WINE INTELLIGENCE

CANADA PORTRAITS 2021

SEPTEMBER 2021

Copyright
© Wine Intelligence 2021

All rights reserved. No part of this publication may be reproduced in any form (including photocopying or storing it in any medium by electronic means) without the permission of the copyright owners. Application for permission should be addressed to Wine Intelligence.

The source of all information in this publication is Wine Intelligence unless otherwise stated.

Wine Intelligence shall not be liable for any damages (including without limitation, damages for loss of business or loss of profits) arising in contract, tort or otherwise from this publication or any information contained in it, or from any action or decision taken as a result of reading this publication.

Please refer to the Wine Intelligence Terms and Conditions for Syndicated Research Reports for details about the licensing of this report, and the use to which it can be put by licensees.

Wine Intelligence Ltd: Nutmeg House, 60 Gainsford St, London SE1 3NY Tel: 020 8194 0090. E-mail: info@wineintelligence.com. Registered in England as a limited company number: 4375306

CONTENTS

INTRODUCTION

As major wine consumption markets emerge from the shock of Covid-19, two big questions need addressing: how and why did the wine category survive, and in some cases thrive, in such difficult circumstances? And how much long-term effect will the economic upheavals and enforced behaviour changes of 2020 and 2021 have on consumer lifestyles and behaviours?

The latest update of Canada Portraits, the Wine Intelligence wine consumer segmentation model for Canada, offers some clues. The relative buoyancy of off-premise wine sales during the pandemic can be accounted for by a notable doubling-down on the category by Canadian wine drinkers who were already fully engaged in wine. These drinker archetypes, known in our model as Engaged Explorers and Enthusiastic Treaters, account for just 18% of drinkers but over $4 in every $10 spent on wine.

As to why, the Covid-era restrictions on socialising and eating out appear to have fostered an innovative approach to wine drinking occasions amongst the committed drinker groups. New wine consumption occasions emerged from the pandemic. After an initial surge in lunchtime wine drinking, this habit has reduced, and instead consumers appear to be bringing forward ‘wine o’clock’ to late afternoon, and also deploying wine in online socialising.

Crucially, both segments have opted to recycle their disposable income normally spent on a bottle in a bar or restaurant into a higher quality and more expensive bottle in the LCBO, liquor store or supermarket. The result has been a sustained boost in spend per bottle in off-premise over the past year, particularly for Engaged Explorers, the most involved and knowledgeable segement, though in both cases the frequency of consumption has not changed much.

Where frequency has increased – and therefore most likely the drivers of volume in Canada over the past year – is amongst Mainstream Suburbans, the archetype representing the older, settled middle ground of Canadian wine drinkers. Whilst this group has largely resisted the temptation to spend more per bottle on wine in off-premise, the Covid effect here has been an increase in consumption for occasions outside of mealtimes at home.

To the second question, around what the long-term effect might be, the news is more mixed. The segment representing the wine category’s future in Canada – Social Newbies – has shrunk in size from almost a quarter of Canadian regular wine drinkers in 2018 to a fifth in 2021. In part this is a demographic issue, with an ageing population weighting the wine drinker profile older. However, there is also a noticeable Covid effect, with Social Newbies less likely to have transferred their normal wine drinking in on-premise social situations into at-home lockdown settings. Instead, they appear to have migrated more to beverage categories such as beer and hard seltzer – single serve, cheaper, and more aligned with non-social at home consumption.

Connected with this, the least engaged archetype of Canadian wine drinkers, Kitchen Casuals, have seen their numbers boosted from 22% of all drinkers in 2018 to 29% in 2021. This group buys wine when it has to, but tends not to choose it actively or regularly. They rarely drink wine in out-of-home situations. No doubt the boost in their numbers is partly down to closure of on-premise during Covid, and we expect this segment’s size to reduce slightly over the next few years.

How Portraits works

What is Portraits?

- Portraits is the name given to a series of wine attitudes and behaviour segmentations by Wine Intelligence, providing wine businesses with a reference segmentation of wine drinkers in key global markets that can be applied to individual brands, regions, countries of origin, style categories and retailers

- Canada Portraits 2021 is the 7th edition of our Canada market segmentation. Portraits are also available for the US, China, Australia, UK and, later on this year, Portugal

How we develop Portraits…

- Wine Intelligence uses factor and cluster analysis to group consumers into distinct segments based on their answers to questions about their wine-drinking behaviours and their attitudes towards wine. Once consumers have been identified as belonging to a specific segment, these segments are profiled based on a set of output variables, which in addition to the input variables include demographic information and more detailed questions on wine-drinking behaviour

- The individual segment descriptions are developed using an integrated research methodology utilising both quantitative and qualitative inputs

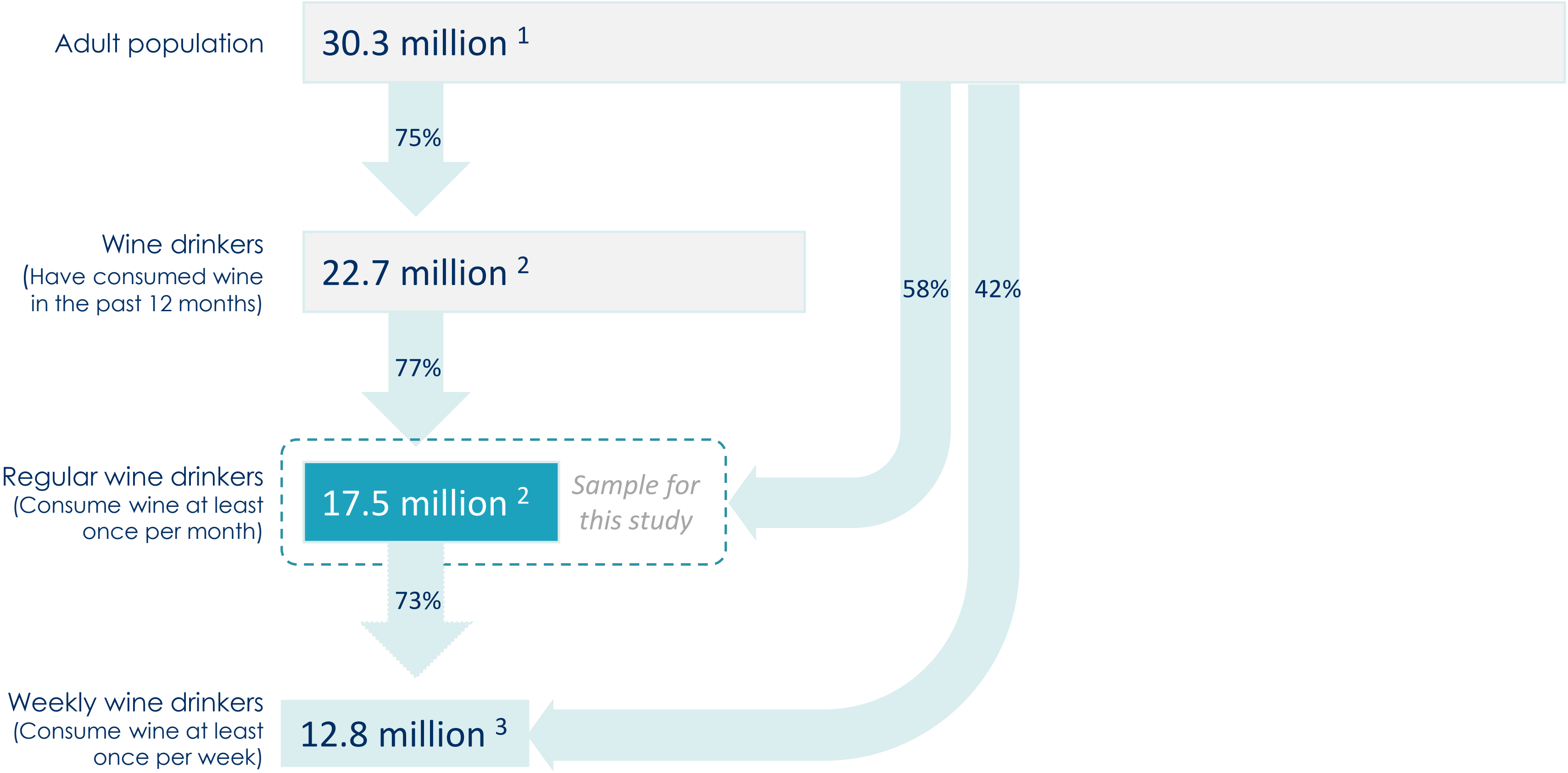
    - **Quantitative:** Analysis for Canada Portraits is based on a sample of 6,000 Canadian regular wine drinkers collected in July and October 2020, January and March 2021 via Wine Intelligence's Vinitrac® online survey. Comparisons for some measures were made against the previous Canada Portraits 2018 report

    - **Qualitative:** Interviews were conducted across Canada in August and September 2021 (see Appendix for details of the qualitative research methodology)

CONTENTS

OVERVIEW OF WINE DRINKERS IN THE CANADIAN MARKET 2021

Over half of Canadian adults are regular wine drinkers, with a majority of this population being weekly wine drinkers



Adult population

30.3 million [1]

75%

Wine drinkers
(Have consumed wine
in the past 12 months)

22.7 million [2]

77%

58%

42%

Regular wine drinkers
(Consume wine at least
once per month)

17.5 million [2]

Sample for this study

73%

Weekly wine drinkers
(Consume wine at least
once per week)

12.8 million [3]

Sources:

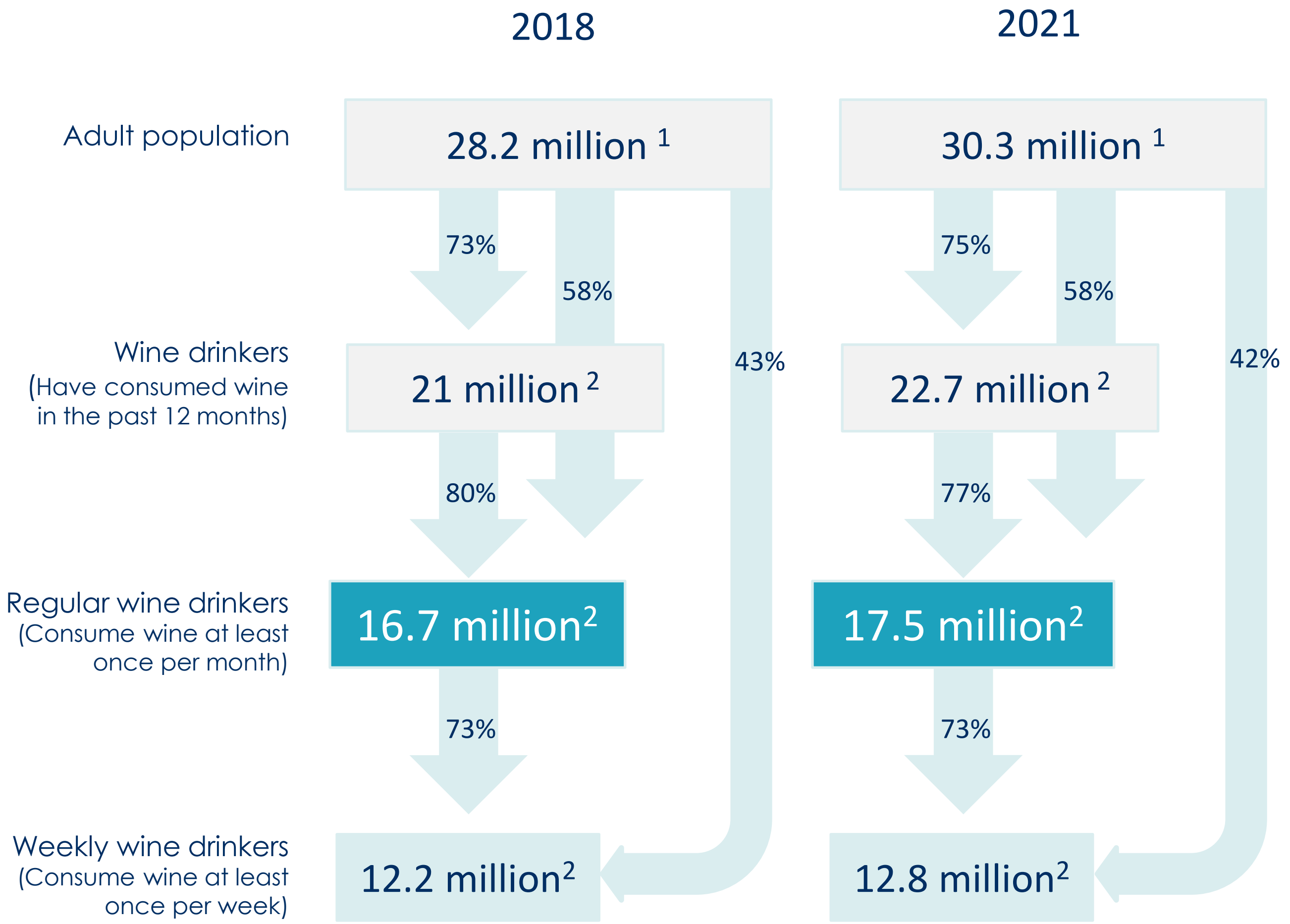
[1] Statistics Canada 2020 estimates

[2] Wine Intelligence online calibration study, December 2020, n=1,000 Canadian adults 19+ years. Wine=still light wine (red, white, rosé)

[3] Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

OVERVIEW OF WINE DRINKERS IN THE CANADIAN MARKET (TRACKING)

In line with the overall adult population rising since 2018, the number of regular wine drinkers in Canada has increased by 0.8 million



2018

2021

Adult population

28.2 million [1]

30.3 million [1]

73%

58%

75%

58%

Wine drinkers (Have consumed wine in the past 12 months)

43%

21 million [2]

22.7 million [2]

42%

80%

77%

Regular wine drinkers (Consume wine at least once per month)

16.7 million[2]

17.5 million[2]

73%

73%

Weekly wine drinkers (Consume wine at least once per week)

12.2 million[2]

12.8 million[2]

Sources:

[1] Statistics Canada 2016 and 2020 estimates

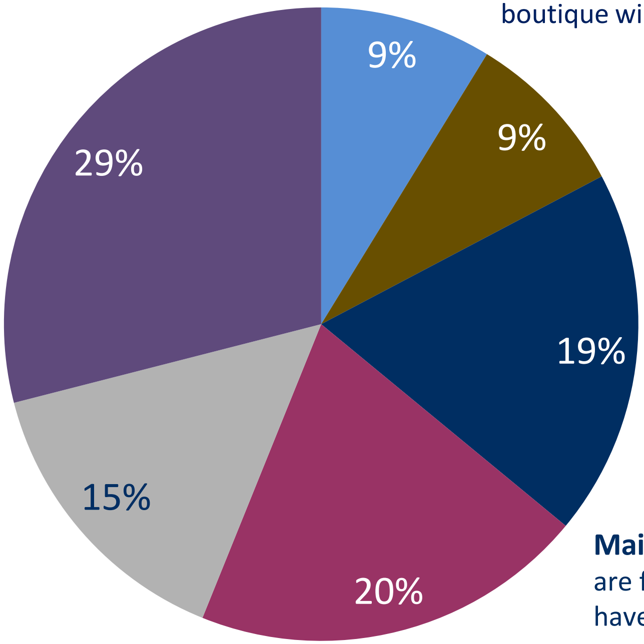
[2] Wine Intelligence online calibration studies, September 2017, n=1,074 Canadian adults and December 2020, n=1,000 Canadian adults 19+ years. Wine=still light wine (red, white, rosé)

[3] Wine Intelligence, Vinitrac® Canada, July and October 2017 + March 2018, (n=4,321) Canadian regular wine drinkers

[4] Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CANADA PORTRAITS: WINE DRINKER SEGMENTATION (2021)

% share of Canadian regular wine drinkers by Portraits segments Canada 2021



Engaged Explorers: Mid-aged, confident wine drinkers for whom wine is an important part of their lifestyle, drunk socially with friends and also for everyday occasions. They are the most knowledgeable and confident segment, willing to explore more boutique wines from smaller producers

Enthusiastic Treaters: One of the younger segments (Millennials) who are frequent social drinkers, but still lack knowledge in the wine category. They are typically less experienced in the wine category but are keen to explore and learn more. They are a highly sociable group, especially in the on-premise, with wine often being the topic of conversation. They are the most likely segment to purchase wine from online channels

Mainstream Suburbans: the oldest segment, who are frequent wine drinkers for everyday occasions, yet have lower per bottle spend. Wine serves a purpose of accompanying meals and they make a conscious effort to pair wine with food. They are open to trying new wines, but tend to stick to mainstream brands and varietals that deliver good value

Social Newbies: The youngest segment, who are inexperienced in the category with lower knowledge and confidence. A smaller segment than in previous years, they often drink wine in social occasions, with wine not fully integrated into their lifestyle. They are price-conscious, often seek out wines within a price range they are comfortable with and will have an eye out for promotions

Contented Occasionals: One of the oldest segments, they are infrequent drinkers, the least involved and lowest spenders. Time in the category means they have good knowledge, but purchase wine from a narrow repertoire of mainstream, lower-priced brands they are familiar with

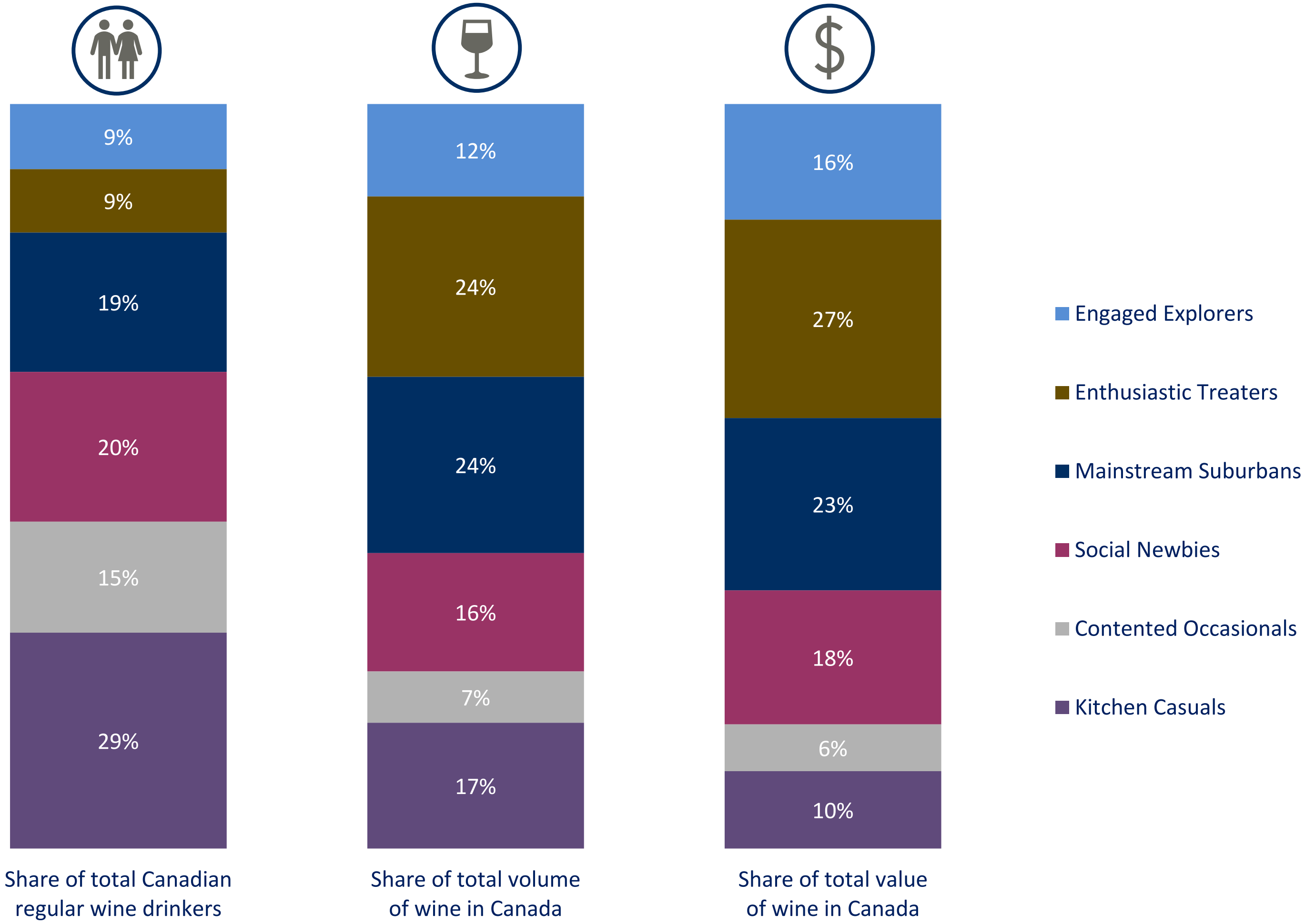
Kitchen Casuals: An older segment of infrequent and low-spending wine drinkers, with few consuming wine in the on-premise. A larger segment than in previous years, showing little interest in the category, sticking to mainstream lower-priced brands when purchasing wine

Sources: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

CANADA PORTRAITS MARKET SIZING

Population, share of wine volume and share of spend on wine: By Canada Portraits

Proportion represented by each segment with consumption and spend estimated based on recalled usage frequency and spend data
Base = All Canadian regular wine drinkers (n=6,000)

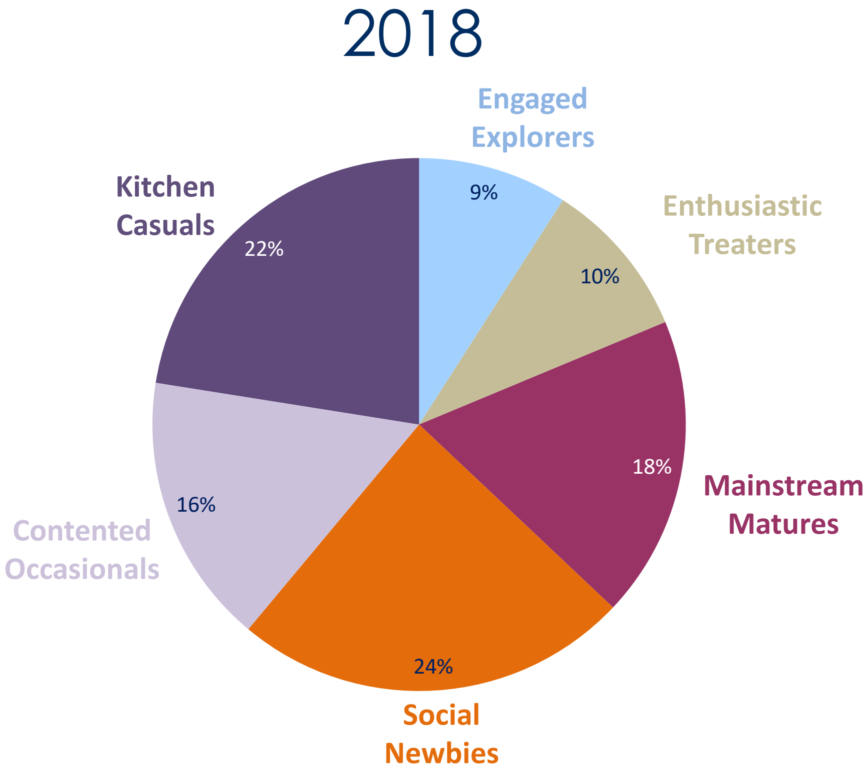


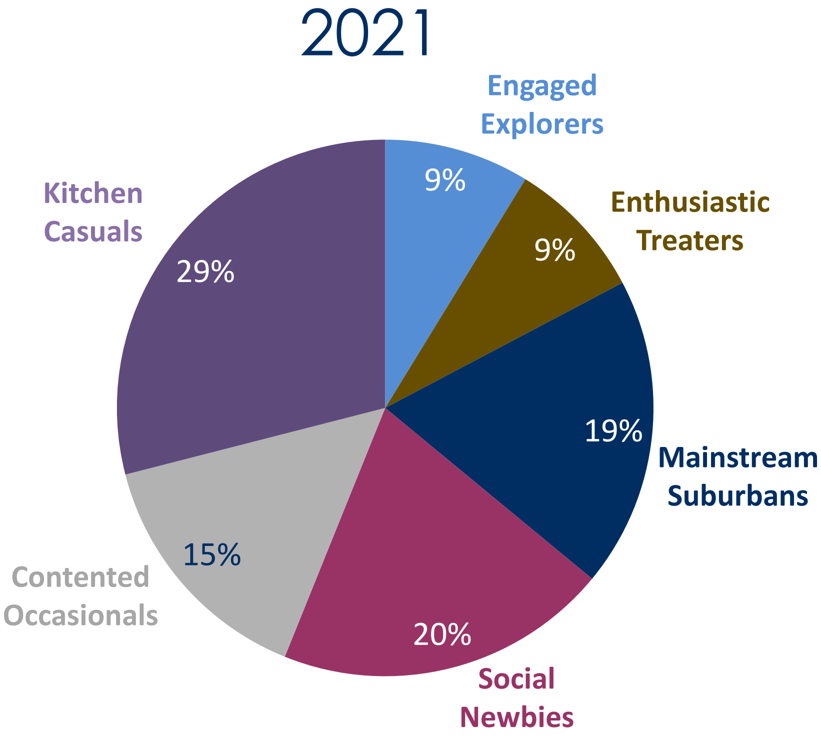
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CANADA PORTRAITS: 2018 → 2021: WHAT'S CHANGED

In 2021, Kitchen Casuals account for a larger proportion of the Canadian wine drinking population whilst the share of Social Newbies has decreased

% share of **population of Canadian regular wine drinkers** by Portraits segments Canada 2018 vs. 2021



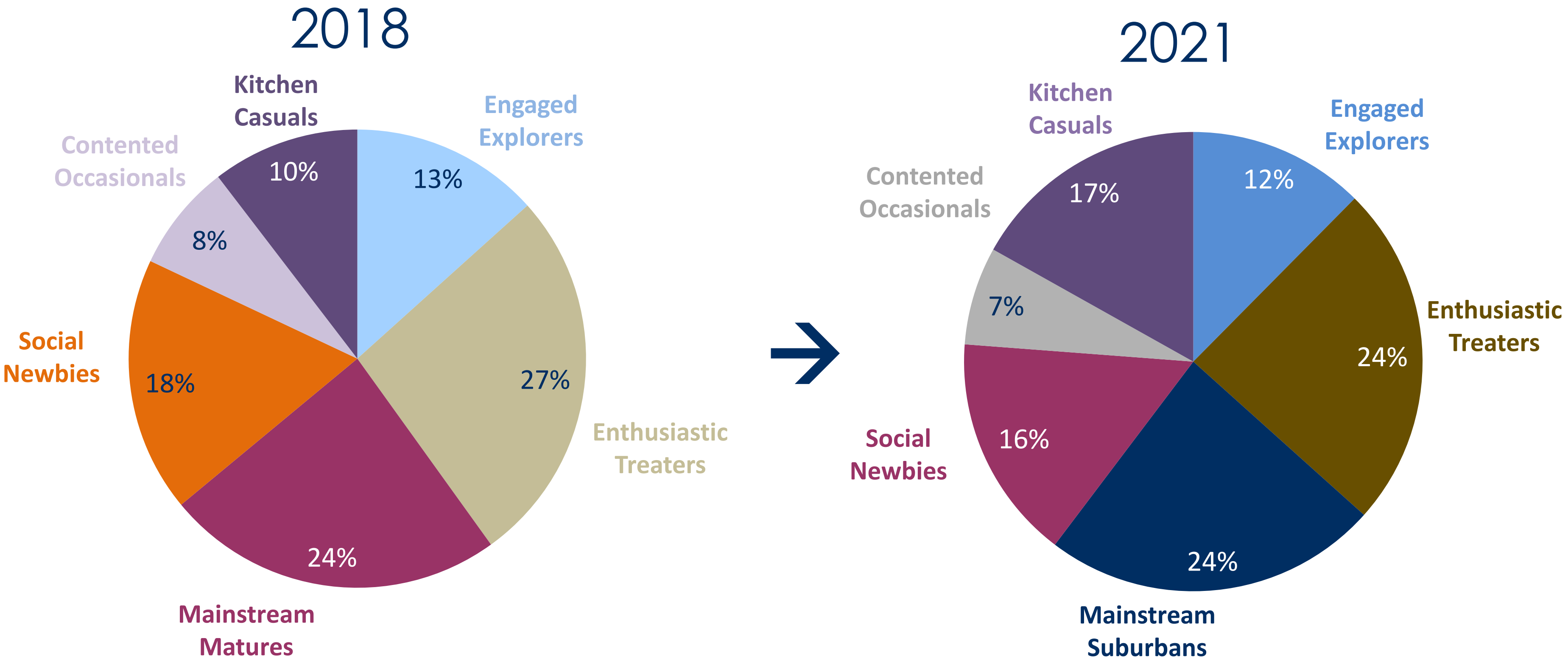


Source: Wine Intelligence, Vinitrac® Canada, July and October 2017 + March 2018, (n=4,321) Canadian regular wine drinkers
Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CANADA PORTRAITS: 2018 → 2021: WHAT'S CHANGED

Enthusiastic Treaters continue to account for the largest proportion of total volume, though this has decreased since 2018; Kitchen Casuals now hold a larger share

% share of **total volume** of wine by Portraits segments Canada 2018 vs. 2021

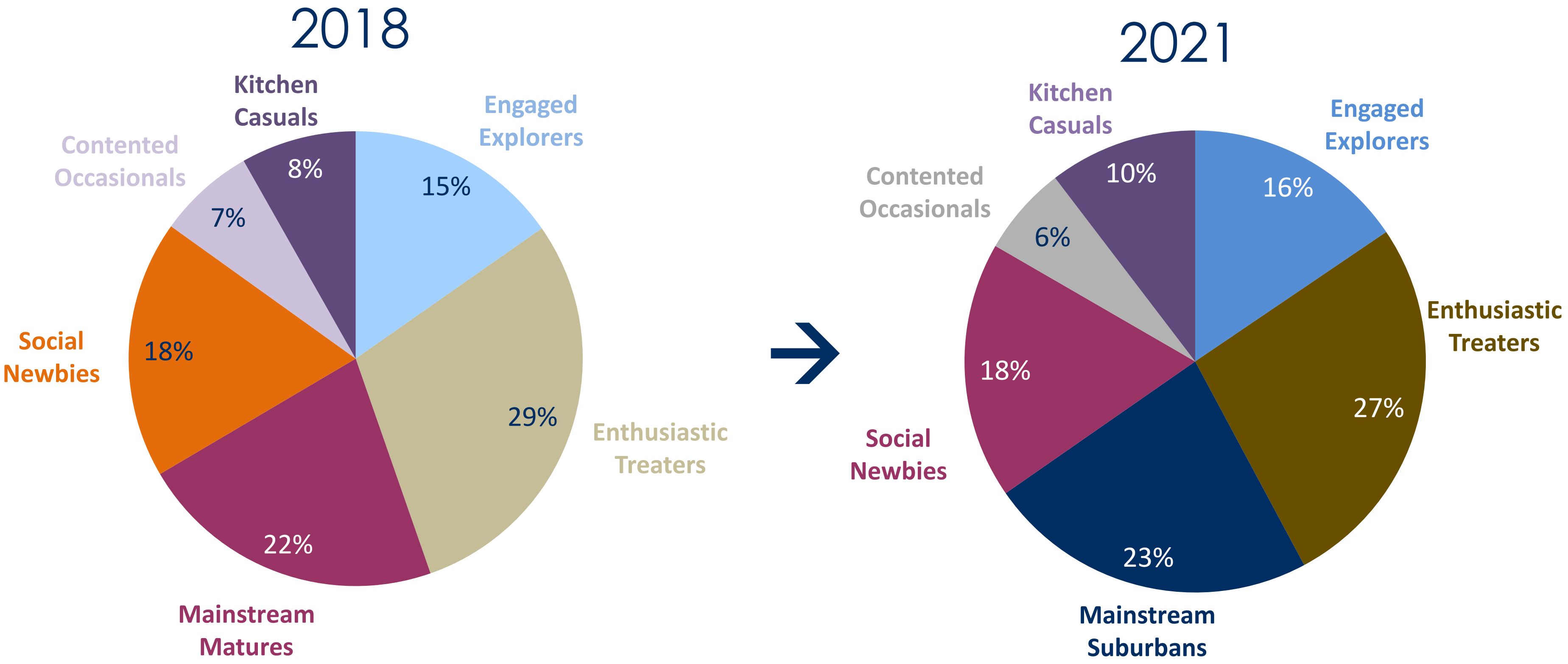


Source: Wine Intelligence, Vinitrac® Canada, July and October 2017 + March 2018, (n=4,321) Canadian regular wine drinkers
Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CANADA PORTRAITS: 2018 → 2021: WHAT'S CHANGED

Enthusiastic Treaters continue to account for the largest proportion of total value, with over a quarter of the market

% share of **total value** of wine by Portraits segments Canada 2018 vs. 2021



Source: Wine Intelligence, Vinitrac® Canada, July and October 2017 + March 2018, (n=4,321) Canadian regular wine drinkers
Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021: CANADA PORTRAITS SEGMENT CHANGES SUMMARY

Engaged Explorers → **Engaged Explorers**

Engaged Explorers remain similar to 2018, though they now skew slightly more male and have higher incomes. They are higher spenders in both the off- and on-premise compared with 2018. They remain the most knowledgeable and confident wine drinkers.

Enthusiastic Treaters → **Enthusiastic Treaters**

Enthusiastic Treaters also remain similar, but are now slightly older, now capturing more older Millennials than the 2018 version of the segment. They are also high spenders in the off- and on-premise. They continue to be one of the most frequent wine drinking segments.

Mainstream Matures → **Mainstream Suburbans**

Mainstream Suburbans is an updated name for Mainstream Matures of 2018. Mainstream Suburbans remain broadly similar to their predecessors, but they are more value driven, especially when it comes to purchasing a wine for frequent consumption in off-premise.

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021: CANADA PORTRAITS SEGMENT CHANGES SUMMARY

Social Newbies → **Social Newbies**

Social Newbies account for a smaller proportion of the market population and volume than those from 2018, likely reflecting in part the effect of Covid-19 on socialising amongst younger people, and a long-term reduction in wine category participation by younger drinkers. They continue to be the youngest and least experienced segment, drinking primarily for social occasions.

Contented Occasionals → **Contented Occasionals**

Contented Occasionals now account for a smaller proportion of the market population, volume and value compared with 2018, in part because of restrictions in visiting on-premise. They are now the segment with the lowest average on-premise spend, a potential factor of the pandemic and government restrictions. They are however, becoming more knowledgeable due to more time spent in the category, though this is not yet translating into increased purchase levels or involvement.

Kitchen Casuals → **Kitchen Casuals**

Kitchen Casuals remain one of the oldest segments of wine drinkers but are slightly older than in 2018. They are low spenders and low frequency wine drinkers. They now make up a larger proportion of Canadian regular wine drinkers, and their growth may have been fuelled by broader economic disruption and restrictions on socialising.

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021 ENGAGED EXPLORERS

Engaged Explorers are middle-aged, high-income earners who are the most knowledgeable and confident wine drinkers

Engaged Explorers: What's the same?

- They remain the most knowledgeable and confident wine drinkers
- They are the most adventurous segment and enjoy learning and exploring more about wine

Engaged Explorers: What's new?

- The gender balance has shifted more male
- Higher income
- Higher spend in both the off- and on-premise

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021: ENTHUSIASTIC TREATERS

Enthusiastic Treaters are Millennials with young families. They are frequent, social wine drinkers, especially in the on-premise and are enjoying exploring the category

Enthusiastic Treaters: What's the same?

- They are one of the most frequent wine drinking segments
- Reliant on recommendations from a wide range of sources including peers and critics
- They have low knowledge of the category and choose wine based on familiarity and recommendation
- They continue to have a strong on-premise wine drinking presence

Enthusiastic Treaters: What's new?

- They are older, with more older Millennials
- On- and off-premise average spend has increased

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021: MAINSTREAM SUBURBANS

Mainstream Suburbans are the oldest segment, who drink frequently in the off-premise. They are knowledgeable due to more time spent in the category and prefer good value

Mainstream Suburbans: Where are they from?

- They have come from 2018 **Mainstream Matures**
-
    - The oldest segment
    - Frequent wine drinkers who are knowledgeable
    - Enjoy familiar wine

Mainstream Suburbans: Who are they?

- The oldest segment, higher proportion of women
- Strong presence in the off-premise – second most valuable segment after Engaged Explorers
- Frequent wine drinkers, particularly for more informal occasions at home
- More open to recommendations
- Enjoy drinking wine and have good enough experience and knowledge to enjoy trying new styles that are good value for frequent drinking

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021: SOCIAL NEWBIES

The youngest and least experienced segment, primarily drinking wine for social occasions

Social Newbies: What's the same?

- They are the youngest and least experienced wine drinkers
- They have low knowledge of the category and choose wine based on familiarity and recommendations
- They primarily drink in social occasions

Social Newbies: What's changed?

- Account for a smaller proportion of the market population and volume
- Higher on-premise average spend

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021: CONTENTED OCCASIONALS

One of the oldest segments, they are infrequent and low-spending wine drinkers with a preference for mainstream brands they know. They have relatively high knowledge due to time and experience in the category

Contented Occasionals: What's the same?

- Most infrequent wine drinkers in the off-premise
- One of the oldest segments
- Know the brands they like and stick to them when buying wine

Contents Occasionals: What's changed?

- Account for a smaller proportion of the market population, volume and value
- Now the segment with the lowest average on-premise spend
- Increased knowledge of wine due to more time spent in the category

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

2018 → 2021: KITCHEN CASUALS

One of the oldest segments, they are infrequent, value-driven drinkers who drink wine almost exclusively at home

Kitchen Casuals: What's the same?

- One of the oldest segments of wine drinkers
- Drink wine less frequently and are strongly driven by promotions
- Least likely segment to drink in the on-premise
- They are the largest segment in terms of population

Kitchen Casuals: What's changed?

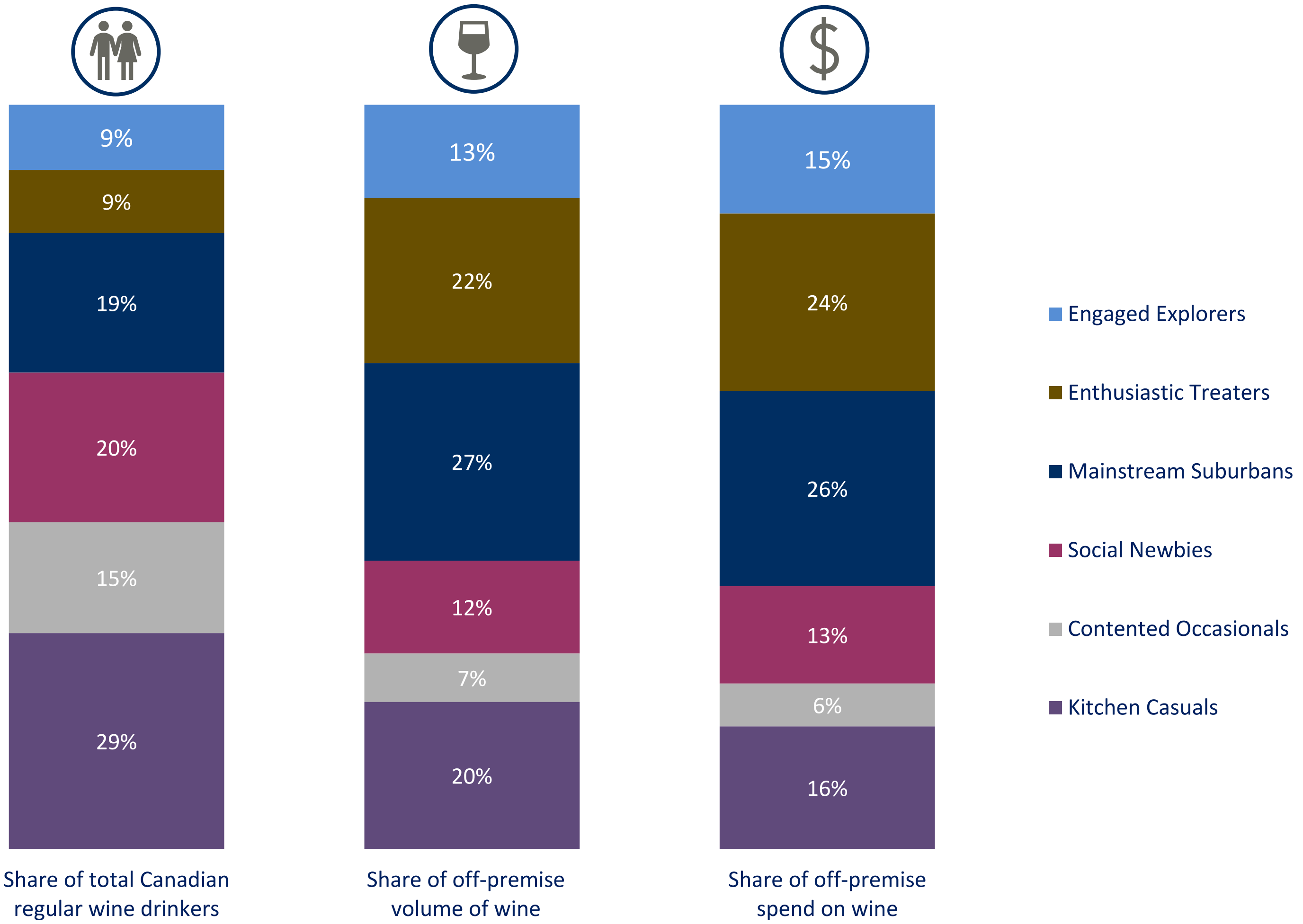
- They make up a larger proportion of Canadian regular wine drinkers
- They are slightly older

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CANADA PORTRAITS MARKET SIZING: OFF-PREMISE

Population, share of wine volume and share of spend on wine in the off-premise

Proportion represented by each segment with consumption and spend estimated based on recalled usage frequency and spend data
Base = All Canadian regular wine drinkers (n=6,000)



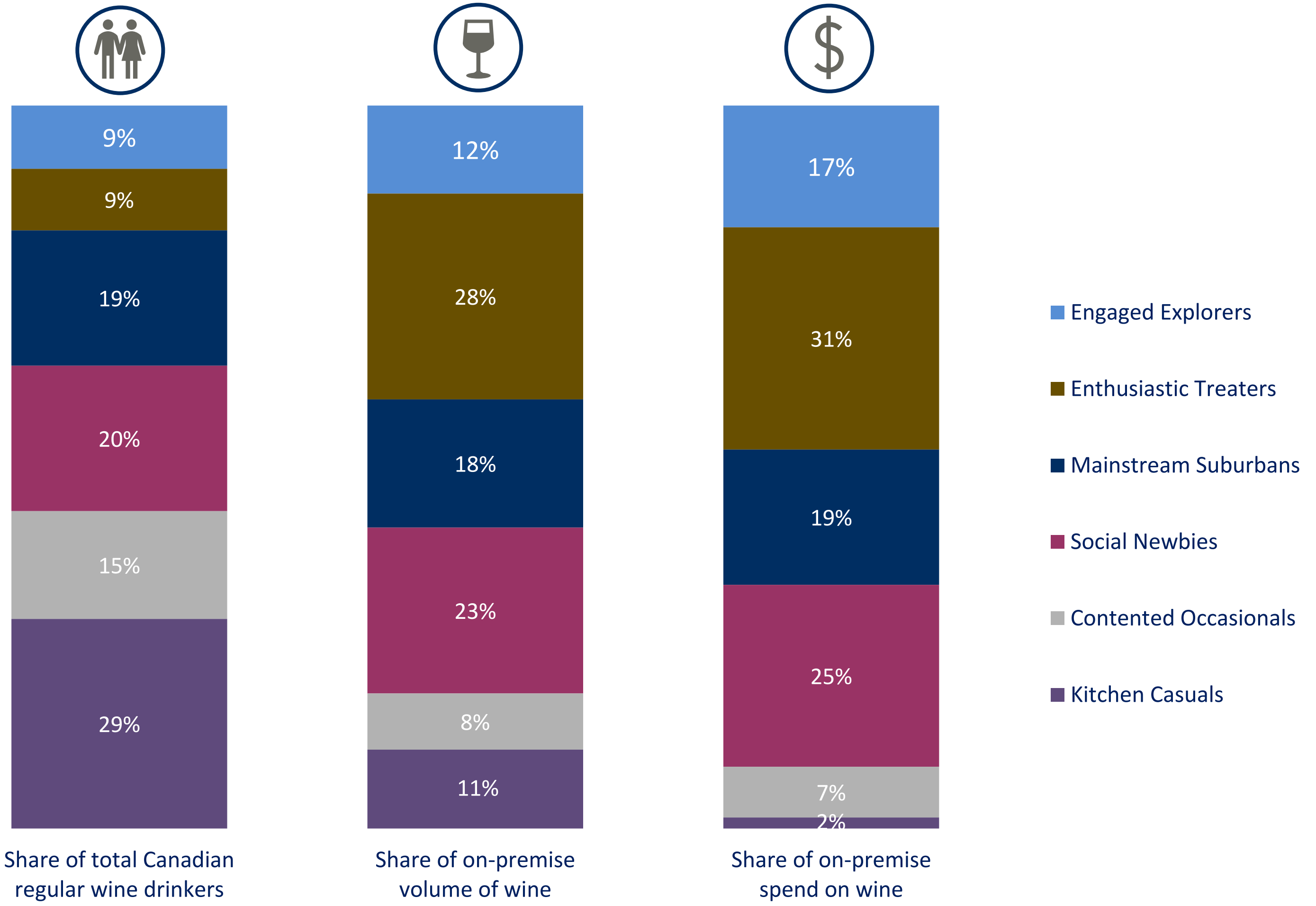
	Share of total Canadian regular wine drinkers	Share of off-premise volume of wine	Share of off-premise spend on wine
Engaged Explorers	9%	13%	15%
Enthusiastic Treaters	9%	22%	24%
Mainstream Suburbans	19%	27%	26%
Social Newbies	20%	12%	13%
Contented Occasionals	15%	7%	6%
Kitchen Casuals	29%	20%	16%

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CANADA PORTRAITS MARKET SIZING: ON-PREMISE

Population, share of wine volume and share of spend on wine in the on-premise

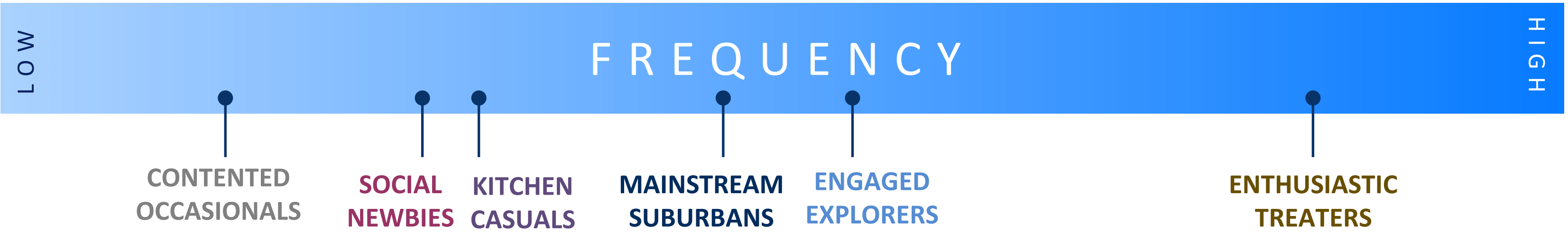
Proportion represented by each segment with consumption and spend estimated based on recalled usage frequency and spend data
Base = All Canadian regular wine drinkers (n=6,000)



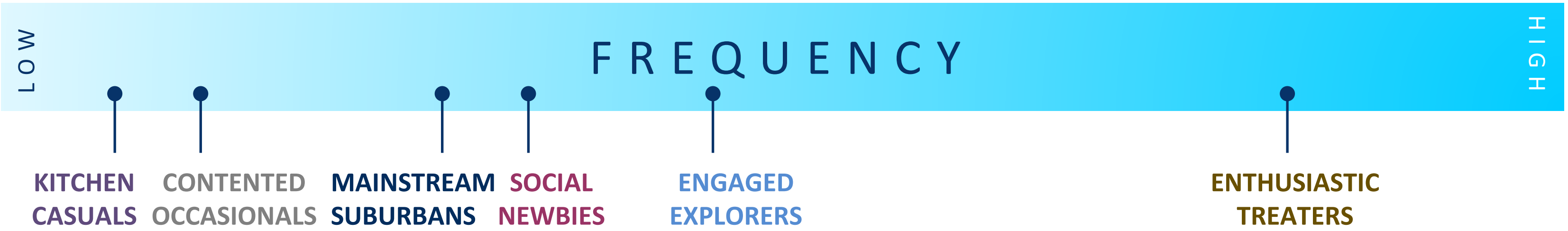
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

INTRODUCING THE 2021 PORTRAITS GROUPS: WINE CONSUMPTION

Wine consumption frequency (off-premise)



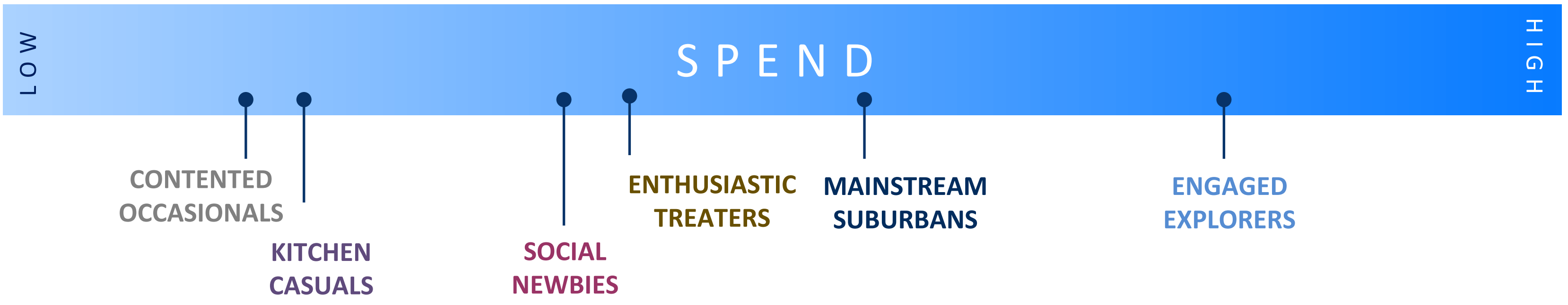
Wine consumption frequency (on-premise)



Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

INTRODUCING THE 2021 PORTRAITS GROUPS: SPEND

Typical spend per bottle of wine (off-premise)

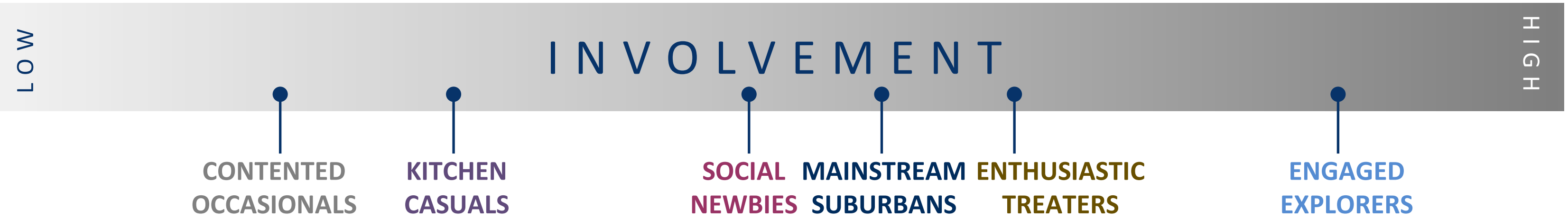


Typical spend per bottle of wine (on-premise)

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

INTRODUCING THE 2021 PORTRAITS GROUPS: RELATIONSHIP WITH WINE

Level of involvement with the wine category



LOW

INVOLVEMENT

HIGH

CONTENTED OCCASIONALS

KITCHEN CASUALS

SOCIAL NEWBIES

MAINSTREAM SUBURBANS

ENTHUSIASTIC TREATERS

ENGAGED EXPLORERS

Level of wine knowledge

LOW

KNOWLEDGE

HIGH

ENTHUSIASTIC TREATERS

SOCIAL NEWBIES

KITCHEN CASUALS

CONTENTED OCCASIONALS

MAINSTREAM SUBURBANS

ENGAGED EXPLORERS

Level of confidence with wine

LOW

CONFIDENCE

HIGH

CONTENTED OCCASIONALS

KITCHEN CASUALS

SOCIAL NEWBIES

ENTHUSIASTIC TREATERS

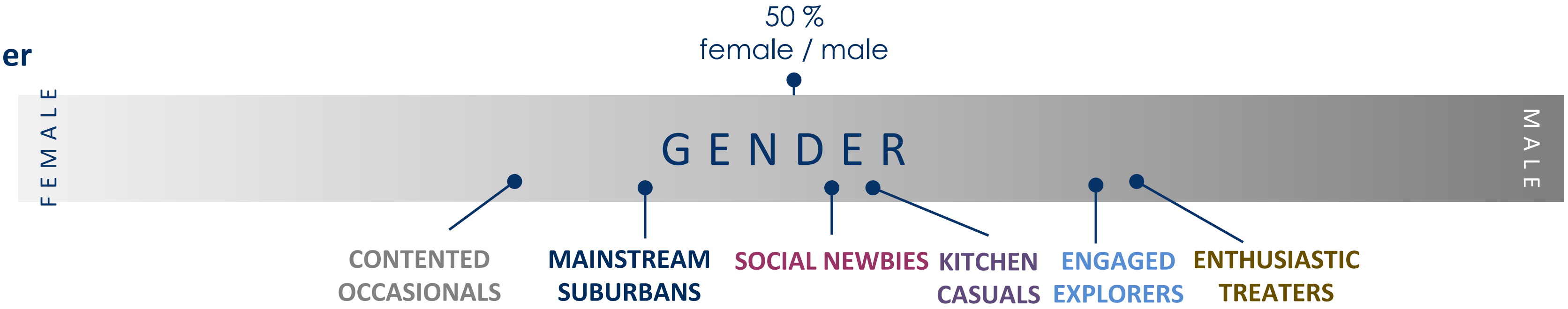
MAINSTREAM SUBURBANS

ENGAGED EXPLORERS

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

INTRODUCING THE 2021 PORTRAITS GROUPS: DEMOGRAPHICS

Gender



50 %
female / male

FEMALE

GENDER

MALE

CONTENTED OCCASIONALS

MAINSTREAM SUBURBANS

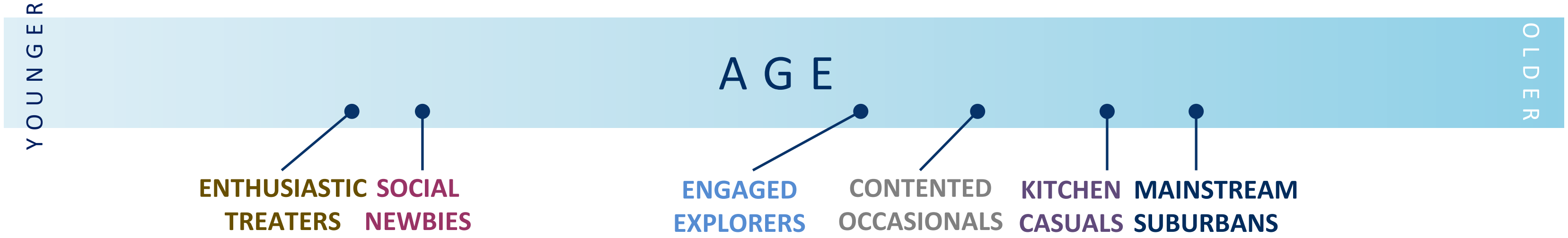
SOCIAL NEWBIES

KITCHEN CASUALS

ENGAGED EXPLORERS

ENTHUSIASTIC TREATERS

Age



YOUNGER

AGE

OLDER

ENTHUSIASTIC TREATERS

SOCIAL NEWBIES

ENGAGED EXPLORERS

CONTENTED OCCASIONALS

KITCHEN CASUALS

MAINSTREAM SUBURBANS

Income

LOWER

INCOME

HIGHER

KITCHEN CASUALS

ENTHUSIASTIC TREATERS

CONTENTED OCCASIONALS

SOCIAL NEWBIES

MAINSTREAM SUBURBANS

ENGAGED EXPLORERS

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CANADA PORTRAITS 2021 OVERVIEW: SUMMARY OF KEY SEGMENT ATTRIBUTES

	Engaged Explorers	Enthusiastic Treaters	Mainstream Suburbans	Social Newbies	Contented Occasionals	Kitchen Casuals
Who are they?	Mid-aged, confident and knowledgeable wine drinkers, the majority are married and live with a partner but no children	Millennials, likely to be married and living with a young family. Frequent social drinkers, lack knowledge and are cautiously exploring the wine category	The oldest segment, often married and living with a partner and no children. Big off-premise wine drinkers but lower per bottle spend	Youngest segment (Gen Z and younger Millennials), who are inexperienced in the category. They have low knowledge and confidence	An older segment, they have good knowledge due to time spent in the category but are the least involved segment	An older segment of the lowest income earners with many being Empty Nesters. Infrequent drinkers, sticking to a narrow range of wines they know
Why do they drink wine?	Wine is a key part of their lifestyle, drunk socially with friends but also for everyday occasions	Highly social group, especially in the on-premise. Wine helps elevate social occasions. Wine is a topic of conversation	To accompany meals and as part of special occasions – they make an effort to pair wine with food	A drink to share with others and a way to feel a bit more sophisticated, especially when eating out	As the occasional treat to accompany a meal at home	Show little interest in wine, with it being a treat at the end of the day, though not regularly
Where do they shop for wine?	Mainly government-controlled liquor stores but strong preference to buy wine from smaller, independent boutiques and directly from wineries	Government-controlled liquor stores are the main channel, due to habitual wine buying behaviour. They are the most experience online shoppers	Government-controlled liquor stores are seen as offering the most variety and availability for their needs	Mostly from government-controlled liquor stores where staff offer recommendations. Also likely to buy online	Mostly from government-controlled liquor stores	Mostly from government-controlled liquor stores, least likely segment to use alternative channels or shop online
What type of wine do they buy?	Have the broad wine repertoire. Drawn to more boutique wines from local importers to discover new wines. Interested in alternative wines	Often have a few 'safe bets' – familiar varietals or mainstream brands they fall back on, but are keen to try new recommendations from those in the know	Open to trying new wines, but tend to stick to mainstream brands and varietals that deliver good value. Most likely segment to purchase local wines	Cautiously trying varietals that they might know, or wines recommended with food when out. Label appeal plays an important part in purchase behaviour	Stick to a narrow repertoire of mainstream, lower-priced brands. Most likely segment to stick to what they know	Stick to known brands when selecting wine, mainstream, lower-priced brands

CONTENTS

ENGAGED EXPLORERS

WHO

- Mid-aged, higher proportion of men, high income earners, the majority are married and living with a partner and no children, mostly concentrated Ontario and Newfoundland and Labrador

INTERESTS AND VALUES

- Knowledge, education, staying informed
- Supporting 'local' and giving back
- Enjoying life to the fullest
- Savvy, choosing quality over quantity

RELATIONSHIP WITH WINE

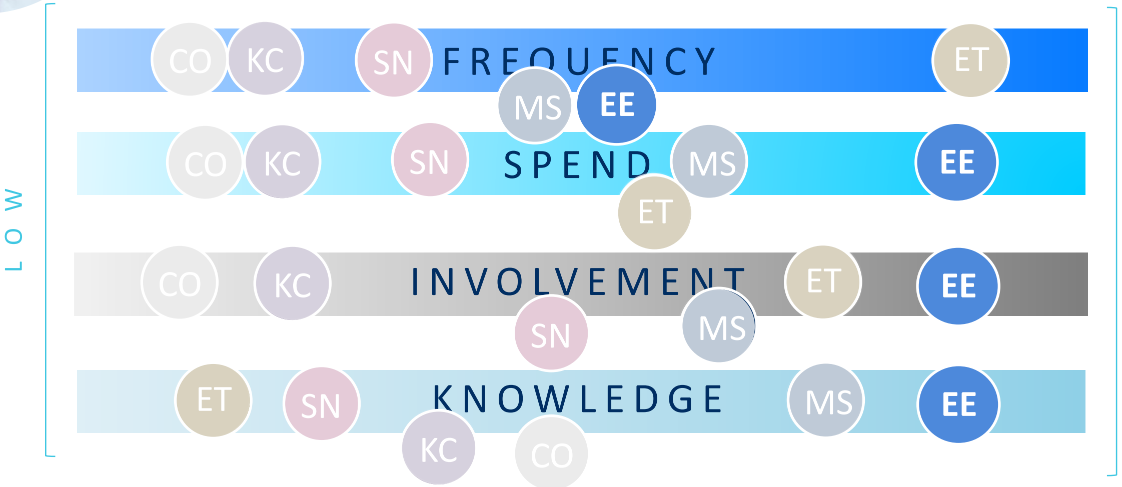
- **Valuable.** Highest spenders on wine (per bottle)
- **Frequent drinkers.** Wine is the go-to drink for everyday occasions both in and out of the home
- **Confident & curious.** Highest wine knowledge and confidence levels, heavily engaged with the category, a personal and social interest

HOW TO ENGAGE THEM WITH WINE

- **Social experiences** e.g. tastings, dinners, events
- **Discovery opportunities** e.g. wine clubs, samples
- **Exclusivity** e.g. limited releases, member-only opportunities
- **Clear 'value' equation** e.g. good ratings, reviews / recommendation

KEY CHALLENGE FOR WINE BRANDS

- **Building loyalty & staying interesting.** They enjoy exploring new wines and may forget something they loved



BRANDS THEY DRINK

Prefer boutique wines but will also buy mainstream brands including:

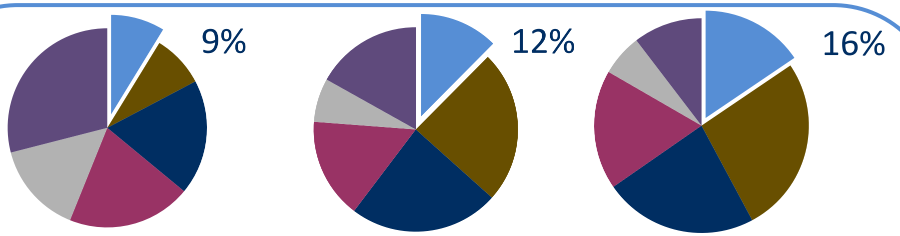
Oyster Bay
Woodbridge by Robert Mondavi
Jackson Triggs
Kim Crawford
Inniskillin
[yellow tail]
Naked Grape
Sawmill Creek
Jacob's Creek

Typical Engaged Explorer behaviour

- ✓ Typically spend $20 to $30 on a bottle of wine, but are willing to trade up for better quality
- ✓ Grape variety is important to them when choosing wine
- ✓ Drawn to more boutique wines from local importers as a means for discovering new wines
- ✓ Enjoy wine shopping and take time to make wine purchase decisions
- ✓ Social wine drinkers, enjoy discovering and sharing good wine in the on-premise

ENGAGED EXPLORERS: PROPORTION OF WINE DRINKERS, VOLUME AND SPEND ON WINE

One of the smallest segments, yet the highest spenders both in the off- and on-premise



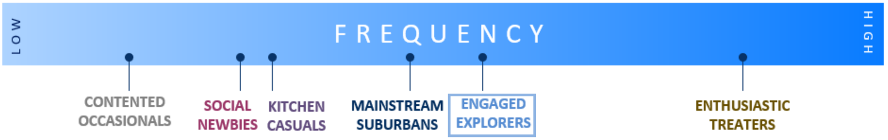
Share of regular wine drinkers **population**

Share of total **volume** of wine sold in Canada

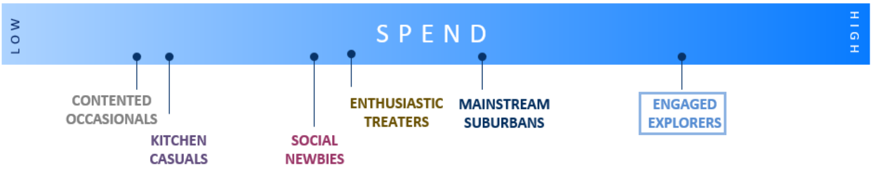
Share of total **spend** on wine in Canada

Off-premise	13%	15%
On-premise	12%	17%

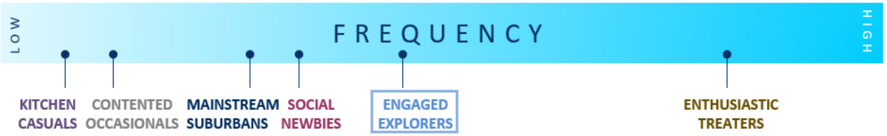
Wine consumption frequency (off-premise)



Typical spend per bottle of wine (off-premise)



Wine consumption frequency (on-premise)



Typical spend per bottle of wine (on-premise)

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

ENGAGED EXPLORERS: WHO ARE THEY?

Male bias

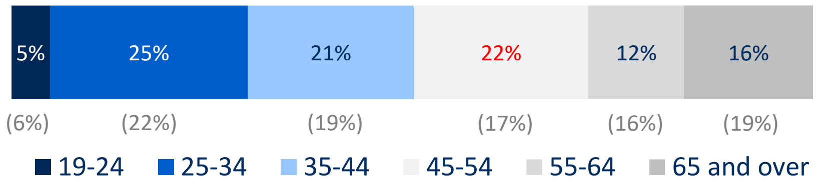
High income earners

Gender

60% (51%)

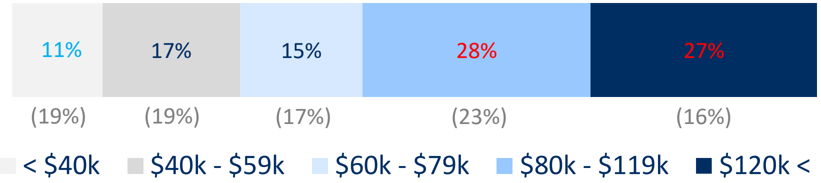
40% (49%)

Age



Income

(annual total household income before taxes)



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

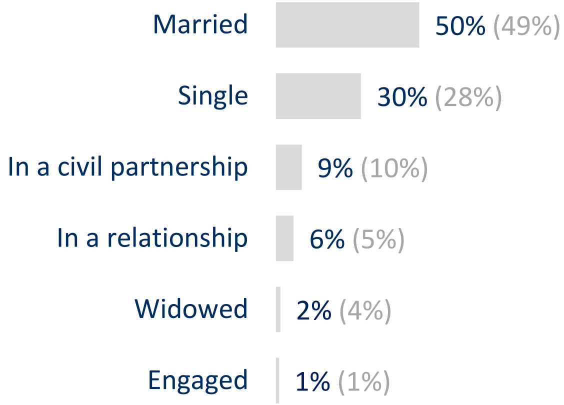
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

ENGAGED EXPLORERS: WHERE DO THEY LIVE AND WHO WITH?

The majority are married and living with a partner and no children, and concentrated in Ontario

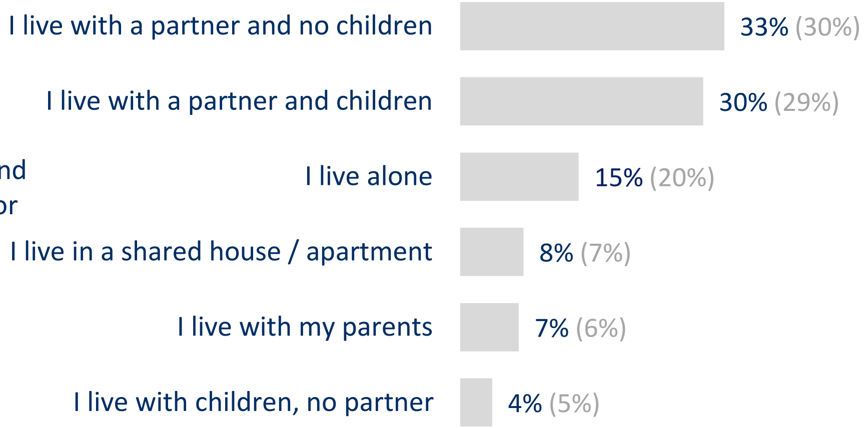
Where are they?

What's their relationship status?



Married	50% (49%)
Single	30% (28%)
In a civil partnership	9% (10%)
In a relationship	6% (5%)
Widowed	2% (4%)
Engaged	1% (1%)

Who do they live with?



I live with a partner and no children	33% (30%)
I live with a partner and children	30% (29%)
I live alone	15% (20%)
I live in a shared house / apartment	8% (7%)
I live with my parents	7% (6%)
I live with children, no partner	4% (5%)

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

ENGAGED EXPLORERS: VALUES, ATTITUDES & INTERESTS

What's important to them?

- **Enjoying themselves,** appreciating the finer things in life
- **Knowledge,** education, staying informed
- **Savvy** choice makers, quality over quantity
- See their **homes as reflecting themselves** to others
- **Local community,** supporting local producers

What are their interests?

% who stated they are interested in each of the following subjects

Cooking
75% (62%)

Movies or TV shows
70% (66%)

Politics
60% (40%)

Finance / Investments
51% (40%)

Participating in sport or fitness
50% (35%)

Healthcare
49% (45%)

Environmental and sustainable causes
47% (36%)

What are their attitudes?

% who 'agree' or 'strongly agree' with each statement

During a given week, I cook meals frequently – 65% (53%)

Investing in education is important to me – 59% (40%)

I am typically willing to pay more for high-quality items – 59% (26%)

I try to buy food that is grown or produced locally (in the region where I live) – 58% (34%)

My home is an expression of my personal style – 48% (33%)

I like to take my time to find out the best value option in everything I do – 48% (36%)

My cultural / ethnic heritage is an important part of who I am – 46% (32%)

I regularly read financial news or financial publications – 42% (22%)

> "Trying to support local businesses and restaurants is important"
> *Engaged Explorer, Male*

> "I love going to smaller boutiques that maybe have less products but are of a better quality, even if they are more expensive"
> *Engaged Explorer, Male*

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: ALCOHOLIC BEVERAGES

Wine is their go-to drink, but they also enjoy a wide range of beverages including beer

What do they drink?

- Their adventurous nature is reflected in their **broad alcoholic beverage portfolio** – over-indexing on consumption of most beverages
- Have a **stronger preference for red wine** compared with regular wine drinkers
- While wine is their go-to drink for most occasions, they particularly **enjoy beer (including craft beer) and spirits, especially in cocktails**

Compared with others, they often enjoy:

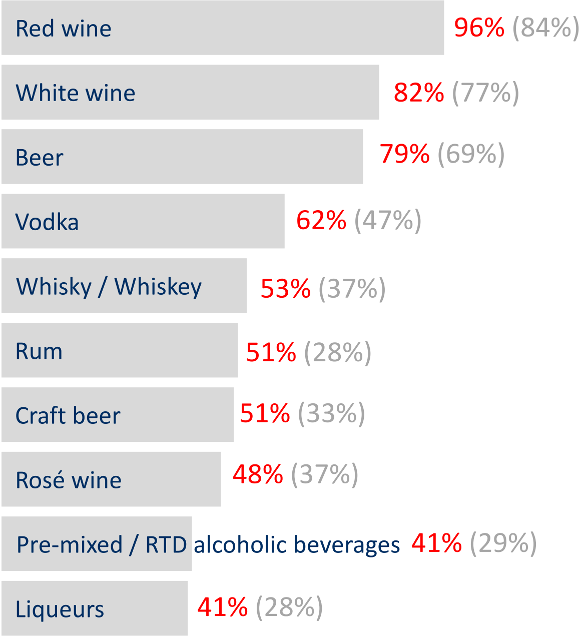
Red wine, beer, cocktails

> "I drink a mix of wine, cocktails, beer and cider at home"
> *Engaged Explorer, Male*

> "I would say that wine is probably our primary alcoholic beverage. We drink beer as well, but mostly wine I would say"
> *Engaged Explorer, Male*

Top 10 alcoholic beverages: Past 12 months

% who have drunk the following alcoholic beverages in the past 12 months



A selection of beverages inside an Engaged Explorer's home

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: MOTIVATIONS FOR DRINKING WINE

Habitual drinkers who enjoy wine to relax and as accompaniment to meals and social occasions

Why do they drink wine?

- Wine is seen as a suitable beverage both during weekdays and the weekends. It is drunk both **socially when with friends**, but also for **everyday occasions** such as meals at home and to wind down after a day of work
- There is a **strong connection with food**, with wine as an accompaniment to dining at home – they consider which wine pairs with their dish
- They also **enjoy wine when socialising with their peers**, notably in outdoor locations, likely as a result of government restrictions during the pandemic
- Wine is also **enjoyed for celebratory occasions** such as birthdays, where they are **likely to trade up for a better quality wine**

"Whether it has been a good day or a bad day, or if we are celebrating something, we will open a bottle of wine"
Engaged Explorer, Male

"Both my partner and I recently celebrated birthdays so we opened up a nicer bottle than our everyday wine"
Engaged Explorer, Male

"We probably have a glass a night with a meal, maybe two glasses"
Engaged Explorer, Male

"With dinner, or for more special occasions like birthdays or even just gathering with friends in the park"
Engaged Explorer, Male

"We drink wine midweek with dinner as well as just for relaxing at the weekends"
Engaged Explorer, Male

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: WINE ENGAGEMENT

High engagement and knowledge, driven by their exploratory nature

How do they engage with wine?

- As both an **everyday drink and treat**. Wine is used to wind down and relax on a weeknight, and also as an accompaniment to meals or celebratory occasions
- **Proactively dedicate time, energy and money to discovering new wines and experiences** – visit wineries, do independent research and engage in tastings
- They are **confident in their wine knowledge** but are still keen to learn more. Often the one in their friendship circle to suggest wine for social occasions
- **Happy to spend more for a better quality or more interesting wine**

What influences their choices?

- **Personal research** using apps (eg Vivino) to check availability, quality and wine descriptions
- **Peer recommendations** on social media platforms such as Instagram
- Discoveries from their **own experiences** and through travel to **wineries and through tastings**

> "I've been doing tastings and often take bottles to the park with friends to hang out and try"
> *Engaged Explorer, Male*

> "Everyone is active on social media in my social circle. People post a bottle of their Instagram stories and that is high I recognise them "
> *Engaged Explorer, Male*

> "I do a bit of research in advance because the stock and the availability of wine offerings they have at the LCBO is on their app or online. Then I might cross-reference with Vivino"
> *Engaged Explorer, Male*

> "I am keen to look at the label for information about the wine"
> *Engaged Explorer, Male*

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: WHERE THEY BUY WINE

Government-controlled liquor stores because of ease of access, but strong preference for specialised, privatised channels for discovery of more ‘interesting’ wines

Where do they buy wine?

- Government-controlled liquor stores are where wine is mostly bought, though there is **strong preference to buy wine from smaller, independent boutiques and from wineries** – allowing them to discover new wines
- This segment **over-indexes for buying wine through privatised channels**. For some, this was prompted by the pandemic as a result of changes in liquor laws allowing restaurants to sell wine

Top 10 wine buying channels

% who have bought wine from the following channels in the past 6 months

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

> “There are smaller boutique importing agencies that are bringing in smaller producers. I tend to buy from them as I trust they will bring in interesting wines”
> *Engaged Explorer, Male*

> “I mostly buy wine from the LCBO as that is mainly what is available, though they do have a limited selection”
> *Engaged Explorer, Male*

> “I buy wine through winery websites. It’s a good experience as I was in touch with them, gave them some guidelines of what I like and they gave me suggestions”
> *Engaged Explorer, Male*

> “Right now, directly from the importer as well from restaurants that have been able to sell privately because of the pandemic and the liquor laws”
> *Engaged Explorer, Male*

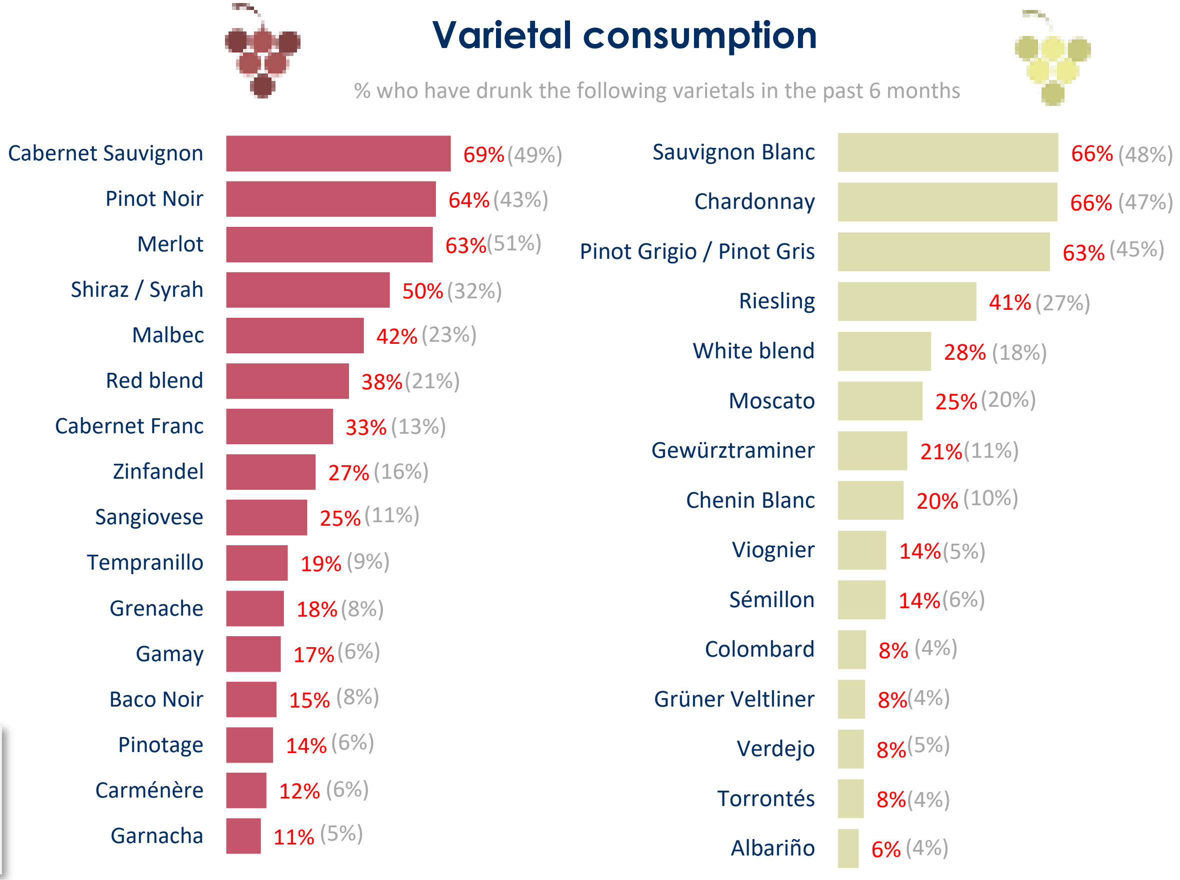
ENGAGED EXPLORERS: VARIETALS

Drink a broad range of varietals, from the more mainstream to more niche

What do they drink?

- Reflecting their propensity to try a range of wines, Engaged Explorers are more likely than most to drink all varietals
- **Tend to have 'go to' favourite varietals**, often drinking a mix of more mainstream and niche varietals – influenced by personal experiences and travels
- With their experimental nature, more of this segment have drunk varietals seen as less population to all Canadian regular wine drinkers such as; Gewürztraminer and Tempranillo
- **Grape variety is important** – 88% consider it important when buying wine compared with 71% of all regular wine drinkers

> "I lean towards Merlots and Malbecs in terms of reds, but I do like a range of whites. I had a German Riesling recently which was really good. Anything European really"
> *Engaged Explorer, Male*



Varietal consumption

% who have drunk the following varietals in the past 6 months

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: WINE ORIGIN

Drink from a broad range of countries and regions

What do they drink?

- Enjoy drinking wine from a **broad range of countries and regions** – from the most well-known areas to smaller regions
- **Country of origin is important** – 80% consider it important when buying wine compared with 65% of all regular wine drinkers
- Beyond domestic wine, French and Italian wines are particularly popular, as are Californian and Australian wines
- They are the **most knowledgeable** segment and are more **open to trying lesser-known regions** such as Sancerre in France and Mosel in Germany

Compared with others, they are particularly fans of wine from:
France, Italy, California and Australia

“Obviously France and Italy are up there. There’s some interesting wines out of Chile right now. Typically Australian and New Zealand wine as well”
Engaged Explorer, Male

“I would say more Old World wines so French or Eastern European if I am going beyond local wineries”
Engaged Explorer, Male

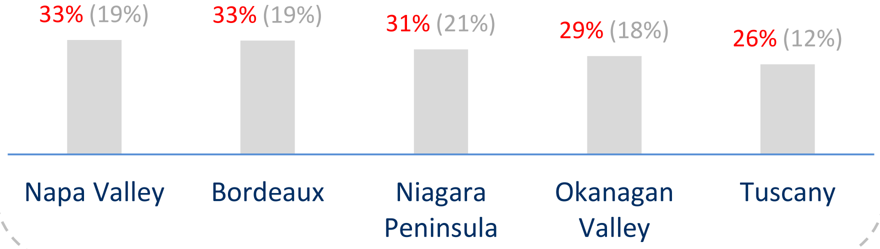
Country of origin consumption: Top five

% who have drunk from the following countries of origin in the past 6 months

Canada	France	Italy	California	Australia
69% (58%)	61% (37%)	58% (36%)	54% (36%)	44% (28%)

Region of origin purchase: Top five

% who have drunk from the following regions of origin in the past 3 months



(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: HOW DO THEY SHOP FOR WINE?

Shopping for wine is a time to indulge and they often do independent research beforehand to guide their choice

How do they shop in the off-premise?

- **Enjoy wine shopping and take time to make wine purchase decisions**, carefully considering a broad range of factors – grape variety, what it will pair with and where it's from, also checking online using apps like Vivino
- **Promotions hold less weight** as they are willing to trade up for more special bottles and occasions. They typically spend $20 to $30 on a bottle of wine, but are willing to spend beyond this for better quality

% who say each of the following are 'important' or 'very important' when buying wine

	Engaged Explorers	RWD
n=	525	6,000
Grape variety	88%	71%
Wine that matches or complements food	82%	64%
The country of origin	80%	65%
The region of origin	77%	59%
Taste or wine style descriptions	75%	64%
A brand I am aware of	72%	71%
Recommendation by friend or family	71%	65%
Promotional offer	55%	62%
Alcohol content	54%	48%
Recommendations from shop staff or shop leaflets	52%	46%
Recommendation by wine critic or writer	51%	37%
Appeal of the bottle and / or label design	46%	40%
Recommendation by wine guide books	45%	32%
Whether or not the wine has won a medal or award	37%	29%

> "I do a bit of research in advance because the stock and the availability of wine offerings they have at the LCBO is on their app or online. Then I might cross-reference with Vivino"
> *Engaged Explorer, Male*

> "If it is just for a Friday evening bottle with dinner, I would spend around $20. If it is something more special, anywhere from $35 onwards"
> *Engaged Explorer, Male*

> "Usually anywhere from $35 to around $70 would be the highest"
> *Engaged Explorer, Male*

> "I do not think that I would spend less than $20 on a bottle so it is more likely around the $50 range"
> *Engaged Explorer, Male*

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: HOW DO THEY ENGAGE IN THE ON-PREMISE?

Social wine drinkers, enjoy discovering and sharing good wine in the on-premise

Wine in the on-premise

- **Very frequent on-premise drinkers**, with a high proportion enjoying drinking wine out at the end of the day or with an informal meal
- The **highest spenders** of all segments, typically spending **$30+ per bottle**
- Open to recommendations from staff in they are in a reputable place for wine, otherwise **rely on their own knowledge** to guide choices as they know their way around a wine list
- Likely to go to on-premise locations beyond restaurants such as wine bars as **wine is their beverage of choice** and they are keen to try wines they are less familiar with and explore

Wine bar in Toronto, Ontario

> "I tend to drink wine more often when out at dinner or in restaurants or a dedicated wine bar. I do like cocktails so sometimes at dinner I might have a cocktail to begin with and then switch to wine"
> *Engaged Explorer, Male*

> "The type of restaurants I go to are farm-to-table type of restaurants. Their wine lists are so good now and most of these restaurants have someone in their staff who is a certified sommelier"
> *Engaged Explorer, Male*

> "In my social group, I have the most knowledge about wine so people will let me pick the wine. But more and more people are being educated about wine"
> *Engaged Explorer, Male*

> "I tend to pick the wine but sometimes I'll ask the wait staff or whoever I'm dining with"
> *Engaged Explorer, Male*

(%): All Canadian RWD
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: WHICH WINE BRANDS DO THEY BUY?

Mainstream brands serve a purpose, but prefer less-known brands they have discovered

What is their attitude towards brands?

- When choosing a wine, they **focus more on varietals and countries and regions of origin** rather than focussing on brand names
- Still have a repertoire of mainstream brands they trust and consume regularly, but are not limited to these
- **Drawn to more boutique wines** from local importers as a means for discovering new wines

> "I think that I look at the importing agency more than brands. I tend to trust the importers I am buying wine from to suggest interesting wines rather than focusing on brands themselves"
> *Engaged Explorer, Male*

Brands you might find them drinking

Oyster Bay

Jackson Triggs

[yellow tail]

Inniskillin

Jacob's Creek

Woodbridge by Robert Mondavi

Naked Grape

Kim Crawford

Sawmill Creek Est. 1980

Recent Engaged Explorer wine purchase

(%): All Canadian RWD
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: ALTERNATIVE WINE PACKAGING FORMATS

Higher awareness and purchase of cans, but still overall preference for standard glass bottles

What do they think about alternative packaging formats?

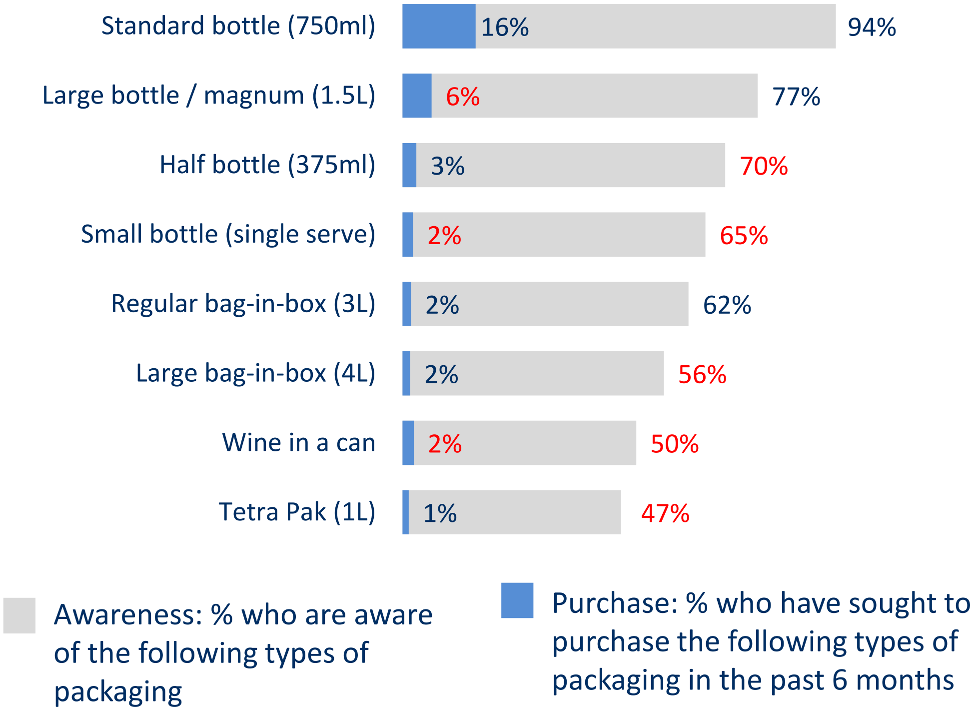
- **High levels of awareness of alternative packaging types** and have **experimented with some such as large bottles** / magnums and single serves (bottles and cans)
- Magnums are seen a **suitable for more celebratory occasions**, but there is still a **strong preference towards standard glass bottles**
- Cans are mainly purchased from wineries they trust and are seen as more suitable for outdoor events / activities, though still some scepticism on their quality

> "I have bought magnums and they are great for special occasions. I wish I bought them more often"
> *Engaged Explorer, Male*

> "Cans are good for outdoor activities such as camping trips, so I think wineries are tailoring their products to that"
> *Engaged Explorer, Male*

> "I've bought cans but only from wineries that I like and know. I am not 100% sure about the quality of others"
> *Engaged Explorer, Male*

Awareness and purchase of alternative packaging formats



> "I tend to buy bottles as the boxed wine is simply too large and I don't need that much wine"
> *Engaged Explorer, Male*

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENGAGED EXPLORERS: EDWARD

Edward (45) works in the financial technology industry and lives in Ontario with his partner Gabby

How does wine fit into your life?

Wine is definitely our go-to drink, particularly at home. Throughout the pandemic, our consumption has been more than what we would usually drink. There was a huge uptake in us opening a bottle of wine midweek and a sneaky lunch wine. Whether it has been a good day or a bad day, we will open up a bottle, regardless of the occasion.

During the week, we tend to have a glass or two with dinner and I enjoy pairing the wine according to the food we are having. So I'll pick a Chardonnay if we are having fish, or maybe a Bordeaux or Cabernet style if we are having a dish like lamb.

On the weekends, we tend to hang out with friend in the park and we will take a few bottles of wine and grab a pizza. I like suggesting a tasting with friends, so I'll bring a few different bottles that I've bought from a local importer, and we will discuss the flavour profile and things like that.

For holidays, we like to go to wineries and have a tour around the vineyard and then do some tastings. If there is a wine that we particularly like, we tend to buy a case of it to take home.

Which wines do you enjoy drinking?

I'll pick different ones when I go to the shops depending on the season. I obviously pick more whites and rosés in summer and drink more reds in the winter. We are in summer right now, so we are drinking a lot more rosés, orange wines and lighter things like that. It is just nicer when it's really humid and hot here.

We normally go for red wine from France, Italy or Spain but I've been trying out more wines from Chile recently and I have to say they have some interesting ones. My partner recently bought a really nice wine from Japan. It was for a special occasion, and it was really wonderful actually.

How do you choose your wine?

I am really curious about wine, so I try to pick different wines each time. Whenever possible, I like trying different sorts of low intervention, biodynamic and natural wines. Sustainability and those practices are really important to me, and it is just better for the planet as well.

I do independent research before shopping for wine and I also look on social media. When choosing a wine, I don't really pay attention to brands. I prefer to try new wines that the local importer has just brought in. I have a good relationship with them and trust their opinion. I think they offer more interesting wines that have more diversity in flavour and style.

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

CONTENTS

ENTHUSIASTIC TREATERS

WHO

- Millennials, male bias, middle income earners, married and live with a young family

INTERESTS AND VALUES

- Being seen to do the ‘right thing’
- Making mindful and intentional purchase
- Pride in their home

RELATIONSHIP WITH WINE

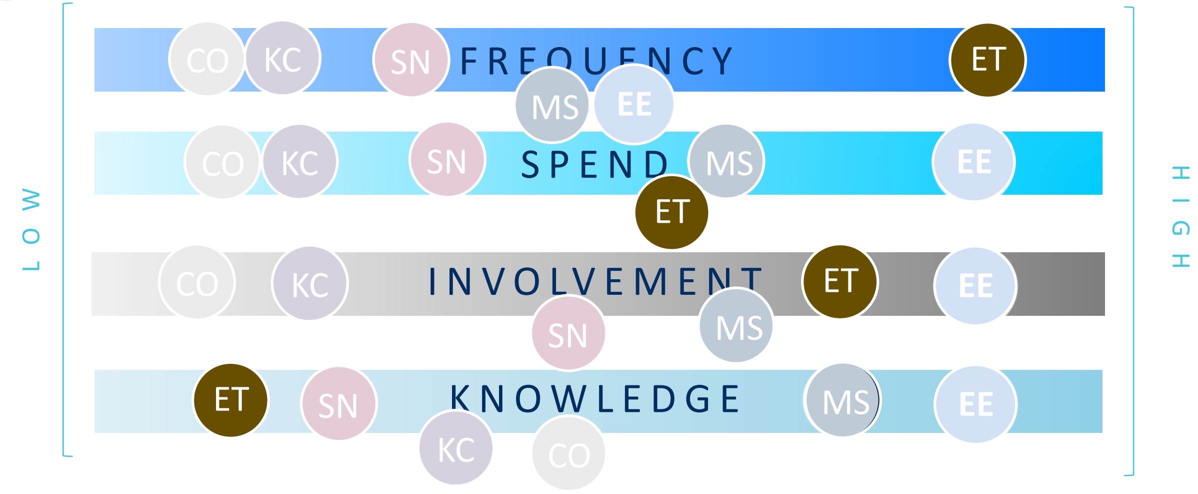
- Frequent social drinkers, especially in the on-premise
- **Online.** Buying wine wherever is convenient, including online
- **Engaged.** Want to drink good wine, keen for recommendations from those in the know

HOW TO ENGAGE THEM WITH WINE

- **Social recommendations –** offline and online e.g. in-store experiences, social media influencers
- **Social events** that touch on ‘light’ wine education e.g. dinners, in-store / online tastings
- **Distinctive labels** that connect to their personal style and lifestyle

KEY CHALLENGE FOR WINE BRANDS

- **Getting noticed.** They have low brand awareness – If they don’t have an incentive to buy something (i.e. a recommendation), they can end up just buying whatever is in front of them that they like the look of



BRANDS THEY DRINK

Low wine brand awareness, but familiar brands are a top choice cue – enjoy a mix of mainstream brands and niche brands with memorable labels

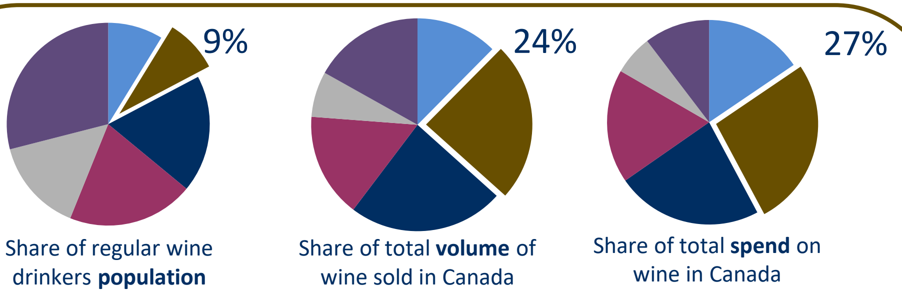
BAREFOOT
SAWMILL CREEK
Casillero del Diablo
Ménage à Trois
WOLF BLASS
NAKED GRAPE
REVOLUTION
Gallo FAMILY VINEYARDS
[yellow tail]

Typical Generation Treater behaviour

- ✓ Frequent wine drinkers, especially in the on-premise
- ✓ Have shopped online for wine
- ✓ They are cautiously exploring the category and steadily learning what they like
- ✓ Keen on sparkling wines and are notably more likely to buy Champagne
- ✓ Typically spend between $20-$25 on a bottle of wine in the off-premise
- ✓ Very frequent on-premise drinkers, typically spending around $23-$26 on a bottle
- ✓ Lowest awareness of mainstream brands of all segments, reflecting their low category knowledge

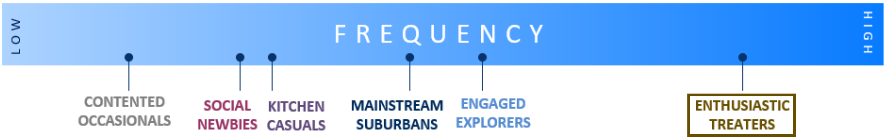
ENTHUSIASTIC TREATERS: PROPORTION OF WINE DRINKERS, VOLUME AND SPEND ON WINE

The smallest yet one the most frequent wine drinking segments, accounting for the highest proportion of spend on wine in Canada

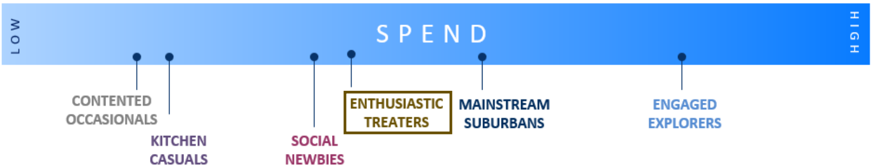


Off-premise	22%	24%
On-premise	28%	31%

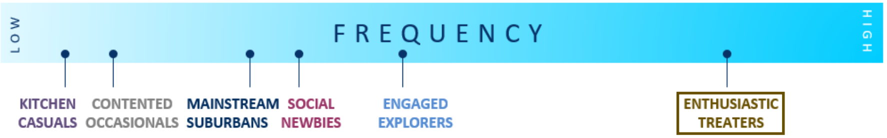
Wine consumption frequency (off-premise)



Typical spend per bottle of wine (off-premise)



Wine consumption frequency (on-premise)



Typical spend per bottle of wine (on-premise)

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

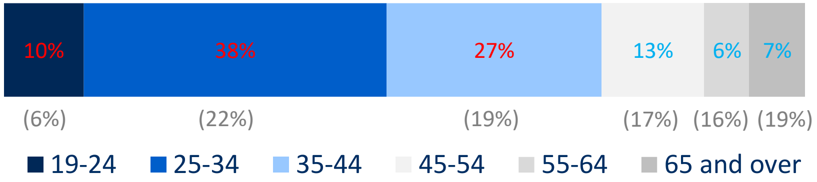
ENTHUSIASTIC TREATERS: WHO ARE THEY?

Male bias

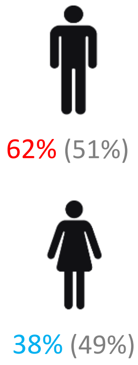
Millennials

Middle income

Age

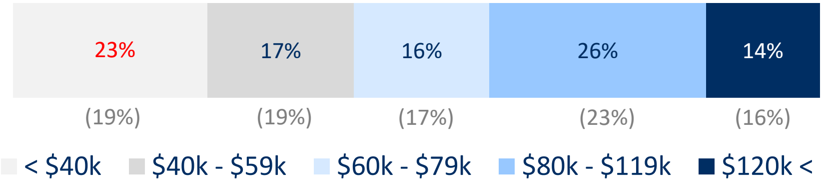


Gender



Income

(annual total household income before taxes)



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

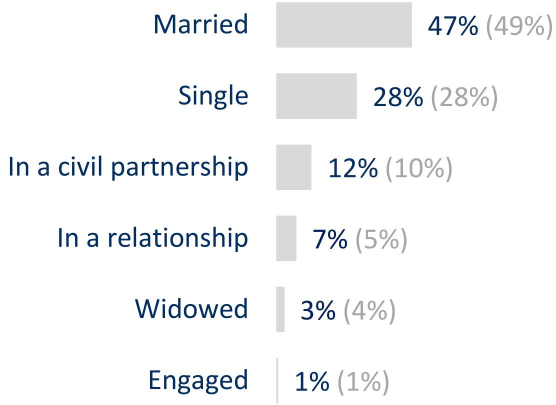
ENTHUSIASTIC TREATERS: WHERE DO THEY LIVE AND WHO WITH?

Married and live with a young family

Urban

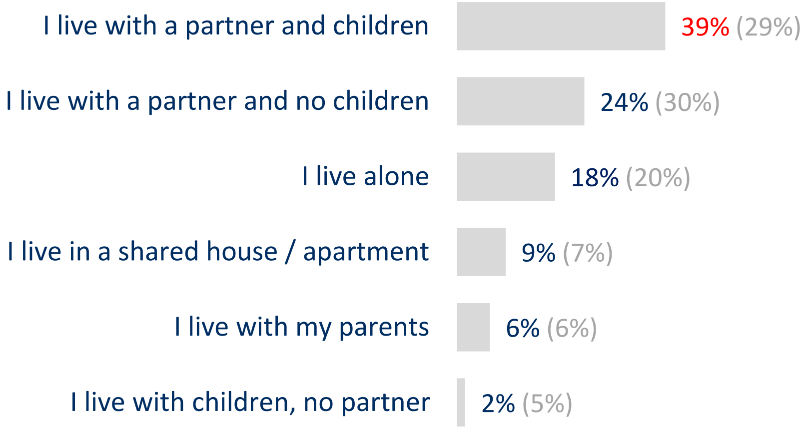
Where are they?

What's their relationship status?



Married	47% (49%)
Single	28% (28%)
In a civil partnership	12% (10%)
In a relationship	7% (5%)
Widowed	3% (4%)
Engaged	1% (1%)

Who do they live with?



I live with a partner and children	39% (29%)
I live with a partner and no children	24% (30%)
I live alone	18% (20%)
I live in a shared house / apartment	9% (7%)
I live with my parents	6% (6%)
I live with children, no partner	2% (5%)

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

ENTHUSIASTIC TREATERS: VALUES, ATTITUDES & INTERESTS

Conscious of their personal image

What's important to them?

- **Supporting social causes,** being inclusive and seen to do the 'right thing'
- **Making mindful choices,** seeking out sustainable and organic products
- **Keeping a home they can be proud of,** decorating and making the space welcoming to family and friends

What are their interests?

% who stated they are interested in each of the following subjects

Cooking
61% (62%)

Movies or TV shows
55% (66%)

Finance / Investments
46% (40%)

Participating in sport or fitness
43% (35%)

Fashion
41% (26%)

Home remodelling
41% (37%)

Dieting
38% (29%)

What are their attitudes?

% who 'agree' or 'strongly agree' with each statement

I like to take my time to find out the best value option in everything I do – 39% (66%)

During a given week, I cook meals frequently – 39% (53%)

I try to buy food that is grown or produced locally (in the region where I live) – 39% (34%)

Supporting equality for the LGBTQ community is important to me – 38% (26%)

My cultural / ethnic heritage is an important part of who I am – 38% (32%)

I am typically willing to pay more for high-quality items – 36% (26%)

Generally speaking, I am the one who hosts events in my peer group – 35% (15%)

I am willing to pay more for a product that is environmentally or sustainably produced – 34% (18%)

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

ENTHUSIASTIC TREATERS: ALCOHOLIC BEVERAGES

Enjoy a wide range of alcoholic beverages

What do they drink?

- Enthusiastic Treaters are **willing to try and experiment with a range of alcoholic beverages**. Beyond wine, they enjoy beer, spirits (vodka, rum and whisky) as well as cocktails
- They **enjoy a range of red, white, rosé and sparkling wines**. Drink choices vary by occasion, with sparkling wine consumed more for special occasions
- Likely to have an extensive collection of alcohol at home to make their favourite drinks, especially for cocktails

Compared with others, they often enjoy:

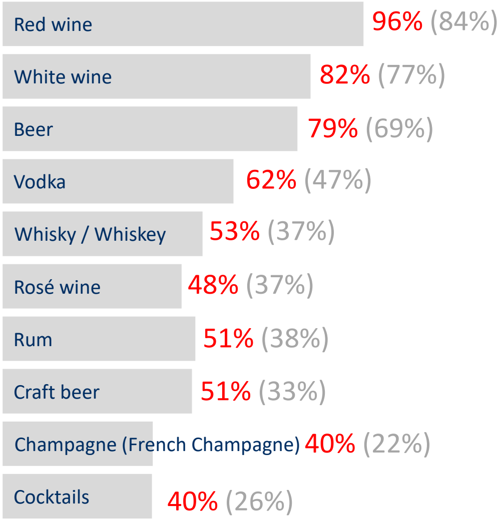
Red wine, white wine, beer, spirits, Champagne and cocktails

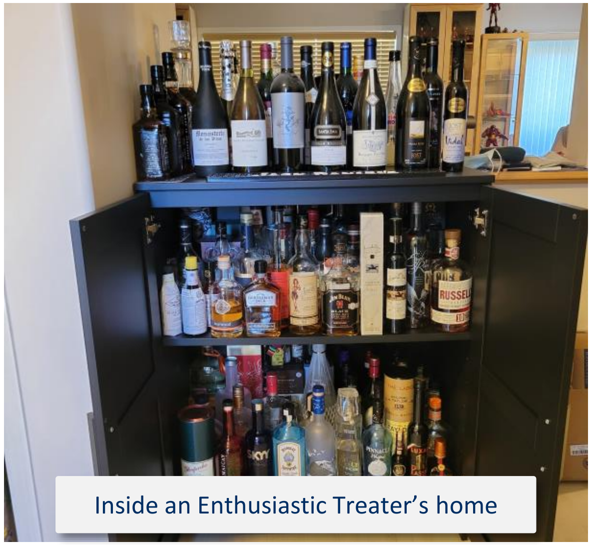
> "I sometimes drink sparkling wine but mainly for special occasions. This weekend for example, we went to a spa and drank a bottle of Champagne"
> *Enthusiastic Treater, Male*

> "I like most things but I usually drink wine, beer and cocktails"
> *Enthusiastic Treater, Male*

Top 10 alcoholic beverages: Past 12 months

% who have drunk the following alcoholic beverages in the past 12 months





Inside an Enthusiastic Treater's home

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: MOTIVATIONS FOR WINE DRINKING

Socially motivated to explore the category; starting to develop a personal interest

Why do they drink wine?

- **Frequent wine drinkers, especially in the on-premise**. They drink wine socially, especially with meals in and out of the home - appreciating its versatility, how it's a crowd-pleaser, easy to share and adds a level of sophistication to an occasion
- Sparkling wine continues to be consumed for more celebratory occasions such as birthdays and anniversaries
- **Wine is increasingly more than 'just a drink' in their social lives**. It is something that is a topic of conversation – they are likely to have been on winery visits and attend tastings
- Despite being frequent drinkers, drinkers in this segment have **low wine knowledge**. They are **cautiously exploring the category** and steadily learning what they like. Despite their lower knowledge, they have **high confidence and are highly involved in the category**

> "If I'm hanging out with friends, I tend to go for beer. But if my husband and I are having dinner, I'll go with wine"
> *Enthusiastic Treater, Female*

> "So with a good meal during the week, we will open a bottle of wine"
> *Enthusiastic Treater, Male*

> "A lot of times, we go out for tastings, and it is paired with wine, so that really helps. But we usually ask for recommendations for the table, because it's sharable"
> *Enthusiastic Treater, Male*

> "Every so often we will drink sparkling wine. More for special occasions like New Year's Eve"
> *Enthusiastic Treater, Female*

(%): All Canadian RWD
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: WINE ENGAGEMENT

Eager to learn more about wine, but in low effort ways, still relying on recommendations

How do they engage with wine?

- **Enjoy trying new wines and broadening their repertoires –** but in 'low risk' ways such as free tastings at liquor stores
- **Wine is learnt about through experience**. Absorbing information in everyday life and from those around them
- They are likely to **enjoy spending time and effort when choosing a bottle of wine**, however, are still often driven by **promotional offers**

"Recommendations from friends. I do look at flyers and I get emails from the liquor stores that review different wines they have on offer. A few times I have gone in and tried samples"
Enthusiastic Treater, Male

"Every so often I've been told by friends or family, or even a staff in stores, about trying a certain wine"
Enthusiastic Treater, Female

What influences their choices?

- **Feel competent in their wine knowledge**, but recognise they have **more to learn** about the category
- Very **open to recommendations**, both in the on- and off- premise, grateful for advice they receive. These sources are often accessed during social occasions such as meals with friends and trips to wineries
- They **rely heavily on various different choice cues**, suggesting a lack of trust and knowledge in one single cue

"I am open to trying new things, but I tend to stick to what I am familiar with"
Enthusiastic Treater, Female

"I would say I visit wineries every couple of years. It is nice to be exposed to different wines"
Enthusiastic Treater, Female

"We go to wineries and do a tasting. If we like it, we buy a few bottles to take home"
Enthusiastic Treater, Male

(%): All Canadian RWD
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: WHERE THEY BUY WINE

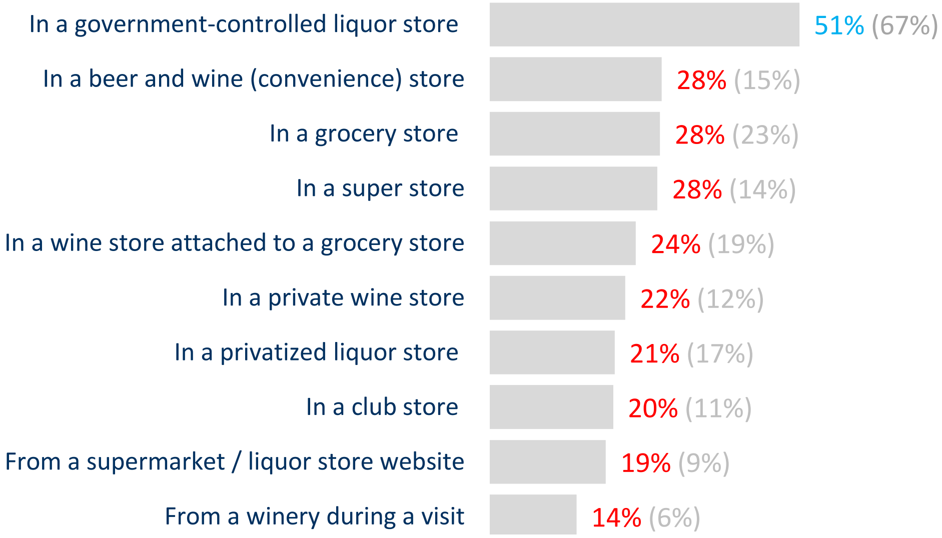
Beyond convenience of government stores, wide range of channels including online

Where do they buy wine?

- **Government-controlled liquor stores are the main channel**, mainly due to habitual wine buying behaviour, ease of access and confidence that they will be able to find what they want
- However, they are notably more likely to use a broad range of channels outside of this, including **directly from wineries and online channels**
- They are the most experienced online shoppers: 32% shop online compared to 14% of RWDs

Top 10 wine buying channels

% who have bought wine from the following channels in the past 6 months



> "We go to wineries maybe two or three times a year. We usually buy wines directly from the wineries when we visit them. We do a tasting aid if we like it, we buy a few bottles to take home"
> *Enthusiastic Treater, Male*

> "I mostly go to the supermarket and liquor store"
> *Enthusiastic Treater, Male*

> "I tend to go to the LCBO more frequently as it is more convenient with a wider selection"
> *Enthusiastic Treater, Female*

> "Here, the BC liquor store is the best place to get wine from"
> *Enthusiastic Treater, Female*

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: VARIETALS

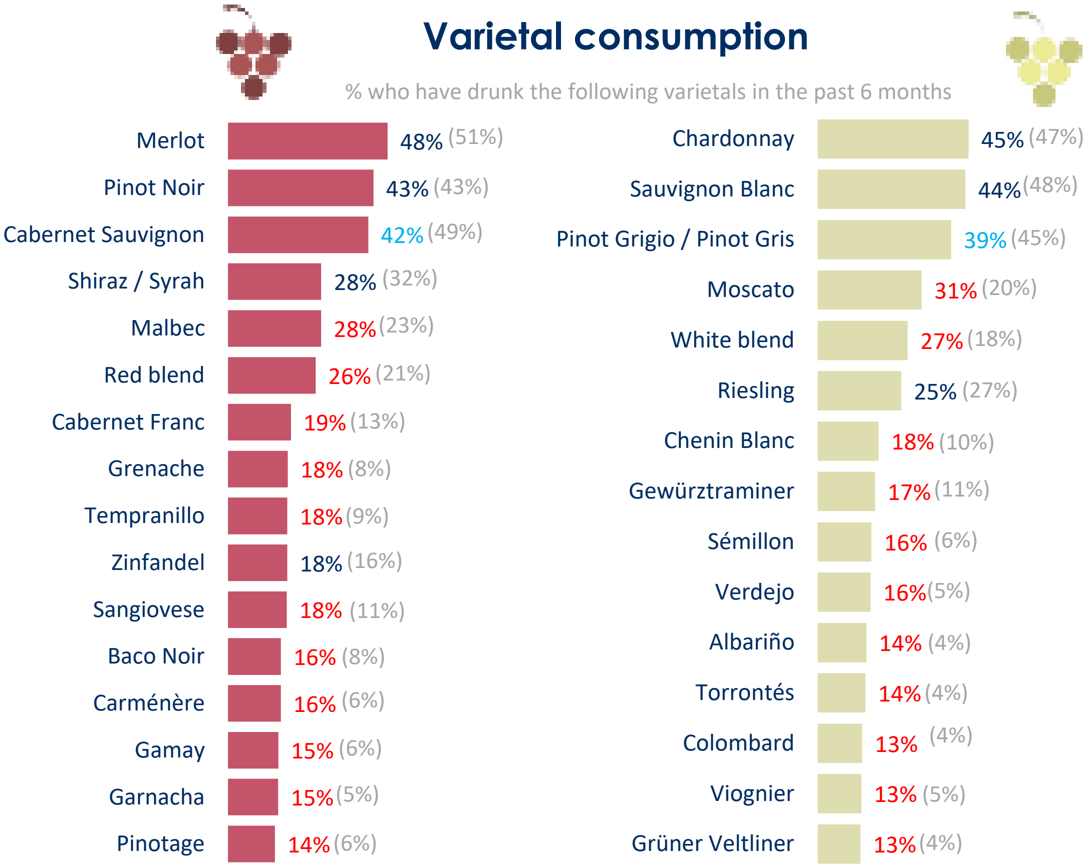
Try out a range of varietals as they build their category knowledge

What do they drink?

- Whilst their most consumed varietals are in line with all Canadian regular wine drinkers, with their **willingness to try new styles** of wine on a regular basis, they **drink a broader range of varietals**
- With their experimental nature, more of this segment have drunk lesser-known varietals including **Tempranillo, Sangiovese, Colombard and Chenin Blanc**

> "I am open to trying new things, but I tend to gravitate towards Sauvignon Blanc"
> *Enthusiastic Treater, Female*

> "I usually like the flavours of Malbec because its oaky"
> *Enthusiastic Treater, Male*



Varietal consumption

% who have drunk the following varietals in the past 6 months

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: WINE ORIGIN

Old World wines dominate

What do they drink?

- Despite an openness to try new styles of wine, **Old World producers like France, Italy and Spain still hold significant sway** over Enthusiastic Treaters
- They are particularly **keen on sparkling wines** and are notably **more likely to buy Champagne** than the average Canadian drinker
- They have the lowest proportion of wine drinkers in the Canadian market consuming wine from the domestic wine

Compared with others, they are relative fans of wine from:
Spain, Champagne and Tuscany

> "I really like wines from Italy. I would say I mainly Italy and France are the main contenders"
> *Enthusiastic Treater, Female*

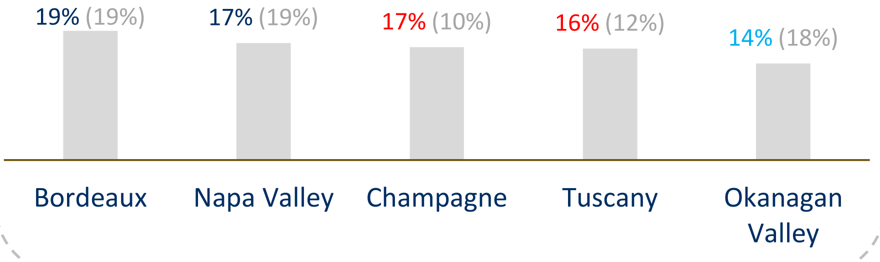
> "I really tend to lean towards international ones. Domestic ones are nice but I feel like they are a lot of the same types of flavours and types"
> *Enthusiastic Treater, Male*

Country of origin consumption: Top five

% who have drunk from the following countries of origin in the past 6 months

Region of origin purchase: Top five

% who have drunk from the following regions of origin in the past 3 months



(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: HOW DO THEY SHOP FOR WINE?

Aim to explore and learn about wine, guided by recommendations

How do they shop in the off-premise?

- In stores, they look out for a broad range of cues – from **recommendations, taste or style descriptions and food pairings**
- Typically spend **between $20-$25 on a bottle** of wine in the off-premise, but unlikely to spend more than this
- In the face of lots of information and lower knowledge, **label design can play an important role** – they are drawn to ones that catch their eye and are unique
- Enthusiastic Treaters show trust in **in-store recommendations** when looking to buy wine

% say each of the following are 'important' or 'very important' when buying wine	**Enthusiastic Treaters**	**RWD**
n=	*511*	*6,000*
A brand I am aware of	74%	71%
Recommendation by friend or family	73%	65%
Grape variety	72%	71%
Taste or wine style descriptions	72%	64%
Wine that matches or complements food	70%	64%
The country of origin	68%	65%
Promotional offer	68%	62%
Alcohol content	65%	48%
The region of origin	65%	59%
Recommendation by wine critic or writer	62%	37%
Recommendations from shop staff or shop leaflets	60%	46%
Appeal of the bottle and / or label design	59%	40%
Recommendation by wine guide books	58%	32%
Whether or not the wine has won a medal or award	53%	29%

"I go with the occasion and what we are going to eat"
Enthusiastic Treater, Male

"I honestly look at the design of the labels. If it is a unique bottle or an eye catching label. I like a funky label, like 19 Crimes"
Enthusiastic Treater, Male

"A nice label design grabs my attention. I am a visual personal. I look at the font, the contrast of the font"
Enthusiastic Treater, Female

"For a bottle for myself, I would usually spend $15-$25. For gifts, probably $25-$35, maybe even $40 for special occasions"
Enthusiastic Treater, Male

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: HOW DO THEY ENGAGE IN THE ON-PREMISE?

Frequent drinkers in the on-premise, with wine drinking centered around meals

Wine in the on-premise

- **Very frequent on-premise drinkers**, with two thirds enjoying a relaxing drink out at the end of the day at least once per week
- Wine drinking occasions are **mostly centred around meals**, with over half drinking wine at least once a week with informal meals, with the same proportion also drinking wine for more formal meals about once a week
- They claim to think carefully about **food and wine pairing** when in restaurants, and may seek advice from wait staff on which wine to go with where they lack some confidence in deciding
- They typically spend around **$23-$26 on a bottle of wine**

> "I would go with a range of price depending on the meal. I check on Vivino and sometimes in a restaurant I will go with wine that I've tasted before"
> *Enthusiastic Treater, Male*

> "I usually ask the servers to recommend one. If I am really comfortable with them. As long as it goes with the meal, I can't complain"
> *Enthusiastic Treater, Male*

> "I tend to look at the price points. I don't tend to go for the first couple of lower price ends. And then, depending on what I'm interested in, and the regions too"
> *Enthusiastic Treater, Female*

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: WHICH WINE BRANDS DO THEY BUY?

Overall lower wine brand awareness, as a result of being a younger cohort and still building up their wine knowledge

What is their attitude towards brands?

- The lowest awareness of mainstream brands of all segments, reflecting their low category knowledge – and yet **familiar brands are the top choice cues** for this segment
- Brand conversion rates (proportion of consumers buying the brand out of consumers aware of each brand) are significantly higher in this segment, partly driven by lower brand awareness levels to start with but also suggesting **familiar brands act as a key driver of wine purchase**
- **Open to experimenting with brands that catch their attention through distinctive labels and names**

> "I like Yellow Tail from Australia. It is something I am familiar with and I'm used to having it. Same with Barefoot"
> *Enthusiastic Treater, Female*

> "I honestly look at the design of the labels. If it is a unique bottle or an eye catching label. I like a funky label, like 19 Crimes"
> *Enthusiastic Treater, Male*

> "I purchase 1.5 litres of Gallo. It tends to be if I'm having a gathering or the price is cheap"
> *Enthusiastic Treater, Female*

Brands you might find them drinking

BAREFOOT

Casillero del Diablo

Gallo FAMILY VINEYARDS

[yellow tail]

SAWMILL CREEK EST. 1989

REVOLUTION

Ménage à Trois

WOLF BLASS

NAKED GRAPE

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: ALTERNATIVE WINE PACKAGING FORMATS

Lower awareness of alternative packaging but willingness to purchase larger formats

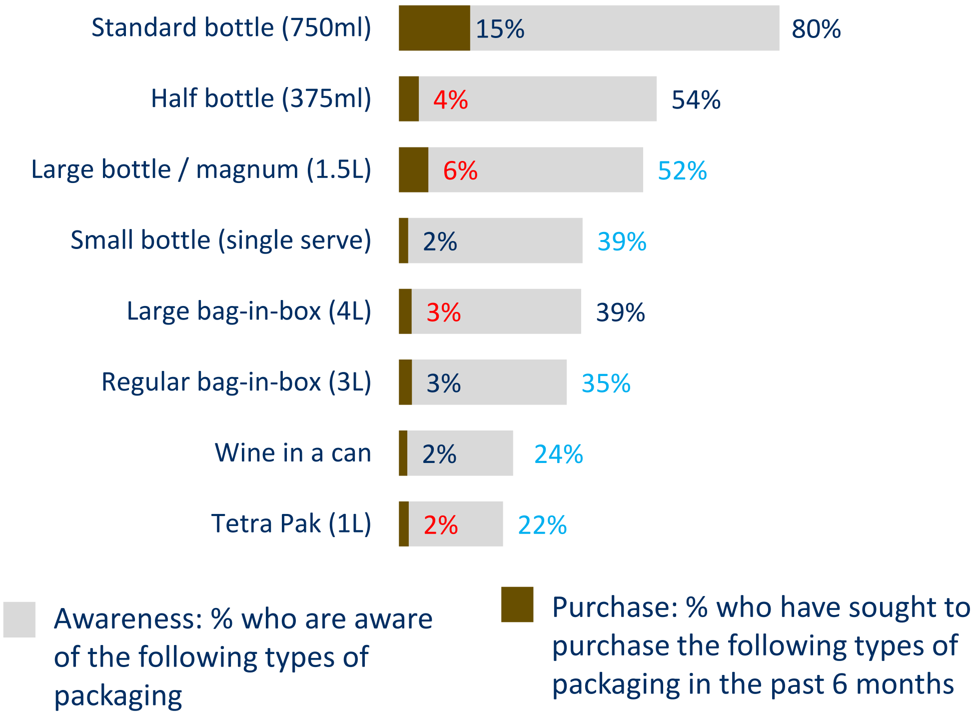
What do they think about alternative packaging formats?

- **Lower levels of awareness** of alternative packaging types beyond standard glass bottles
- Despite lower awareness, they are **more likely to purchase larger formats** such as bag-in-box and tetra paks because they are **cheaper and well-suited for outdoor occasions**
- Though larger formats **do not allow them to discover new wines as they last for longer** (committing to a large quantity of wine) and have the **perception of containing lower quality wine**

> "I really like the juice-box sized ones. They are good for the beach or the park. They're kind of fun for going on picnics as you don't have to worry about breaking or spilling anything"
> *Enthusiastic Treater, Female*

> "If I am going to a barbecue or the park with friends, I'd pick a 1.5 litre bottle. Gallo is the only wine that I will buy in that size. It's sweet, not expensive and good for sharing "
> *Enthusiastic Treater, Male*

Awareness and purchase of alternative packaging formats



> "I like to discover wine and if you buy a box, it will last once week so you'd be drinking the same wine. I find them too big and prefer to taste a couple of wines"
> *Enthusiastic Treater, Male*

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

ENTHUSIASTIC TREATERS: NOAH AND SOPHIA

Noah (36) and his wife Sophia (34) live in Ontario, with their 2 year old son Lucas and their cat

How does wine fit into your life?

Sophia: I mostly drink wine with meals when I am out with my husband or my girlfriends. We usually start with a cocktail before our meal, but we'll go with wine for the main meal. Sparkling wine is good when you have four or more people as you can share the bottle, but that is more for celebrations and birthdays.

Noah: I tend to drink beer if I am just relaxing in the backyard or something like that. I definitely drink wine more now that I used to as my friends and Sophia are interested in it. Over the past year, because of the restrictions, it has been more just my wife and I drinking wine in the house with dinner. We used to go out more and would drink wine with good meals with friends or even just with brunch on the weekends.

Sophia: I started drinking wine with my parents and I actually still ask them for recommendations. They would usually share a bottle of wine over dinner, and I guess I now do the same!

Which wines do you enjoy drinking?

Noah: It depends on the occasion really. I am normally a red wine drinker but if I am out for a nice dinner and I am eating fish or chicken, I'll go with white. I am a big fan of wine from Rioja after a trip there a few years ago. I bought a bottle of wine to commemorate the trip. Spanish wines are just fantastic and same with French wines.

Sophia: I usually go with a white or rosé, but my husband prefers red. If we are sharing a bottle, then it tends to be red. We mostly buy Merlots. If I'm out with my girlfriends, we tend to share a bottle of Chardonnay, sometimes Champagne if we are celebrating a birthday or haven't seen each other in a while.

Noah: I try to buy different ones each time but some reliable brands I am most familiar with are Yellow Tail and Barefoot.

How do you choose your wine?

Noah: I tend to buy wines from regions I know, but I do like to try new things. I am subscribed to the liquor store emails so every week they send over what is on offer with a small blurb and some reviews. When I go in store, they sometimes have samples, so I try them and end up chatting with the staff.

Sophia: Before Lucas was born, Noah and I would go on road trips with our friends to different wineries and have tastings. I like that they pair the wine with food so it's really helpful and definitely a lot of fun. Because we've tried those wines already, we will just order them online.

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

CONTENTS

MAINSTREAM SUBURBANS

WHO

- Mid-aged and older, higher proportion are women, high income earners, Often married and living with a partner and no children

INTERESTS AND VALUES

- Pride in their home and family
- Local community

RELATIONSHIP WITH WINE

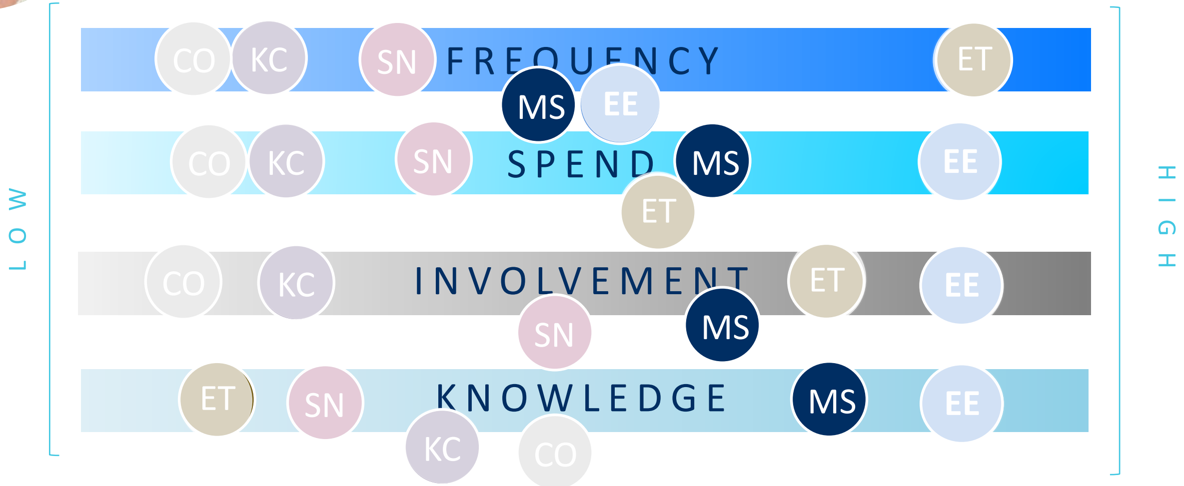
- **Big off-premise wine drinkers.** Second most valuable segment in the off-premise after Engaged Explorers, despite their lower per bottle spend
- **Unpretentious.** Enjoying drinking wine and have enough experience and knowledge to enjoy trying new styles that are good value for frequent drinking

HOW TO ENGAGE THEM WITH WINE

- **Down-to-earth approaches to marketing -** fun and friendly, but not 'dumbed down'
- **New takes on the familiar –** building on what they know (varietals, brands) and giving it an interesting, fun twist e.g. new labels, formats, flavors, tasting experiences
- **Tempting discounts –** always attracted to promotions, especially if looking to try something new

KEY CHALLENGE FOR WINE BRANDS

- **Local availability.** Unlikely to make the effort to search for wines beyond what is on the shelf at their local store



BRANDS THEY DRINK

Well-known brands they consider good value

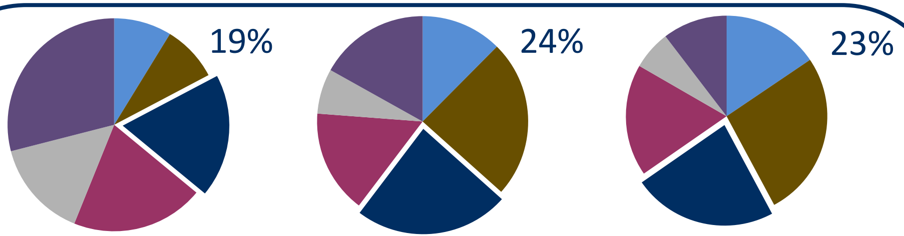
BAREFOOT
KIM CRAWFORD
[yellow tail]
PELLER ESTATES
BODACIOUS
MASI
PELEE ISLAND WINERY
JACKSON TRIGGS
COPPER MOON

Typical Mainstream Suburban behaviour

- ✓ Frequent wine drinkers, particularly for more informal occasions at home
- ✓ Gravitate towards the familiar – both varietals and brands
- ✓ Grape variety is the most important choice cue when deciding which wine to wine
- ✓ Typically looking to spend under $15 on a bottle in the off-premise, but may trade up to $20-25 for more special occasions especially if sharing with others
- ✓ Aware of a broad range of wine brands due to experience, but are creatures of habit and stick to tried and tested brands they enjoy

MAINSTREAM SUBURBANS: PROPORTION OF WINE DRINKERS, VOLUME AND SPEND ON WINE

One of the highest spenders in the off-premise, accounting for the second highest value in wine



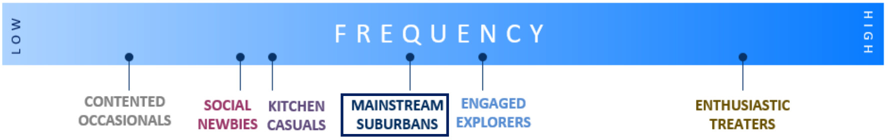
Share of regular wine drinkers **population**

Share of total **volume** of wine sold in Canada

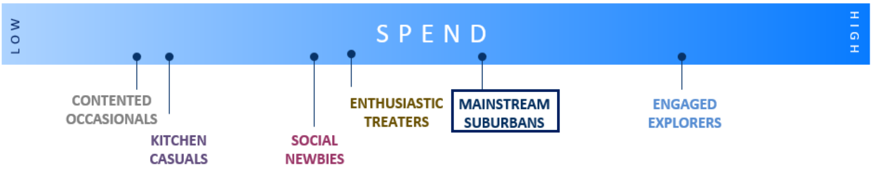
Share of total **spend** on wine in Canada

Off-premise	27%	26%
On-premise	18%	19%

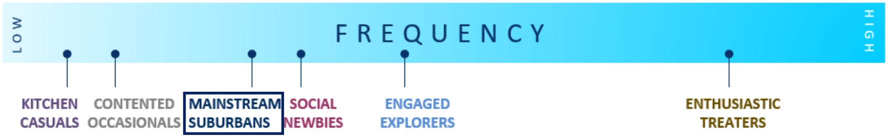
Wine consumption frequency (off-premise)



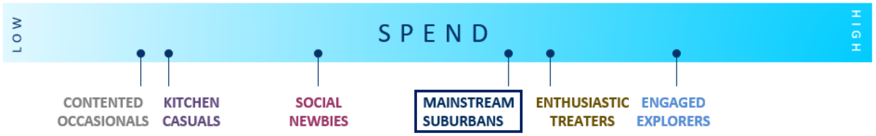
Typical spend per bottle of wine (off-premise)



Wine consumption frequency (on-premise)



Typical spend per bottle of wine (on-premise)



Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

MAINSTREAM SUBURBANS: WHO ARE THEY?

Female bias

Older

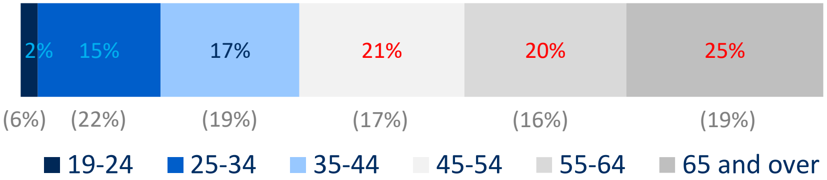
High income

Gender

47% (51%)

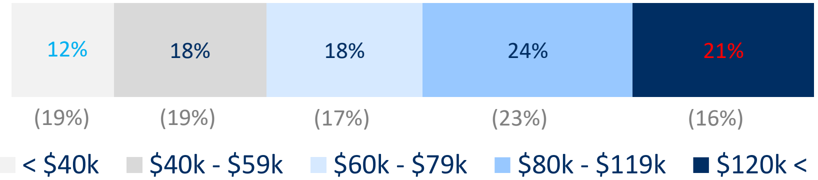
53% (49%)

Age



Income

(annual total household income before taxes)



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

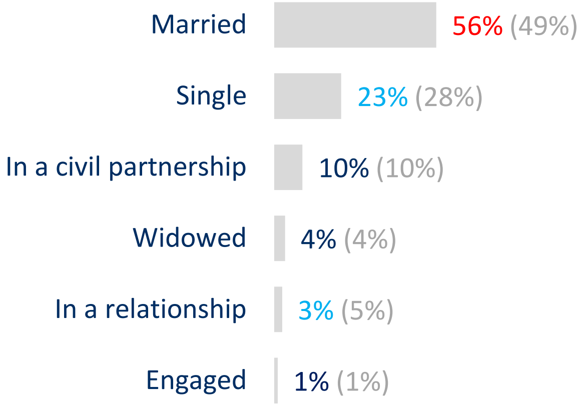
MAINSTREAM SUBURBANS: WHERE DO THEY LIVE AND WHO WITH?

Often married and living with a partner and older children or empty nest

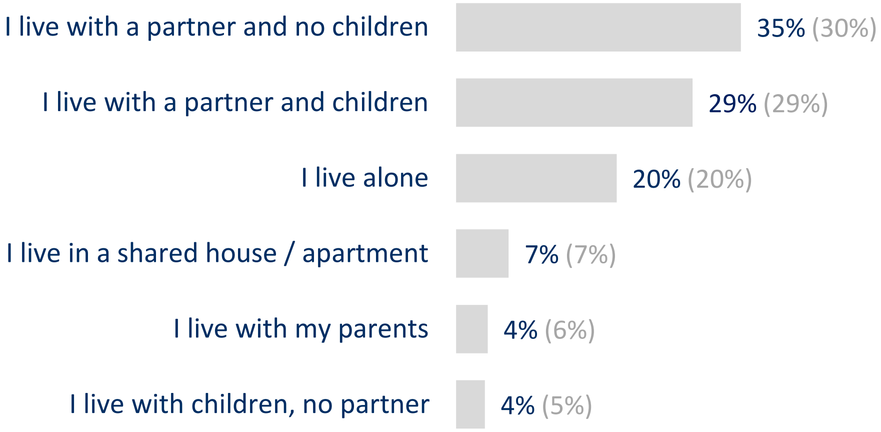
Where are they?

Ontario
40% (38%)

What's their relationship status?



Who do they live with?



(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

MAINSTREAM SUBURBANS: VALUES, ATTITUDES & INTERESTS

House proud and play an active part in local initiatives

What's important to them?

- **Local community,** supporting local producers, engaging with social causes and issues
- **Keeping a home they can be proud of,** cooking, remodelling, the place they spend the most time and it's a personal reflection of their lifestyle

What are their interests?

% who stated they are interested in each of the following subjects

Movies or TV shows 66% (66%)

Cooking 66% (62%)

Healthcare 50% (45%)

Politics 49% (40%)

Home remodelling 43% (37%)

Finance / Investments 42% (40%)

Participating in sport or fitness 39% (35%)

What are their attitudes?

% who 'agree' or 'strongly agree' with each statement

During a given week, I cook meals frequently – 60% (53%)

Investing in education is important to me – 44% (40%)

My home is an expression of my personal style – 42% (33%)

I like to take my time to find out the best value option in everything I do – 36% (36%)

I try to buy food that is grown or produced locally (in the region where I live) – 34% (34%)

My cultural / ethnic heritage is an important part of who I am – 31% (32%)

I am typically willing to pay more for high-quality items – 27% (26%)

Supporting equality for the LGBTQ community is important to me – 24% (26%)

> "I like cooking and entertaining for people at home like for friends and family"
> *Mainstream Suburban, Female*

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: ALCOHOLIC BEVERAGES

Wine is their drink of choice but also enjoy a range of others

What do they drink?

- **Wine is the main drink of choice at home** – red, white or rosé mainly depending on the weather and on what they are cooking
- Beer is their other main staple, often replacing a glass of wine
- The have quite a varied alcoholic beverage repertoire in general

> "Wine is my preferred drink at home. I'll have maybe two or three glasses a week"
> *Mainstream Suburban, Female*

> "I mostly prefer red wine, but I also drink white and I like rosé. We try to have a variety when we've got friends coming over. Sometimes even just a beer when I'm cooking"
> *Mainstream Suburban, Female*

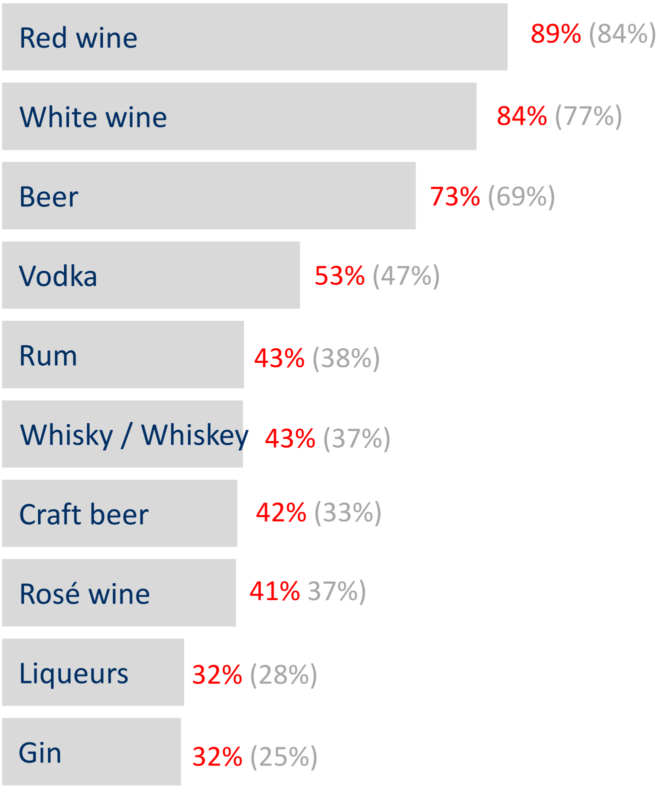
Inside a Mainstream Suburbans' home

Compared with others, they often enjoy:

Red wine, white wine, rosé, beer, spirits and craft beer

Top 10 alcoholic beverages: Past 12 months

% who have drunk the following alcoholic beverages in the past 12 months



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: MOTIVATIONS FOR WINE DRINKING

Drink wine to unwind and for enjoyment

Why do they drink wine?

- They are primarily drawn to it for **functional reasons** – a taste they enjoy and an easy way to unwind
- Wine is **something that gives them pleasure** and is enjoyed at home alone or with their friends
- Wine is an almost **daily go-to at home**. Often found pouring a glass while cooking and continue drinking throughout the meal into the evening
- As they drink wine frequently in the evening with dinner, **how well a wine will pair with food is important when deciding which wine to buy**

“We probably drink wine two or three times a week and it is usually with a meal”
Mainstream Suburban, Female

“I usually drink wine about three times a week with dinner. Sometimes I the evening I might just have a glass”
Mainstream Suburban, Male

“When we are going to a friends house, we tend to bring wine when we are hanging out. We will all share it together”
Mainstream Suburban, Female

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: WINE ENGAGEMENT

Know what they like and seek out best value

How do they engage with wine?

- **Frequent wine drinkers**, particularly for more informal occasions at home
- **Experienced drinkers** who know what they like and have built up strong knowledge about wine – but not actively spending time or effort to learn more
- **Not pretentious about their wine choices** – happy with good value options for frequent drinking

> "I am not a wine connoisseur but I do know what I like. I would generally stick to that"
> *Mainstream Suburban, Male*

What influences their choices?

- **Gravitate towards the familiar –** both varietals and brands
- **Open to trying new things, tempted by a good deal –** a promotion / special, or a new eye-catching fun label that hits the right price point

> "I am drawn to brands I am familiar with mainly"
> *Mainstream Suburbans, Female*

> "Promotions are what attracts me to new wines to try"
> *Mainstream Suburban, Female*

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: WHERE THEY BUY WINE

Strong preference for government-controlled liquor stores for ease of access and variety

Where do they buy wine?

- Government-controlled liquor stores are where wine is mostly bought, as a result of availability
- This segment is less likely to venture beyond government-controlled liquor stores
- The wine descriptions and ranking system in the government-controlled liquor stores appeals to this segment as they can easily identify the style of wine

> "It is regulated around here so there's only really the licensed liquor store"
> *Mainstream Suburban, Female*

> "It is mainly government liquor stores that you can buy wine from. They have a good variety, and also a good ranking system. For example, by dryness, so you know that one is a very dry wine"
> *Mainstream Suburbas, Male*

> "The majority of the time, the government liquor store has everything I want"
> *Mainstream Suburbas, Male*

Top 10 wine buying channels

% who have bought wine from the following channels in the past 6 months

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: VARIETALS

Tend to stick to mainstream varietals

What do they drink?

- **Grape variety is the most important choice cue** when deciding which wine to wine
- More likely to **enjoy the more commonly drunk varietals** in both red and white
- They enjoy a smaller range of varietals than other groups and are less likely to choose some of the less well-known grapes

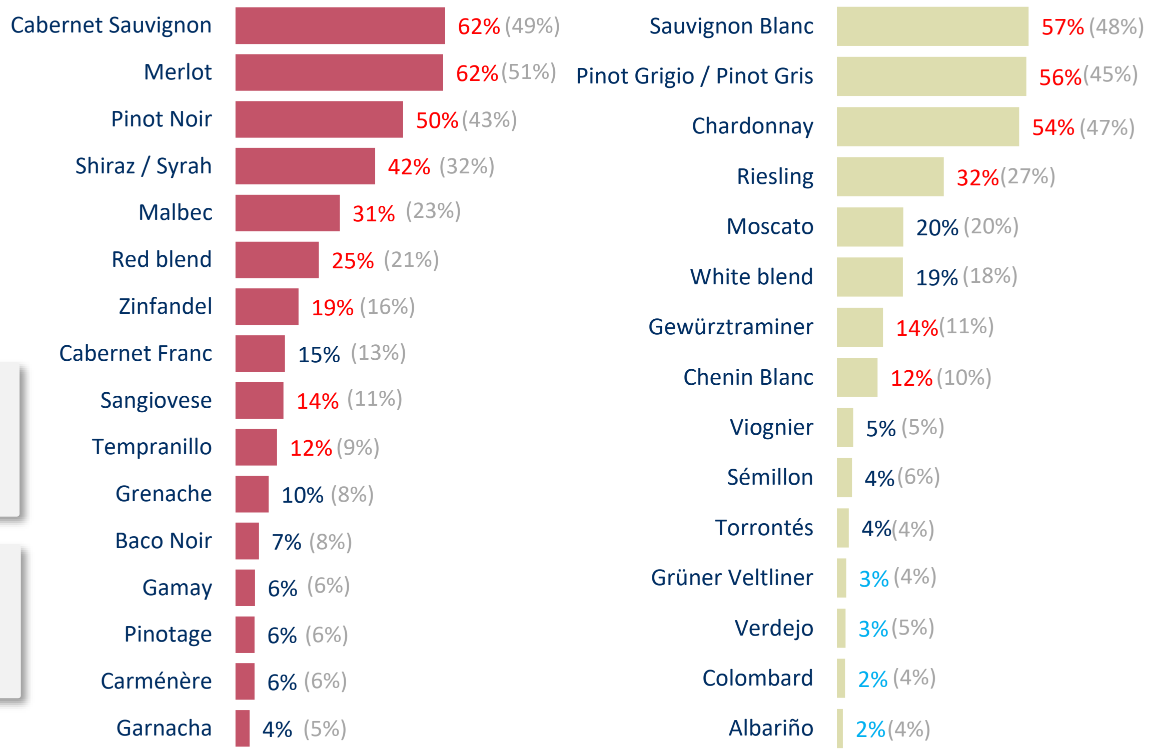
Compared with others, they are particularly fans of wine from:
Cabernet Sauvignon, Merlot, Sauvignon Blanc, Pinot Grigio / Pinot Gris, Chardonnay and Riesling

> "I would usually swap towards Rieslings more often than anything else. I do also like Chardonnay and Chenin Blanc as I find them crisp and not too dry"
> *Mainstream Suburban, Female*

> "I am usually looking for a particular varietal, like Sauvignon Blanc. That is my favourite white and I would say Cabernet Sauvignon or Merlot are up there in terms of red"
> *Mainstream Suburban, Female*

Varietal consumption

% who have drunk the following varietals in the past 6 months



(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: WINE ORIGIN

Open to a broad range of regions but tend to drink local

Compared with others, they are particularly fans of wine from:
Canada, Italy, France, California and Australia

What do they drink?

- **Experienced and knowledgeable drinkers**, familiar and open to a broad range of countries and regions of origin, likely as a result of time spent in the category
- Often drawn to domestic wine in the drive to purchase more local
- Old World regions are also popular, with interest in Australia, California and New Zealand as well

"I prefer to buy Canadian and buy local"
Mainstream Suburban, Male

"We like Canadian wine. Australian wine is also good"
Mainstream Suburban, Female

"I mainly drink French wines"
Mainstream Suburban, Male

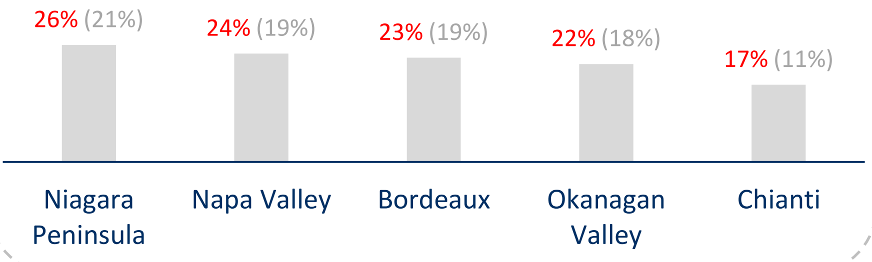
Country of origin consumption: Top five

% who have drunk from the following countries of origin in the past 6 months

Canada	Italy	France	California	Australia
65% (58%)	46% (36%)	46% (37%)	46% (36%)	37% (28%)

Region of origin purchase: Top five

% who have drunk from the following regions of origin in the past 3 months



(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: HOW DO THEY SHOP FOR WINE?

Stick to varietals / styles they know and influenced by promotions when looking to try something new

How do they shop in the off-premise?

- **Primarily shop with a varietal in mind,** a choice that could be influenced by food they might be having that week - typically it's a choice between varietals they know and trust
- **Price won't dictate a purchase,** but if something they enjoy is on promotion, they will be drawn to it
- Typically looking to spend **under $15 on a bottle, but may trade up to $20-25** for more special occasions especially if sharing with others

% who say each of the following are 'important' or 'very important' when buying wine	Mainstream Suburbans	RWD
n=	*1,123*	*6,000*
Grape variety	83%	71%
The country of origin	74%	65%
A brand I am aware of	73%	71%
The region of origin	68%	59%
Wine that matches or complements food	68%	64%
Taste or wine style descriptions	66%	64%
Promotional offer	60%	62%
Recommendation by friend or family	60%	65%
Alcohol content	44%	48%
Recommendations from shop staff or shop leaflets	42%	46%
Recommendation by wine critic or writer	34%	37%
Appeal of the bottle and / or label design	33%	40%
Recommendation by wine guide books	27%	32%
Whether or not the wine has won a medal or award	27%	29%

"I am drawn to brands I am familiar with mainly"
Mainstream Suburbans, Female

"I am usually looking for a particular varietal, like Sauvignon Blanc. That is my favourite white and I would say Cabernet Sauvignon or Merlot are up there in terms of red"
Mainstream Suburban, Female

"I base my type of wine on what goes well with my food. If it is a red meat, I lean towards red wine. If it is pasta or chicken, I lean towards a white wine"
Mainstream Suburban, Female

"Promotions are what attracts me to new wines to try"
Mainstream Suburban, Female

A recent Mainstream Suburban's purchase: Sauvignon Blanc and Cabernet Sauvignon

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: HOW DO THEY ENGAGE IN THE ON-PREMISE?

Infrequent drinkers in the on-premise with wine serving a purpose of accompanying a meal

Wine in the on-premise

- **Infrequent drinkers of wine in the on-premise**, with few returning to restaurants after the ease of government restrictions
- **Wine more often accompanies a meal**. Choices will depend on what is being eaten and group preference
- Feel relatively **confident with a wine list** and will order based on preferred varietal
- Despite being one of the most infrequent drinking segments in the on-premise, they are **willing to spend up to $28 on average with a more formal dinner out** (noting this is a fairly uncommon event for this segment)
- However, some are **aware of the high mark ups on wine in the on-premise**, and prefer to drink at home where it is cheaper and in an environment they are more comfortable with

"We have gone out to restaurants a couple of times now that it is allowed"
Mainstream Suburban, Female

"Price point and varietals are things I would look for first on a menu"
Mainstream Suburban, Female

"I first of all look to see if I recognise the wine. Depending on who I'm with, if I'm with some friends I might get a recommendation from them"
Mainstream Suburban, Male

"We've more often ordered a bottle of wine if we're going out to dinner with friends. If it's just the two of us, it would have to be a special occasion like a birthday or an anniversary"
Mainstream Suburban, Female

"We don't go out to bars because I feel it's more comfortable and cheaper to drink at home"
Mainstream Suburban, Female

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: WHICH WINE BRANDS DO THEY BUY?

High awareness of brands, sticking to mainstream for the reliable quality and value they offer

What is their attitude towards brands?

- **Aware of a broad range of wine brands due to their experience in the category**
- Tend to **stick to tried and tested brands** that they enjoy the taste of and see as affordable for everyday drinking
- **Big brands offer reassurance of acceptable quality wine**, within a price point they know is good value
- **Creatures of habit** when it comes to the wine they buy

Brands you might find them drinking

BAREFOOT
KIM CRAWFORD
[yellow tail]
PELLER ESTATES
PELEE ISLAND WINERY
MASI
JACKSON TRIGGS
Oyster Bay
COPPER MOON
BODACIOUS

> "I have a bottle of Barefoot pink Moscato which I would buy even when there's no promotion. That is probably the only wine that we'll drink without food"
> *Mainstream Suburban, Female*

> "I like Jackson-Triggs because it's a local wine"
> *Mainstream Suburban, Male*

> "Copper Moon Pinot Grigio is a favourite of mine that I buy in liquor stores. They always have a good stock of it"
> *Mainstream Suburban, Male*

> "I have bought Yellow Tail because they have some promotions on those, so I thought I'd give it a try"
> *Mainstream Suburban, Male*

A selection of wines from a Mainstream Suburban's home

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: ALTERNATIVE WINE PACKAGING FORMATS

High awareness of alternative packaging but clear preference for standard bottles

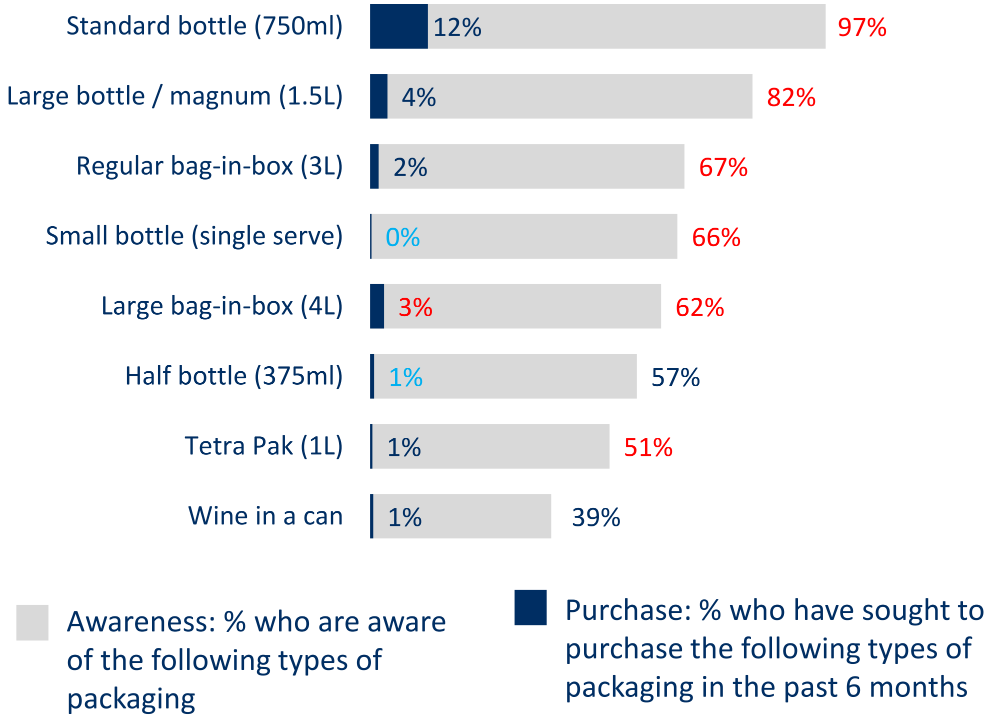
What do they think about alternative packaging formats?

- **Aware of a range of alternative packaging types but overarching preference for standard glass bottles**
- Acknowledge the benefit of boxed wine offering more volume, but concerns over freshness and safety of materials used versus a glass bottles
- Less likely to have purchased smaller formats

> "I've tasted box wine and its not bad, but we just don't really have space for it and I prefer bottles. It doesn't stay open for very long so it feels like the wine stays fresher"
> *Mainstream Suburban, Female*

> "I do prefer a glass bottle but boxes offer more volume. I don't know what kind of material boxes such so I am worried about it leaching into the wine. Whereas glass, there's only the cork that may leach"
> *Mainstream Suburban, Male*

Awareness and purchase of alternative packaging formats



Awareness: % who are aware of the following types of packaging

Purchase: % who have sought to purchase the following types of packaging in the past 6 months

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

MAINSTREAM SUBURBANS: NORA

Nora (64) lives with her husband in a suburb in Ontario. She is retired and has three grown up children who have left home

How does wine fit into your life?

I've been drinking wine for many years. It is something that I usually have with dinner two or three times a week. When I am cooking, I like to have a glass too. If my husband and I are grilling some steaks, we will open up a nicer bottle as it is more of an occasion. But if it is just a weekday meal, we will just have a bottle of our usual that we've picked up from the liquor store.

We don't go out much nowadays, especially after the pandemic. We went out to a restaurant for the first time in ages a few weeks ago to meet up with some friends we haven't seen in a long time. We had a lovely dinner and shared a bottle of Merlot with our meal.

I prefer to invite friends and family over to our house rather than going out. We will have a BBQ in the garden and start off with some rosé if the weather is nice! It is nice to have a catch up with them and share some good food and wine. I love cooking and entertaining for people at home.

Which wines do you enjoy drinking?

In the summer time, a nice white wine and I also like rosé. Copper Moon Pinot Grigio is a favourite of mine. I am definitely a creature of habit and stick to a couple of favourites that I have! I like Jackson-Triggs Merlot and Yellow Tail Shiraz as they pair well with the food that I tend to cook. If it is a wine that I really like, I'll spend $25 but I don't buy them very often. I usually spend around the $15 mark.

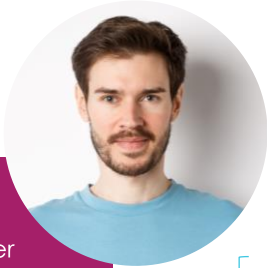
How do you choose your wine?

We usually shop at the LCBO because they have a good variety of wines and they are always in stock. I do tend to go straight to the same aisle as I know exactly what wine I want. Sometimes they will have a display section with promotions, and I have a browse of what is on offer. If it catches my eye, I'll take if off the shelf and have a read of the label and see what varietal it is. If it is a varietal I like and is on sale, I'll try a bottle.

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

CONTENTS

SOCIAL NEWBIES



wine intelligence

WHO

- Young professional (Gen Z and younger Millennials)

INTERESTS AND VALUES

- Friendships – old and new, building networks ▪ Establishing and progressing careers ▪ Exploring the world – locally, abroad, hobbies

RELATIONSHIP WITH WINE

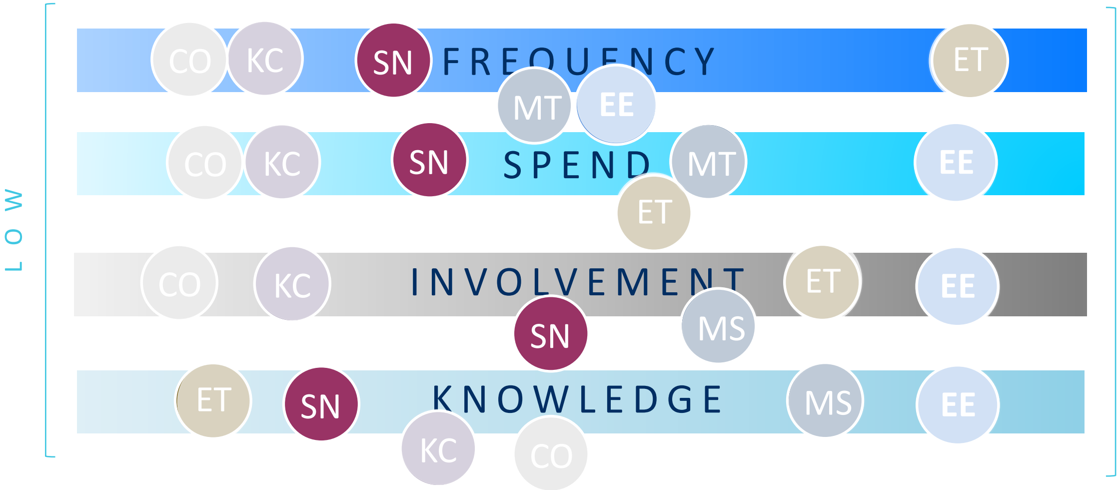
- **Happy-go-lucky’** open to trying whatever is in front of them, whatever the group is drinking ▪
- **Valuable in restaurants.** Socialise in the on-premise frequently and enjoy wine with meals
- **Future potential.** Low current knowledge and confidence in the category, but could grow into even more valuable segments with experience

HOW TO ENGAGE THEM WITH WINE

- **Social events –** fun experiences with a role for wine (rather than wine specific events) e.g. music events at wineries
- **Availability in their local restaurants** – a key place they discover new wines
- **Memorable labels –** they struggle to remember brand names

KEY CHALLENGE FOR WINE BRANDS

- **Being remembered.** Drink a lot of wine socially, but do not pay attention to what they are drinking



BRANDS THEY DRINK

Low brand awareness, often buying mainstream brands with labels / icons they can remember

BAREFOOT

NAKED GRAPE

Gallo FAMILY VINEYARDS

[yellow tail]

JACKSON TRIGGS

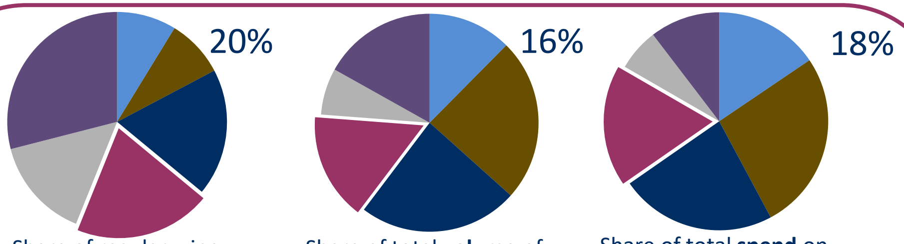
Oyster Bay

Typical Social Newbie behaviour

- ✓ Aiming to spend under $15 for a bottle of wine in the off-premise
- ✓ Not fussy about what wine they are drinking – will happily accept a glass of something poured by a friend or family member
- ✓ Consume less wine at home – seen as a ‘mature’ drink for dinners
- ✓ Promotion driven – price is front of mind when shopping
- ✓ Low knowledge and confidence – will buy mainstream brands they recognise and rely on recommendations

SOCIAL NEWBIES: PROPORTION OF WINE DRINKERS, VOLUME AND SPEND ON WINE

Stronger presence in the on-premise but lower than average spend



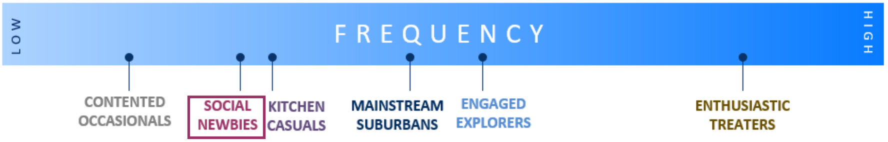
Share of regular wine drinkers **population**

Share of total **volume** of wine sold in Canada

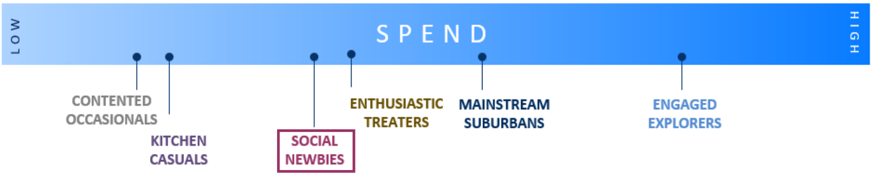
Share of total **spend** on wine in Canada

Off-premise	12%	13%
On-premise	23%	25%

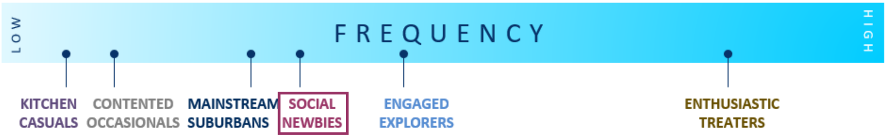
Wine consumption frequency (off-premise)



Typical spend per bottle of wine (off-premise)



Wine consumption frequency (on-premise)



Typical spend per bottle of wine (on-premise)

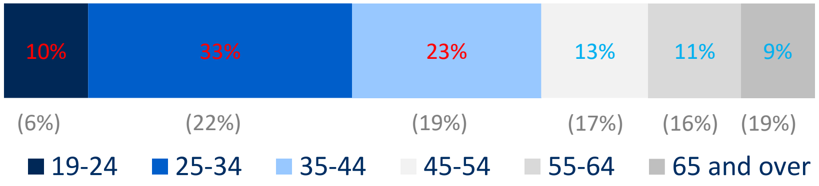
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

SOCIAL NEWBIES: WHO ARE THEY?

Gen Z and younger Millennials

Average income

Age

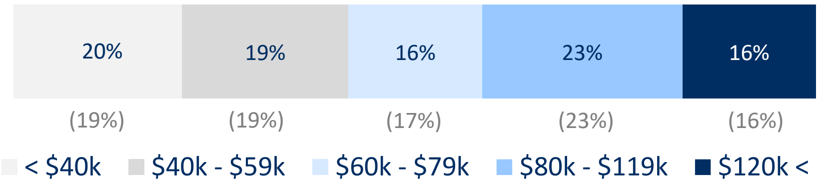


Gender

52% (51%)

48% (49%)

Income
(annual total household income before taxes)



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

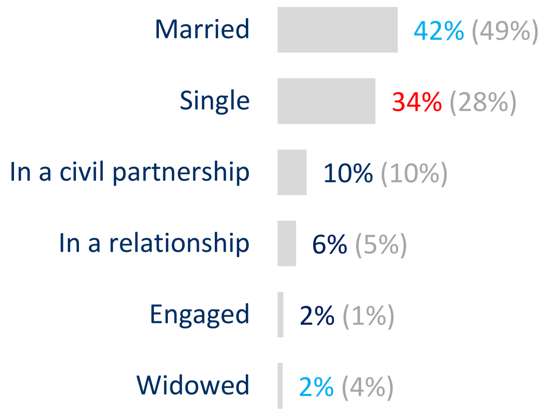
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

SOCIAL NEWBIES: WHERE DO THEY LIVE AND WHO WITH?

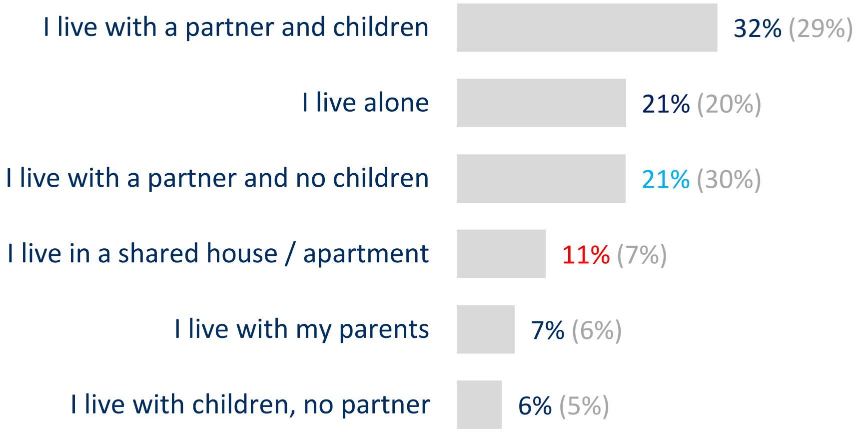
Segment most likely to be single

More likely than others to live in a shared house / apartment

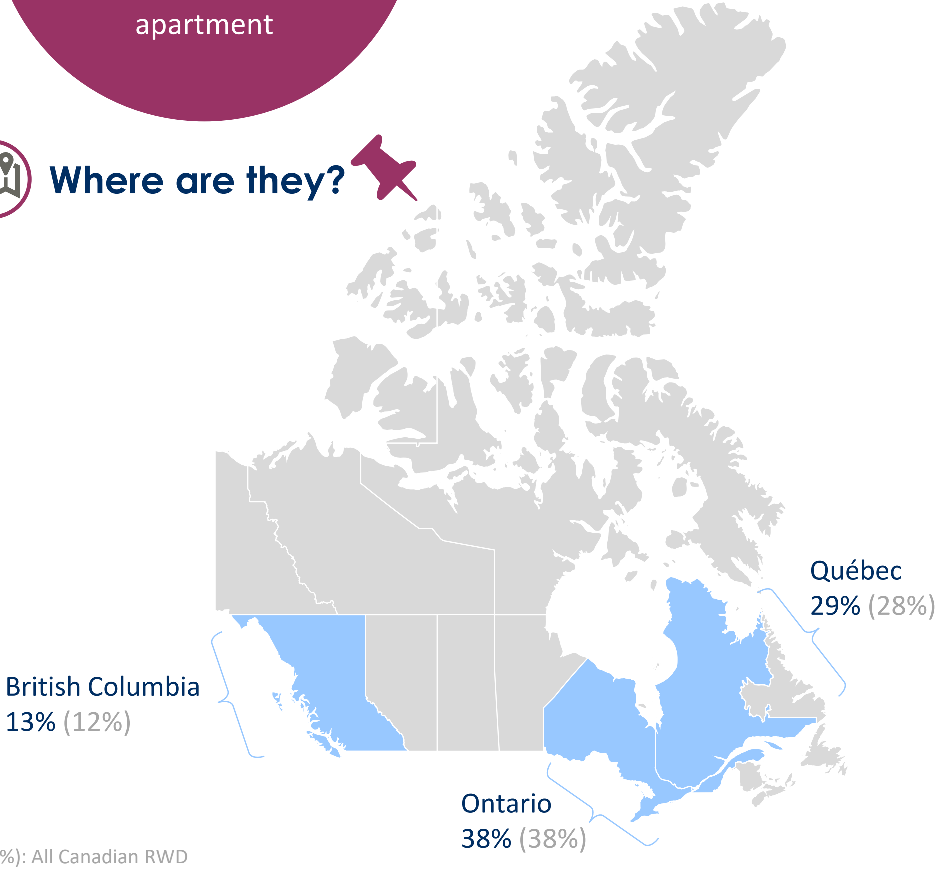
What's their relationship status?



Who do they live with?



Where are they?



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

SOCIAL NEWBIES: VALUES, ATTITUDES AND INTERESTS

A social group, enjoying excitement and their purpose

What's important to them?

- **Being active,** travelling, socialising, looking for excitement
- **Education and career-focused,** often in higher education or the early stages of their career
- **Expressing themselves,** through fashion and creative endeavours

What are their interests?

% who stated they are interested in each of the following subjects

Movies or TV shows
67% (67%)

Cooking
61% (62%)

Healthcare
45% (45%)

Finance / Investments
44% (40%)

Fashion
37% (26%)

Business
33% (28%)

What are their attitudes?

% who 'agree' or 'strongly agree' with each statement

During a given week, I cook meals frequently – 46% (53%)

Investing in education is important to me – 41% (40%)

My cultural / ethnic heritage is an important part of who I am – 38% (34%)

I like to take my time to find out the best value option in everything I do – 30% (36%)

I prioritise taking overseas trip and holidays – 29% (22%)

I frequently choose active holidays with lots to do – 28% (21%)

I am typically willing to pay more for high-quality items – 27% (26%)

My home is an expression of my personal style – 27% (33%)

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

SOCIAL NEWBIES: ALCOHOLIC BEVERAGES

Choices influenced by occasion and company

What do they drink?

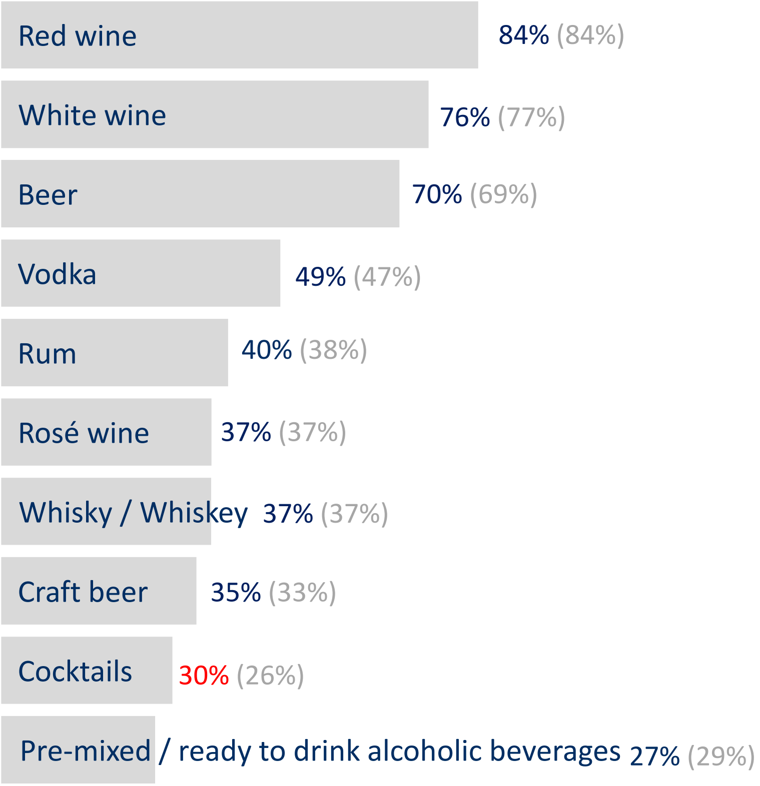
- Similar beverage repertoire to all Canadian regular wine drinkers
- Beyond wine, they enjoy cocktails, both in and out of the house
- **Beverage choice often determined by who they are with / what the group is drinking, especially in the on-premise**
- Their overall alcoholic beverage repertoire is not diverse, reflecting their early stage in the alcohol category in general

> "When you are at home, there is more flexibility. I'll have a glass of wine or maybe just an IPA to unwind"
> *Social Newbie, Male*


Inside a Social Newbie's house

Top 10 alcoholic beverages: Past 12 months

% who have drunk the following alcoholic beverages in the past 12 months



(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: MOTIVATIONS FOR WINE DRINKING

Socially motivated to drink wine

Why do they drink wine?

- **As part of social occasions**. Wine is drunk as an accompaniment to out of home activities, including dinner or drinks with friends
- **Wine is associated with food and is seen as the go-to accompaniment for a nicer meal at a restaurant**. It is viewed as mature and sophisticated – something that makes an occasion a bit more special
- **Choice is often determined by the occasion or group they are with.** They will happily go with the group preferences

> "I drink wine more for dinners or if I am going out for lunch"
> *Social Newbie, Female*

> "I'd say I drink it when going out with friends or with some food. When meeting up with friends for birthdays, we usually share a bottle of wine"
> *Social Newbie, Female*

> "If other people are drinking wine, then I will definitely have a glass as well"
> *Social Newbie, Female*

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: WINE ENGAGEMENT

Keen drinkers but lower wine confidence and knowledge

How do they engage with wine?

- **Wine drinking is a relatively new addition to their lives** – they are still learning how to navigate what they like and what works for their lifestyles. As such, they have low confidence, involvement and knowledge in the category
- Consider wine a **sophisticated choice for occasions like special dinners out**

> "If I am going out to a nicer restaurant, I would pick wine for sure. It is part of the experience for me"
> *Social Newbie, Female*

What influences their choices?

- **Group preferences -** they will happily defer decisions to friends or family deemed more knowledgeable
- **Happy to follow a recommendation** – whether that's in-store or from someone they know
- **Social media and online platforms** – they will refer to blogs and apps for reviews and recommendations

> "There are good resources online that give you recommendations and information"
> *Social Newbie, Male*

> "I'll look at different forums, blogs and apps for recommendations, especially about pairings"
> *Social Newbie, Male*

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: WHERE THEY BUY WINE

Shop for wine from a broad range of channels beyond government-controlled liquor stores

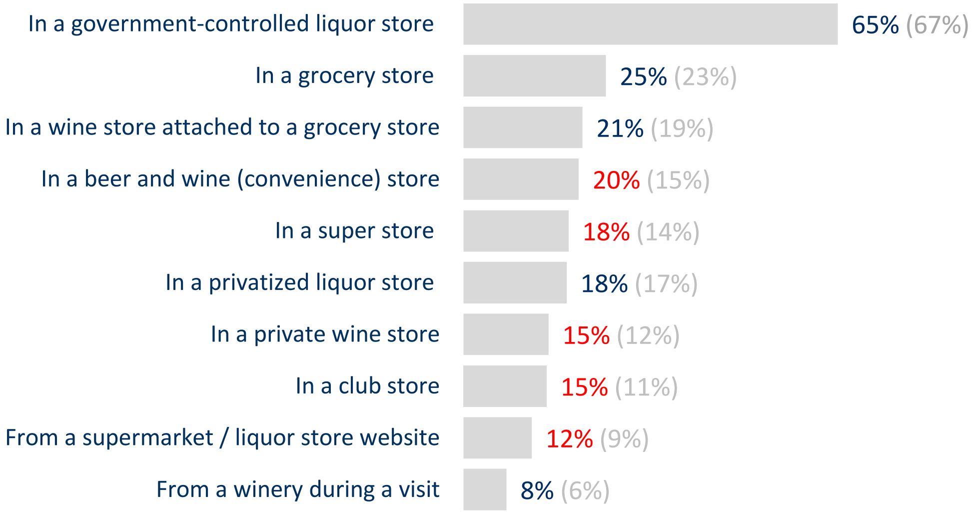
Where do they buy wine?

- Just shy of two thirds shop for wine in government-controlled liquor stores – appreciating staff recommendations
- Beyond government stores, these younger consumers are diversifying and are buying wine from a broad range of channels
- More likely than average to buy wine from online channels

> "Liquor store staff are knowledgeable about the wines that they carry"
> *Social Newbie, Female*

Top 10 wine buying channels

% who have bought wine from the following channels in the past 6 months



> "Generally, I find that if we're talking LCBO, they do give a lot of floor space to Canadian wine. I think it's just to encourage buyers purchasing local product"
> *Social Newbie, Male*

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: VARIETALS

Cautiously exploring varietals through recommendations

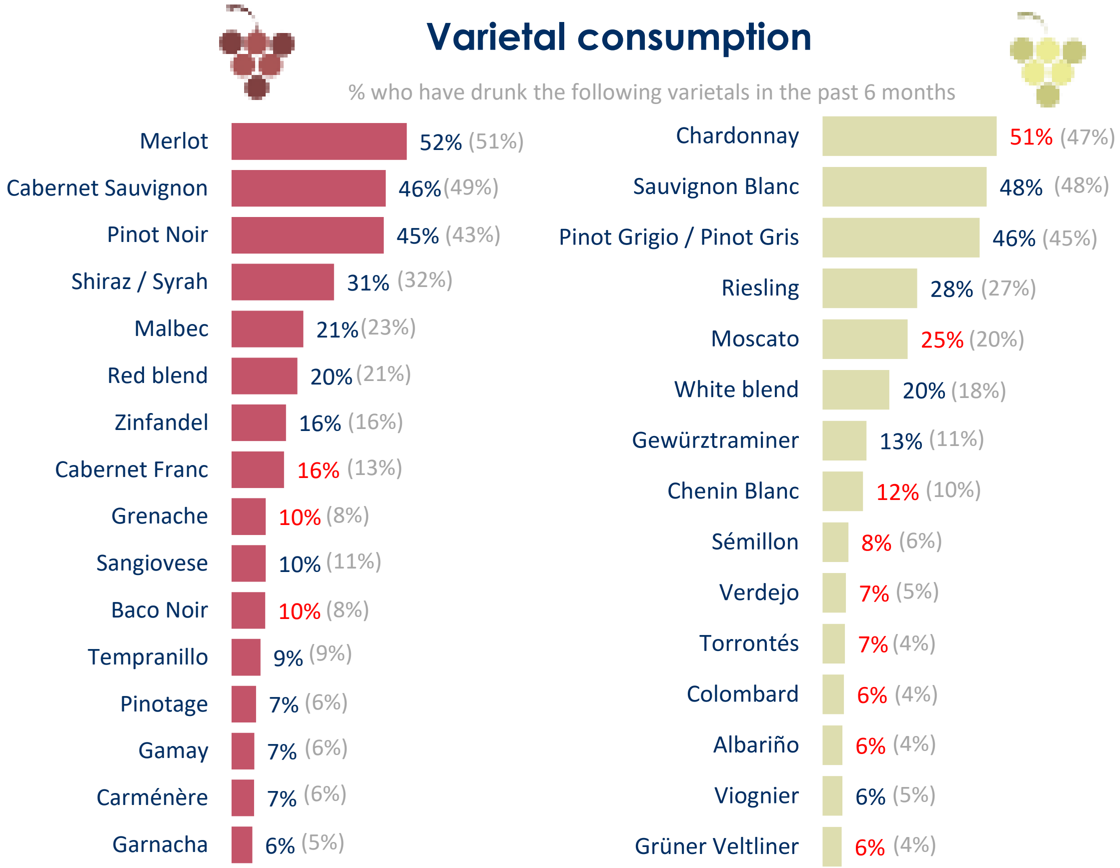
What do they drink?

- **Discover new varietals usually through recommendations from family and friends**
- Their ‘new to the category’ palate shows a preference for sweet wine like Moscato
- They have a few varietals they are aware of and will turn to them when they want to be sure they will enjoy the wine, but are also **flexible and open to try new things**

> “I feel like the ones that I choose are similar in sweetness. I tend to prefer sweeter wines in general”
> *Social Newbie, Female*

> “I gravitate towards Shiraz or Merlot just because I am familiar with them”
> *Social Newbie, Female*

> “I am fairly new to Malbec. I think it was a recommendation or someone gifted it to me. I tend to stick with Pinots and Cabernet Sauvignons as safe choices”
> *Social Newbie, Male*



Varietal consumption

% who have drunk the following varietals in the past 6 months

(%): All Canadian RWD
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: WINE ORIGIN

Unsure how to navigate wine origin, not a top consideration when purchasing wine

What do they drink?

- Given their lower category knowledge, when choosing wine, they are **not giving too much thought or preference to particular places of origin**
- Affinity for certain origins is only really influenced by a particularly good wine experience, living locally to a wine producing area and / or memory of traveling to a location
- Preference for Canadian wine because of advertisement in liquor stores on local wines

> "Region isn't really important to be because I don't know what different it would make"
> *Social Newbie, Female*

> "Generally, I find that if we're talking LCBO, they do give a lot of floor space to Canadian wine. I think it's just to encourage buyers purchasing local product"
> *Social Newbie, Male*

> "I am a big fan of Pinot Noir, specifically from British Columbia as I visited the winery"
> *Social Newbie, Female*

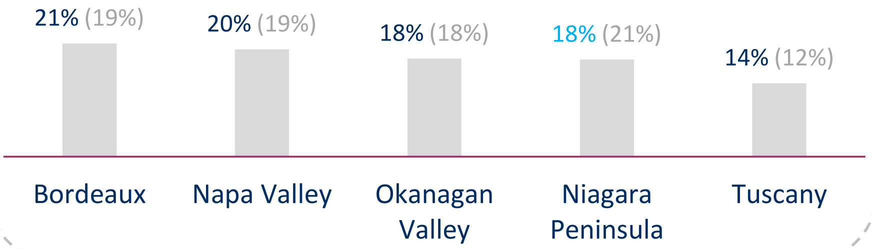
> "I spent a year in Australia, so I'm familiar with Australian wine only because of that"
> *Social Newbie, Female*

Country of origin consumption: Top five

% who have drunk from the following countries of origin in the past 6 months

Region of origin purchase: Top five

% who have drunk from the following regions of origin in the past 3 months



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: HOW DO THEY SHOP FOR WINE?

Recommendations, label design and price are the most important factors

How do they shop in the off-premise?

- They **approach wine visually**, looking for labels they recognise or designs that appeal to them
- **Recommendations are strongly appreciated both from friends, family and instore**
- **Price is a key factor.** They will seek out wines within a price range they are comfortable with and will have an eye out for promotions

% who say each of the following are 'important' or 'very important' when buying wine	Social Newbies	RWD
n=	*1,207*	*6,000*
Recommendation by friend or family	75%	65%
Wine that matches or complements food	72%	64%
Grape variety	71%	71%
A brand I am aware of	71%	71%
Taste or wine style descriptions	69%	64%
The country of origin	67%	65%
Promotional offer	64%	62%
The region of origin	61%	59%
Recommendations from shop staff or shop leaflets	58%	46%
Alcohol content	54%	48%
Appeal of the bottle and / or label design	52%	40%
Recommendation by wine critic or writer	47%	37%
Recommendation by wine guide books	44%	32%
Whether or not the wine has won a medal or award	37%	29%

> "For the most part, it would be recommendations from friend or family members if I were going for brands that I didn't already know"
> *Social Newbie, Female*

> "A wine with a promotional value is the one I would go for"
> *Social Newbie, Male*

> "I would say labels usually. With Yellow Tail, probably one of the first things that I notice is the bold coloured band and the graphic logo. So that would stand out to me on the shelf"
> *Social Newbie, Female*

> "Pretty packaging definitely catches my eye. If there were three different types of wines on sale, I would go with the packaging that catches my eye"
> *Social Newbie, Male*

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: HOW DO THEY ENGAGE IN THE ON-PREMISE?

Wine is associated with meals or more formal occasions

Wine in the on-premise

- **Typically spend time socialising in the on-premise**
- Wine isn't always the first choice when drinking in the on-premise. In venues like pubs and bars, there is often a preference for beer or spirits and mixers. **Wine is chosen at more sophisticated meals and is deemed the "mature" choice**
- Choice of wine is based on what they are familiar with
- When choosing a wine in a restaurant, they are **conscious of budget** and will pick a wine based on what they are familiar with. They are happy to leave the decision making to others in the group or ask for wait staff

> "I would usually just pick based on the name or the brand, I guess, or sometimes what other friends are having. If it's something that they've tried and recommend, then often I would get the same"
> *Social Newbie, Female*

> "Often I would just let the wait staff know my preferences and ask them to recommend a sweeter wine"
> *Social Newbie, Female*

> "Often when you go to restaurants, the wines are fancy and I don't know it, so I would just pick it based on the grapes"
> *Social Newbie, Male*

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: WHICH WINE BRANDS DO THEY BUY?

Open to trying most brands, but still not very familiar with many of them

What is their attitude towards brands?

- **Low awareness of most brands**, reflecting their inexperience and lack of time spent in the wine category
- They often **struggle to recall the names** of wines they have consumed – instead are more likely to remember the label design rather than the brand name itself

> "I like fancy art honestly. I like funky labels with animals. That definitely attracts me to the bottle"
> *Social Newbie, Female*

> "I like labels that feel fun and exciting. It just makes it look enticing to try"
> *Social Newbie, Female*

Mainstream brands you might find them drinking:

BAREFOOT

Gallo FAMILY VINEYARDS

[yellow tail]

NAKED GRAPE

JACKSON TRIGGS

Oyster Bay

A selection of wine brands in a Social Newbie's home

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIES: ALTERNATIVE WINE PACKAGING FORMATS

Open to try wine in alternative formats

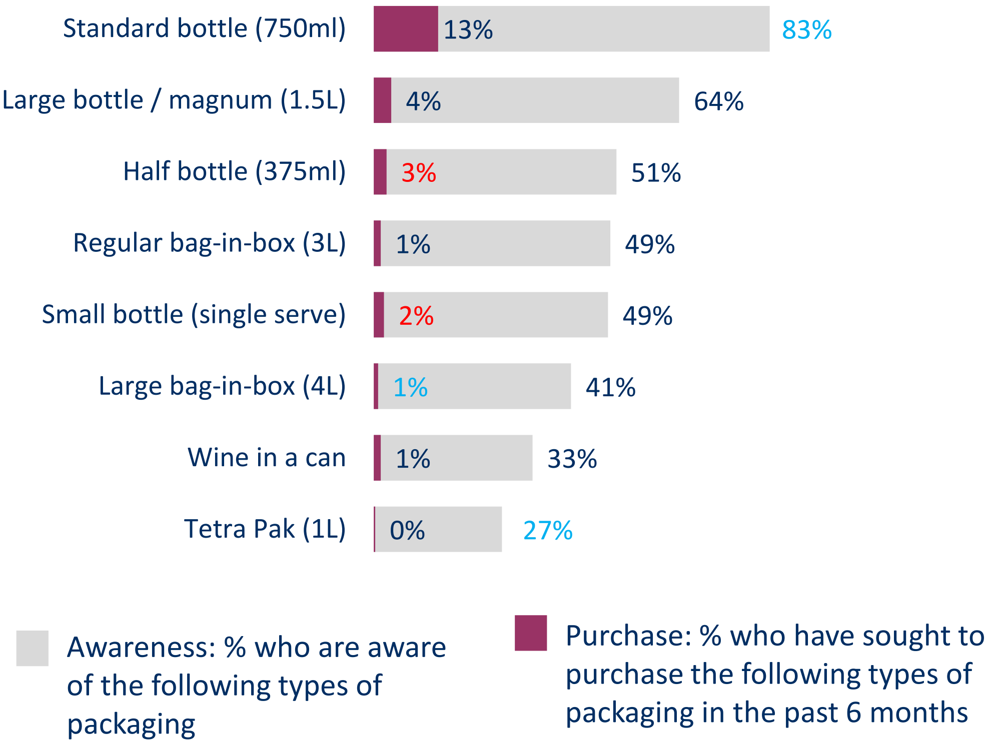
What do they think about alternative packaging formats?

- Awareness of alternative packaging is broadly in line with all regular wine drinkers
- More likely to have purchased smaller formats and single serves
- **Smaller formats are seen as convenient –** a good gift idea and also a way to try a variety of different wines
- **Boxed wine is seen as a good value alternative –** something to be shared in a big group for the quantity it offers

> "I've bought smaller bottles when I'm not sure maybe what wine to give to someone or wanting to just add a small accent to a gift. They're really good to go in gift bags or when I was wanting to buy just a variety"
> *Social Newbie, Female*

> "I guess I would maybe buy a boxed wine for a bigger gathering, knowing that people were coming over or maybe anticipating a few occasions in a row. I would go with a box for the quantity"
> *Social Newbie, Female*

Awareness and purchase of alternative packaging formats



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

SOCIAL NEWBIE: ETHAN

Ethan (28) has recently moved into a flat with his friend from university. He just started a new job at a software company

How does wine fit into your life?

I enjoy wine when I am going out for dinner with friends or colleagues to a nice restaurant. I see it as something to share rather than a drink I would buy for myself to have alone at home after a long day. I have some bottles of wine at home that I have been given as presents or when friend's come over for dinner.

Beer would probably be my first choice. I mostly drank beer at university, so wine is a relatively new thing for me. At the end of the day, there is nothing like cracking open a cold one. I am getting more into wine though as some of my friends are wine drinkers, but I tend to let them decide what we drink at a restaurant. My wine knowledge probably comes from them and recommendations from my parents. It definitely seems like a sophisticated drink, but it is still a bit intimidating!

My girlfriend is into her wine, so I'll make an effort and buy a bottle when we have dinner together. It makes the meal seem fancier and more special rather than just having a beer.

Which wines do you enjoy drinking?

I don't know a lot about the different types or styles of wine. I would say I prefer red wine generally and choose Cabernet Sauvignon or Merlot. I look out for them at shops and restaurants. I've recently tried Malbec and I quite enjoyed it. I'm fairly new to it. I think it was recommended by someone or maybe someone brought it round for a dinner party.

I like to drink white wine in the summer when it's hot. I tend to stick to Sauvignon Blanc or Chardonnay as they are refreshing. I haven't tried many other white wine types yet. I wouldn't know where to start.

How do you choose your wine?

Price is probably the first thing that I look at to be honest. I'll probably spend around $14 on a bottle if I am buying it for dinner with my girlfriend at home.

I like seeing what is on offer as well. If there were two brands that were normally $18 per bottle, and one is on offer with 20%, I'll go with the cheaper one.

In restaurants, I'll let my friends pick as they know more than me. If I am feeling bold, I'll ask the wait staff. I tell them what stuff I usually like and ask them to recommend a wine.

I know it sounds silly, but I also like a label that stands out on the shelf. I find them to be more interesting and it entices me in. You know, the type with interesting names or pictures of a dog.

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers
Wine Intelligence, consumers interviews

CONTENTS

CONTENTED OCCASIONALS

WHO

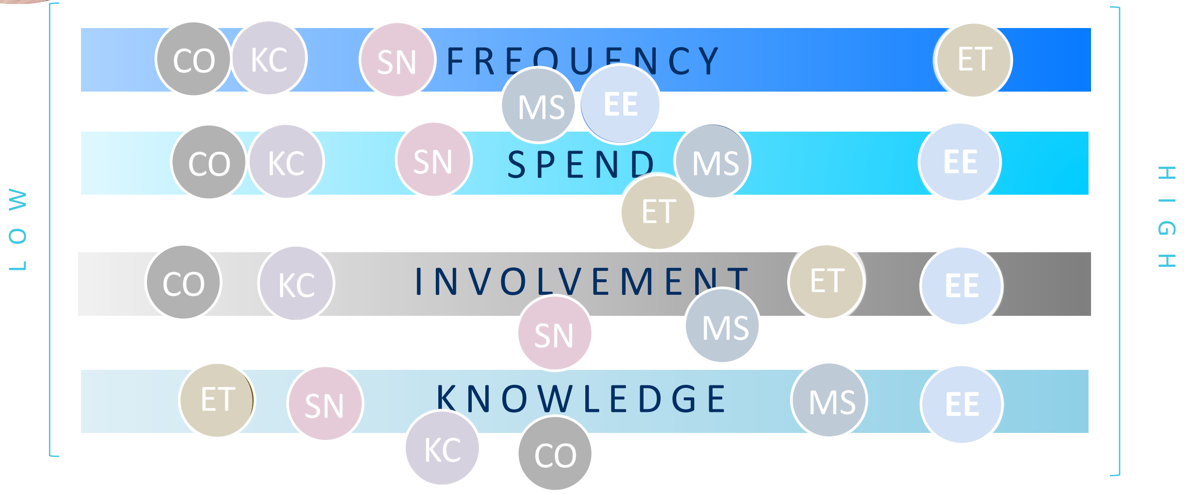
- Older segment, mid and lower-income, higher proportion of women, the majority are married, living both with and without children

INTERESTS AND VALUES

- Family – spending time with children and grandchildren
- Their homes – Cooking, decorating, remodeling

RELATIONSHIP WITH WINE

- **Low value.** Least involved segment, with low wine consumption frequency, lowest average spend and interest in the wine category
- **Relatively high knowledge** due to time and experience in the wine category
- **Stick to mainstream, lower priced brands**



BRANDS THEY DRINK

Mainstream, lower price brands

JACKSON TRIGGS

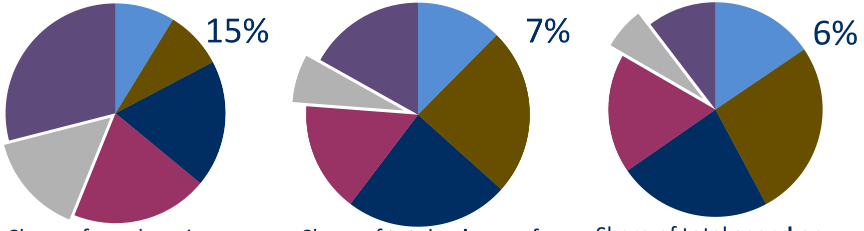
BAREFOOT

[yellow tail]

JACOB'S CREEK

CONTENTED OCCASIONALS: PROPORTION OF WINE DRINKERS, VOLUME AND SPEND ON WINE

Lowest consumption frequency and spend on wine



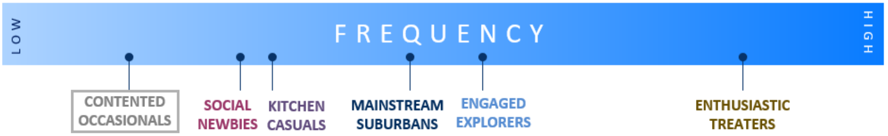
Share of regular wine drinkers **population**

Share of total **volume** of wine sold in Canada

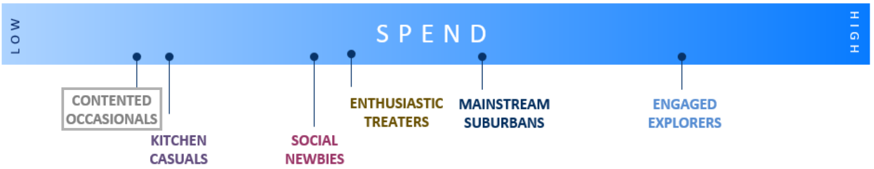
Share of total **spend** on wine in Canada

Off-premise	7%	6%
On-premise	8%	7%

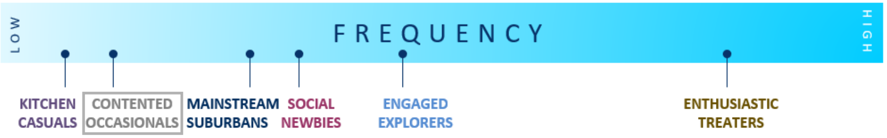
Wine consumption frequency (off-premise)



Typical spend per bottle of wine (off-premise)



Wine consumption frequency (on-premise)



Typical spend per bottle of wine (on-premise)

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CONTENTED OCCASIONALS: WHO ARE THEY?

Older segment

Mid and lower income

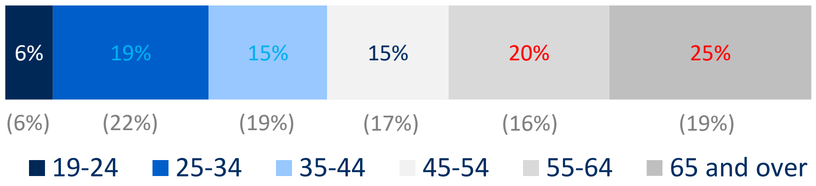
Higher proportion of women

Gender

41% (51%)

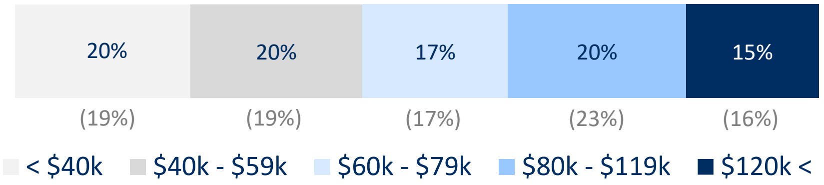
59% (49%)

Age



Income

(annual total household income before taxes)



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

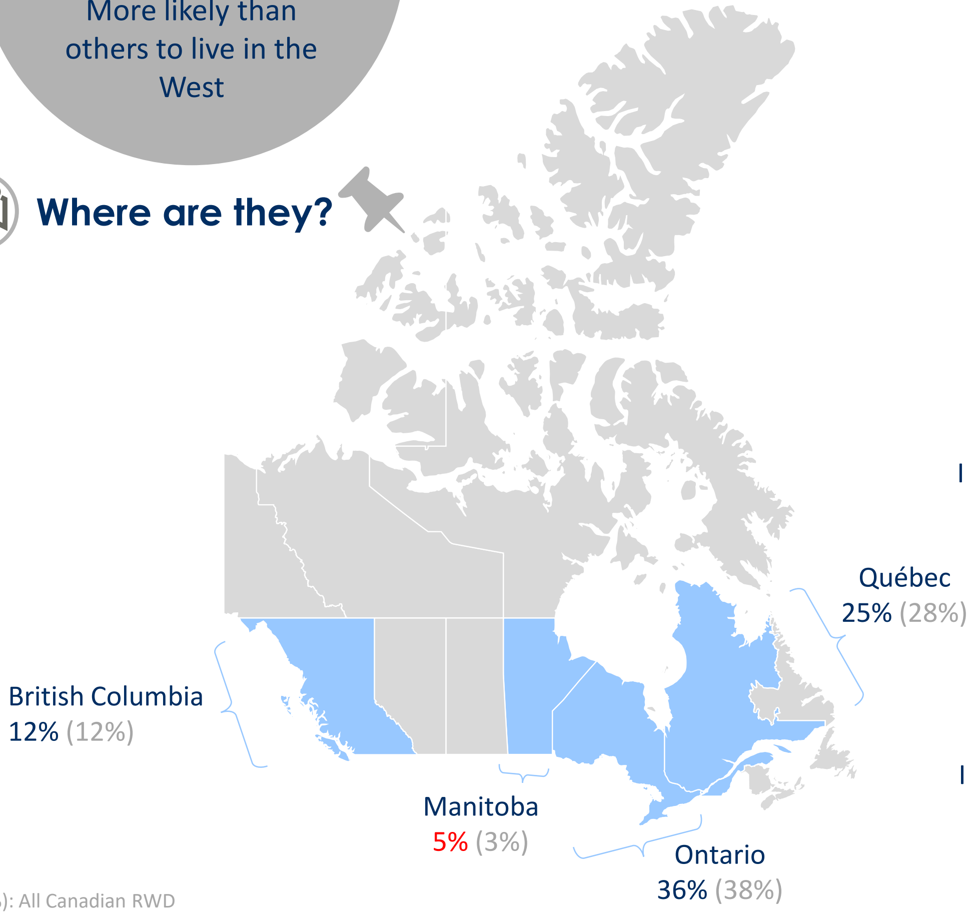
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CONTENTED OCCASIONALS: WHERE DO THEY LIVE AND WHO WITH?

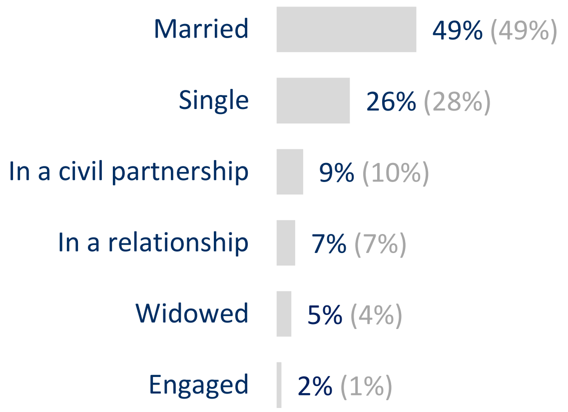
The majority are married, living both with and without children

More likely than others to live in the West

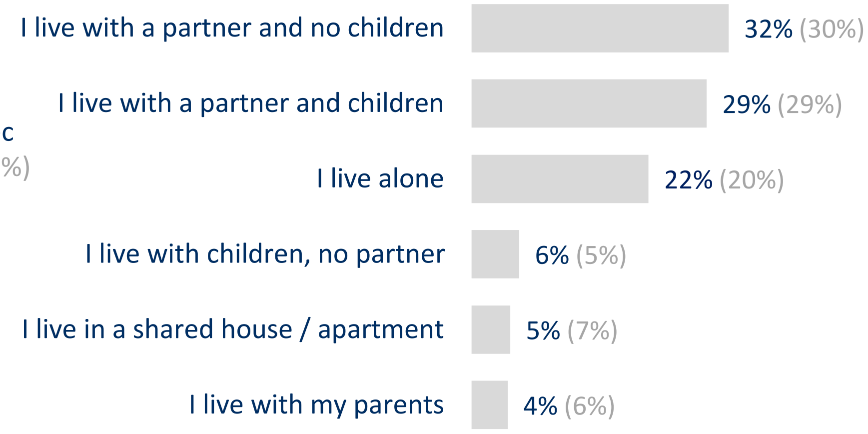
Where are they?



What's their relationship status?



Who do they live with?



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CONTENTED OCCASIONALS: WHAT DO THEY DRINK?

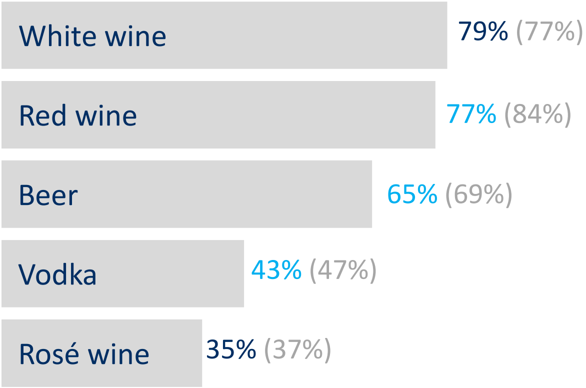
White wine drinkers with a narrow repertoire and tend to stick to what they know

What do they drink?

- **White wine is most commonly drunk** with a **narrower repertoire of other alcoholic beverages**
- Reflective of their time spent in the category, **awareness of countries and regions of origin is in line with all regular wine drinkers**, however this **does not translate into purchases**
- **Most likely segment to stick to what they know** and have the **lowest involvement and interest in the category**
- Their **commonly drunk brands have the highest levels of awareness** among Canadian regular wine drinkers

Top 5 alcoholic beverages: Past 12 months

% who have drunk the following alcoholic beverages in the past 12 months



Country of origin consumption: Top five

% who have drunk from the following countries of origin in the past 6 months

Canada	California	Italy	France	Australia
61% (58%)	33% (36%)	28% (36%)	28% (37%)	24% (28%)

Brands you might find them drinking:

JACKSON TRIGGS

BAREFOOT

[yellow tail]

JACOB'S CREEK

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CONTENTED OCCASIONALS: OFF-PREMISE AND ON-PREMISE

Most infrequent drinkers in the off-premise with lowest spend

Off-premise behaviour

- In line with all regular wine drinkers, their most likely channel is **government-controlled liquor stores,** also use **grocery stores and privatised liquor stores**, but only a small proportion of consumers are likely to do so
- **Low average spend –** between $13 and $16
- **Most infrequent wine drinkers in the off-premise**, with a relaxing drink at the end of the day and an informal meal at home the most common occasions, about 1-3 times a month
- Purchase cues based on **familiar brands** and **recommendations by family / friends**

On-premise behaviour

- **Very rarely drink in the on-premise –** most likely to drink wine out at the end of the day and are less likely to drink at a party / celebration / big night out
- **Lowest average spend –** between $18 - $23

Off-premise choice cues

Familiar brands

Recommendation by family / friends

Grape variety*

Promotional offer

Top 5 wine-buying channels

% who have bought wine from the following channels in the past 6 months

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CONTENTS

KITCHEN CASUALS

WHO

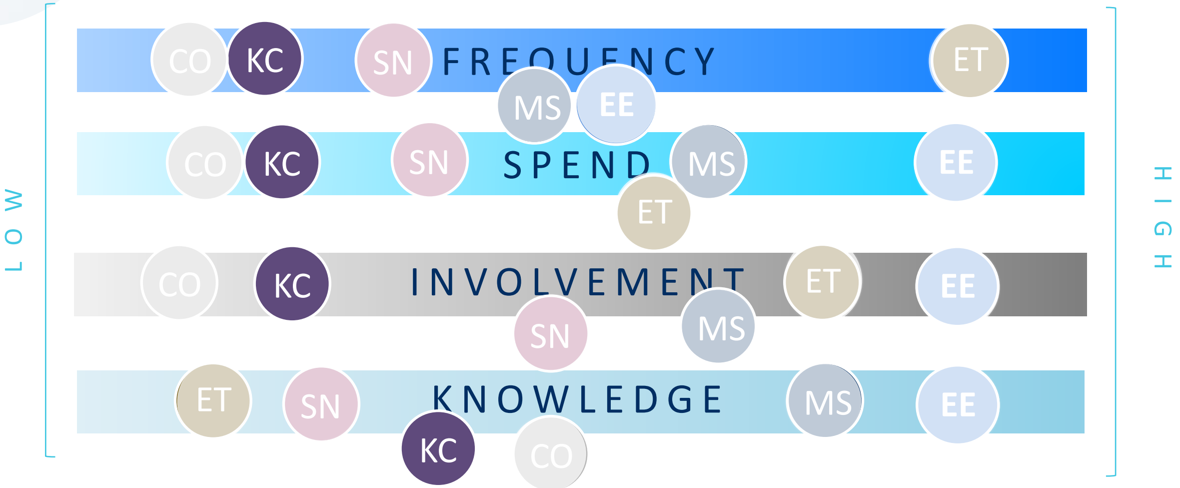
- Older segment, lowest income earners, the majority are married, with many being 'Empty Nesters'

INTERESTS AND VALUE

- Family – spending time with children and grandchildren
- Their homes – Cooking, decorating, remodeling

RELATIONSHIP WITH WINE

- **Low value.** Though they are the largest segment, they only account for 15% of spend on wine due to lower average spend
- **Stick to what they know and like**
- **Stick to mainstream, lower priced brands**



BRANDS THEY DRINK
Mainstream, lower price brands

JACKSON TRIGGS

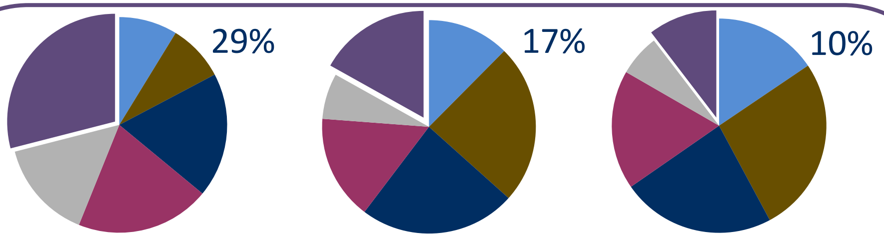
BAREFOOT

[yellow tail]

JACOB'S CREEK

KITCHEN CASUALS: PROPORTION OF WINE DRINKERS, VOLUME AND SPEND ON WINE

Though they are the largest segment, due to lower spend, they only account for 15% of spend on wine



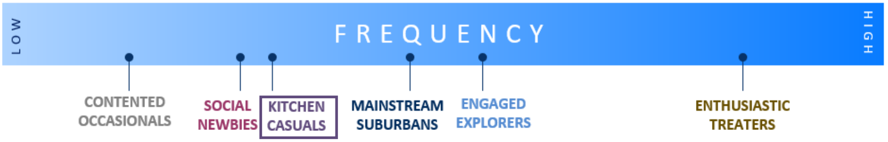
Share of regular wine drinkers **population**

Share of total **volume** of wine sold in Canada

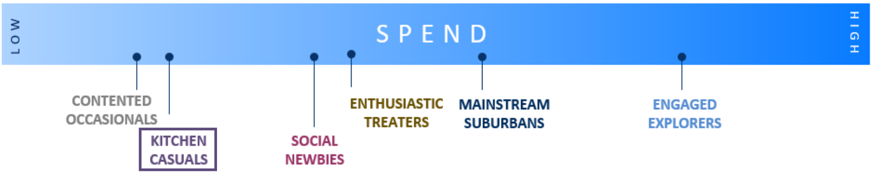
Share of total **spend** on wine in Canada

Off-premise	20%	16%
On-premise	11%	2%

Wine consumption frequency (off-premise)



Typical spend per bottle of wine (off-premise)



Wine consumption frequency (on-premise)

Typical spend per bottle of wine (on-premise)

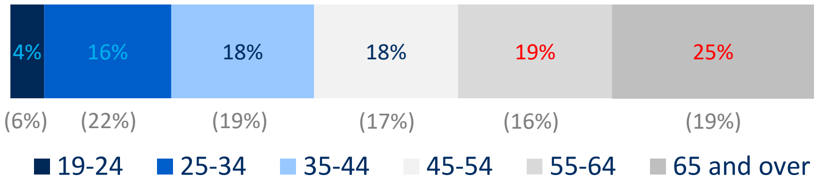
Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

KITCHEN CASUALS: WHO ARE THEY?

Older segment

Lowest income

Age



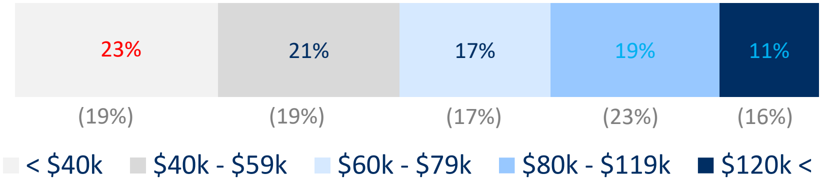
Gender

52% (51%)

48% (49%)

Income

(annual total household income before taxes)



(%): All Canadian RWD

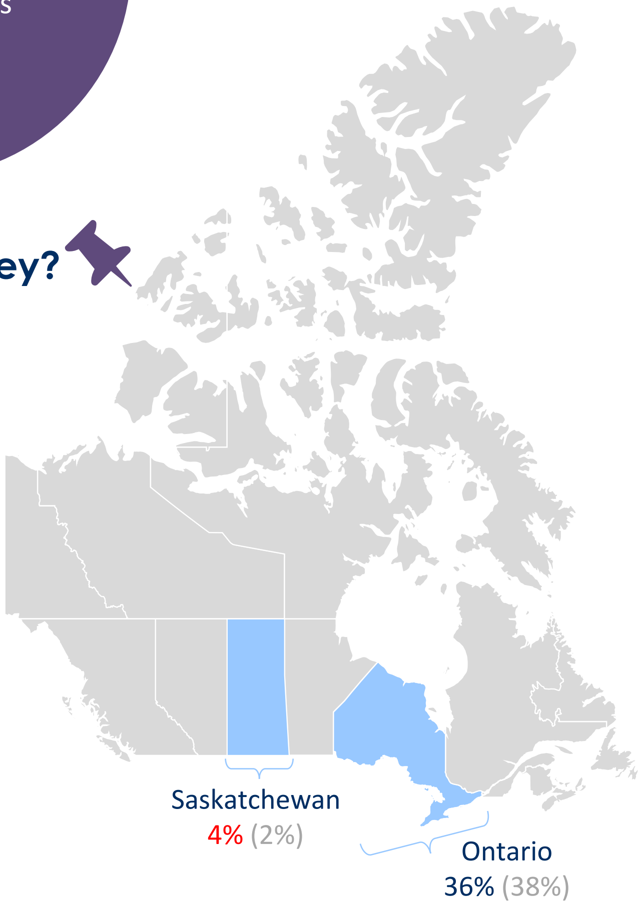
% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

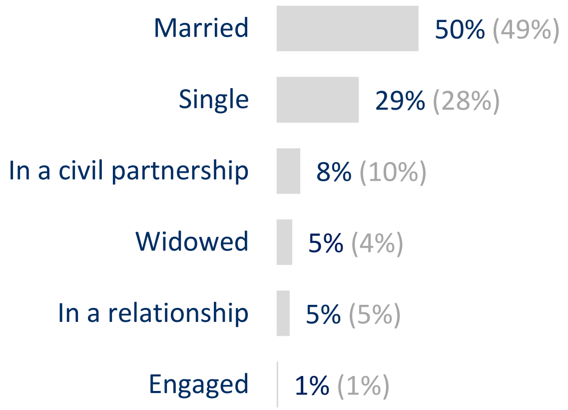
KITCHEN CASUALS: WHERE DO THEY LIVE AND WHO WITH?

The majority are married, with many 'Empty Nesters'

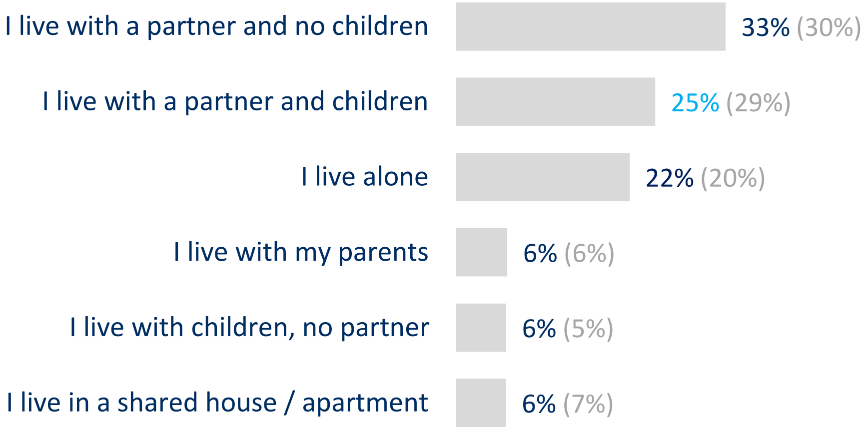
Where are they?



What's their relationship status?



Who do they live with?



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

KITCHEN CASUALS: WHAT DO THEY DRINK?

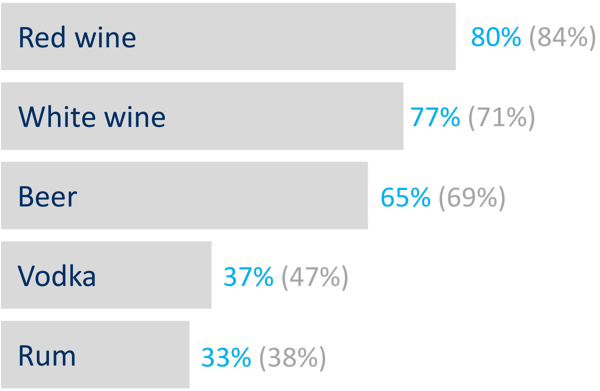
Red wine from well known brands

What do they drink?

- They are **predominately red wine drinkers**, with **a limited repertoire of alcoholic beverages** that they consume
- **They prefer to stick to what they know** and have a **low level of interest** in the wine category
- They drink for a **narrow range of countries and regions of origins, sticking to well-known regions and domestic wine,** though a lower proportion compared with all consumers
- Their **commonly drunk brands have the highest levels of awareness** among Canadian regular wine drinkers

Top 5 alcoholic beverages: Past 12 months

% who have drunk the following alcoholic beverages in the past 12 months



Country of origin consumption: Top five

% who have drunk from the following countries of origin in the past 6 months

Canada	France	California	Italy	Australia
55% (58%)	30% (37%)	29% (36%)	27% (36%)	25% (28%)

Brands you might find them drinking

JACKSON TRIGGS

BAREFOOT

[yellow tail]

JACOB'S CREEK

(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

KITCHEN CASUALS: OFF-PREMISE AND ON-PREMISE

Infrequent wine drinkers, predominately drinking in the off-premise

Off-premise behaviour

- In line with all regular wine drinkers, their most likely channel is **government-controlled liquor stores**, and they are less likely to use alternative channels or shop online
- **Low average spend –** between $13 and $16
- **Infrequent wine drinkers,** with a relaxing drink at the end of the day and an informal meal at home the most common occasions
- Purchase cues based on **familiar brands**

On-premise behaviour

- **Least likely segment to drink in the on-premise -** most likely to drink wine out at the end of the day, but this is infrequent
- **Low average spend –** between $19 and $27

Off-premise choice cues

Familiar brands

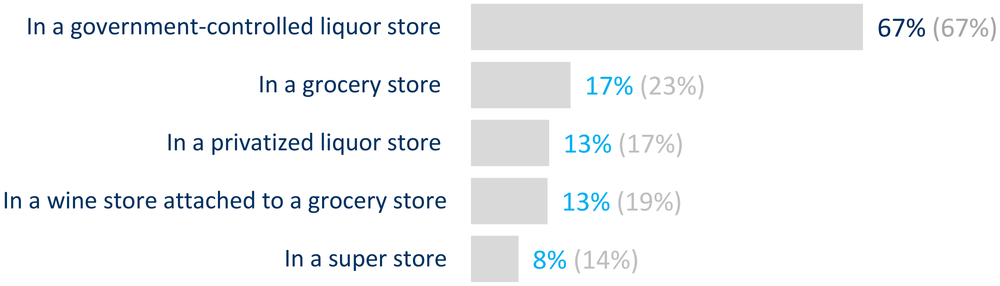
Grape variety *

Promotional offers

Country of origin*

Top 5 wine-buying channels

% who have bought wine from the following channels in the past 6 months



(%): All Canadian RWD

% / % Statistically significantly higher / lower than all Canadian regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

CONTENTS

RESEARCH METHODOLOGY: QUANTITATIVE

- The data for this report was collected in Canada in July 2020, October 2020, January 2021 and March 2021
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they were at least 19 years old; drank red, white or rosé wine at least once a month; and bought wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Canadian regular wine drinkers in terms of gender, age and Canada Provinces
- The distribution of the sample is shown in the table:

		July-20-Mar-21
	n=	***6,000***
Gender	Male	51%
	Female	49%
	Total	***100%***
Age	19-24	6%
	25-34	22%
	35-44	19%
	45-54	17%
	55-64	16%
	65 and over	19%
	Total	***100%***
Province	Quebec	28%
	Ontario	38%
	West	29%
	Other Provinces	5%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Canada, July and October 2020 + January and March 2021, (n=6,000) Canadian regular wine drinkers

RESEARCH METHODOLOGY: QUALITITATIVE

CONSUMER INTERVIEWEES

Consumer Interviews were conducted with consumers located across Canada in August and September 2021

The interviews lasted between 30 and 45 minutes and were done via phone or Zoom, covering general wine drinking and buying behaviours and preferences, motivations and attitudes towards wine and purchase choice cues

Sample size n = 15

Wine Intelligence Ltd Terms and Conditions of Licence for Syndicated Research Products – key sections

Definitions and Interpretation

The "Agreement" means the Agreement between Wine Intelligence Ltd and the Customer to provide a Licence for the use of the Syndicated Research Report(s) for Fees on these terms and conditions of business and as set out in a Proposal and the Acceptance of Proposal

"WI" is Wine Intelligence Ltd, trading as Wine Intelligence.

"Customer" means the person or entity purchasing the Licence for the use of the Syndicated Research Report(s)

"Proprietary Information" means all information contained in the Syndicated Research Report(s) and associated briefings or presentations by WI, plus all logos, Processes, third party data and formats contained therein

"Licence" means the Customer's right to use, store, retrieve and disseminate the Syndicated Research Report(s), as defined by the Agreement

"Acceptance of Proposal" means the document provided by the Customer to WI confirming the terms of engagement of WI to provide the Customer with the Licence for the use of the Syndicated Research Report(s)

"Fees" means the fees payable by the Customer to WI, as set out in the Contract, plus VAT at the current rate, subject to exemptions as set out in UK and EU law

"Processes" means any research processes, techniques and methodologies used in the creation of the Syndicated Research Report(s)

"Proposal" means the specification of the Syndicated Research Report(s) by WI to the Customer

"Syndicated Research Report" means a written document containing Wine Intelligence copyright materials such as data, information, insight, commentary, either written, oral, video, or audio and, where appropriate, copyright materials of a Third Party that have been reproduced by permission

"Representative Organisation" means any body, association, trading group, generic organisation or any other coalition of interested parties, howsoever constituted, that acts on behalf of a broader group of stakeholders

"Subscription Products" means Syndicated Research Reports delivered to the Customer periodically as part of an ongoing Agreement

1. Engagement

The Customer engages WI to provide the Syndicated Research Report(s), and WI agrees to do so upon the terms of the Agreement for payment of the Fees.

The Fees for the Syndicated Research Reports shall be priced in Pounds Sterling. WI will publish indicative prices in Euros, US Dollars, Australian Dollars, Canadian Dollars from time to time, and the Customer will have the opportunity to pay for Syndicated Research Reports using these currencies. Should the Customer opt for this form of payment the exact amount payable will be based on the prevailing exchange rate at the time of the execution of the Agreement.

2.. **Copyright**

2.1 The Copyright in the Syndicated Research Report(s) shall at all times vest with WI. The copyright in all artwork, data and copy for each element of the report created and assembled by WI shall at all times remain the property of WI.

2.2 All copyright and any other intellectual property rights in any material produced supplied or made available by a third party to WI for inclusion in the Syndicated Research Report shall remain the property of the third party. The Customer warrants its title to WI, except as may be expressly disclosed in writing, and agrees to indemnify WI against any claims by third parties in respect of any infringement of their copyright or other intellectual property rights.

2.3 WI asserts to the Customer its moral right to be identified as the author of the Syndicated Research Report in accordance with the UK Copyright Designs and Patents Act 1988 Section 77 and 78, and shall be entitled to hold itself out as the author of the Syndicated Research Report (and in particular the research undertaken in the process of completing the Syndicated Research Report) as part of WI's own general marketing activities. WI shall be entitled to publish the name of the Customer in association with the Syndicated Research Report(s) as part of this general marketing activities.

2.4 The copyright in the Processes used to execute the Syndicated Research Report shall remain the property of WI throughout.

3. Licence

3.1 WI grants to the Customer under the Agreement a non-exclusive Licence in perpetuity to store and retrieve an electronic version of the Syndicated Research Report(s)

3.2 The Customer is entitled to disseminate the Syndicated Research Report(s) within its immediate organisation, including organisations affiliated by majority shareholdings, legally liable partnerships, or other majority ownership structure

3.3 If the Customer is a Representative Organisation, the entitlement outlined in Clause 7.2 DOES NOT extend to parties who hold membership or similar interest in the Representative Organisation, except by specific written permission from WI and the payment of further Fees associated with a Multi-User Licence

3.4 The Customer is entitled to extract elements of the Syndicated Research Report and re-use them for internal and external presentations, subject to the doctrine of Fair Use

3.5 At all times the Customer must identify any information extracted from the Syndicated Research Report in 7.5 above as being from WI

4. Warranties

No advice or information whether oral or written provided by WI to the Customer through the Syndicated Research Report(s) shall create any warranty not expressly stated in this Agreement.

The Client warrants and undertakes to abide by the UK Copyright Designs and Patents Act 1988 Section 77 & 78, and undertakes to obey the copyright restrictions on any materials received as part of this Agreement.

Please contact Wine Intelligence for full terms and conditions

Connecting wine businesses with knowledge and insights globally

Wine Intelligence London (Head Office)

109 Maltings Place
169 Tower Bridge Road
London
SE1 3LJ

Telephone: +44 (0) 208 194 0090
Email: info@wineintelligence.com
Website: www.wineintelligence.com
Follow us: