



WINE INTELLIGENCE

US WINE CONSUMER OBSERVATORY

2021 

INFORM YOUR US WINE MARKET STRATEGY



- The US Wine Consumer Observatory 2021 is the one-stop shop from global industry experts Wine Intelligence for businesses selling wine in US markets
- The insights provided in the Observatory will support business to:
 - Understand trends in wine consumer behavior
 - Align wine brand strategy with consumer needs
 - Plan marketing communications investments
 - Inform product listing and focus priorities
 - Guide innovation and NPD – including in sustainable, organic, lower alcohol and alternative wines
 - Evaluate routes to market and sales channels
 - Target and position wine brands with wine drinkers segments 'US Portraits'
 - Target and position wine brands with Premium wine drinkers segments
 - Monitor wine brand, country & region of origin and varietal trends
 - Evaluate wine packaging trends
 - Evaluate label designs against consumer preferences
 - Inform targeting and positioning of sparkling wine

"Wine Intelligence is a specialist who provides credible, solid quantitative data in a category that's often challenging to find that very thing. Their insights help to make fact-based decisions, and their expert consultation ensures both proper research design as well as a clear understanding of the results."

Kobrand

"The Wine Intelligence label classification has proved a very helpful way of thinking about our brand portfolio and where each label sits within it – allowing us to identify areas of opportunity for innovation and providing justification for label refreshes to stay competitive."

Constellation Brands

All information in the US Observatory will be uploaded to our online portal to provide quick and easy access

US OBSERVATORY – 2021 DELIVERABLES



	Report and data deliverables	Webinar presentations
January	US Wine Landscapes: Comprehensive market overview with full tracking data tables in Excel US Portraits: Wine consumer segmentation with full profiling data tables in Excel US Wine Packaging Formats US Wine Consumer Trends in the Covid-19 Era Premium Wine Drinkers in the US Market (2019 edition)	Wine Consumer Trends in the US Market
February	US SOLA: Opportunities in sustainable, organic and alternative wines US Low- and No-alcohol Wine Opportunities	
March	US E-commerce, online and DnC for Wine	US Portraits Deep Dive - Wine Drinker Segments
April	Wine Brand Power in the US Wine Market	
May		SOLA (sustainable, organic, lower / no alcohol and alternative) Wine Opportunities in the US Market
June	US Wine Label Design	
July		Wine Branding and Labelling in the US Market
August		
September	Sparkling Wine in the US Market	
October	Premium Wine Drinkers in the US Market (2021 update)	
November		US Premium Wine Drinkers
December	US Wine Market Consumer Trend Update	

Webinars will be recorded and available online to view

US MARKET EXPERIENCE



Wine Intelligence has been conducting research in the US market for 18 years

- Through our Vinitrac® online US survey platform we have gathered the views of more than 125,000 wine drinkers
- We have conducted consumer interviews, expert trade interviews and focus groups across the US markets
- We regularly present insights about the US wine market including at:
 - Washington Winegrowers Convention, WA
 - Wine Market Council: Wine Data, CA
 - VinExpo New York, NY
 - US Sustainable Winegrowing Summit, CA
 - Direct to Consumer Wine Symposium, CA
 - Unified Wine & Grape Symposium, CA
 - Sonoma County Winegrowers' Dollars & Sense Conference, CA

"It was great working with Wine Intelligence and I was especially impressed with how multiple focus groups and cities were managed seamlessly and at a consistently high level. I also appreciated a timely turnaround on debriefing the team with actionable, thoughtful insights. I am looking forward to the next project!"

Constellation Brands

"Wine Intelligence were a joy to work with from start to finish. The process and communication went really smoothly and the presentation of the research results exceeded our expectations"

California Sustainable Winegrowing Alliance

Our US clients include:



PRICING



- Company-wide subscription to the **US WINE CONSUMER OBSERVATORY 2021**
 - **USD 14,600**
 - **USD 9,200 Academic and smaller business** (fewer than 20 employees) **rate**
- Quarterly invoicing available if required
 - January 2021, April 2021, July 2021, October 2021

"The insights from the Wine Intelligence Global Consumer Trends workshop are very helpful – to get this type of big picture thinking is so useful for us and it's like you've given us a great guidebook on consumer behavior that we can really utilise."

Jackson Family Wines

"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

"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

"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

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