



# vinitrac®

## MARCH 2019

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



**QUESTION DEADLINE:**  
Friday 8th March 2019

**SURVEYS IN FIELD**  
From mid-March 2019

# UNDERSTAND WINE CONSUMERS IN KEY GLOBAL MARKETS

This March, Wine Intelligence will launch the next wave of Vinitrac®, the world's largest ongoing online study of wine drinkers.

Talk to one of our team today to see how Vinitrac® can best help you answer important company questions about your wine consumers. This next wave of surveys will be rolled out across 33 key wine markets that accounts for almost 80% of global wine purchases.

Find out more about your wine consumers by submitting questions or purchasing one of our insight packages, such as the following:



#### 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

## MARCH 2019 MARKETS:



Argentina ▪ Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Denmark ▪ Finland ▪ France ▪ Germany ▪ Hong Kong ▪ India ▪ Italy ▪ Ireland ▪ Japan ▪ Mexico ▪ New Zealand ▪ Norway ▪ Paraguay ▪ 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 seven years for selected markets.*

# WHAT IS VINITRAC®?

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



Vinitrac® runs as an omnibus survey consisting of a standard question set that can be supplemented with your bespoke questions. You can also choose to run a completely bespoke survey, which gives you more control over the make-up of the survey sample and the structure of the standard question set, as well as the option to add bespoke questions. Each survey uses a representative sample of adults who drink wine in each of the countries where we operate.

## SAMPLE QUESTIONS AND OUTPUTS:

	Sample question	Sample deliverables
	<b>Brand health</b> Brand health module (50 standard brands per market + up to 3 additional brands, across 5 measures: affinity, awareness, consideration, purchase and recommendation)	Excel data table and PPT presentation with profiling of up to 5 brand awares/ buyers
	<b>Packaging tests</b> Ad-hoc label test (up to 6 designs, across 3 measures: attractiveness, purchase intent and price expectation)	Excel data table and PPT presentation
	<b>Standard questions</b> Demographics, behaviour in the off- / on-premise, choice cues, country health, brand health and / or closures	Excel data table with gender and age crosstabs
	<b>Bespoke questions</b> 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

### Global SOLA wine opportunity index 2018 ranking

Source: Wine Intelligence, Vinitrac® October 2017 and January 2018 (n=12,001), regular wine drinkers



# PRICING:

Pricing is dependent on question or project complexity, but starts from GBP 1,000 (EUR 1,200 ▪ USD 1,350 ▪ AUD 1,750) per question. Please contact us for a specific quote.

Contact us for a quote or to discuss a project spec

# 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
India	Semi-annual wine drinkers in selected areas	1,000	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
Paraguay	Semi-annual wine drinkers	700	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	500	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 US:

Get in touch with one of our team today to learn more about how Vinitrac® can help your company make important decisions related to your wine brands and consumers.



## Wine Intelligence UK (Head office)

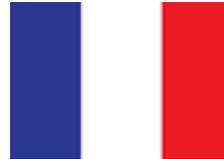
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“Access to Wine Intelligence’s omnibus survey has given us valuable insight into the quantitative results of our efforts to both understand consumer awareness levels and evaluate whether our activities are having an impact.”

*VQA Ontario*

“Wine Intelligence has been working with Brown Brothers to provide insight on brand and product opportunities through bespoke research projects. Their Vinitrac® tracking has also allowed us to set measures on key metrics and evaluate the effectiveness of our marketing activities over time. From planning and methodology to presentation and interpretation of data, Wine Intelligence continues to be a valuable research partner for Brown Brothers.”

*Brown Brothers*