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# ROSÉ & BLUSH WINE DRINKERS IN THE US

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February **2018** Report



# Rosé & Blush Wine Drinkers in the US 2018

## Report overview



The Rosé & Blush Wine Drinkers in the US 2018 report includes:

A 49-page PowerPoint report with the latest information regarding rosé and blush wines in the US wine market, supported by:

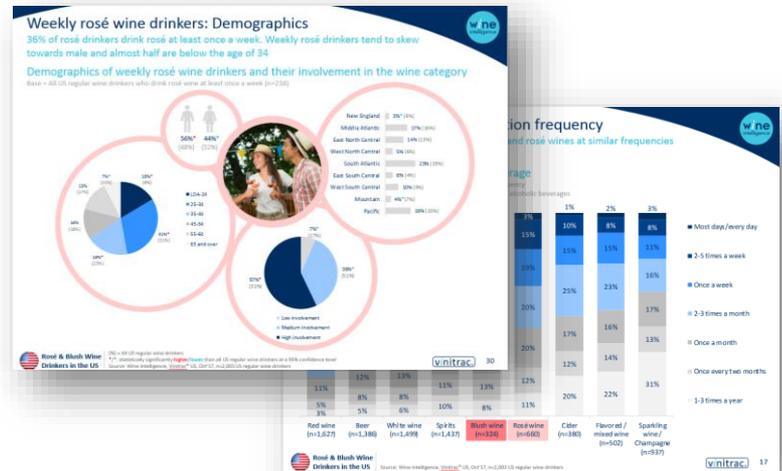
- Wine Intelligence Vinitrac®
- Wine Intelligence market experience
- Secondary sources
- Trade interviews



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USD 1,300  
GBP 1,000  
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# Management summary

## Key trends in the rosé and blush wine category in the US



### 1. A SHIFT IN PERCEPTION OF ROSÉ WINE

- Over the past 10 years the rosé wine category has become less associated with the blush wine category. Over the last few decades blush wines have developed a negative connotation

### 2. POWERFUL ROSÉ BRANDS HELP TO DRIVE THE TREND FORWARD

- There have been several brands which have helped to develop the rosé wine market and help improve the perception of rosé wines in the minds of the consumer

### 3. ROSÉ AND BLUSH NO LONGER SEEN AS SEASONAL SUMMER DRINK AND BECOMING A YEAR-ROUND DRINK

- Over the past few years rosé is slowly transforming from just a drink appropriate for summer to a year-round drink, even becoming part of the beverage repertoire for festive holidays such as Thanksgiving

### 4. ROSÉ WINE CATEGORY IS FULLY EMBRACED BY YOUNGER CONSUMERS

- Younger consumers, particularly Millennials, are more open to drinking rosé wines compared to older wine drinkers

### 5. FUTURE OPPORTUNITIES FOR ROSÉ IN THE US MARKET

- With more consumers entering into the category there are more opportunities for rosé. Rosé growth could extend to sparkling rosé wine



- The data for this survey was collected in US in 2007, 2009, 2012, 2015 and 2017
- Data was gathered via Wine Intelligence's Vinitrac® online survey:
  - 4,063 US regular wine drinkers (2007)
  - 4,095 US regular wine drinkers (2009)
  - 1,033 US regular wine drinkers (2012)
  - 2,029 US regular wine drinkers (2015)
  - 18,055 US regular wine drinkers (2017)
    - ↳ *For the rosé module: 2,003 US regular wine drinkers (October 2017)*
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of US regular wine drinkers in terms of age, gender and US division



## How does Vinitrac® 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





### Trade interview methodology

- Trade Interviews were conducted with seven experienced industry professionals in the US wine trade in January 2018
- Interviews followed a pre-determined discussion guide, and covered overall market trends relating to rosé and blush wines
- The seven interviewees were members of the wine trade working in different roles:
  - 1 x Online retailer
  - 1 x Market expert
  - 1 x Producer



REPORT PRICE: • USD 1,300 • GBP 1,000 • AUD 1,800 • EUR 1,200 • 2 Report Credits

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