wine drinkers	1,000	Online survey
Canada	Regular wine drinkers	1,000	Online survey
Chile	Regular wine drinkers in urban areas	700	Online survey
China	Urban upper-middle class semi-annual imported wine drinkers	1,000	Online survey
Colombia	Semi-annual wine drinkers in selected areas	700	Online survey
Denmark	Regular wine drinkers	1,000	Online survey
Finland	Regular wine drinkers	1,000	Online survey
France	Wine drinkers	1,000	Online survey
Germany	Regular wine drinkers	1,000	Online survey
Hong Kong	Semi-annual wine drinkers	600	Online survey
Italy	Regular wine drinkers	1,000	Online survey
Ireland	Regular wine drinkers	1,000	Online survey
Japan	Regular wine drinkers	1,000	Online survey
Mexico	Semi-annual imported wine drinkers	700	Online survey
New Zealand	Regular wine drinkers	1,000	Online survey
Norway	Regular wine drinkers	1,000	Online survey
Peru	Semi-annual wine drinkers	700	Online survey
Poland	Semi-annual wine drinkers	1,000	Online survey
Portugal	Regular wine drinkers	1,000	Online survey
Russia	Semi-annual imported wine drinkers in selected areas	700	Online survey
Singapore	Semi-annual wine drinkers	600	Online survey
South Korea	Semi-annual imported wine drinkers	1,000	Online survey
Spain	Regular wine drinkers	1,000	Online survey
Sweden	Regular wine drinkers	1,000	Online survey
Switzerland	Regular wine drinkers	700	Online survey
The Netherlands	Regular wine drinkers	1,000	Online survey
United Kingdom	Regular wine drinkers	1,000	Online survey
United States	Regular wine drinkers	2,000	Online survey

Contact your local office for more information:

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