

wine
intelligence

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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.

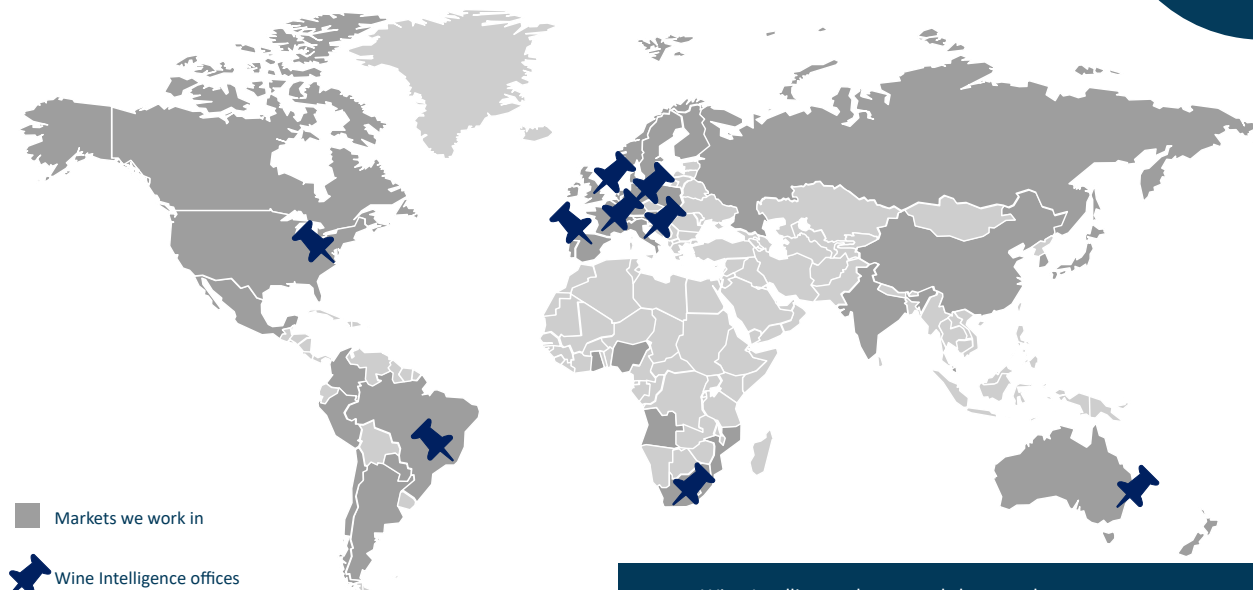
That's where you'll find us.

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.

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

wine
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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



Land of Wine, Charm and Tradition



Deutsches
Weininstitut

— EST 1947 —
DELEGAT



**Wine
Australia**



WSET
WINE & SPIRIT
EDUCATION TRUST

NYETIMBER
PRODUCT OF ENGLAND



Pernod Ricard
Créateurs de convivialité



NEGOCIANTS
AUSTRALIA
Fine Wine Shippers Since 1984



KOBRAND



napa valley vintners



DISTELL



INTER RHÔNE

ARESTI
— PASSION FAMILIAR —



**TREASURY
WINE ESTATES**



E&J Gallo Winery



**Constellation
Brands**



**CIVB
BORDEAUX**



"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 lead 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



TAYLORS
CLARE VALLEY

GRUPO PEÑAFLOR
BODEGAS ARGENTINAS LÍDERES

AVELEDA
OUR WINE. OUR LOVE. OUR LIFE



WINEBOW
FINE WINE + SPIRITS



O'NEILL
VINTNERS & DISTILLERS



RIOJA



CASELLA
FAMILY BRANDS

ZONIN 1821



Wines of Chile
Love Wine. Love Chile.



vspt.wine.group



welcome to our world of discovery



LANGUEDOC
APPELLATION D'ORIGINE CONTRÔLÉE
Sud de France

ANDREW PELLER
— LIMITED —



ROTKAPPCHEN-MUMM

"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

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Wine Intelligence global offices:

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