

wine
intelligence

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consulting

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intelligence
research

vinitrac®

consumer
insight

trade
insight

Connecting wine businesses with knowledge and insight globally

We believe that the only way to really understand what drives us as consumers is to watch, listen and learn.

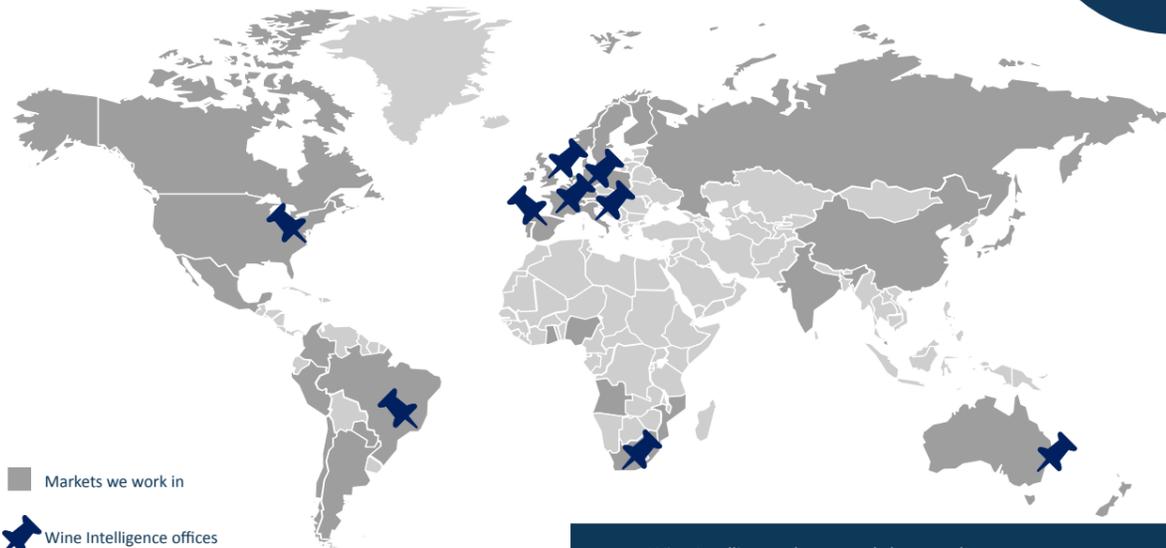
That's where you'll find us.

We'll be following home lives by rummaging through kitchen cupboards (with their owners' permission) in suburban Sydney, surveying 5,000 households in Germany, France and Denmark or recording in-depth interviews with women in Chengdu, China, or trade experts in Atlanta and Miami.

Camera, recorder, questionnaire and discussion guide in hand, you'll find us just about anywhere.

Wine Intelligence is a global organisation, conducting syndicated and custom specialist projects in more than 30 markets

Global Scope



- Markets we work in
- ★ Wine Intelligence offices
- UK (Head Office)
 - Australia
 - Brazil
 - Germany
 - Spain
 - France
 - Italy
 - South Africa
 - US

Wine Intelligence hosts workshops and presents at conferences around the globe throughout the year.

If you are interested in one of our team speaking at your event, please email info@wineintelligence.com.

For upcoming events, please visit www.wineintelligence.com/events

wine intelligence events

wine intelligence reports shop

A one-stop resource providing comprehensive coverage of key wine consumption markets

Over 100 reports covering more than 30 wine markets

40+ new reports every year

Ask about our **All Access subscription membership** for company-wide access to all existing reports and all new reports published within the 12-month licence period

Subscriptions can be tailored to a specific market or market groups

Landscape reports

A comprehensive view of 30+ key wine markets

Portraits reports

Behavioural and attitudinal segmentation of wine drinkers in five markets

Special interest reports

Focus on industry hot topics such as market attractiveness, SOLA (sustainable, organic, lower-alcohol, alternative) wines, rosé wine and label design

Sparkling wine reports

Insights into the fastest growing wine sub-category from around the world

wine intelligence consulting

We support organisations to make better informed strategy and investment decisions

We can help you answer questions in a number of areas, including:



Business strategy



Export strategy



Brand development



Mergers & acquisitions



Routes to market



Opportunity analysis



Market entry

We specialise in both quantitative and qualitative research methods to build evidence and insight

wine intelligence research

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®

- Representative of 480 million wine drinkers
- Offers custom and syndicated surveys, representative of regular wine drinkers in each market
- Syndicated still wine surveys: January, March, July and October
- Syndicated sparkling wine surveys: May

Our clients use the Vinitrac® platform for projects such as:

- Brand health tracking
- Label testing
- Advertising testing
- Country / region health
- Brand positioning evaluation
- Drinker profiling
- New concept testing

consumer insight

trade insight



Expert and consumer liquid testing and evaluation



Trade expert interviews, groups and surveys



Brand development and positioning testing



Online and in-store NPD advertising and label testing



Focus and dinner party groups, accompanied shopping and ethnographies

Clients & Testimonials

Our clients include:



ENDEAVOUR
DRINKS GROUP



Valpolicella
CONSORZIO TUTELA VINI
Land of Wine, Charm and Tradition



Deutsches
Weininstitut

— EST 1947 —
DELEGAT



**Wine
Australia**



WSET
WINE & SPIRIT
EDUCATION TRUST

NYETIMBER
PRODUCT OF ENGLAND

“Wine Intelligence has been an exceptional partner in helping the Sonoma County Winegrowers better understand the U.S. wine consumer and sustainability. The team are easy to work with, responsive and able to leverage years of experience and insight to provide actionable feedback beyond the data.”

Sonoma County Winegrowers

COMISSÃO VITIVÍNICOLA REGIONAL DO
TEJO

Pernod Ricard
Créateurs de convivialité



NEGOCIANTS
AUSTRALIA
Fine Wine Shippers Since 1984



KOBRAND



napa valley vintners



INTER RHÔNE

ARESTI
— PASION FAMILIAR —

**FAMILIA
TORRES**
Desde 1870



TREASURY
WINE ESTATES

Santa Rita



“The dedicated team at Wine Intelligence keep delivering time after time. It is their strategic advice and methodical research capabilities that have helped lead us in the clear direction we have today. The global research undertaken by Wine Intelligence for Casella Wines has led to building strong consumer insights for our [yellow tail] brand so we have focus on developing a global strategy to deliver continuous growth and profit.”

Casella Family Brands

E&J Gallo Winery



Constellation
Brands



CIVB
BORDEAUX

CONCHA Y TORO

TAYLORS
CLARE VALLEY

GRUPO PEÑAFLOR
BODEGAS ARGENTINAS LÍDERES

AVELEDA
OUR WINE. OUR LOVE. OUR LIFE

“We find the Wine Intelligence reports clear and insightful, and they are widely used by a range of people in our business. The deep expertise of the team in covering the wine industry all around the world is extremely valuable. As well as the country reports, the special reports and topic deep dives are great at clarifying many of the key issues in wine.”

Pernod Ricard



RIOJA

CASELLA
FAMILY BRANDS

Wines of Chile
Love Wine. Love Chile.



vspt.wine.group

SANTA CAROLINA
CHILE 1899

ZONIN 1821

**Wines of
South
Africa**
welcome to our world of discovery

ROTK'APPCHEN-MUMM

Contact your regional
Wine Intelligence office:

LONDON - HEAD OFFICE

E info@wineintelligence.com T +44 (0)20 7378 1277
www.wineintelligence.com

Wine Intelligence Australia

Please contact: ben@wineintelligence.com

Wine Intelligence Brasil

Por favor contate: rodrigo@wineintelligence.com

Wine Intelligence China

请联系周川 chuan@wineintelligence.com

Wine Intelligence Deutschland

Kontaktieren Sie bitte: wilhelm@wineintelligence.com

Wine Intelligence España

Pónganse en contacto con: juan@wineintelligence.com

Wine Intelligence France

Veillez contacter: jean-philippe@wineintelligence.com

Wine Intelligence Italia

Potete contattare: pierpaolo@wineintelligence.com

Wine Intelligence Portugal

Por favor contacte: luis@wineintelligence.com

Wine Intelligence South Africa

Please contact: dcoutras@iafrica.com

Wine Intelligence US

Please contact: erica@wineintelligence.com