

# WINE INTELLIGENCE

## VINITRAC® GLOBAL OCTOBER 2019



Monitor and track consumer attitudes, behaviours and relationships with still wine around the world

### UNDERSTAND WINE CONSUMERS IN KEY GLOBAL MARKETS

This October, 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 questions about your wine consumers. This next wave of surveys will be rolled out across a selection of 34 key wine markets that account 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 and brand health tracking**  
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

**Other popular options include:** Label testing, country / region health, drinker profiling and new concept testing

**Question Deadline:**  
Friday, 4<sup>th</sup> October 2019

**Survey in field:**  
From mid-October

### WHAT IS VINITRAC®?

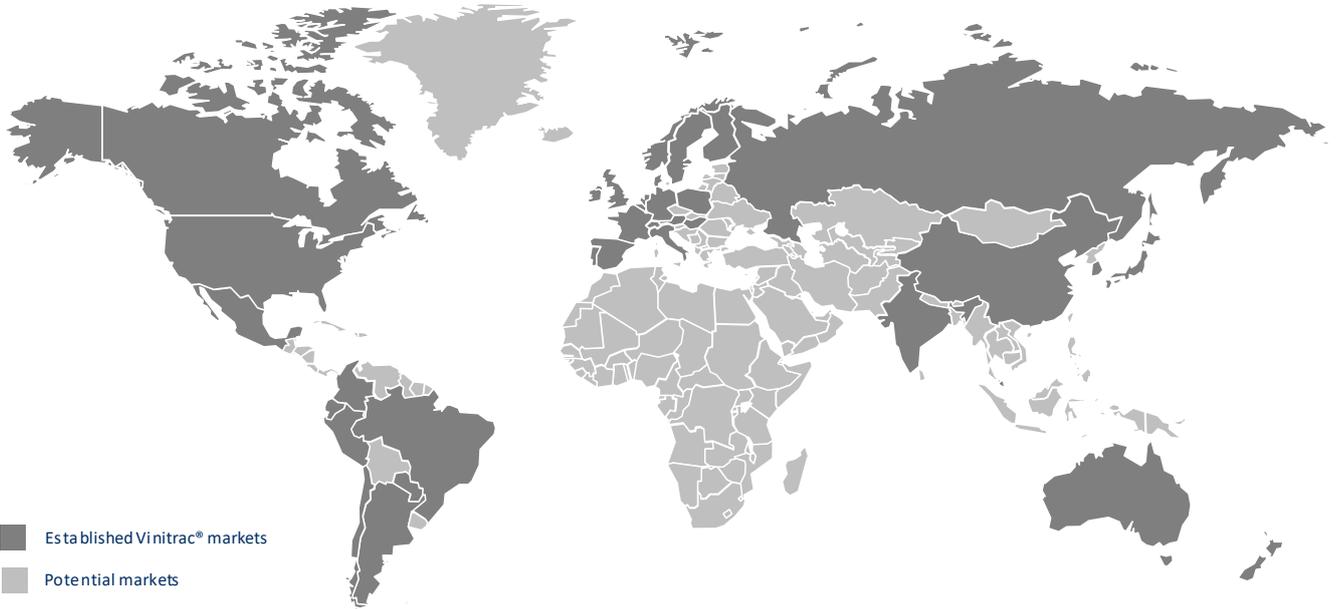
Vinitrac® is our online survey that uses a representative sample of adults who drink wine in each of the countries where we operate. The **omnibus** survey consists of a standard question set, which you can purchase as whole. You can also commission a **bespoke** survey that gives you more control over the make-up of the survey sample and the structure of the standard questions, as well as the option to add bespoke questions. Talk to one of our team today to see what would be best for your needs.



[View our standard base pack questions by clicking here](#)

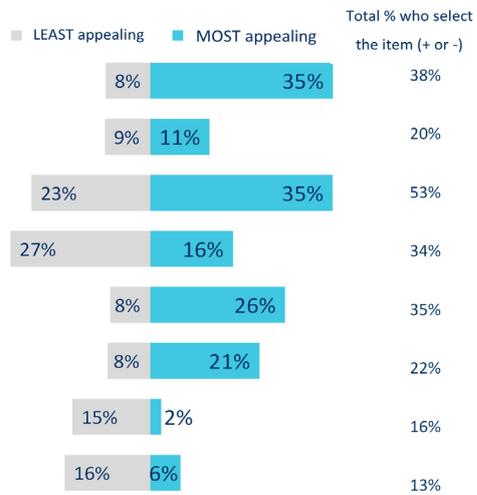
# Markets

Argentina ▪ Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Denmark ▪ Ecuador ▪ 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.  
Discounts available for multimarket projects.  
Tracking data available going back ten years for selected markets.*

An example output of label testing questions:



Sample output

## 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
Ecuador	Semi-annual wine drinkers in selected cities	500	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 (aged 18-60 with monthly household pre-tax income HKD15k+(million))	600	Online survey
India	Upper-middle class semi-annual wine drinkers in the selected urban 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 in selected cities	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 imported 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 (aged 18-64 with monthly household pre-tax income SGD 7k+)	600	Online survey
South Korea	Semi-annual imported grape-based wine drinkers (19-59 years)	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

## PRICING GUIDELINES:

Project type	Deliverables	Prices (per market) from
<b>Brand health</b> Standard questions: Prompted brand awareness, purchase, consideration, conversion, affinity and recommendation	Excel data table showing crosstabs by gender, age, area of residence and involvement plus historic tracking where available	GBP 2,500   AUD 4,500   USD 3,125   EUR 2,800
<b>Label / packaging tests</b> Up to six designs across four measures: attractiveness, purchase intent, imagery and direct choice. Optional reason why and hot spot for additional price	Excel data table and PowerPoint presentation	GBP 6,800   AUD 12,250   USD 8,500   EUR 7,600 Discount for multiple markets tested
<b>All 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	GBP 3,500   AUD 6,300   USD 4,375   EUR 3,920
<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	GBP 900 - 2,500   AUD 1,650 - 4,500   USD 1,125 - 3,125   EUR 1,000 - 2,800 per question (depending on complexity) *Priced for English language, translations typically +£100 per question

### Please contact us to discuss your specific project

Prices and exchange rates shown for illustration only. Costs shown are indicative per market and can vary according to project scope, market type, etc. Additional services such as custom questionnaire design will incur additional fees. Subject to availability and contract.

## Clients & Testimonials

Our clients include:

ZONIN1821



O'NEILL  
VINTNERS & DISTILLERS

ARESTI  
PASION FAMILIAR



"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."

Miguel Torres SA

FAMILIA  
TORRES



TAYLORS®  
CLARE VALLEY



Pernod Ricard  
Créateurs de convivialité

"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



TREASURY  
WINE ESTATES



KOBRAND



CASELLA  
FAMILY BRANDS

GRUPO PEÑAFLO  
BODEGAS ARGENTINAS LÍDERES



AVELEDA  
OUR WINE. OUR LOVE. OUR LIFE



WINE  
INSTITUTE

vspt.wine.group

CONCHA Y TORO®

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