



WORKSHOP ESTRATÉGICO

*“Envisioning the **future**
scenario for #VinoArgentino”*

Julio 2022
POR ZOOM



LINK GRABACIÓN

Dropbox permite una reproducción limitada del material. Para visualizar el contenido completo deberá descargarlo en su equipo.

AGENDA

SESIÓN 1 | MARTES 05 JULIO

- Introducción: escenario actual y tendencias globales por Juan Park (Wine Intelligence).
- Estados Unidos: Perfil del Consumidor de Vino Argentino por Juan Park (Wine Intelligence).
- Q & A Session: Ante la pérdida de market share a nivel global, ¿qué puede hacer ARG y WofA para recuperar market share? Herramienta MIRO

SESIÓN 2 | MIÉRCOLES 06 JULIO

- Introducción a cargo de Carolina Tonnelier (AM Latam - WofA).
- Warm up: Los mercados de Latam a cargo de Rodrigo Lanari (Wine Intelligence).
- El Ecommerce en Brasil a cargo de la especialista Juliana Bispo de Mercado Livre.
- Q & A Session: Ante la pérdida de market share a nivel global, ¿qué puede hacer ARG y WofA para recuperar market share? Herramienta MIRO

SESIÓN 3 | JUEVES 07 JULIO

- Europa: Tendencias del mercado. Oportunidades para el Vino Argentino, por Phil Crozier (UK & Europe Manager - WofA).
- Q & A Session: Ante la pérdida de market share a nivel global, ¿qué puede hacer ARG y WofA para recuperar market share? Herramienta MIRO
- Conclusiones generales a cargo de Mónica Caamaño (Trivento y Directora de WofA).

1

ESTADOS UNIDOS

Tendencias y oportunidades
para ARGENTINA

Presentación de Mercados



A division of the IWSR Group

WINE INTELLIGENCE

Global Trends & Argentina country health in the USA

July 5th 2022

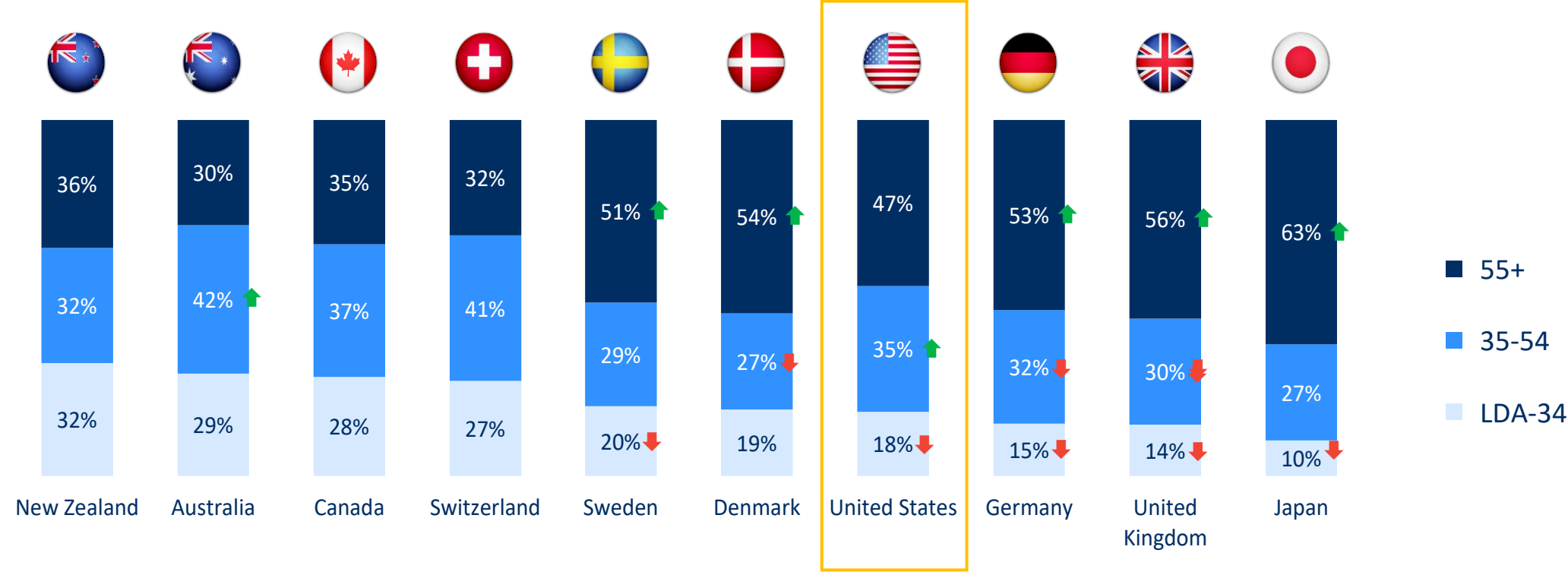


IN LINE WITH AGEING POPULATIONS, THE WINE CATEGORY IS INCREASINGLY RELIANT ON MATURE DRINKERS



A division of the IWSR Group

Proportion of regular wine drinkers by age cohorts



↑ / ↓ : Statistically significantly higher / lower than 2015 or previously at a 95% confidence level
Source: Wine Intelligence calibration studies 2013-2021 LDA = legal drinking age, Australia, Canada & USA: 2020

IMPORTED VS. DOMESTIC STILL WINE MARKET

Imported wines gained 2% market share, while French and NZ volumes have increased more than other origins. Retail prices have recorded steady growth for most countries of origin. The volume of Argentinian wine sold in the market has steadily decreased year-on-year, holding only 1% of the market share

United States still wine volumes and price per bottle (total and by country of origin)

Thousands of 9 litre cases	2016	2017	2018	2019	2020	2021	CAGR 16-21	CAGR 20-21	Market share
Total	322,534	329,389	330,697	326,541	329,843	313,675	-1%	-5%	100%
Domestic	240,261	245,805	248,158	245,485	246,159	230,002	-1%	-7%	73%
Imported	82,273	83,585	82,540	81,056	83,684	83,673	0%	0%	27%
Italian	27,284	27,888	27,421	26,815	30,654	31,076	3%	1%	10%
French	10,561	11,718	12,762	12,875	11,938	12,852	4%	8%	4%
Australian	15,585	14,798	14,324	13,187	13,094	11,856	-5%	-10%	4%
New Zealand	6,084	7,065	7,504	7,936	8,355	8,983	8%	8%	3%
Chilean	6,871	6,431	5,941	5,970	6,032	5,616	-4%	-7%	2%
Spanish	4,210	4,494	3,899	3,951	3,957	4,032	-1%	2%	1%
Argentinian	5,727	5,211	4,788	4,533	4,196	3,881	-8%	-8%	1%
German	2,314	2,247	2,112	1,971	1,837	1,665	-6%	-9%	1%
Portuguese	1,310	1,354	1,429	1,383	1,397	1,431	2%	3%	0%
South African	793	848	793	753	731	731	-2%	0%	0%

WINE-BUYING CHOICE CUES

Grape variety is the number-one choice cue in the US market, followed by the brand; family recommendations have decreased in importance over the long-term

Wine-buying choice cues: Tracking

% who indicate each of the following factors is 'important' or 'very important' when buying wine
Base = All US regular wine drinkers (n=6,000)

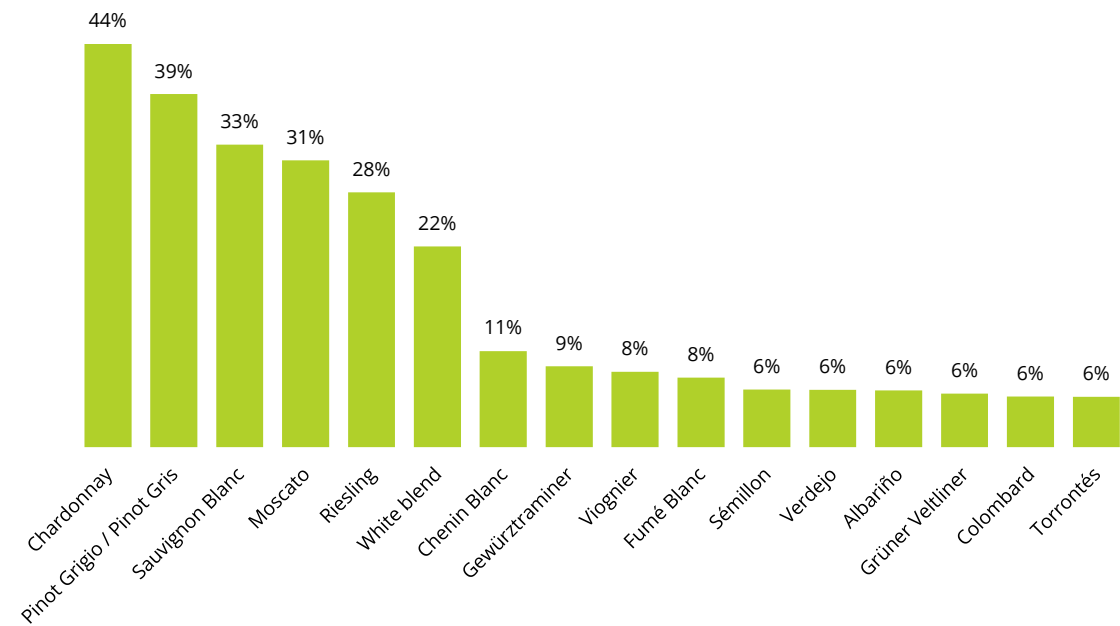
Ranking 21	20 18	20 20	20 21	Tracking	
	(n=6,000)	(n=6,000)	(n=6,000)	vs. 18	vs. 20
1 Grape variety	73%	75%	76%	↑	→
2 A brand I am aware of	67%	66%	72%	↑	↑
3 Wine that matches or complements food	67%	68%	67%	→	→
4 Taste or wine style descriptions	64%	65%	64%	→	→
5 Recommendation by friend or family	66%	63%	63%	↓	→
6 The country of origin	50%	54%	54%	↑	→
7 The region of origin	49%	52%	53%	↑	→
8 Promotional offer	52%	52%	51%	→	→
9 Recommendations from shop staff or shop leaflets	49%	50%	49%	→	→
10 Alcohol content	43%	48%	48%	↑	→
11 Appeal of the bottle and / or label design	39%	43%	43%	↑	→
12 Recommendation by wine critic or writer	37%	39%	38%	→	→
13 Recommendation by wine guide books	32%	35%	35%	↑	→
14 Whether or not the wine has won a medal or award	28%	31%	32%	↑	→
15 Whether or not the wine is available to buy via the internet	19%	26%	27%	↑	→

WHITE VARIETAL CONSUMPTION

Chardonnay remains most widely consumed, though is losing ground, along with Pinot Grigio and Moscato; niche white varietals gaining share

White varietal consumption

% who have drunk the following varietals or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)



White varietal consumption: Tracking

% who have drunk the following varietals or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)

Ranking 21		20 18	20 20	20 21	Tracking	
		(n=6,000)	(n=6,000)	(n=6,000)	vs. 18	vs. 20
1	Chardonnay	48%	47%	44%	↓	↓
2	Pinot Grigio / Pinot Gris	41%	42%	39%	↓	↓
3	Sauvignon Blanc	35%	36%	33%	→	↓
4	Moscato	36%	34%	31%	↓	↓
5	Riesling	30%	28%	28%	↓	→
6	White blend	22%	22%	22%	→	→
7	Chenin Blanc	10%	11%	11%	→	→
8	Gewürztraminer	9%	9%	9%	→	→
9=	Viognier	7%	8%	8%	↑	→
9=	Fumé Blanc	7%	8%	8%	→	→
11=	Sémillon	5%	6%	6%	↑	→
11=	Verdejo	5%	6%	6%	↑	→
11=	Albariño	5%	6%	6%	↑	→
11=	Grüner Veltliner	5%	6%	6%	↑	→
11=	Colombard	5%	5%	6%	→	→
11=	Torrontés	4%	5%	6%	↑	→

RED VARIETAL CONSUMPTION

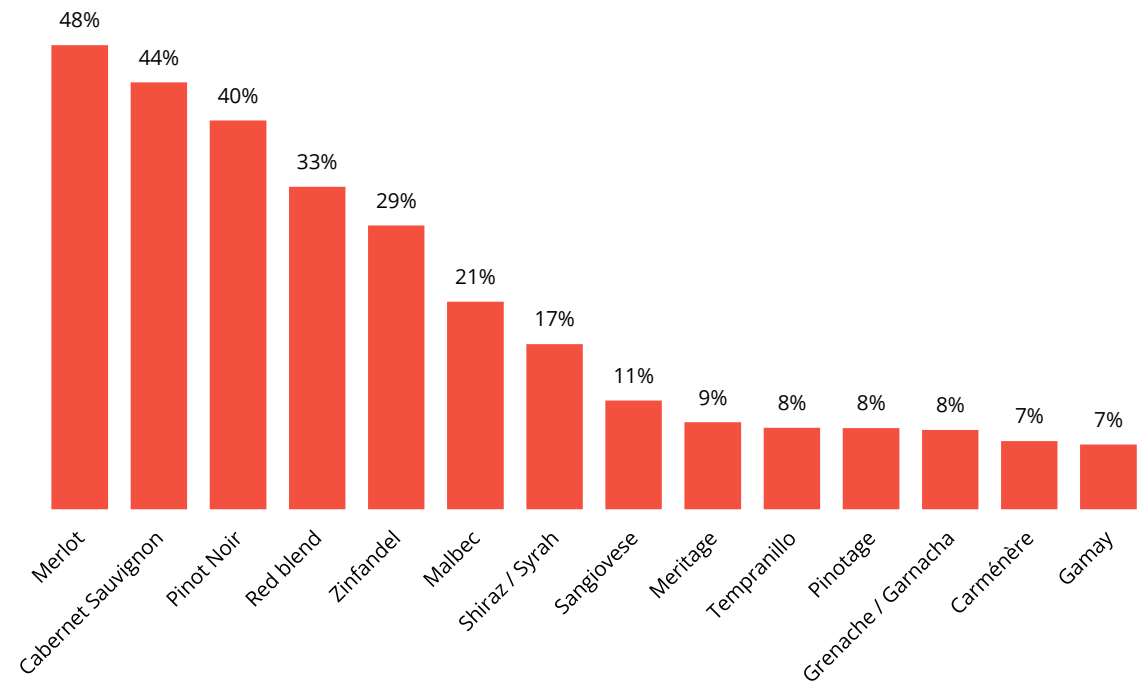
Mainstream red varieties losing share, niche varieties growing from a small base



A division of the IWSR Group

Red varietal consumption

% who have drunk the following varieties or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)



Red varietal consumption: Tracking

% who have drunk the following varieties or wine types in the past 6 months
Base = All US regular wine drinkers (n=6,000)

Ranking 21		20 18	20 20	20 21	Tracking	
		(n=6,000)	(n=6,000)	(n=6,000)	vs. 18	vs. 20
1	Merlot	53%	51%	48%	↓	↓
2	Cabernet Sauvignon	45%	45%	44%	→	→
3	Pinot Noir	42%	43%	40%	↓	↓
4	Red blend	33%	35%	33%	→	↓
5	Zinfandel	33%	31%	29%	↓	↓
6	Malbec	21%	23%	21%	→	↓
7	Shiraz / Syrah	20%	20%	17%	↓	↓
8	Sangiovese	11%	12%	11%	→	→
9	Meritage	8%	9%	9%	→	→
10=	Tempranillo	9%	9%	8%	→	→
10=	Pinotage	8%	8%	8%	→	→
10=	Grenache / Garnacha	7%	8%	8%	↑	→
13=	Carménère	6%	7%	7%	↑	→
13=	Gamay	5%	7%	7%	↑	→

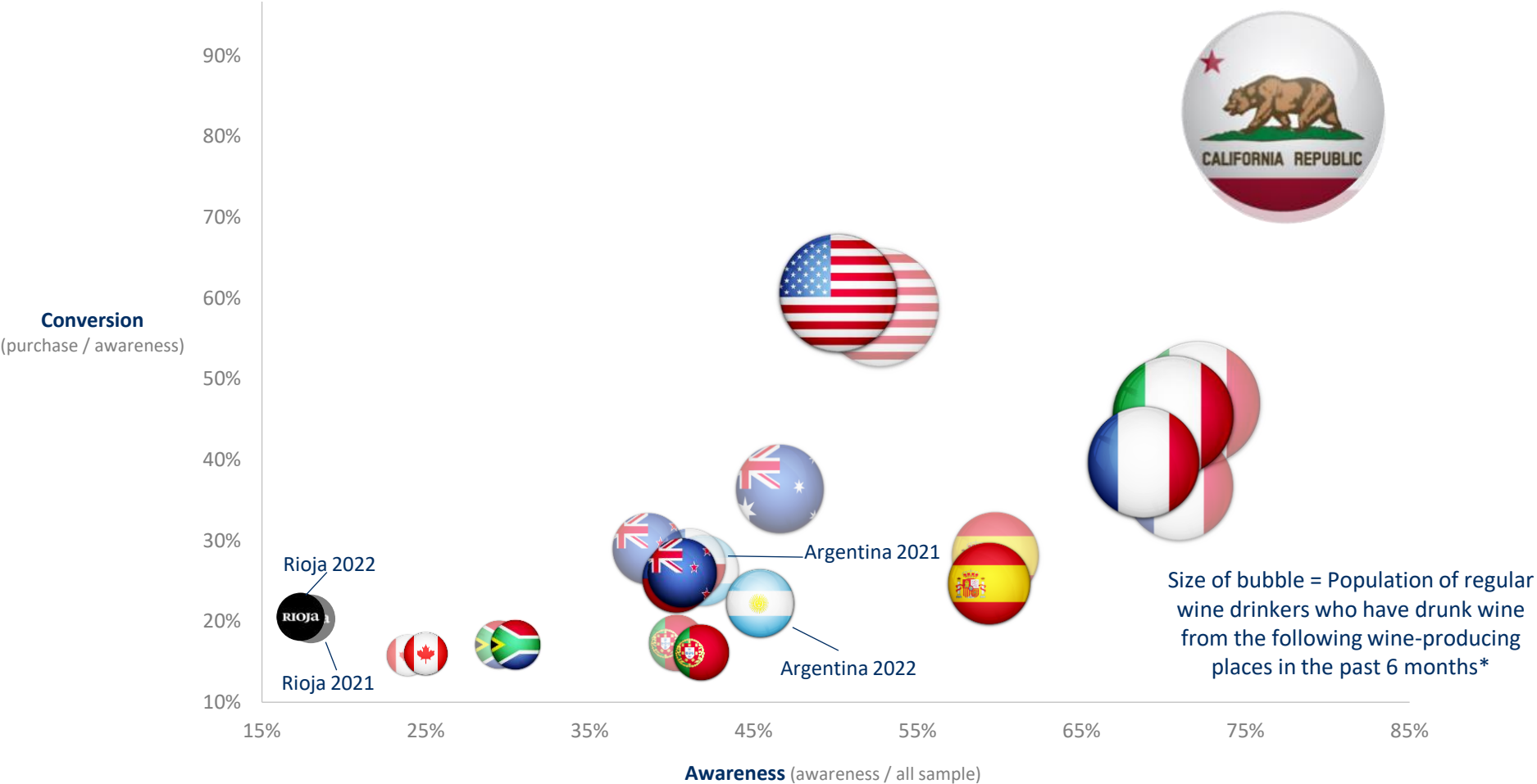
ARGENTINA BRAND HEALTH



Argentina's positioning has increased slightly compared with last year though is still clustered amongst over similar origins

Country health (Argentina, Rioja and other countries): Tracking (April 2022 vs March 2021)

Top 10 countries based on awareness incidence



*Note: Past 3 months for Rioja
Source: Wine Intelligence, Vinitrac® US, March 2021 and April 2022 (n≥2,000) US regular wine drinkers

ORIGIN AWARENESS

Awareness of Argentina as a wine-producing origin has declined since 2018 in line with the market trend, though it is the only market to have recovered over the past year

Origin awareness: Tracking (March 2018 – April 2022)

% who know the following places produce wine

Base = All US regular wine drinkers (n≥2,000)

Rank	Origin	Mar '18	Mar '21	Apr '22	Tracking	
Apr '22	n=	2,000	2,000	2,009	vs '18	vs '21
1	California - USA	83%	77%	77%	↓	→
2	Italy	76%	72%	71%	↓	→
3	France	73%	71%	69%	↓	→
4	Spain	66%	60%	59%	↓	→
5	Other USA (outside of California)	54%	53%	50%	↓	→
6	Australia	50%	47%	47%	→	→
7	Argentina	49%	42%	45%	↓	↑
8	Germany	45%	43%	44%	→	→
9	Portugal	44%	40%	42%	→	→
10	New Zealand	42%	39%	41%	→	→
11	Chile	49%	41%	40%	↓	→
12	Greece	36%	35%	36%	→	→
13	South Africa	32%	29%	30%	→	→
14	Canada	24%	24%	25%	→	→
15	Israel	n/a	20%	20%	n/a	→
16	Moldova	n/a	14%	15%	n/a	→
17	Slovenia	9%	10%	11%	→	→

“Looking at the list of origins below, please indicate which ones you know produce wine”

ORIGIN CONSUMPTION



A division of the IWSR Group

In line with the long-term declines in awareness incidence, consumption incidence has also declined for some top origins, including Argentina. Argentina ranks joint 9th with Chile

Origin consumption: Tracking (March 2018 – April 2022)

% who have drunk wine from the following places in the past 6 months

Base = All US regular wine drinkers (n≥2,000)

Rank Apr '22	Origin n=	Mar '18	Mar '21	Apr '22	Tracking	
		2,000	2,000	2,009	vs '18	vs '21
1	California - USA	72%	63%	64%	↓	→
2	Italy	36%	34%	32%	↓	→
3	Other USA (outside of California)	33%	31%	30%	→	→
4	France	29%	26%	27%	→	→
5=	Australia	19%	17%	15%	↓	→
5=	Spain	20%	17%	15%	↓	→
7=	New Zealand	12%	11%	11%	→	→
7=	Germany	12%	11%	11%	→	→
9=	Chile	16%	11%	10%	↓	→
9=	Argentina	14%	11%	10%	↓	→
11	Portugal	8%	7%	7%	→	→
12	South Africa	6%	5%	5%	→	→
13=	Canada	4%	4%	4%	→	→
13=	Greece	4%	4%	4%	→	→
15	Israel	n/a	3%	3%	n/a	→
16=	Moldova	n/a	2%	2%	n/a	→
16=	Slovenia	1%	1%	2%	→	→

“From which of the following wine-producing origins have you drunk wine in the past 6 months?”

WILLINGNESS TO BUY

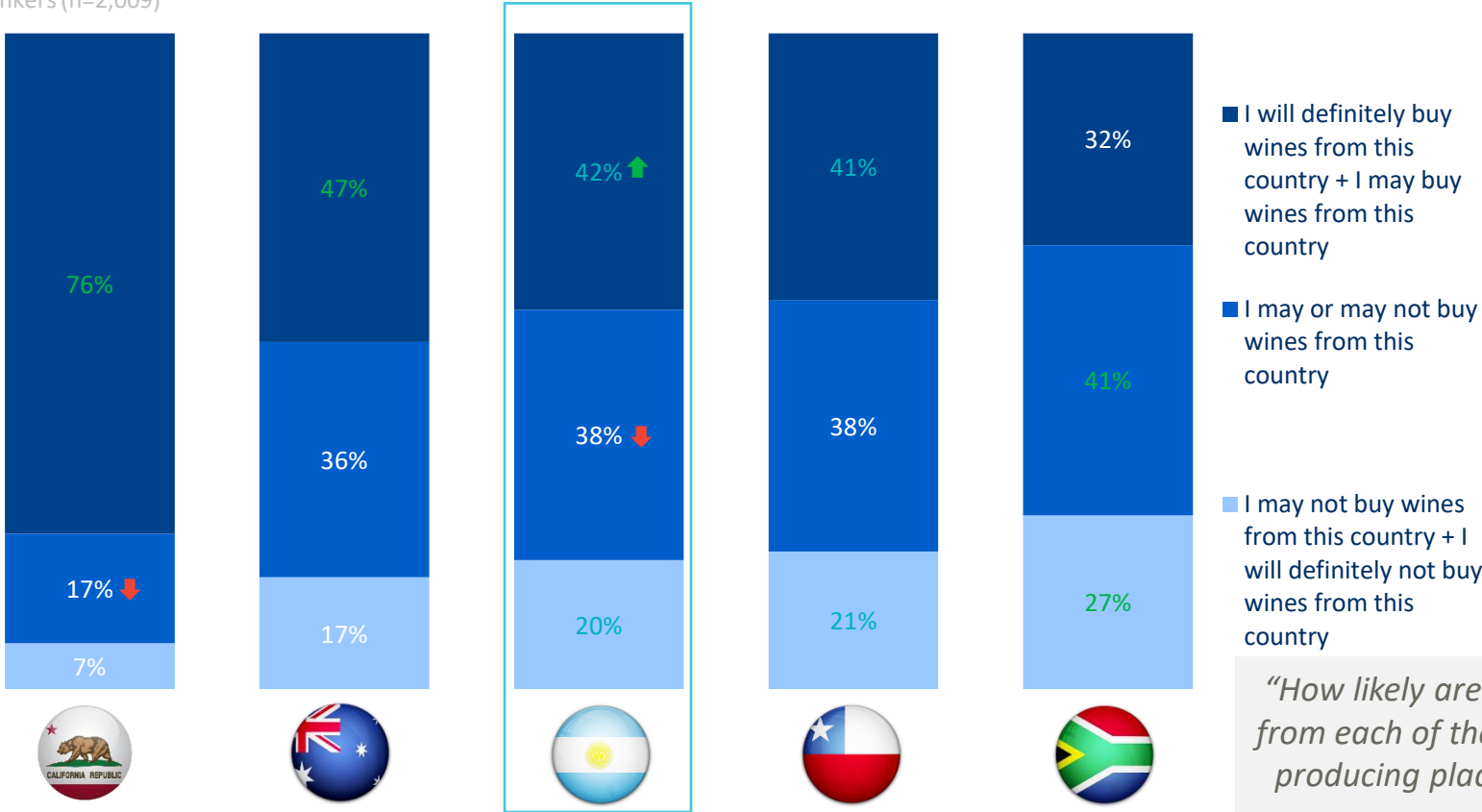


A division of the IWSR Group

US consumers' willingness to buy wine from Argentina is similar to their willingness to buy wine from Chile, with an increasing proportion who would buy wine from Argentina over the past year

Willingness to buy: Tracking (April 2022 vs March 2021)

% who stated how likely they are to buy wine from each wine-producing place in the next 3 months
Base = All US regular wine drinkers (n=2,009)



“How likely are you to buy wine from each of the following wine-producing places in the next 3 months?”

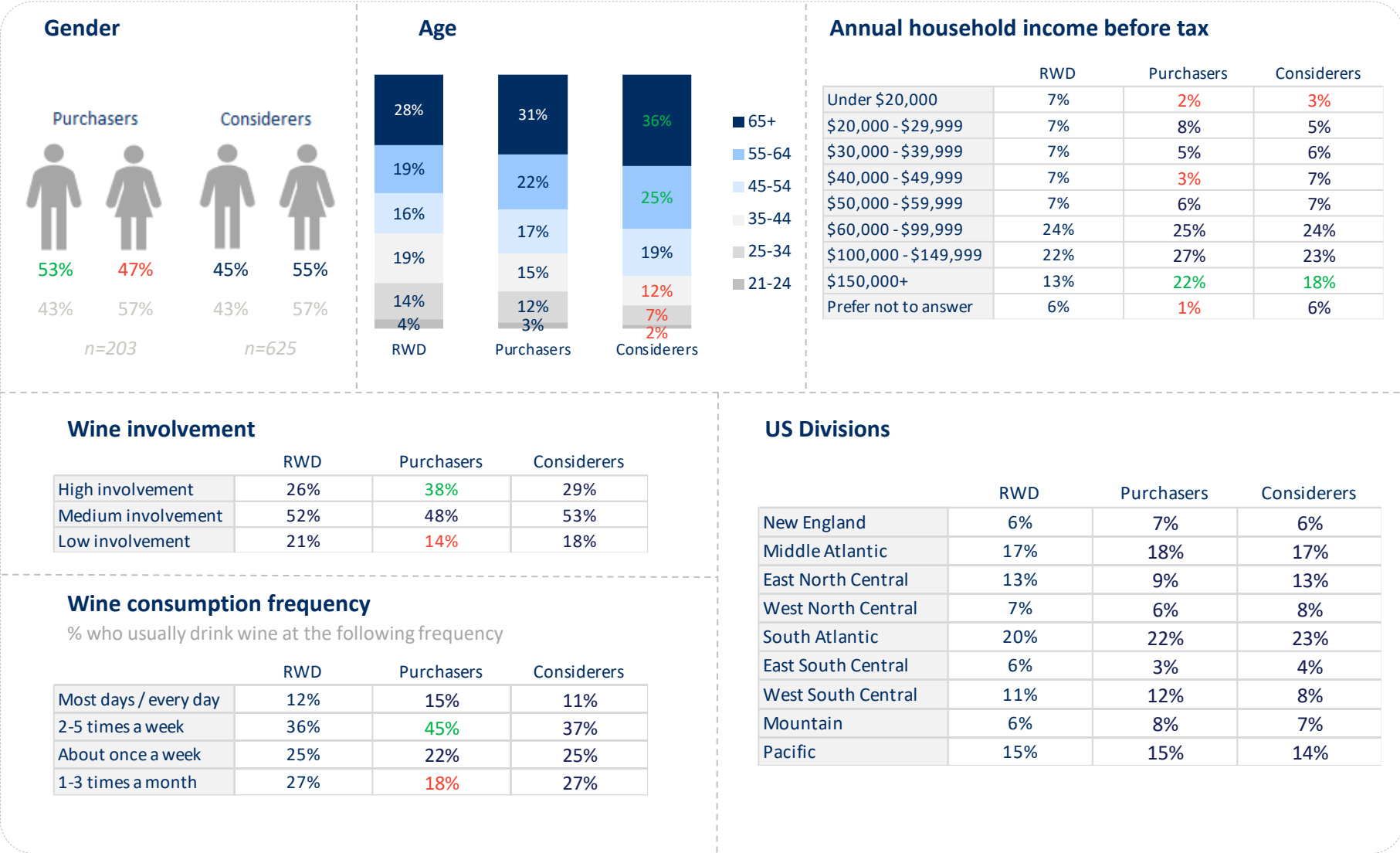
% / % : Statistically significantly higher than 2 / 3 or more other wine-producing places at a 95% confidence level
↑ / ↓ : Statistically significantly higher / lower than previous waves at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, March 2021 and April 2022 (n≥2,000) US regular wine drinkers

PURCHASERS & CONSIDERERS OF ARGENTINIAN WINE



A division of the IWSR Group

US purchasers of Argentinian wine skew towards being male and highly involved, while considerers skew older. Both groups have higher incomes relative to the average US drinker



RWD = All US regular wine drinkers
% / % : Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, April 2022 (n=2,009) US regular wine drinkers

OCCASION SUITABILITY

Around a third of US consumers consider wine from Argentina suitable for all occasions, particularly when on holiday



A division of the IWSR Group

Occasion suitability

% who would consider the following occasions for drinking wine from Argentina
Base = Those who have heard of each wine-producing place



“Thinking again about the wines from wine-producing places listed below, please indicate which of these you would consider for the following wine drinking occasions.”

OCCASION SUITABILITY

US consumers would consider wines from both California and Australia suitable for a broad range of wine occasions



A division of the IWSR Group

Occasion suitability

% who would consider the following occasions for drinking wine from each wine-producing place

Base = Those who have heard of each wine-producing place

	Argentina	California - USA	Australia	Chile	South Africa	Rioja	None of these
When on holiday	40%	74%	43%	40%	35%	38%	11%
Celebrations	37%	77%	46%	37%	33%	38%	9%
When relaxing at home	36%	83%	45%	35%	32%	38%	7%
With a home cooked meal	36%	81%	44%	38%	34%	35%	8%
Dining out with the family	36%	76%	40%	34%	32%	36%	12%
On a night out with friends	33%	76%	41%	33%	30%	35%	12%
Date night	31%	71%	38%	30%	30%	31%	16%

“Thinking again about the wines from wine-producing places listed below, please indicate which of these you would consider for the following wine drinking occasions.”

% : Statistically significantly higher than 4 or more other wine-producing places at a 95% confidence level

Source: Wine Intelligence, Vinitrac® US, April 2022 (n=2,009) US regular wine drinkers

QUALITY PERCEPTIONS

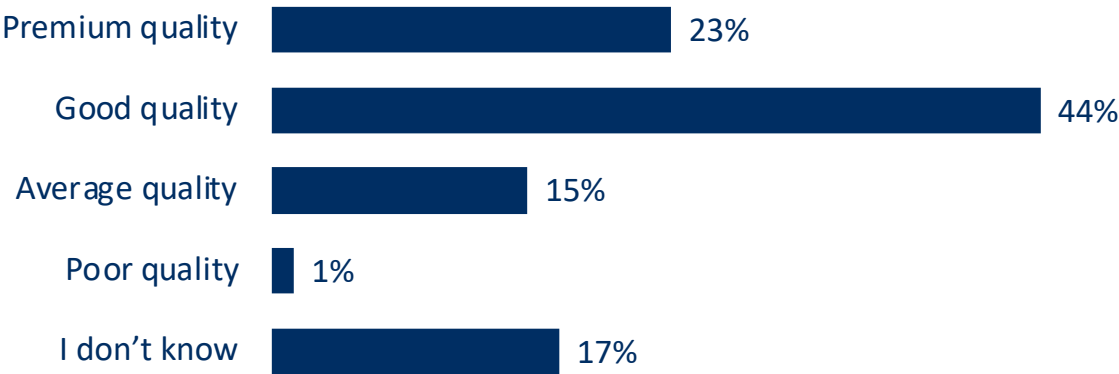
Over two thirds of US regular wine drinkers perceive Argentinian wine to be at least good quality, if not premium quality



A division of the IWSR Group

Quality perceptions

% who indicated the following as their perceived quality of wine from Argentina
Base = Those who are aware of or would consider buying wine from Argentina



“What is your quality perception about the wines from each of the following places?”

QUALITY PERCEPTIONS

US consumers have the highest quality perceptions of Californian and Australian wine, with Argentina positioned alongside Chile, South Africa and Rioja

Quality perceptions

% who indicated the following as their perceived quality of wine from each wine-producing place
Base = Those who are aware of or would consider buying wine from each wine-producing place

	Argentina	California - USA	Australia	Chile	South Africa	Rioja
Premium quality	23%	46%	25%	22%	17%	25%
Good quality	44%	43%	49%	47%	48%	42%
Average quality	15%	7%	16%	15%	20%	18%
Poor quality	1%	1%	3%	2%	2%	2%
I don't know	17%	3%	8%	13%	13%	12%

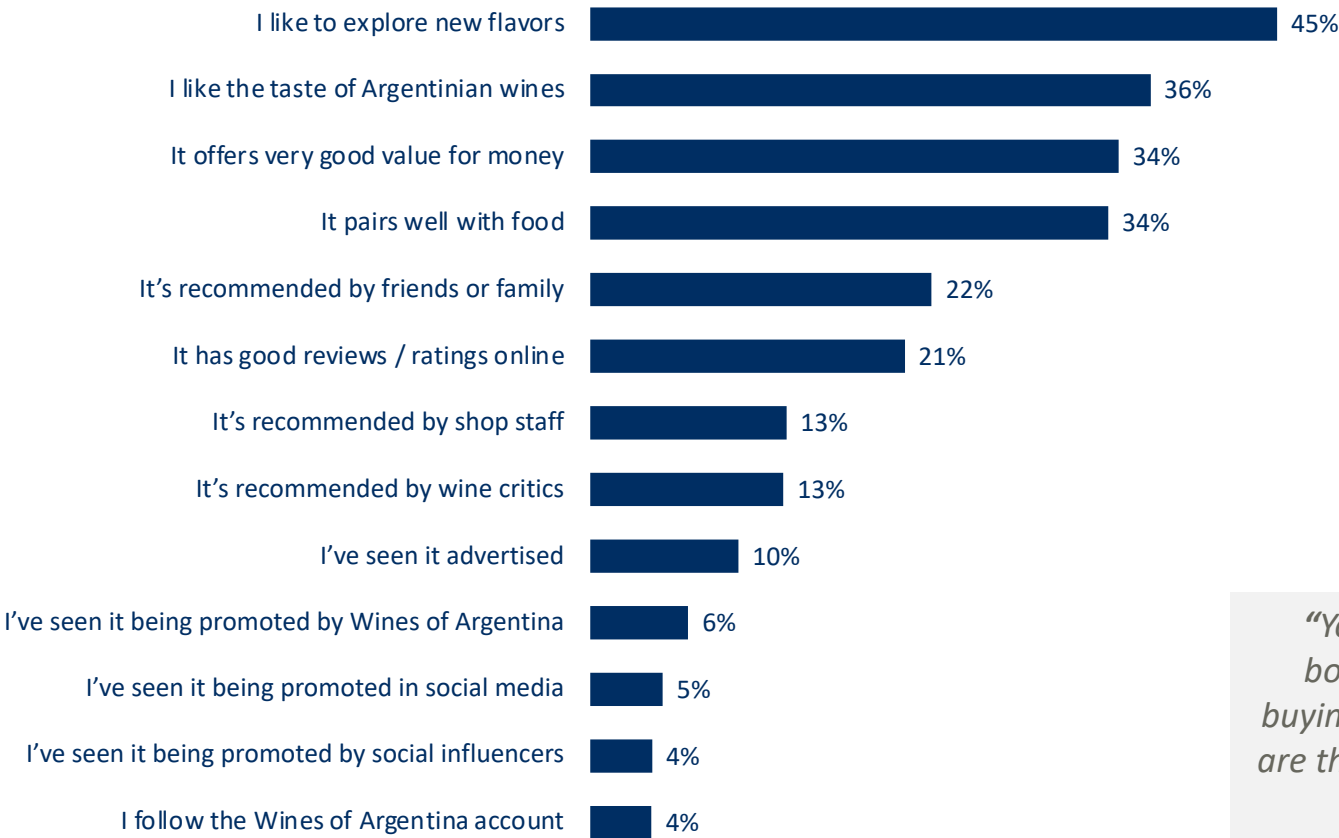
“What is your quality perception about the wines from each of the following places?”

MOTIVATIONS TO BUY ARGENTINIAN WINE

The dominant motivations to buy Argentinian wine are exploring new flavours, taste, and value, though the latter two have decreased significantly over the past year

Motivations to buy Argentinian wine: Tracking (April 2022 vs March 2021)

% who stated following as the main reasons for buying Argentinian wine
Base = Those have bought or would consider buying Argentinian wine



“You mentioned you have bought or would consider buying Argentinian wine. What are the main reasons for buying it?”

MOTIVATIONS TO BUY ARGENTINIAN WINE

Motivations to buy Argentinian wine are similar across gender and age, though a higher proportion of Millennials are motivated to buy Argentinian wine for a variety of reasons

Motivations to buy Argentinian wine: By age and gender

% who stated following as the main reasons for buying Argentinian wine

Base = Those have bought or would consider buying Argentinian wine

	All US regular wine drinkers	Gender		Age generations			
		Male	Female	21-24 Gen Z	25-39 Millennials	40-54 Gen X	55+ Boomers
I like to explore new flavors	45%	40%	48%	38%	49%	55%	40%
I like the taste of Argentinian wines	36%	41%	33%	7%	42%	36%	36%
It offers very good value for money	34%	41%	29%	0%	30%	24%	41%
It pairs well with food	34%	39%	29%	7%	36%	27%	37%
It's recommended by friends or family	22%	22%	22%	22%	27%	21%	22%
It has good reviews / ratings online	21%	23%	19%	35%	25%	24%	17%
It's recommended by shop staff	13%	14%	11%	17%	14%	16%	11%
It's recommended by wine critics	13%	16%	10%	0%	24%	10%	11%
I've seen it advertised	10%	11%	8%	0%	23%	11%	7%
I've seen it being promoted by Wines of Argentina	6%	9%	5%	25%	17%	10%	2%
I've seen it being promoted in social media	5%	5%	4%	22%	16%	2%	3%
I've seen it being promoted by social influencers	4%	6%	3%	10%	13%	5%	2%
I follow the Wines of Argentina account	4%	6%	3%	23%	10%	5%	2%

Grey shading = low sample size (n<50)

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

Source: Wine Intelligence, Vinitrac® US, April 2022 (n=2,009) US regular wine drinkers

"You mentioned you have bought or would consider buying Argentinian wine. What are the main reasons for buying it?"

BARRIERS TO BUY ARGENTINIAN WINE

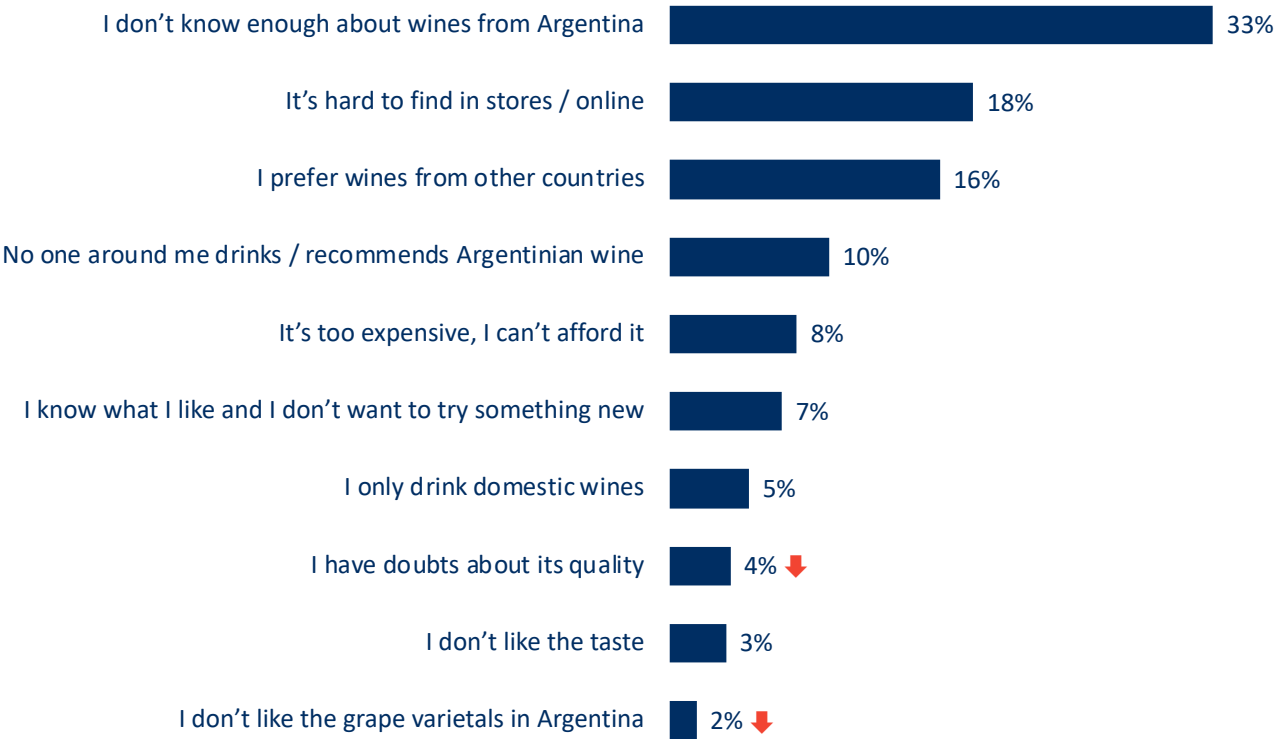


A division of the IWSR Group

The dominant barriers to buying Argentinian wine are lack of knowledge and visibility, which have remained stable over the past year

Barriers to buy Argentinian wine: Tracking (April 2022 vs March 2021)

% who stated the following as the main reasons for NOT buying Argentinian wine
Base = Those who are aware of wine from Argentina but have not bought it



“You mentioned you know Argentina produces wine but haven’t bought its wine. What are the main reasons why you haven’t bought wine from Argentina?”

↑ / ↓ : Statistically significantly higher / lower than previous waves at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, March 2021 and April 2022 (n≥2,000) US regular wine drinkers

BARRIERS TO BUY ARGENTINIAN WINE

Millennials over-index for most barriers to purchasing Argentinian wine, especially lack of availability and no one around them drinks it

Barriers to buy Argentinian wine: By age and gender

% who stated the following as the main reasons for NOT buying Argentinian wine
Base = Those who are aware of wine from Argentina but have not bought it

	All US regular wine drinkers	Gender		Age generations			
		Male	Female	21-24 Gen Z	25-39 Millennials	40-54 Gen X	55+ Boomers
I don't know enough about wines from Argentina	33%	31%	34%	27%	31%	36%	32%
It's hard to find in stores / online	18%	22%	16%	14%	29%	25%	14%
I prefer wines from other countries	16%	19%	14%	11%	19%	13%	17%
No one around me drinks / recommends Argentinian wine	10%	9%	10%	26%	17%	12%	7%
It's too expensive, I can't afford it	8%	7%	8%	13%	13%	7%	7%
I know what I like and I don't want to try something new	7%	7%	7%	13%	14%	10%	4%
I only drink domestic wines	5%	4%	5%	10%	10%	4%	4%
I have doubts about its quality	4%	5%	3%	0%	14%	3%	2%
I don't like the taste	3%	4%	3%	10%	9%	5%	2%
I don't like the grape varietals in Argentina	2%	2%	2%	0%	5%	1%	1%

“You mentioned you know Argentina produces wine but haven’t bought its wine. What are the main reasons why you haven’t bought wine from Argentina?”

Grey shading = low sample size (n<50)
% / % : Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, April 2022 (n=2,009) US regular wine drinkers

1. **Factores de decisión:** la variedad de uvas y los maridajes vino-comida son los principales factores de decisión a la hora de comprar vino entre los bebedores habituales de vino de EE. UU. El país de origen es importante para algo más de la mitad de los consumidores aunque la proporción de consumidores que lo consideran importante ha disminuido en comparación con 2017
2. **Volúmenes:** Argentina es el sexto origen de vino importado por volumen en los EE. UU. con un 6% de los vinos importados; pero el volumen de vino argentino vendido en los EE. UU. disminuyó de forma progresiva en los años previos a la pandemia
3. **Varietales:** El consumo de varietales tintos se ha mantenido prácticamente sin cambios, incluido el Malbec, el sexto varietal de uva más consumido en el mercado estadounidense.
4. **Conocimiento y compra de vinos argentinos:** El conocimiento y compra de Argentina han disminuido desde 2018 en línea con la tendencia del mercado aunque repuntó en 2022
5. **Momentos de consumo:** Los vinos argentinos son considerados para muchas ocasiones, incluidas durante las vacaciones

US PORTRAITS SEGMENTATION



A division of the IWSR Group

	Engaged Explorers	Generation Treaters	Mainstream Suburbans	Social Newbies	Senior Bargain Hunters	Kitchen Casuals
Who are they?	Affluent career & family-focused, college-educated Millennials & Gen Xs. Highest wine spenders, most confident & knowledgeable	Millennials, likely to have a post-grad degree & recently expressing more interest in wine. Most frequent drinkers, high spenders (esp. in on-premise), but still low knowledge levels	An older segment - Seniors & Boomers. Frequent off-premise wine drinkers, with lower per-bottle spend. Knowledgeable and confident	Youngest segment & most ethnically diverse. Frequent wine drinkers & mid to high spenders, but low knowledge - wine is not yet fully integrated into their lifestyle	'Empty Nesters' & mid to low-income earners. Most infrequent drinkers & oldest segment, but good knowledge built up from decades of wine drinking!	Older segment, lowest income, drinking wine infrequently and only at home. Spend very little on wine and have a low interest in wine.
Why do they drink wine?	Wine is a key part of their lifestyles - exploring wine through social events and as a personal interest	Highly social group - wine helps elevate social occasions	Proudly unpretentious about wine: they enjoy the taste, use it as a nice way to unwind	A drink to share with others and a way to feel a bit more sophisticated, especially when eating out	Limited to casual occasions at home	Limited to casual occasions at home
Where do they shop for wine?	Broadest range of shopping channels, including online. Look forward to buying wine!	Channel choices mostly driven by convenience. Comfortable shopping online	Mostly in local supermarkets and liquor stores. Like discounted bulk buy offers.	Convenient, unintimidating places - prefer smaller selections (easier to choose!)	Mostly from supermarkets that offer convenience and value	Shop at supermarkets and discount channels. Very price-conscious
What type of wine do they buy?	Have the broadest wine repertoire. Prefer smaller vineyards, but open to mainstream brands	Often have a few 'safe bets' - familiar varietals or mainstream brands that they fall back on or to use as a starting point to explore different options	Also open to trying new wines, but tend to stick to more well-known brands and varietals that deliver good value	Cautiously trying varietals that they might know, or wines recommended with food when out. Often buy mainstream brands with labels / icons they can remember	Despite their good knowledge of varietals and places of origin, they stick to what they know and drink from a narrow repertoire, often USA wines and mainstream brands	Drink from a very narrow repertoire and stick to what they know - mainstream, lower priced brands

Source: Wine Intelligence, Vinitrac® US, July and October 2020, (n=10,000) US regular wine drinkers

RESEARCH METHODOLOGY: QUANTITATIVE

Vinitrac® US

- The data has been collected in the US since March 2018
- March 2018 and March 2021 were tracked against April 2022
- Data was gathered via Wine Intelligence’s Vinitrac® online survey
- Respondents were screened to ensure that they were at least 21 years old; drank red, white, rosé or blush 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 US regular wine drinkers in terms of gender*, age, US Divisions and, annual pre-tax household income
- The distribution of the sample is shown in the table:

**Please note that additional Gender categories were also surveyed. These categories fell naturally in the sample and were not enforced via quotas*

		Mar-18	Mar-21	Apr-22
		n= 2,000	2,000	2,009
Gender	Male	50%	43%	43%
	Female	50%	57%	57%
	Total	100%	100%	100%
Age	21-24	8%	4%	4%
	25-34	22%	14%	14%
	35-44	14%	19%	19%
	45-54	18%	16%	16%
	55-64	18%	19%	19%
	65 and over	21%	28%	28%
	Total	100%	100%	100%
US Divisions	New England	6%	6%	6%
	Middle Atlantic	14%	17%	17%
	East North Central	13%	13%	13%
	West North Central	4%	7%	7%
	South Atlantic	20%	20%	20%
	East South Central	5%	6%	6%
	West South Central	11%	11%	11%
	Mountain	6%	6%	6%
	Pacific	21%	15%	15%
	Total	100%	100%	100%
Annual household income before taxes	Under \$50,000	n/a	28%	28%
	\$50,000 - \$99,999	n/a	31%	31%
	\$100,000+	n/a	35%	35%
	Prefer not to answer	n/a	6%	6%
	Total	100%	100%	100%

Source: Wine Intelligence, Vinitrac® US, March 2018 - April 2022 (n≥2,000) US regular wine drinkers



*Connecting wine businesses with knowledge
and insights globally*

Wine Intelligence London (Head Office)

Nutmeg House
60 Gainsford Street
London
SE1 2NY

Telephone: +44 (0)20 8194 0090
Email: info@wineintelligence.com
Website: www.wineintelligence.com
Follow us:





Disparador: guiar al #vinoargentino por el camino de la innovación y la sustentabilidad en un mundo de condiciones en constante cambio.

Desafío: Ante la pérdida de market share del #vinoargentino ¿cómo ayudamos a las bodegas grandes y pymes a posicionarse en los mercados foco a fin de aumentar el market share de Argentina?

En 2021, la agenda climática y la sustentabilidad se convirtieron en mainstream. En 2022, Europa ya lanzó sus iniciativas de Industrias 5.0. Los horizontes de largo plazo se acortaron a 3 años.

miro

https://miro.com/app/board/uXiVOoCA9pU=?share_link_id=926338730989



**MUCHAS
GRACIAS**

