

DISCOVER THE WORLD OF PREMIUM WINE CONSUMERS IN THE US



Omnibus research: Online surveys, consumer and trade qualitative

OPTIONS AVAILABLE TO COLLECT YOUR OWN CUSTOM DATA VIA OUR OMNIBUS SERVICES:

1. VINITRAC® PREMIUM US:

Online quantitative omnibus survey with premium drinkers

Survey contains standard U&A questions, including:

- Spend by occasion
- Consumption frequency by occasion
- Country, region, style and varietal
- Socio-economics and geography
- Brand health

Custom questions could include:

- Brand perceptions
- Advertising testing
- Label testing

Sample size: n = 700

COST*:

Questions from US \$2,500

Survey in field: July 2019

2. PREMIUM OMNIBUS CONSUMER QUAL:

Syndicated discussion groups and in-depth interviews

Format:

- Venues to include private dining rooms, upscale wine shops and in-home
- At least 16 respondents, drawn from:
 - Mid-Atlantic: NY, PA, NJ, DE
 - Pacific West: CA
- 20 minutes on general wine usage and attitudes plus a 'slot' of 20 minutes for your own custom, confidential questions

Custom questions could include:

- Perceptions of brands, regions or countries
- Packaging, innovations and NPD testing
- Reactions to advertising

COST*:

20 minute 'slots' US \$19,800

Fieldwork: mid-June — mid-July

3. OMNIBUS TRADE EXPERT INTERVIEWS:

Trade expert in-depth interviews with importers, distributors, wholesalers, retailers, on-premise operators and key opinion formers

Format:

- At least 10 one-on-one trade expert depth interviews
- 15 minutes of standard market questions plus a 'slot' of 15 minutes of your own custom, confidential questions

Drawn from a panel of experts across the US

COST*:

15 minute 'slots' US \$8,800

Fieldwork: mid-June — mid-July

**Syndicated report:
Premium Wine Drinkers
in the US 2019**

US \$2,000 / 3 credits
free to All Access subscribers

September 2019

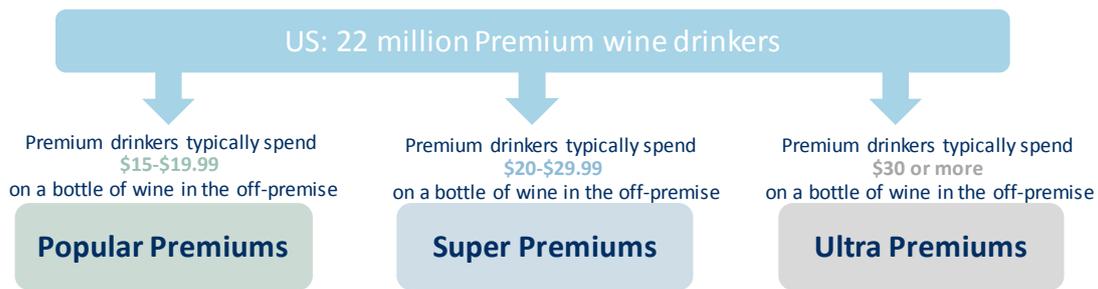
Spend at least \$10,000 and receive a **complimentary copy** of the Premium Wine Drinkers in the US 2019 report

Vinitrac®: confirmation by mid-June

Consumer and trade qualitative: confirmation by end of May

Who are premium wine drinkers in the US?

Premium drinkers are defined as those who drink wine at least **once per week** and **spend over \$15** on a 75cl bottle of wine.



Source: Wine Intelligence calibration and Vinitrac® January and March 2019 data

Clients & Testimonials

Our clients include:

GRUPO PEÑAFLOR
BODEGAS ARGENTINAS LÍDERES

ZONIN 1821

WSET
WINE & SPIRIT EDUCATION TRUST

FAMILIA TORRES
FUNDADA EN 1870

Wine Australia

E&J Gallo Winery

NEW ZEALAND TRADE & ENTERPRISE

Jackson FAMILY WINES

Pernod Ricard
Créateurs de convivialité

INTER RHÔNE

ROTKÄPPCHEN-MUMM

napa valley vintners

KOBRAND

TREASURY WINE ESTATES

BROWN BROTHERS
MILWAUKEE AUSTRALIA

MONTES
PRIDE IN WINEMAKING

SANTA CAROLINA
CHILE 1875

Constellation Brands

WINE INSTITUTE

SONOMA COUNTY WINEGROWERS

DELEGAT
EST. 1947

ARESTI
PASIÓN FAMILIAR

O'NEILL VINTNERS & DISTILLERS

TAYLORS
CLARE VALLEY

Wines of South Africa
welcome to our world of discovery

CONCHA Y TORO

“I have had the opportunity to work with Wine Intelligence on several projects over the years and truly value our partnership. Their approach, expertise and professionalism raises the standard for our industry.”
O'Neill Vintners & Distillers

“We have used Wine Intelligence to help us build a better insights picture for our brands and inform key business decisions. The great thing about working with Wine Intelligence is that they do a great job on the research, but we can also have a good business discussion with them as well.”
Winebow

“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

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