

WINE INDUSTRY

# Financial

# SYMPOSIUM

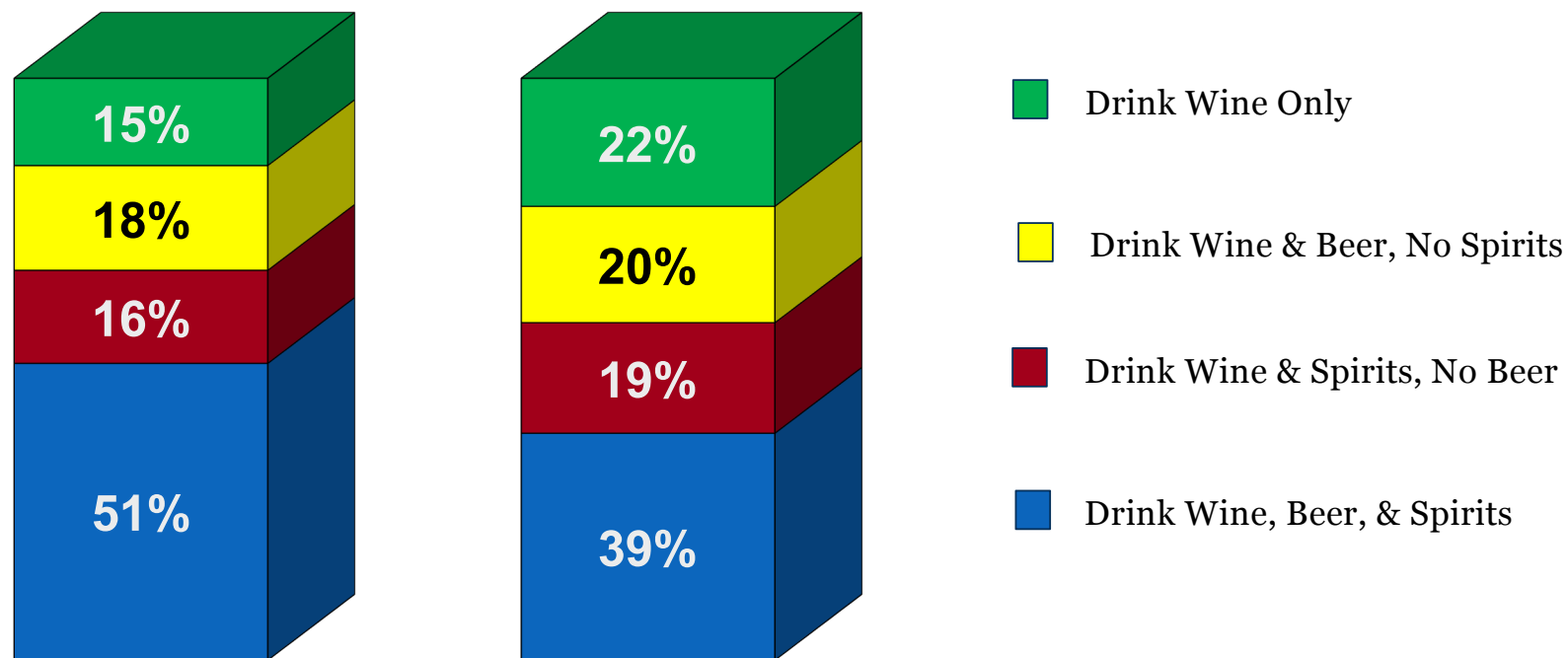
November 9 & 10, 2021

CIA @ Copia, Napa

## Topline Thoughts

- There are very few wine only drinkers
- Demographics likely to challenge wine category
  - Ethnicity-Upcoming WMC Study with Ethnifacts
  - Age
- Consumer tastes profiles are changing
- Winning specific occasions is more important than ever
- How do we attract new consumers into the category?

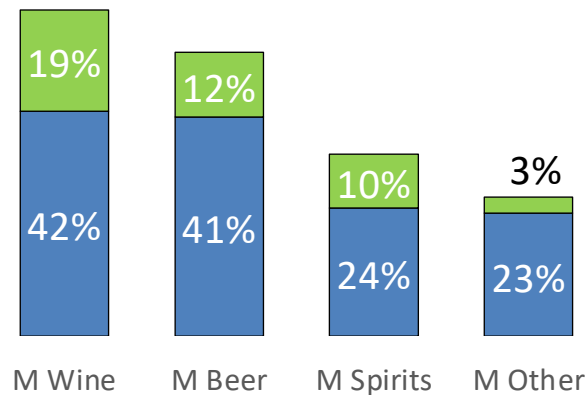
# 85% of High Frequency Wine Consumers Drink Other Categories



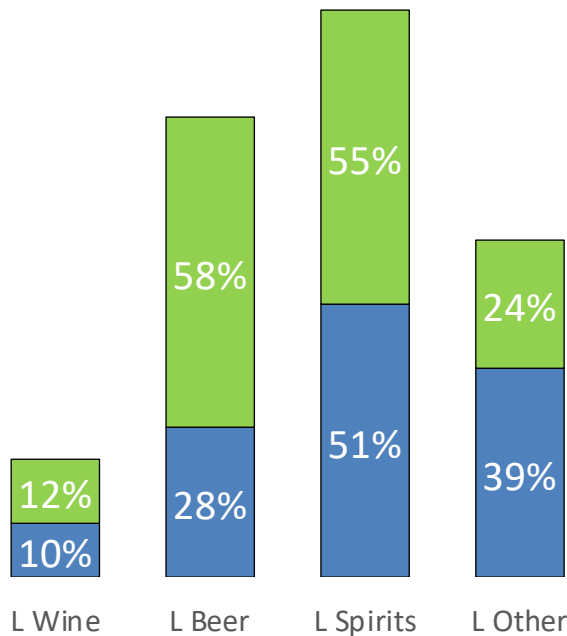
# Consumption Habits Across TBA

## Drinking More

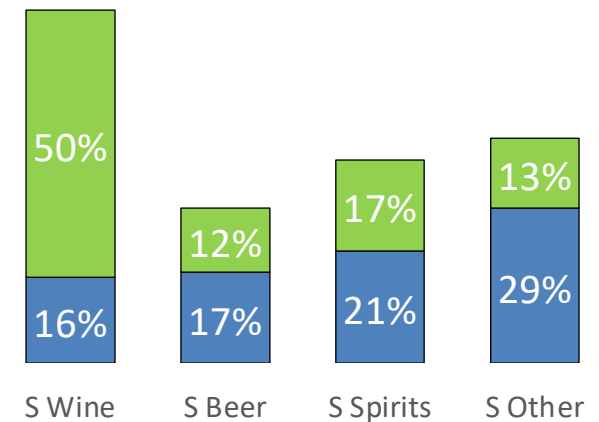
\*32% of 21-29 rarely drink wine vs. 20% of 55+  
 \*31% of 21-29 rarely drank wine a couple of years ago meaning only 25% had on-going base



## Drinking Less



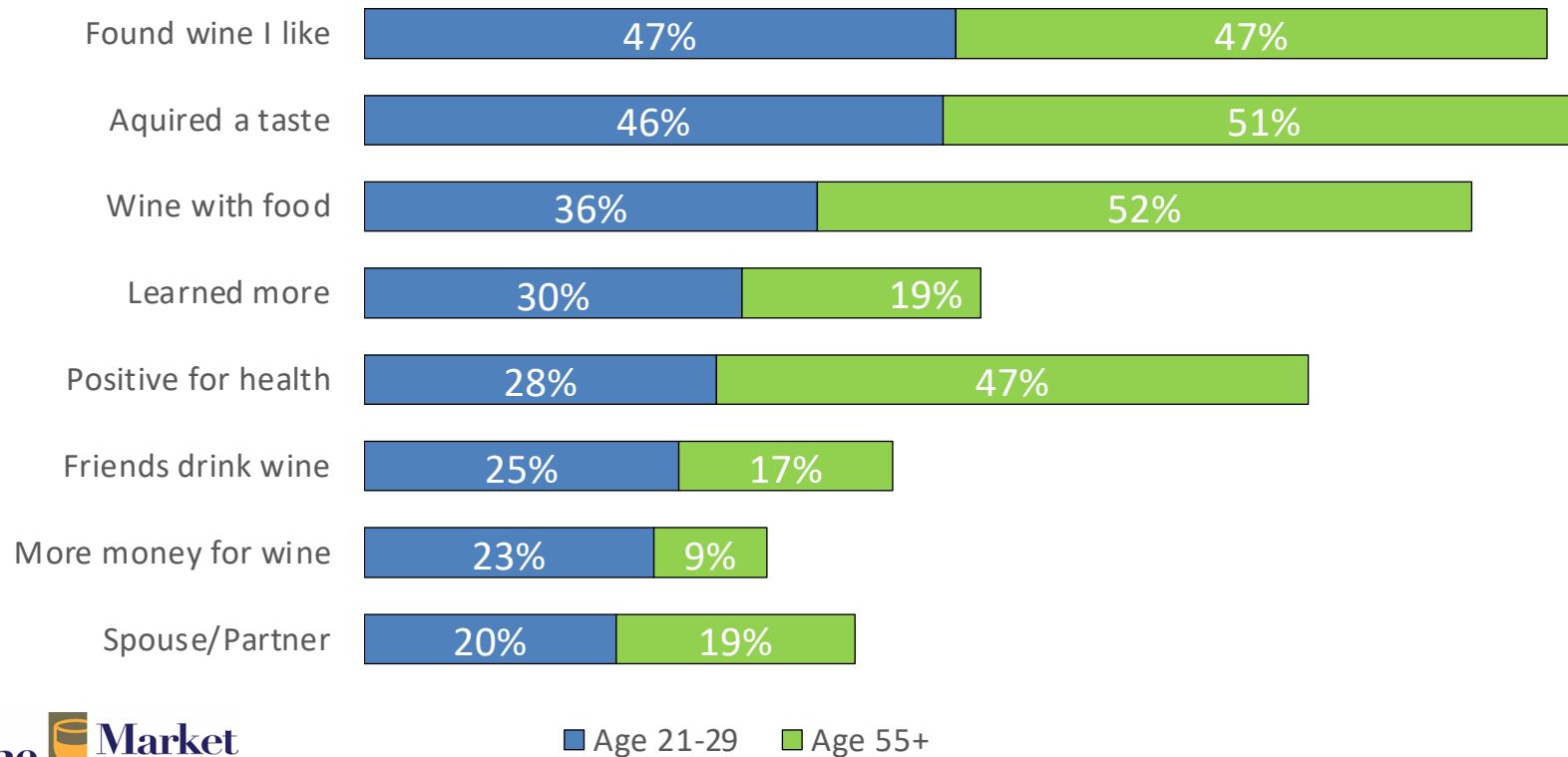
## Drinking Same



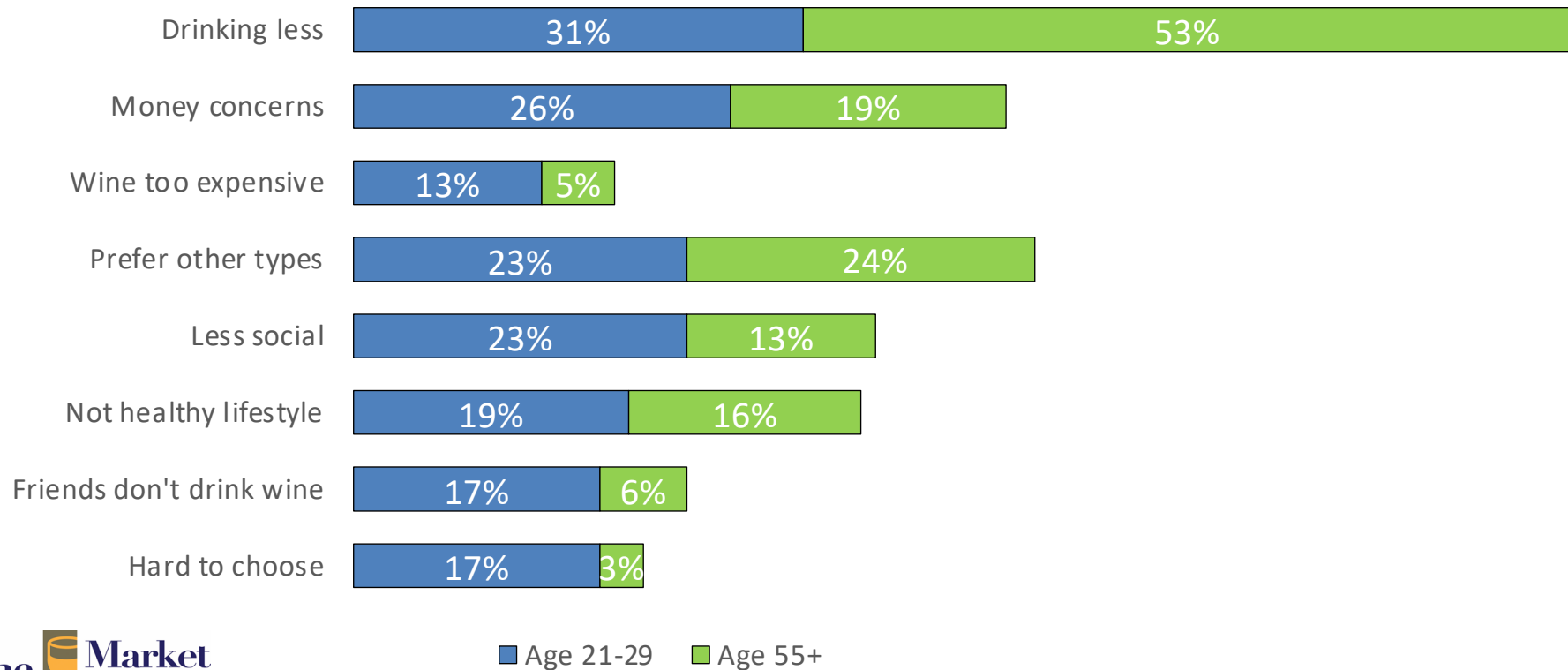
■ Age 21-29      ■ Age 55+



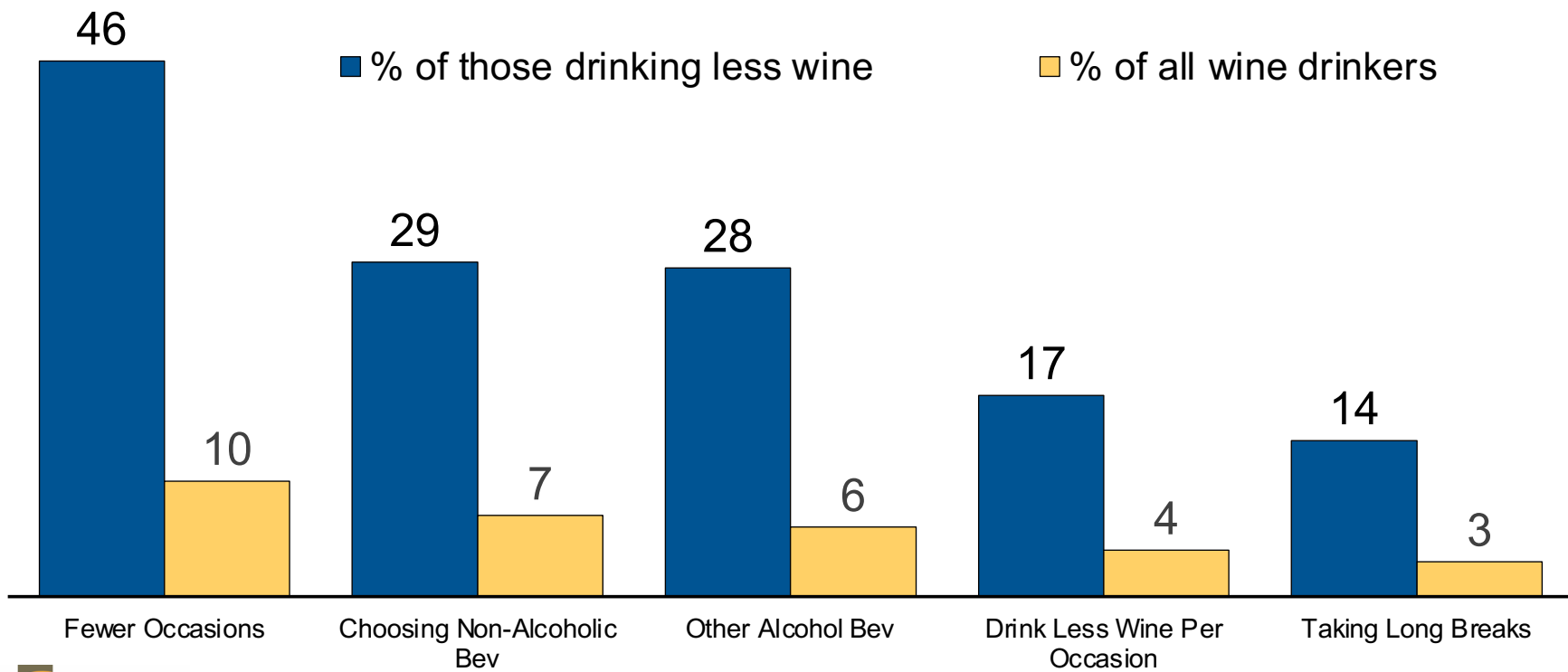
# Reasons for Drinking More Wine



# Reasons for Drinking Less Wine



# Methods of Reducing Wine Consumption



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