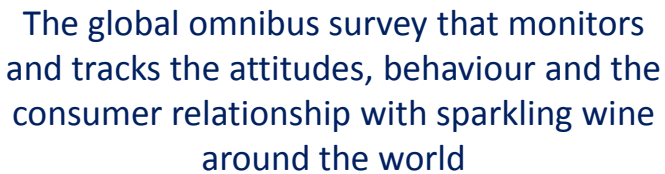


The logo for vinitrac, with the word "vinitrac" in a dark blue sans-serif font. The letter "i" is stylized with a light blue dot and a light blue vertical bar. The entire logo is enclosed in a dark blue rounded rectangular border.

Sparkling

A white rounded rectangular box with a dark blue border, containing text. The background of the entire page is filled with numerous small, light blue bubbles of varying sizes, some with highlights and shadows, creating a sparkling effect.

The global omnibus survey that monitors
and tracks the attitudes, behaviour and the
consumer relationship with sparkling wine
around the world

What is Vinitrac® Sparkling?

Vinitrac® Sparkling is our wholly-owned global survey of sparkling wine drinkers, which monitors and tracks the attitudes, behaviour and the consumer relationship with sparkling wine around the world

- Vinitrac® Sparkling surveys use a representative sample of adults who drink sparkling wine in each of the countries where we operate.
- Each Vinitrac® Sparkling survey consists of a standard question set, supplemented with client specific questions.

Questions focus on the following topics:



Sparkling wine brand health

Awareness, purchase, conversion, consideration, affinity and recommendation



Purchase cues

What factors motivate your consumers to buy sparkling wine



Demographics

Discover who is buying your brand or category and how they view it



Advertising and name testing

Test your advertising campaigns and brand names prior to launch



Packaging attitudes

Test label and packaging designs before they go to market

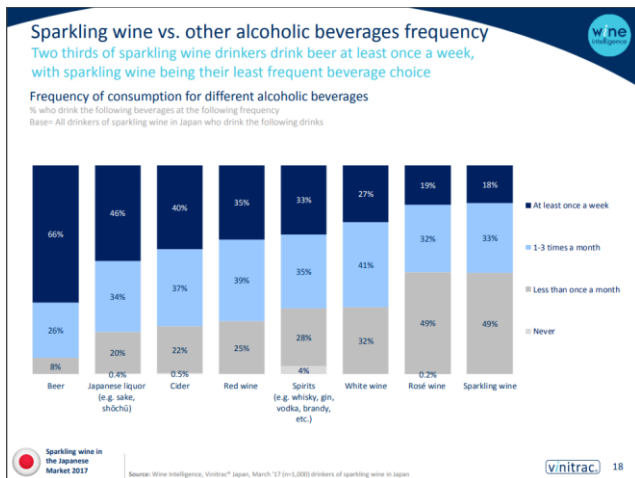
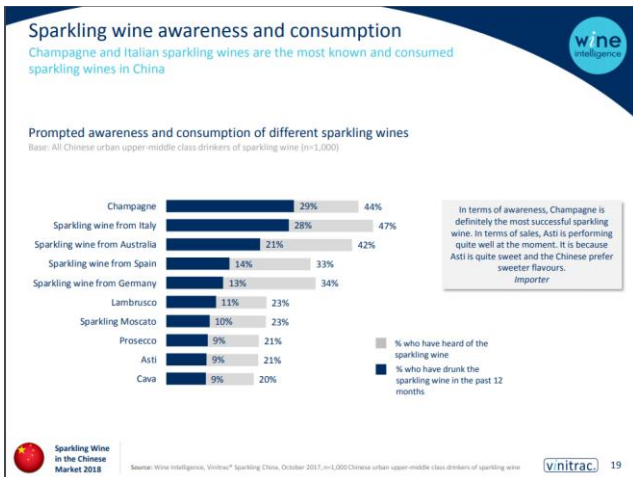
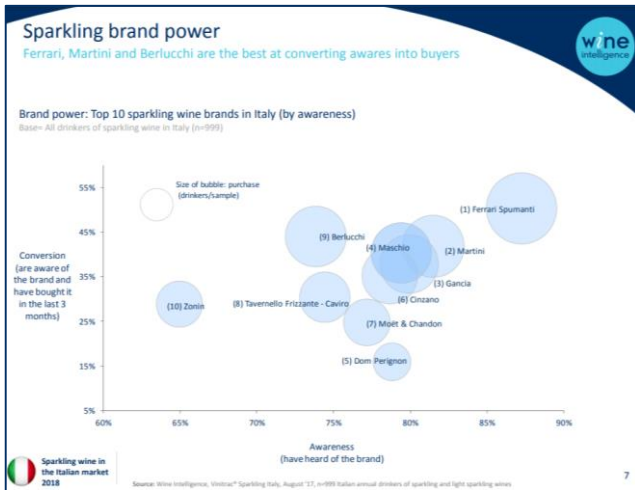
Vinitrac® Sparkling markets - 2018

Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ China ▪ France ▪ Germany ▪ Italy ▪ Japan ▪ The Netherlands ▪ UK ▪ US

Other markets available on request: contact us for details

Discounts available for multimarket projects

[Take a test survey](#)



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