

WINE INTELLIGENCE VINITRAC®



The worlds largest U&A longitudinal tracking study of wine consumers in key global markets

Question deadline for custom questions
October 1st
2021

Vinitrac® helps wine businesses understand & evaluate wine consumer behaviour, attitudes and needs in key global markets.

Option 1: Comprehensive Wine Intelligence U&A tracking data per market
Option 2: Add confidential custom questions - to 1 or more markets

Vinitrac® supports businesses to conduct:



Brand health tracking
Affinity, awareness, consideration, purchase and recommendation



Label testing
Test your labels 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



Advertising testing
Understand attitudes to advertisements before they go to market

WHAT IS VINITRAC®?

Vinitrac® is the Wine Intelligence global online platform that survey's wine drinkers in each market

Vinitrac® is representative of approximately 647 million wine drinkers and 496 million *regular* wine drinkers.

Vinitrac® omnibus surveys have a full U&A wine drinker standard question set, to which custom confidential questions can be added

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

Annual tracking waves launched in:

January
March
May (Sparkling wine)
July
October

TECHNICAL SPECIFICATIONS:

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	1,000	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
Czech Republic	Regular wine drinkers	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 (19-64 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

Clients & Testimonials

Our clients include:



CASELLA FAMILY BRANDS ZONIN1821

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."

VQA Ontario

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



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Pernod Ricard
Créateurs de convivialité

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vinitrac®