Consumer Countries/Markets

2015 Survey of American Wine Consumer Preferences

As the world’s largest wine market the United States has become a focus for most major producers of wine. But the American wine consumer has many diverse tastes and buying preferences, and some of these can change quickly based on popular television shows and movies, or new trends in dining and beverage consumption.

- Americans Love Fruity Red Wines.
- Wine Knowledge and Reasons to Drink Wine – “I Like the Taste!”
- Decision-Making on Which Wine to Purchase - Price, Brand, Varietal and Country.
- Import favourites - Italian, French, Spanish and Australian wine.
- Wine Shopping Locations - Wine or liquor store is the most common. (This makes sense because it is still not possible to purchase wine in grocery stores in all 50 states)
- American Consumer Perceptions of Wine and Health - Moderate consumption of red wine is said to provide health benefits such as reducing heart disease and increasing longevity.
- Wine Social Media and App Usage - Facebook is the most popular, followed by YouTube and Twitter.

What Does This Mean to Wine Marketers?
The American wine consumer has both a predictable and contradictory personality. They can easily be influenced by Hollywood and dining trends, Though many loudly profess they only drink dry wine, the statistics show that fruity, semi-sweet, and smooth are more important.

American wine drinkers have also embraced smartphones, social media and wine, though only a small percentage buys wine online.

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Nuusabrokkies / News Snippets

Nuusbrokkies Opdatering / News Snippets Update

Ons sal van tyd tot tyd nuusbrokkies plaas oor die jongste verwikkelinge wat met vorige nuusberigte, verslae en dies meer verband hou. Byvoorbeeld, die onderstaande nuusbrokkie hou
We will from time to time publish news snippets on the latest developments relating to previous news items, reports etc. For example, the snippet below relates to the USA Country Profile - New York State - Click here to read more

- New York governor Andrew Cuomo has assembled a working group of drinks industry leaders to recommend changes to New York’s 80-year-old beverage alcohol control laws. The group, which includes more than 15 executives ranging from craft beer and spirits producers to wholesalers to industry lobbyists and attorneys, is set to hold an open meeting on November 12 at the New York State Liquor Authority’s Harlem office that will focus on revising or replacing current control laws.