

wine  
intelligence

wine  
intelligence  
consulting

wine  
intelligence  
events

wine  
intelligence  
reports  
shop

wine  
intelligence  
research

vinitrac®

consumer  
insight

trade  
insight

## Connecting wine businesses with knowledge and insights 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](mailto:info@wineintelligence.com).

For upcoming events, please visit [www.wineintelligence.com/events](http://www.wineintelligence.com/events)

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

Over  
100 reports  
covering 30+ wine  
markets

New reports published  
on a regular basis

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

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 approximately 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

— EST 1947 —  
**DELEGAT**



**Wine  
Australia**



**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.”

COMISSÃO VITIVÍNICOLA REGIONAL DO  
**TEJO**



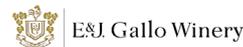
napa valley vintners



**R**  
INTER RHÔNE



**ARESTI**  
— Pasion Familiar —



“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



**CONCHA Y TORO**



**GRUPO PEÑAFLOR**  
BODEGAS ARGENTINAS LÍDERES



**WINEBOW**  
FINE WINE + SPIRITS



**O'NEILL**  
VINTNERS & DISTILLERS



“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



**ZONIN 1821**



vspt.wine.group

**ANDREW PELLER**  
— LIMITED —



ROTKAPPCHEN-MUMM



## Contact Wine Intelligence

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