A division of the IWSR Group

Argentina
Country Health in the US

Wines of Argentina

June 2023

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Introduction

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Introduction

Project objectives

Country health

To measure Argentina's country of origin health and positioning in the US market. Measures tested include: awareness, conversion / purchase and consideration to buy.

Deep dive

To analyse consumers' perception of Argentinian wine, in particular: occasions suitable to drink Argentinian wine, price and quality perception.

Profiling

Profile the average regular wine drinker in the US market versus the typical consumer and considerer of Argentinian wine.

Introduction

Research questions asked

Country health

Country of origin awareness
Looking at the list of places below, please indicate which ones you know produce wine.

Country of origin conversion
From which of the following wine-producing places have you drunk wine in the past 6 months?

Country of origin consideration
From which of the following wine-producing places would you consider buying wine in the future?

Region health

Region of origin awareness
Looking at the wine-growing regions below, please indicate which ones you have heard of:

Region of origin conversion
Looking at the wine-growing regions below, please indicate which ones you have bought wine from in the past 3 months:

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

Introduction

Research questions asked

Argentinian wine – deep dive

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

Purchase location
You mentioned you have bought or would consider buying Argentinian wine. Where do you usually buy Argentinian wine?

Occasion suitability
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.

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

Barriers to buy Argentinian wine
You mentioned that you know Argentina produces wine but haven't bought its wine. What are the main reasons why you haven't bought wine from Argentina?

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

Price expectation
How much would you expect wines from each of the following places to cost where you typically buy wine?

Management summary

Wines of Argentina – June 2023

Argentina country health in the US

Management summary

Market size
& Health metrics

Market size

The United States presents a market opportunity of 10.3 million consumers for Argentinian wine. However, wine consumption among US adults is declining, especially among younger adults. Despite this trend, Argentina has managed to position itself among the top 10 countries of origin for wine in the US market, following classic Old world countries like France, Italy, and Spain. Argentina is the second New World country to enter the Top 10 Power Index ranking after Australia.

Awareness

Argentinian wines experienced a slight peak in 2022 but have returned to 2021 levels. While California remains the market leader in this metric, with 80% of regular wine drinkers in the US knowing that the region produces wine, Argentina is the second-best performer among New World wines.

Consumption

Argentina ranks 7th in terms of consumption by country of origin, with slightly over 10% of regular wine drinkers recalling consuming Argentinian wines in the past six months

Management summary

Purchasing conditions
Motivators vs barriers
Profiling

Purchasing conditions

The proportion of drinkers considering Argentinian wine suitable for various occasions has increased since the previous year. In terms of quality perception, California is considered the most qualitative origin, followed by Rioja. While a quarter of Americans consider Argentinian wine to be of premium quality, the majority view it as "good." However, Argentinian wine has improved its price perception, with a significant increase in the $50+ price bracket.

Supermarkets remain the dominant purchase channel for Argentinian wine in the US market, but there has been an expansion of diverse channels for purchasing Argentinian wines compared to two years ago, driven particularly by Millennials.

Motivators & barriers

Grape variety is the primary criterion for wine selection in the US. Country of origin and region of origin are increasingly considered important factors to consider when purchasing a wine. When it comes to Argentinian wine, flavor discovery, taste, and value for money are the top motivators for consumers.

Barriers to purchasing Argentinian wine include a lack of understanding of these wines and a lack of availability.

Profiling

Wealthier, older, and more engaged segments of the population are more likely to have purchased or consider purchasing Argentinian wine.

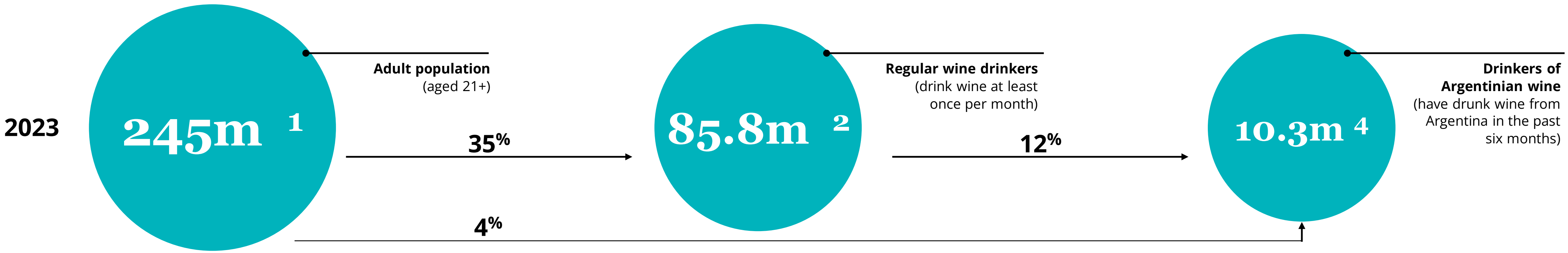
Addressable market

Wines of Argentina – June 2023

Argentina country health in the US

Addressable market

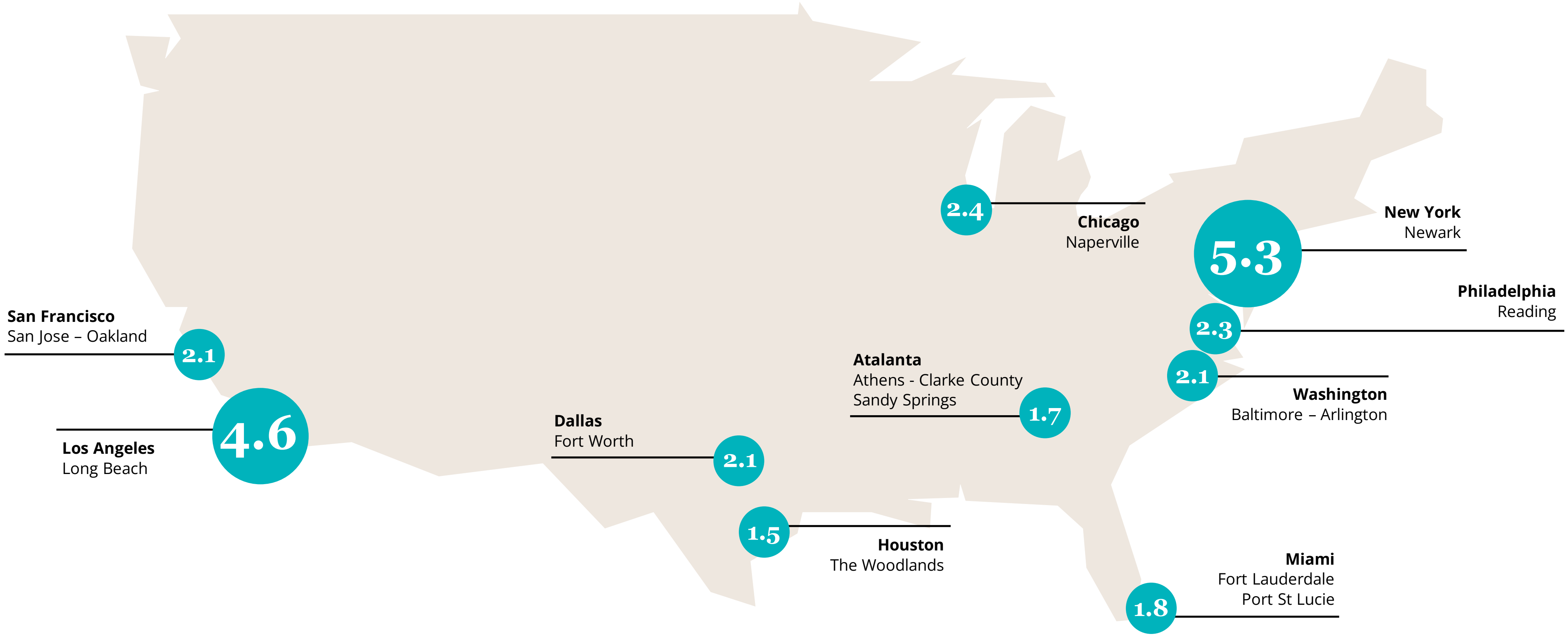
The US represents a market opportunity of 10.3 million consumers of Argentinian wine



[1] Adults aged 21+, US Census Bureau, population estimates
[2] Wine Intelligence online calibration studies, rolling average of 2022 and 2023, (n=15,709) US adults,21+. Wine=still light wine (red, white, rosé)
[3] Wine Intelligence online calibration studies with YouGov, July 2015 (n=2,028) US adults,21+. Wine=still light wine (red, white, rosé), recalibrated to Census Bureau population data
[4] Wine Intelligence, Vinitrac ® US, April 2023 (n=2,024) US regular wine drinkers

Addressable market

Top 10 metropolitan areas by concentration of regular wine drinkers (in millions)



Source: Wine Intelligence online calibration studies
Source: Wine Intelligence, Vinitrac® US, April 2023 (n=2,520) US regular wine drinkers

Demographics

The US adult population's participation in wine is falling across age groups, with the steepest decline among younger adults – a trend observed on a global scale

Adult participation by age groups: Tracking

% of all adults in who are regular wine drinkers in each market

	LDA-34		35-54		55+	
	2015*	2022**	2015*	2022**	2015*	2022**
Australia	62%	46%	65%	57%	68%	45%
Canada	58%	51%	60%	58%	60%	49%
Denmark	52%	35%	70%	44%	70%	68%
Japan	26%	17%	28%	24%	37%	31%

	LDA-34		35-54		55+	
	2015*	2022**	2015*	2022**	2015*	2022**
New Zealand	50%	52%	54%	49%	59%	50%
Sweden	59%	33%	58%	42%	66%	59%
Switzerland	60%	53%	68%	60%	75%	60%
UK	52%	36%	60%	54%	64%	66%
US	39%	31%	31%	36%	43%	37%

*2013: Switzerland; 2014: Australia, Germany and Japan **2021: Denmark, New Zealand, Sweden and Switzerland

% / % : Statistically significantly higher / lower than 2015 or previously at a 95% confidence level

Source: Wine Intelligence calibration studies 2013-2022 LDA = legal drinking age

Origin health

Wines of Argentina – June 2023

Argentina country health in the US

Summary

Argentina positions itself as one of the top 10 wines by country of origin in the US market

The market is mainly dominated by the local production and classic Old world countries France, Italy and Spain. Argentina is the second New world country to enter the Top 10 Power Index ranking after Australia.

Awareness

Slight peak of awareness for Argentinian wines in 2022, now back to 2021 levels. It is the second-best New world performer in the market aside from the local production. Market leader California is on the rise since 2021, with now 80% of US regular wine drinkers knowing the region produces wine

Consumption

As for the awareness ranking, Argentina ranks 7th country of origin by consumption. Just above 1 in 10 regular drinkers in the market recalled consuming wines from Argentina in the past six months, a comparable proportion to New Zealand and Chilean wines. This incidence has increased on the short-term.

Consideration

Consideration levels for Argentina have remained stable since 2021. 70% of those who know of Argentinian wine could buy some in the future; about the same proportion would buy Spanish and Chilean wines

Still wine volumes by origin

The US is largely dominated by the local production, only 25% of wines consumed in the market are from importation. Argentinian wine only accounts for 1% of total wine volumes in the market and is experiencing a small drop in volume on the period

Total still wine volumes and market share by origin

000s 9-liter cases

		2021	2022	2023 (forecast)	CAGR 21-23	Market Share
	Total	*306,107.28*	*297,054.85*	*287,239.81*	-3.1%	
1	US	229,287.25	222,645.68	212,982.00	-3.6%	75%
2	Italian	23,842.05	22,819.30	22,430.95	-3.0%	8%
3	French	12,706.60	12,664.15	13,046.65	1.3%	4%
4	Australian	11,840.50	10,803.77	10,554.85	-5.6%	4%
5	New Zealand	9,089.50	9,532.90	9,978.00	4.8%	3%
6	Chilean	5,613.70	5,206.67	4,946.12	-6.1%	2%
7	Argentinian	3,881.18	3,828.15	3,834.85	-0.6%	1%
8	Spanish	3,954.30	3,810.10	3,763.70	-2.4%	1%
9	Portuguese	1,747.25	1,720.55	1,708.02	-1.1%	1%
10	German	1,759.25	1,570.50	1,520.88	-7.0%	1%

Source: IWSR

Country of origin Power Index

The Power Index is calculated by comparing the tested origins' incidence rates against each others for each health measure. We do this by comparing the individual incidence of each origin against the highest incidence of all origins to gauge how far / close each individual origin is to the top origin in each measure.

In this process, the incidence (%) is converted to an indexed value (#) per origin, for each measure, because we are dividing percentages to reach an integer. Once we have indexed each origin for each measure, we then again index these indexes to create one final indexed score which we use to rank the origin in the market. Each health measure is given a different weighting.

Measure	Definition	Index
Awareness	% who have heard of the following wine-producing origins Base = All regular wine drinkers	**Origin awareness Index**
Purchase	% who have drunk wine from the following wine-producing origins in the past 6 months Base = All regular wine drinkers	**Origin purchase Index**
Conversion	% who have drunk wine from the following wine-producing origins in the past 6 months Base = Those who have heard of the wine-producing origins	
Consideration	% who would consider buying wine from the following wine-producing origins Base = Those who have heard of the wine-producing origins	**Origin connection Index**

Country of origin Power Index

Power Index

Unchanged top 5 origins since 2021. Argentina has lost one rank in the Power Index since 2021, and is in tight competition with other New world producing country Australia. Argentina has benefited from a slight increase in awareness however has experienced a small drop in purchase

Country of origin Power Index: Tracking

See previous slide for methodology and detail of measures included

Ranking '23		Awareness Index			Purchase Index			Connection Index			Final Index		
		2021	2023	Index Difference	2021	2023	Index Difference	2021	2023	Index Difference	2021	2023	Index Difference
1	California - USA	100	100	0	100	100	0	100	100	0	100	100	=
2	Italy	93	91	2	55	59	-4	90	92	-2	81	82	=
3	France	92	87	4	43	45	-3	86	89	-3	75	75	=
4	Other USA (outside of California)	68	59	9	57	54	3	92	96	-4	72	68	=
5	Spain	77	74	3	29	30	-1	80	81	-1	64	63	=
6	Australia	60	54	6	33	30	2	84	82	2	59	56	=
7	**Argentina**	54	53	1	22	23	-1	78	78	0	52	51	-1 ⬇
8	New Zealand	50	47	3	24	24	0	84	83	0	52	51	1 ⬆
9	Chile	53	49	4	23	22	1	78	78	0	51	50	-1 ⬇
10	Portugal	52	51	1	14	16	-2	75	76	0	48	48	-1 ⬇
11	Germany	56	50	6	22	20	3	75	71	3	51	47	2 ⬆
12	Greece	45	44	1	8	10	-2	67	66	1	41	40	-1 ⬇
13	South Africa	38	36	2	12	12	0	73	69	5	41	39	1 ⬆
14	Canada	31	28	3	10	13	-2	74	70	4	38	36	=
15	Israel	26	24	2	9	8	1	64	64	0	32	31	=
16	Moldova	18	17	1	7	8	-1	69	65	4	30	29	=
17	Slovenia	14	12	1	6	7	-1	59	60	-1	25	25	=

⬆/⬇: Increase / decrease in ranking position compared to the previous wave

Source: Wine Intelligence, Vinitrac® US, Mar '21 and Apr '23 (n≥2,000) US regular wine drinkers

Awareness

Slight peak of awareness for Argentinian wines in 2022, now back to 2021 levels. It is the second-best New world performer in the market aside from the local production. Market leader California is on the rise since 2021, with now 80% of US regular wine drinkers knowing the region produces wine

Origin awareness: Tracking

% who have heard of the following wine-producing places
Base = All US regular wine drinkers (n≥2,000)

Ranking '23		Mar '21 (n=2,000)	Apr '22 (n=2,009)	Apr '23 (n=2,520)	Tracking vs. '21	Tracking vs. '22
1	California - USA	77%	77%	80%	↑	↑
2	Italy	72%	71%	73%	→	→
3	France	71%	69%	70%	→	→
4	Spain	60%	59%	59%	→	→
5	Other USA (outside of California)	53%	50%	47%	↓	↓
6	Australia	47%	47%	44%	↓	↓
7	**Argentina**	42%	45%	42%	→	↓
8	Portugal	40%	42%	41%	→	→
9	Germany	43%	44%	40%	↓	↓
10	Chile	41%	40%	39%	→	→

Ranking '23		Mar '21 (n=2,000)	Apr '22 (n=2,009)	Apr '23 (n=2,520)	Tracking vs. '21	Tracking vs. '22
11	New Zealand	39%	41%	37%	→	↓
12	Greece	35%	36%	35%	→	→
13	South Africa	29%	30%	28%	→	→
14	Canada	24%	25%	22%	→	↓
15	Israel	20%	20%	19%	→	→
16	Moldova	14%	15%	14%	→	→
17	Slovenia	10%	11%	10%	→	→
	Other	2%	1%	1%	↓	→
	Don't know	4%	5%	4%	→	↓

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar '21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Consumption

As for the awareness ranking, Argentina ranks 7th country of origin by consumption. Just above 1 in 10 regular drinkers in the market recalled consuming wines from Argentina in the past six months, a comparable proportion to New Zealand and Chilean wines. This incidence has increased on the short-term

Origin consumption: Tracking

% who have drunk wine from the following wine-producing places in the past 6 months
Base = All US regular wine drinkers (n≥2,000)

Ranking '23		Mar '21 (n=2,000)	Apr '22 (n=2,009)	Apr '23 (n=2,520)	Tracking vs. '21	Tracking vs. '22
1	California - USA	63%	64%	68%	↑	↑
2	Italy	34%	32%	39%	↑	↑
3	Other USA (outside of California)	31%	30%	30%	→	→
4	France	26%	27%	30%	↑	→
5	Spain	17%	15%	18%	→	↑
6	Australia	17%	15%	16%	→	→
7	**Argentina**	11%	10%	12%	→	↑
8	New Zealand	11%	11%	12%	→	→
9	Chile	11%	10%	11%	→	→
10	Germany	11%	11%	10%	→	→

Ranking '23		Mar '21 (n=2,000)	Apr '22 (n=2,009)	Apr '23 (n=2,520)	Tracking vs. '21	Tracking vs. '22
11	Portugal	7%	7%	8%	→	→
12	South Africa	5%	5%	5%	→	→
13	Greece	4%	4%	5%	→	→
14	Canada	4%	4%	5%	→	→
15	Israel	3%	3%	3%	→	→
16	Moldova	2%	2%	2%	→	→
17	Slovenia	1%	2%	1%	→	→
	Other	1%	0%	1%	→	→
	None of these	5%	5%	5%	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar '21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Consideration

Consideration levels for Argentina have remained stable since 2021. 70% of those who know of Argentinian wine could buy some in the future; about the same proportion would buy Spanish and Chilean wines

Origin consideration: Tracking

% who would consider buying wine from the following wine-producing places
Base = Those who have heard of each wine-producing place

Ranking '23		Mar '21	Apr '22	Apr '23	Tracking vs. '21	Tracking vs. '22
1	California - USA	88%	90%	89%	→	→
2	Other USA (outside of California)	81%	84%	85%	↑	→
3	Italy	79%	82%	82%	↑	→
4	France	75%	79%	79%	↑	→
5	New Zealand	74%	73%	74%	→	→
6	Australia	74%	75%	74%	→	→
7	Spain	71%	74%	72%	→	→
8	**Argentina**	69%	69%	70%	→	→
9	Chile	69%	69%	69%	→	→
10	Portugal	66%	67%	67%	→	→
11	Germany	66%	68%	64%	→	↓
12	Canada	65%	64%	62%	→	→
13	South Africa	65%	66%	61%	→	→
14	Greece	59%	63%	59%	→	→
15	Moldova	61%	56%	58%	→	→
16	Israel	56%	57%	57%	→	→
17	Slovenia	52%	58%	54%	→	→
	Other	81%	53%	62%	→	→
	None of these	2%	2%	2%	→	→

Grey shading: low sample size (n<50)
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar '21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Varietal consumption

Malbec is very popular in the US, being consumed by nearly 1 in 4 drinkers. Argentina native variety Torrontes is less known in comparison, with a market penetration of just above 5% - yet on the increase since 2019

White varietal consumption: Tracking

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

Ranking '22		2019 (n=7,002)	2021 (n=6,000)	2022 (n=8,057)	Tracking vs. '19	Tracking vs. '21
1	Chardonnay	48%	44%	47%	→	↑
2	Pinot Grigio / Pinot Gris	42%	39%	42%	→	↑
3	Sauvignon Blanc	36%	33%	36%	→	↑
4	Moscato	34%	31%	35%	→	↑
5	Riesling	29%	28%	28%	→	→
6	White blend	21%	22%	25%	↑	↑
7	Chenin Blanc	10%	11%	11%	↑	→
8	Gewürztraminer	9%	9%	10%	→	→
9=	Viognier	7%	8%	9%	↑	↑
9=	Fumé Blanc	7%	8%	9%	↑	↑
11=	Albariño	5%	6%	7%	↑	↑
11=	Colombard	4%	6%	7%	↑	↑
11=	Sémillon	5%	6%	7%	↑	→
11=	Verdejo	5%	6%	7%	↑	→
11=	Grüner Veltliner	5%	6%	7%	↑	→
16	Torrontés	4%	6%	6%	↑	→

Red varietal consumption: Tracking

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

Ranking '22		2019 (n=7,002)	2021 (n=6,000)	2022 (n=8,057)	Tracking vs. '19	Tracking vs. '21
1	Merlot	51%	48%	49%	↓	→
2	Cabernet Sauvignon	46%	44%	44%	↓	→
3	Pinot Noir	43%	40%	43%	→	↑
4	Red blend	34%	33%	35%	→	↑
5	Zinfandel	32%	29%	30%	↓	→
6	Malbec	24%	21%	24%	→	↑
7	Shiraz / Syrah	20%	17%	20%	→	↑
8	Sangiovese	11%	11%	12%	→	→
9=	Meritage	8%	9%	10%	↑	↑
9=	Tempranillo	10%	8%	10%	→	↑
11=	Pinotage	7%	8%	9%	↑	→
11=	Grenache / Garnacha	8%	8%	9%	→	→
13=	Gamay	6%	7%	8%	↑	↑
13=	Carménère	6%	7%	8%	↑	→

= Represents equal ranking
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Jul/Oct '19 (n=7,002), Oct '2021 (n=6,000), Oct/Nov '22 (n=8,057) US regular wine drinkers

Perceptions

Wines of Argentina – June 2023

Argentina country health in the US

Summary

Positive progression for wines of Argentina on all metrics tested: desirability (willingness to purchase), occasion suitability, as well as quality perception and price expectation

Desirability

Positive outlook for Argentina and the set: all countries benefit from an increased willingness to purchase. Amongst all regular drinkers, nearly a half would be inclined to buy wine from Argentina in the near future, similar to Australia and New Zealand, Portugal or Chile – aligned with previous metrics.

Suitability

California wine scores the highest association levels of suitable occasions, and is significantly higher than all other countries tested. Overall, Americans consider being on vacation as the most obvious occasion to drink wine. Nearly a half of aware would drink Argentinian wine while on vacation, a proportion which has been increasing since last year. A greater number of drinkers consider Argentinian wine to be suitable to a larger panel of occasions compared to last year.

Quality and price

Unsurprisingly, California has been nominated the most qualitative origin of those tested, followed by Rioja but from far. Aligned with quality expectation, Californian wine is expected to be the most expensive, with a significantly larger proportion of drinkers attributing it a value of $20 - $49.99 compared to the rest of the set. Californian wine is increasingly perceived as premium.

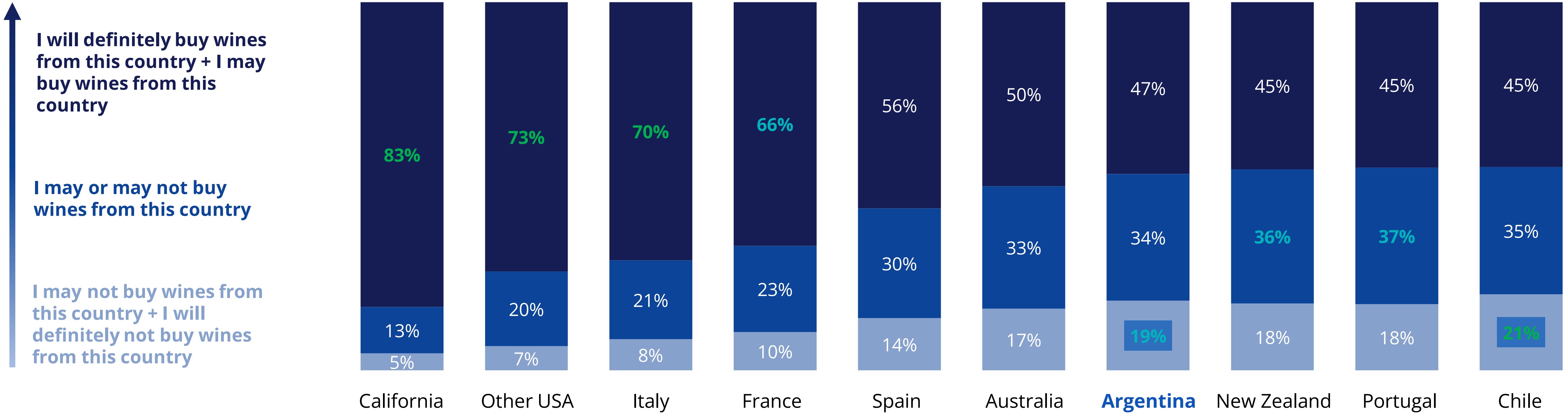
Just about a quarter of Americans consider Argentinian wine to be of premium quality while the majority (nearly 50%) judge the quality of wines from this country to be "good". Argentinian wine has improved its price perception and is the only origin registering an increase in the $50+ bracket.

Willingness to buy

Amongst all regular drinkers, nearly a half would be inclined to buy wine from Argentina in the near future, similar to Australia and New Zealand, Portugal or Chile – aligned with previous metrics

Willingness to buy

Top 10 countries sorted by level of willingness to buy, from definitive positive to negative
% 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≥2,520)



Turquoise / green: Statistically significantly higher than 2 / higher than 3 or more other wine-producing places at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, April 2023 (n=2,520) US regular wine drinkers

Willingness to buy

Positive outlook for Argentina and the competitive set: most countries benefit from an increased willingness to purchase (except South Africa which is constant)

Willingness to buy: Tracking

Top 10 countries sorted by level of willingness to buy, from definitive positive to negative
% 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≥2,000)

	California					Spain					Australia				
	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22
Will defininitely / may	74%	76%	83%	↑	↑	44%	49%	56%	↑	↑	45%	47%	50%	↑	→
May or may note	19%	17%	13%	↓	↓	39%	35%	30%	↓	↓	37%	36%	33%	↓	→
Will defininitely not / may not	6%	7%	5%	↓	↓	18%	16%	14%	↓	→	18%	17%	17%	→	→

	Argentina					Chile					South Africa				
	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22
Will defininitely / may	38%	42%	47%	↑	↑	38%	41%	45%	↑	↑	31%	32%	33%	→	→
May or may note	41%	38%	34%	↓	↓	39%	38%	35%	↓	↓	41%	41%	38%	→	→
Will defininitely not / may not	21%	20%	19%	→	→	23%	21%	21%	→	→	29%	27%	29%	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar '21 and Apr '23 (n≥2,000) US regular wine drinkers

Occasion suitability

Expectedly, California wine scores the highest association levels of suitable occasions, and is significantly higher than all other countries tested. Overall, Americans consider being on vacation as the most obvious occasion to drink wine. Nearly a half of aware would drink Argentinian wine while on vacation

Occasion suitability

Countries sorted by occasion suitability association levels; occasions sorted by average for all countries
% who would consider the following occasions for drinking wine from each wine-producing place
Base = Those who have heard of each wine-producing place

		California	Australia	Rioja	Argentina	Chile	South Africa
1	When on vacation	77%	51%	47%	47%	44%	41%
2	Celebrations	80%	45%	42%	40%	39%	34%
3	When relaxing at home	85%	45%	40%	40%	38%	33%
4	Dining out with the family	82%	43%	41%	40%	39%	35%
5	With a home cooked meal	83%	42%	43%	40%	38%	32%
6	On a night out with friends	77%	43%	40%	38%	37%	31%
7	Date night	75%	40%	41%	39%	35%	32%

Turquoise / green: Statistically significantly higher than 3 / higher than 4 or more other wine-producing places at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, April 2023 (n=2,520) US regular wine drinkers

Occasion suitability

Some increases of occasion suitability through the board – both on the medium and shorter term. There is an increasing number of American consumers who see vacations as the right occasion to drink wines from California, Australia, Rioja, Argentina and South Africa since last year

Occasion suitability: Tracking (1/2)

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

		California					Australia					Rioja				
		2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22
1	When on vacation	74%	74%	77%	↑	→	48%	43%	51%	→	↑	50%	38%	47%	→	↑
2	Celebrations	76%	77%	80%	↑	↑	47%	46%	45%	→	→	41%	38%	42%	→	→
3	When relaxing at home	82%	83%	85%	↑	→	44%	45%	45%	→	→	43%	38%	40%	→	→
4	Dining out with the family	78%	76%	82%	↑	↑	43%	40%	43%	→	→	42%	36%	41%	→	→
5	With a home cooked meal	82%	81%	83%	→	→	45%	44%	42%	→	→	45%	35%	43%	→	↑
6	On a night out with friends	75%	76%	77%	→	→	41%	41%	43%	→	→	40%	35%	40%	→	→
7	Date night	72%	71%	75%	→	↑	39%	38%	40%	→	→	40%	31%	41%	→	↑

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar' 21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Occasion suitability

A greater number of drinkers consider Argentinian wine to be suitable to a larger panel of occasions compared to last year, including when on vacation, while dining in/out or on a date

Occasion suitability: Tracking (2/2)

% 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					Chile					South Africa				
		2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22
1	When on vacation	45%	40%	47%	→	↑	45%	40%	44%	→	→	43%	35%	41%	→	↑
2	Celebrations	40%	37%	40%	→	→	39%	37%	39%	→	→	36%	33%	34%	→	→
3	When relaxing at home	39%	36%	40%	→	→	38%	35%	38%	→	→	37%	32%	33%	→	→
4	Dining out with the family	40%	36%	40%	→	↑	38%	34%	39%	→	↑	33%	32%	35%	→	→
5	With a home cooked meal	40%	36%	40%	→	↑	40%	38%	38%	→	→	37%	34%	32%	→	→
6	On a night out with friends	35%	33%	38%	→	↑	37%	33%	37%	→	→	33%	30%	31%	→	→
7	Date night	36%	31%	39%	→	↑	36%	30%	35%	→	↑	31%	30%	32%	→	→

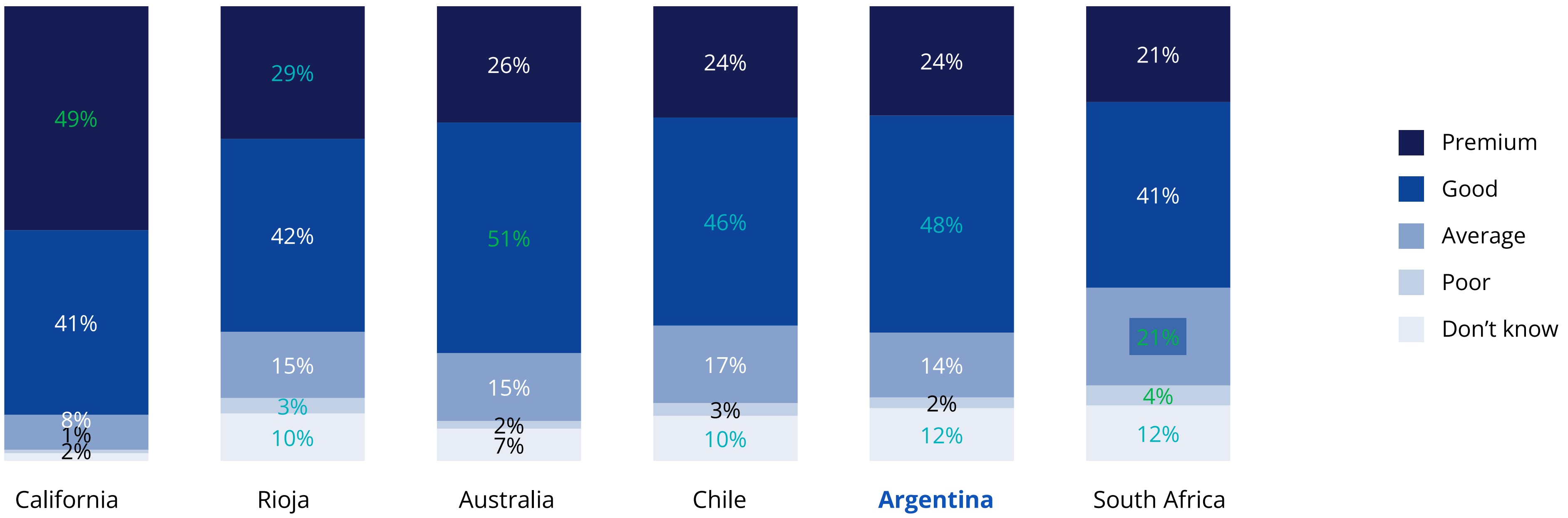
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar' 21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Quality perception

Again unsurprisingly, California has been nominated the most qualitative origin of those tested, followed by Rioja but from far. Just about a quarter of Americans consider Argentinian wine to be of premium quality while the majority (nearly 50%) judge the quality of wines from this country to be "good"

Quality perception

% 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



Turquoise / green: Statistically significantly higher than 2 / higher than 3 or more other wine-producing places at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, April 2023 (n=2,520) US regular wine drinkers

Quality perception

Californian wine is increasingly perceived as premium while more people think Rioja produces poor quality wine compared to two years ago – albeit that is still a relatively small proportion of consumers

Quality perception: Tracking (1/2)

% 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

		California					Rioja					Australia				
		2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22
1	Premium quality	44%	46%	49%	↑	↑	27%	25%	29%	→	→	24%	25%	26%	→	→
2	Good quality	45%	43%	41%	↓	→	45%	42%	42%	→	→	51%	49%	51%	→	→
3	Average quality	8%	7%	8%	→	→	15%	18%	15%	→	→	15%	16%	15%	→	→
4	Poor quality	1%	1%	1%	→	→	1%	2%	3%	↑	→	1%	3%	2%	→	→
	I don't know	2%	3%	2%	→	↓	12%	12%	10%	→	→	8%	8%	7%	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar' 21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Quality perception

Unchanged quality perception of wines from Chile and Argentina; however, a larger proportion of drinkers could share their view on the quality of wines from these two countries, suggesting an increased awareness

Quality perception: Tracking (2/2)

% 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

		Chile					Argentina					South Africa				
					Tracking					Tracking					Tracking	
		2021	2022	2023	vs '21	vs' 22	2021	2022	2023	vs '21	vs' 22	2021	2022	2023	vs '21	vs' 22
1	Premium quality	22%	22%	24%	➡	➡	25%	23%	24%	➡	➡	20%	17%	21%	➡	⬆
2	Good quality	45%	47%	46%	➡	➡	44%	44%	48%	➡	➡	46%	48%	41%	⬇	⬇
3	Average quality	19%	15%	17%	➡	➡	15%	15%	14%	➡	➡	18%	20%	21%	➡	➡
4	Poor quality	2%	2%	3%	➡	➡	3%	1%	2%	➡	➡	2%	2%	4%	➡	⬆
	I don't know	12%	13%	10%	➡	⬇	14%	17%	12%	➡	⬇	13%	13%	12%	➡	➡

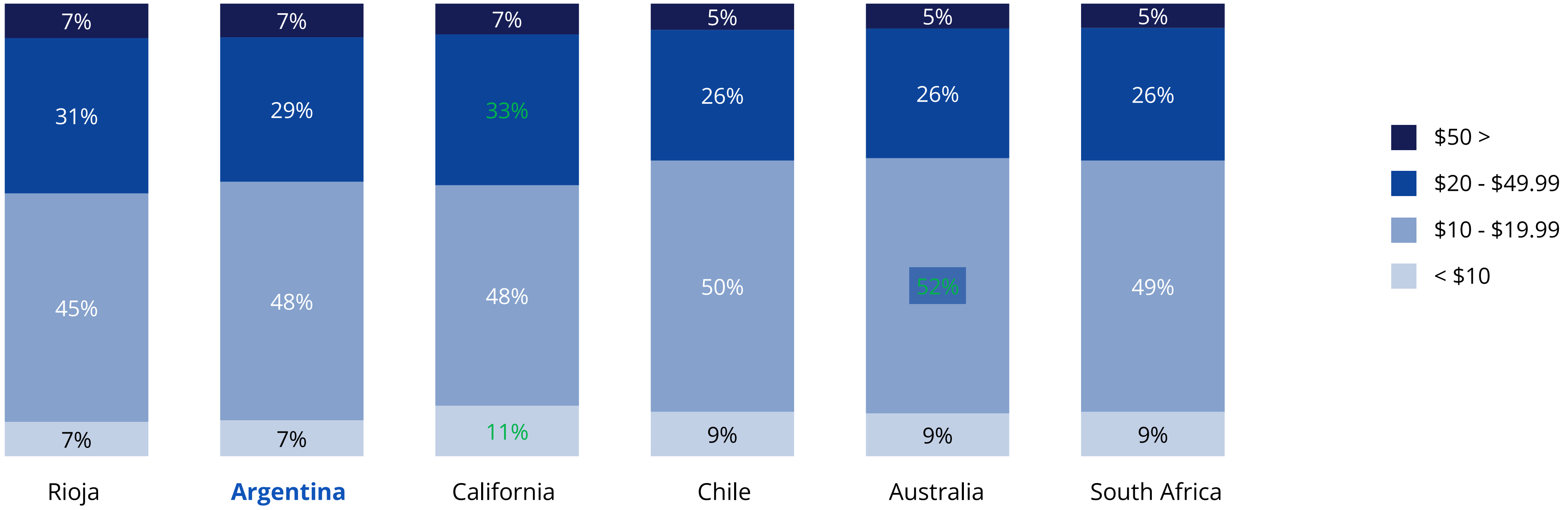
⬆/⬇: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar' 21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Price expectation

Aligned with quality expectation, Californian wine is expected to be the most expensive, with a significantly larger proportion of drinkers attributing it a value of $20 - $49.99 but also has the biggest proportion of drinkers attributing it a price under the $10 mark, suggesting a disparity of price perceptions for this origin

Price expectation

% who would expect wine from the following places to cost the following amounts
Base = Those who are aware of or would consider buying wine from each wine-producing place



Turquoise / green: Statistically significantly higher than 2 / higher than 3 or more other wine-producing places at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr '21 and Mar' '23 (n≥2,000) US regular wine drinkers

Price expectation

Argentinian wine has improved its price perception and is the only origin registering an increase in the $50+ bracket since 2021 while experiencing decrease in the lower bracket. Consumers are increasingly aware of Argentinian wine prices, although the proportion of those not being able to evaluate its price remains 1 in 10

Price expectation: Tracking (1/2)

% who would expect wine from the following places to cost the following amounts
Base = Those who are aware of or would consider buying wine from each wine-producing place

	Rioja					Argentina					California				
	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22
$50 or more	4%	6%	7%	→	→	4%	5%	7%	↑	→	5%	6%	7%	→	→
$20 - $49.99	25%	26%	31%	→	→	23%	23%	29%	↑	↑	24%	25%	33%	↑	↑
$10 - $19.99	48%	45%	45%	→	→	48%	49%	48%	→	→	52%	52%	48%	↓	↓
Less than $10	10%	9%	7%	→	→	12%	10%	7%	↓	↓	16%	14%	11%	↓	↓
I don’t know	13%	14%	11%	→	→	13%	12%	10%	↓	→	3%	3%	2%	↓	↓

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar’ 21, Apr ‘22 and Apr ’23 (n≥2,000) US regular wine drinkers

Price expectation

Through the set of origins, there seems to be a generic drop in the “less than $10” bracket, probably influenced by the severe inflation that affected the market during the period

Price expectation: Tracking (2/2)

% who would expect wine from the following places to cost the following amounts
Base = Those who are aware of or would consider buying wine from each wine-producing place

	Chile					Australia					South Africa				
	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22	2021	2022	2023	Tracking vs '21	Tracking vs' 22
$50 or more	4%	4%	5%	→	→	4%	3%	5%	→	↑	4%	3%	5%	→	→
$20 - $49.99	21%	22%	26%	↑	↑	20%	24%	26%	↑	→	23%	26%	26%	→	→
$10 - $19.99	50%	51%	50%	→	→	54%	53%	52%	→	→	46%	48%	49%	→	→
Less than $10	13%	12%	9%	↓	↓	14%	12%	9%	↓	↓	14%	11%	9%	↓	→
I don’t know	11%	12%	9%	→	→	9%	9%	8%	→	→	13%	12%	12%	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar’ 21, Apr ‘22 and Apr ‘23 (n≥2,000) US regular wine drinkers

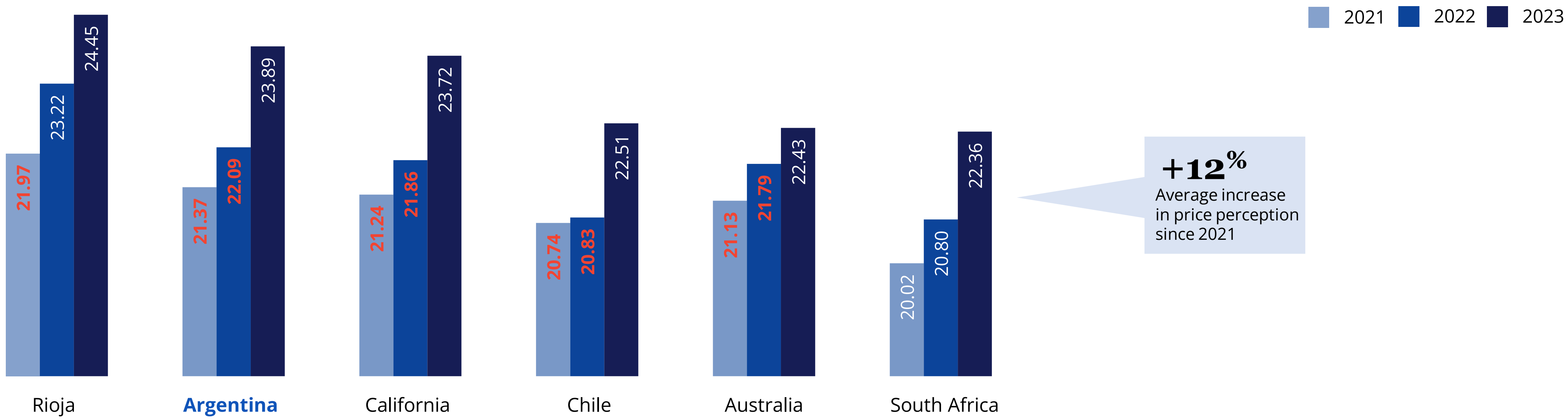
Price expectation

Amongst the origins tested, Argentinian wine is perceived as the second most expensive and to sell at a similar price than Californian wine. Argentinian wine has registered a significant increase in price perception on the long-run, although this is valid for most origins and likely influenced by the prices increase

Price expectation (means): Tracking

Means, in US Dollars

Base = Those who are aware of or would consider buying wine from each wine-producing place



%/%: Statistically significantly higher / lower than the current wave at a 95% confidence level

Source: Wine Intelligence, Vinitrac® US, Apr '21 and Mar' '23 (n≥2,000) US regular wine drinkers

Purchasing conditions

Wines of Argentina – June 2023

Argentina country health in the US

Summary

Supermarkets remain the dominant purchase channel for Argentinian wine. However, US wine drinkers purchase wines from Argentina from a broader list of channels compared to two years ago – Millennials specifically are driving this change

Purchase location

Supermarkets are still the number one purchase channel in the market, evenly used by the different Portraits segments to purchase Argentinian wine.

Americans buy Argentinian wine from more diverse channels now compared to two years ago. Supermarkets and wine clubs have registered the biggest jumps since 2021 (respectively +9ppt and +7ppt).

Significant differences of choice of retailers to buy Argentinian wine between generational groups. Millennials are broadly more inclined to purchase from a number of different locations compared with Boomers. Engaged Explorers are the most likely to buy Argentinian from a winery (either online or during a visit)

Motivators

Grape varieties have consistently been the #1 criteria to purchase a wine in the United States. Country of origin and region and origin are both amongst the two 10 choice cues and are increasingly perceived as important.

When considering wines from Argentina specifically, flavor discovery, taste and value for money are top motivators. More consumers today recognise appreciating the taste of Argentinian wine, a trend mostly driven by the most engaged consumers.

Barriers

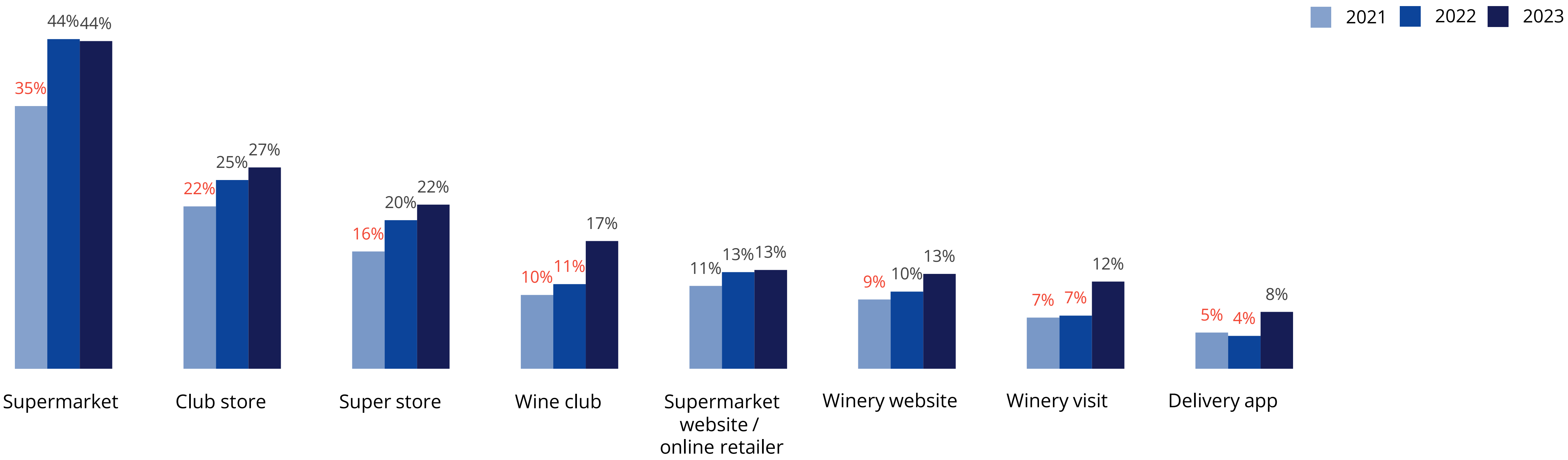
The number one barrier to purchase Argentinian wine is a lack of understanding of these wines. Distribution is also an important barrier and a growing issue, now selected by nearly 1 in 4 wine drinkers.

Purchase location

Americans buy Argentinian wine from more diverse channels now compared to two years ago. Supermarkets and wine clubs have registered the biggest jumps since 2021 (respectively +9ppt and +7ppt)

Purchase location: Tracking

% who buy Argentinian wine from the following locations
Base = Those who have bought or would consider buying Argentinian wine



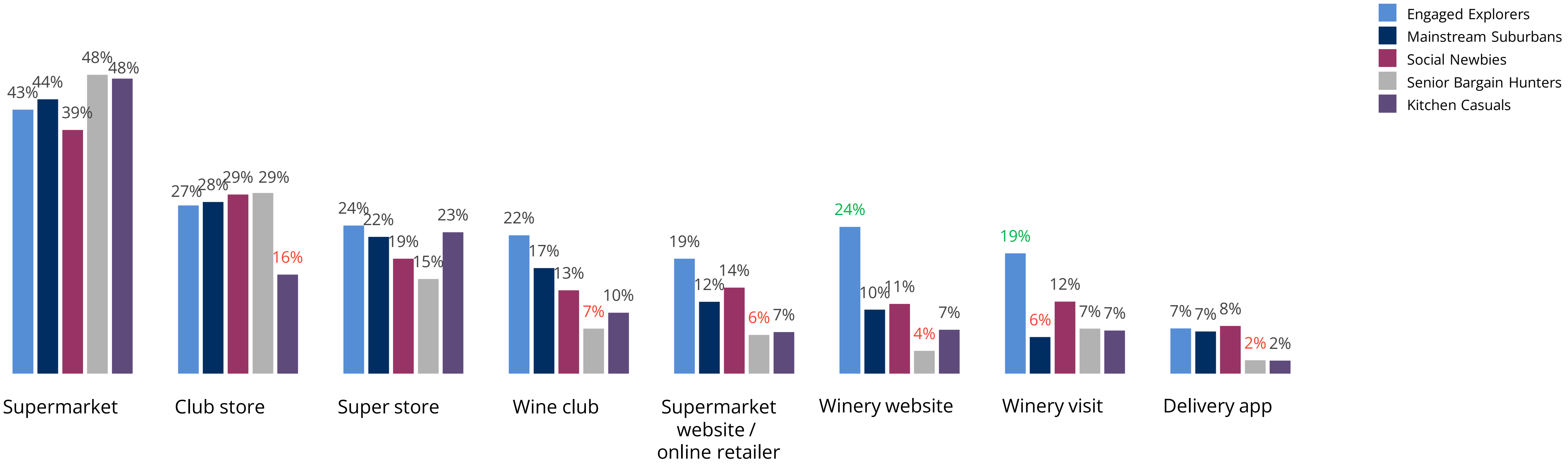
Green / Red: Statistically significantly higher / lower than the current wave at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar' 21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Purchase location

Supermarkets are evenly used by the different Portraits segments to purchase Argentinian wine. Engaged Explorers are the most likely to buy Argentinian from a winery (either online or during a visit)

Purchase location: By Portraits*

% who buy Argentinian wine from the following locations
Base = Those who have bought or would consider buying Argentinian wine



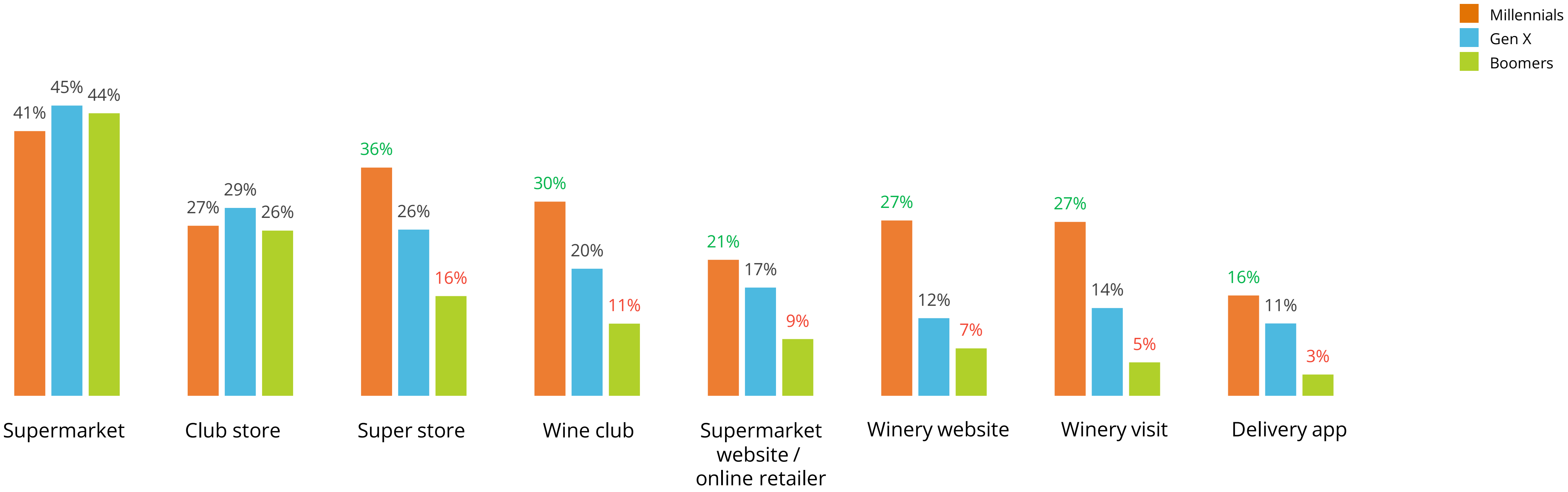
*Generation Treaters not charted due to small sample sizes (n<50). For details on Portraits segmentation, please see slide 60
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Purchase location

Significant differences of choice of retailers to buy Argentinian wine between generations. Millennials are broadly more inclined to purchase from a number of different locations compared with Boomers

Purchase location: By generation*

% who buy Argentinian wine from the following locations
Base = Those who have bought or would consider buying Argentinian wine



* Gen Z (LDA-24) not charted due to small sample size (n<50)
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Wine-buying choice cues

Grape varieties have consistently been the #1 criteria to purchase a wine in the United States. Country of origin and region and origin are both amongst the two 10 choice cues and are increasingly perceived as important

Choice cues for wine (generic): 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 '22		2019 (n=7,002)	2021 (n=6,000)	2022 (n=8,057)	Tracking vs. '19	Tracking vs. '21
1	Grape variety (eg Cabernet Sauvignon, Chardonnay, etc)	73%	76%	76%	↑	→
2	A brand I am aware of	64%	72%	71%	↑	→
3	Wine that matches or complements food	66%	67%	70%	↑	↑
4=	Taste or wine style descriptions displayed on the shelves or on wine labels	63%	64%	68%	↑	↑
4=	Recommendation by friend or family	62%	63%	68%	↑	↑
6	The country of origin (eg France, Australia, Spain, Chile, USA, etc)	50%	54%	56%	↑	→
7	Recommendations from shop staff or shop leaflets	48%	49%	55%	↑	↑
8	The region of origin	49%	53%	54%	↑	→
9	Promotional offer (eg price discount or 3 for the price of 2)	51%	51%	53%	↑	↑
10	Alcohol content	43%	48%	52%	↑	↑
11	Appeal of the bottle and / or label design	38%	43%	46%	↑	↑
12	Recommendation by wine critic or writer	35%	38%	43%	↑	↑
13	Recommendation by wine guide books	31%	35%	39%	↑	↑
14	Whether or not the wine has won a medal or award	28%	32%	35%	↑	↑
15	Whether or not the wine is available to buy via the internet	20%	27%	28%	↑	↑

= Represents equal ranking
↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Jul/Oct '19 (n=7,002), Oct '2021 (n=6,000), Oct/Nov '22 (n=8,057) US regular wine drinkers

Motivators

Value for money along with a search for new flavors are top motivators when considering wines of Argentina. More Americans appreciate the taste of Argentinian wine. Most credentials are increasingly important to wine consumers when buying Argentinian wine.

Motivations to buy Argentinian wine: Tracking

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

Ranking '23		2021 (n=2,000)	2022 (n=2,009)	2023 (n=2,520)	Tracking vs' 21	Tracking vs' 22
1	I like to explore new flavors	44%	45%	46%	→	→
2	I like the taste of Argentinian wines	45%	36%	44%	→	↑
3	It offers very good value for money	41%	34%	42%	→	↑
4	It pairs well with food	33%	34%	38%	→	→
5	It's recommended by friends or family	24%	22%	28%	→	↑
6	It has good reviews / ratings online	24%	21%	26%	→	↑
7	It's recommended by shop staff	15%	13%	18%	→	↑
8	It's recommended by wine critics	13%	13%	16%	→	→
9	I've seen it advertised	7%	10%	11%	↑	→
10	I've seen it being promoted by Wines of Argentina	n/a	6%	8%	n/a	→
11	I've seen it being promoted in social media	n/a	5%	7%	n/a	→
12	I've seen it being promoted by social influencers	6%	4%	6%	→	→
13	I follow the Wines of Argentina account	n/a	4%	4%	n/a	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar'21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Motivators

Food pairing ability, taste and recommendation by wine critic are more important elements amongst Engaged Explorers and less so for the least engaged segments such as Senior Bargain Hunters or Kitchen Casuals

Motivations to buy Argentinian wine: by Portraits*

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

Ranking '23		Engaged Explorers	Mainstream Suburbans	Social Newbies	Senior Bargain Hunters	Kitchen Casuals
1	I like to explore new flavors	53%	49%	48%	37%	44%
2	I like the taste of Argentinian wines	54%	51%	33%	35%	35%
3	It offers very good value for money	46%	44%	38%	36%	40%
4	It pairs well with food	50%	45%	36%	26%	21%
5	It's recommended by friends or family	30%	28%	29%	26%	24%
6	It has good reviews / ratings online	31%	29%	23%	20%	23%
7	It's recommended by shop staff	25%	18%	23%	14%	11%
8	It's recommended by wine critics	24%	14%	17%	10%	5%
9	I've seen it advertised	10%	12%	10%	10%	5%
10	I've seen it being promoted by Wines of Argentina	9%	9%	7%	7%	2%
11	I've seen it being promoted in social media	10%	7%	4%	2%	2%
12	I've seen it being promoted by social influencers	6%	4%	10%	1%	2%
13	I follow the Wines of Argentina account	6%	2%	4%	0%	1%

*Generation Treaters not charted due to small sample sizes (n<50). For details on Portraits segmentation, please see slide 60
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Motivators

Having seen Argentinian wine being promoted on either social media or by Wines of Argentina directly has had more influenced on Millennials when considering which wine to buy compared to the other age groups. Boomers are the most sensitive to value for money, and is the first motivator for them

Motivations to buy Argentinian wine: by generation*

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

Ranking '23		Millennials 27-42	Gen X 43-58	Boomers 59+
1	I like to explore new flavors	50%	48%	44%
2	I like the taste of Argentinian wines	38%	43%	48%
3	It offers very good value for money	32%	36%	50%
4	It pairs well with food	39%	38%	36%
5	It's recommended by friends or family	36%	25%	26%
6	It has good reviews / ratings online	26%	26%	26%
7	It's recommended by shop staff	22%	19%	15%
8	It's recommended by wine critics	19%	14%	14%
9	I've seen it advertised	20%	8%	8%
10	I've seen it being promoted by Wines of Argentina	14%	7%	6%
11	I've seen it being promoted in social media	16%	5%	2%
12	I've seen it being promoted by social influencers	14%	3%	3%
13	I follow the Wines of Argentina account	9%	5%	1%

* Gen Z (LDA-24) not charted due to small sample size (n<50)
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Barriers

The number one barrier to purchase Argentinian wine is a lack of awareness and understanding of these wines. Distribution and availability is also an important barrier, as selected by nearly 1 in 4 wine drinkers in the US; and seems to be a growing issue for Argentinian wine

Barriers to buy Argentinian wine: Tracking

% 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

Ranking '23		2021 (n=2,000)	2022 (n=2,009)	2023 (n=2,520)	Tracking vs' 21	Tracking vs' 22
1	I don't know enough about wines from Argentina	30%	33%	33%	→	→
2	It's hard to find in stores / online	18%	18%	23%	↑	↑
3	I prefer wines from other countries	15%	16%	17%	→	→
4	No one around me drinks / recommends Argentinian wine	12%	10%	14%	→	↑
5	I know what I like and I don't want to try something new	8%	7%	8%	→	→
6	It's too expensive, I can't afford it	8%	8%	7%	→	→
7	I have doubts about its quality	6%	4%	6%	→	↑
8	I only drink domestic wines	6%	5%	5%	→	→
9=	I don't like the grape varietals in Argentina	4%	2%	4%	→	↑
9=	I don't like the taste	3%	3%	4%	→	→

↑/↓: Statistically significantly higher / lower than the previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar'21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Barriers

Barriers to buy Argentinian wine are broadly the same amongst the different typologies of consumers. Affordability is less likely to be an issue for Mainstream Suburbans

Barriers to buy Argentinian wine: by Portraits*

% 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

Ranking '23		Engaged Explorers	Mainstream Suburbans	Social Newbies	Senior Bargain Hunters	Kitchen Casuals
1	I don't know enough about wines from Argentina	36%	32%	41%	32%	27%
2	It's hard to find in stores / online	24%	26%	25%	18%	20%
3	I prefer wines from other countries	18%	22%	10%	19%	10%
4	No one around me drinks / recommends Argentinian wine	17%	9%	19%	12%	10%
5	I know what I like and I don't want to try something new	11%	2%	5%	8%	9%
6	It's too expensive, I can't afford it	4%	6%	5%	9%	10%
7	I have doubts about its quality	10%	6%	6%	3%	5%
8	I only drink domestic wines	3%	4%	3%	2%	6%
9=	I don't like the grape varietals in Argentina	9%	4%	3%	1%	2%
9=	I don't like the taste	6%	4%	1%	2%	4%

*Generation Treaters not charted due to small sample sizes (n<50). For details on Portraits segmentation, please see slide 60
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Barriers

Lack of recommendation from their social circles and affordability is more likely to be a barrier to buy Argentinian wine for Millennials

Barriers to buy Argentinian wine: by generation*

% 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

Ranking '23		Millennials 27-42	Gen X 43-58	Boomers 59+
1	I don't know enough about wines from Argentina	40%	33%	31%
2	It's hard to find in stores / online	20%	24%	23%
3	I prefer wines from other countries	19%	17%	18%
4	No one around me drinks / recommends Argentinian wine	22%	16%	10%
5	I know what I like and I don't want to try something new	13%	4%	8%
6	It's too expensive, I can't afford it	6%	10%	7%
7	I have doubts about its quality	11%	5%	6%
8	I only drink domestic wines	10%	3%	4%
9=	I don't like the grape varietals in Argentina	11%	5%	1%
9=	I don't like the taste	8%	3%	3%

* Gen Z (LDA-24) not charted due to small sample size (n<50)
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Profiling

Wines of Argentina – June 2023

Argentina country health in the US

Summary

Less than 1 in 2 wine drinkers in the US are aware that Argentina produces wine, and the market penetration is just over 10%.

The wealthier, older and most engaged segments are the most likely to have purchase or to purchase in the future Argentinian wine.

Engagement by group

2 in 5 wine drinkers in the US are aware Argentina produces wine. Boomers (aged 59 and above) are the most familiar with Argentinian wine: 60% have said they know of it. Against other age groups, senior consumers are also the most likely to consume it: 15% of them, against 12% of all regular wine drinkers in the market.

Recalled consumption for wine from the Mendoza region is low – under 5%; and is constant through the age groups. However, there is again a much higher awareness level amongst the most engaged segment.

Just under a quarter of wine drinkers in the US could recall consuming wine made from Malbec in the past six months. Undifferentiated market penetration for the flagship Argentina's grape variety amongst the generations, but Engaged Explorers, Mainstream Suburbans and Generation Treaters are typically more likely to have purchased it versus less engaged groups.

Consumers

Argentinian wine consumers tend to be older, wealthier and to have a higher involvement in the category than the average drinker in the market. 80% of them are likely to buy Argentinian wine again in the future. 2 in 5 consider Argentinian wine to be of premium quality.

Considerers

Argentinian wine considerers share a similar profile to Argentinian consumers. However, their perception of Argentinian wine is not as enthusiastic as the pole of current consumers as the biggest proportion (over a half) see wines from Argentina to be of good quality.

Argentinian wine

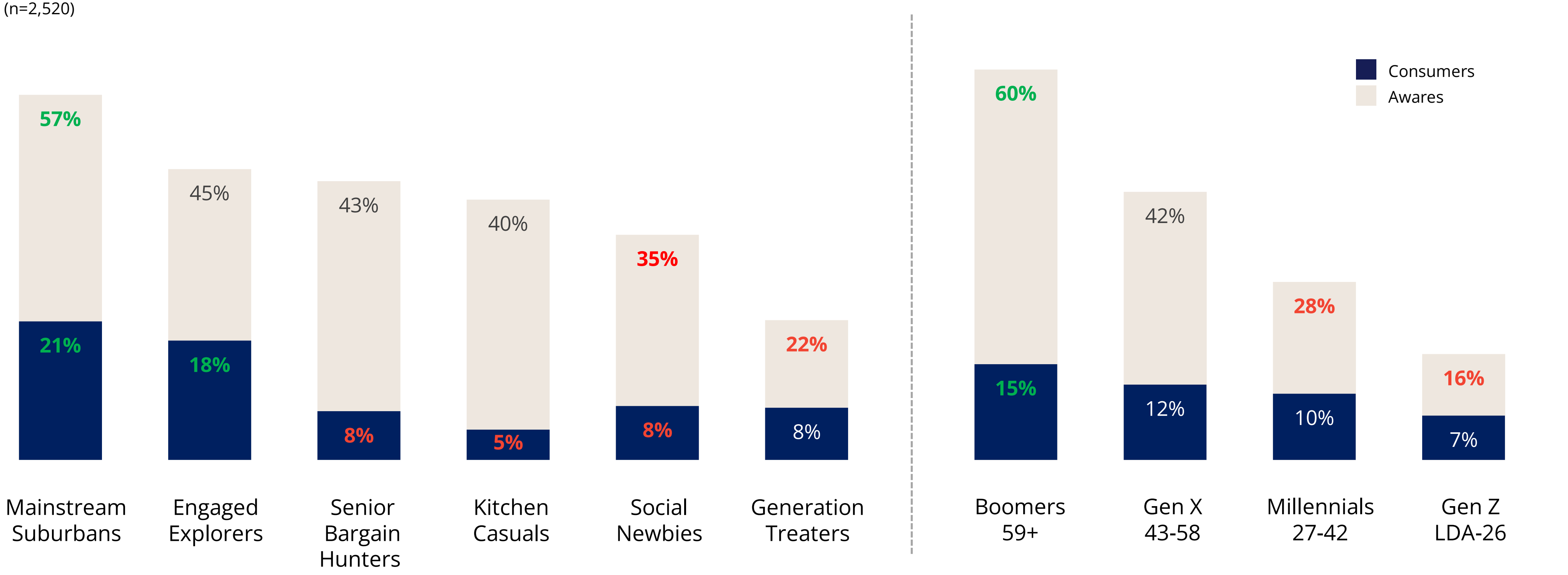
Mainstream Suburbans are the segment most likely to be aware of Argentinian wine, whereas the youngest drinkers (Social Newbies and Generation Treaters) are the least likely to know about Argentinian wine. Awares and consumers of Argentinian wine tend to be older and engaged wine drinkers

Argentinian wine consumption / awareness: by Portraits* and generation

% who have drunk wine from Argentina in the past six months / % who have heard of Argentina as a wine producing place
Base = All US regular wine drinkers (n=2,520)

42% of regular wine drinkers in the US are **aware** Argentina produces wine

12% of regular wine drinkers in the US **consume** wine from Argentina



*For details on Portraits segmentation, please see slide 60
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Mendoza wine

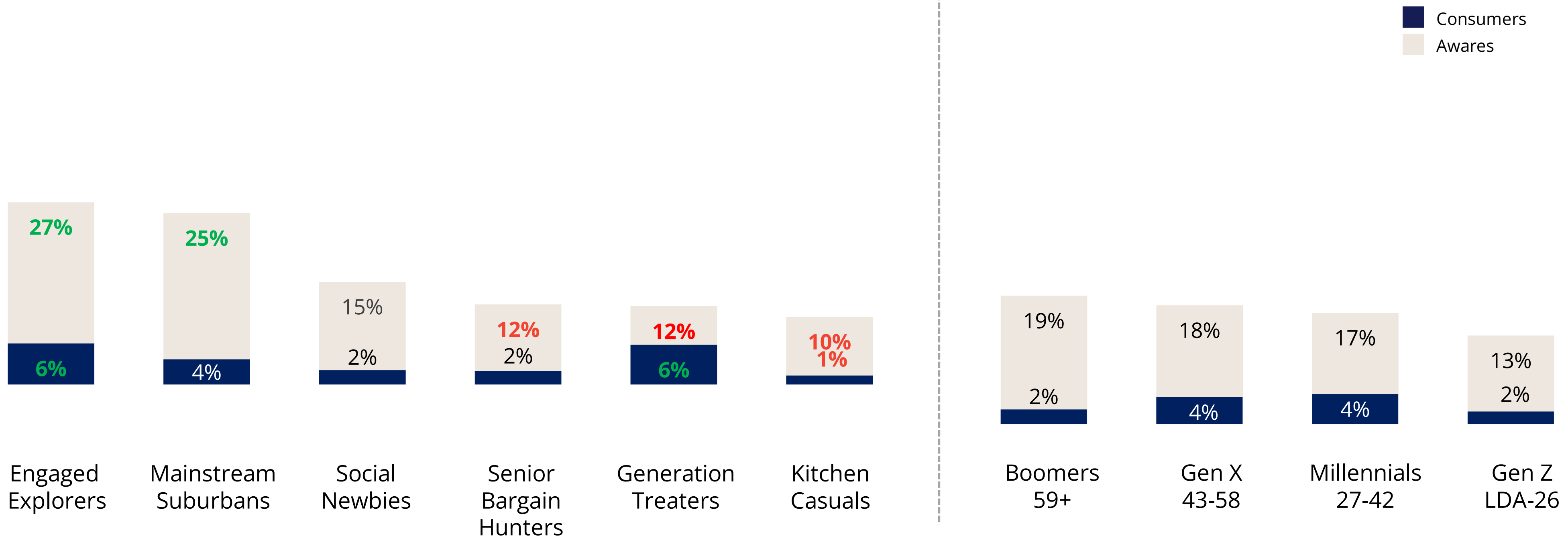
The recalled consumption of wine from Mendoza is low. Aligned with data for Argentinian wine, engaged consumers are typically more likely to buy wine from this region, with up to a proportion of double the size of drinkers amongst Engaged Explorers

Mendoza wine consumption / awareness: by Portraits* and generation

% who have drunk wine from Mendoza in the past three months / % who have heard of Mendoza as a wine producing place
Base = All US regular wine drinkers (n=2,520)

18% of regular wine drinkers in the US are **aware** Mendoza produces wine

3% of regular wine drinkers in the US **consume** wine from Mendoza



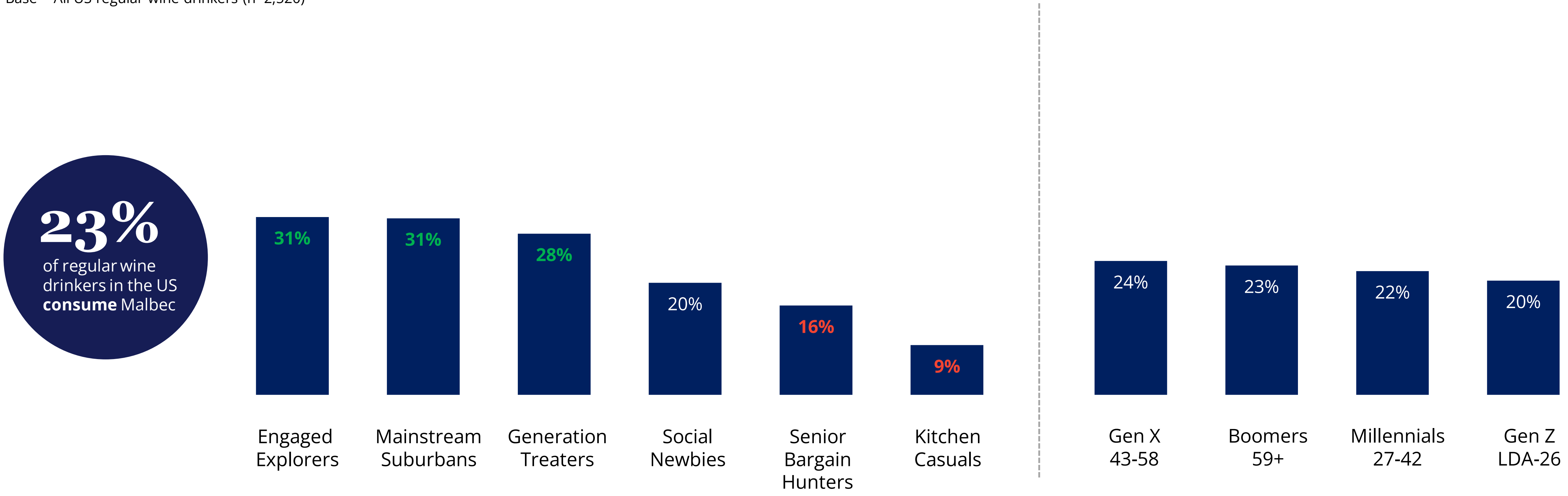
*For details on Portraits segmentation, please see slide 60
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Malbec

Aligned with previous observations, Engaged Explorers and Mainstream Suburbans are the two segments where Malbec is most popular. However, the recalled consumption level of wine made from Malbec grapes is broadly constant through the different age groups

Malbec consumption: by Portraits* and generation

% who have drunk wine made from Malbec in the past six months
Base = All US regular wine drinkers (n=2,520)



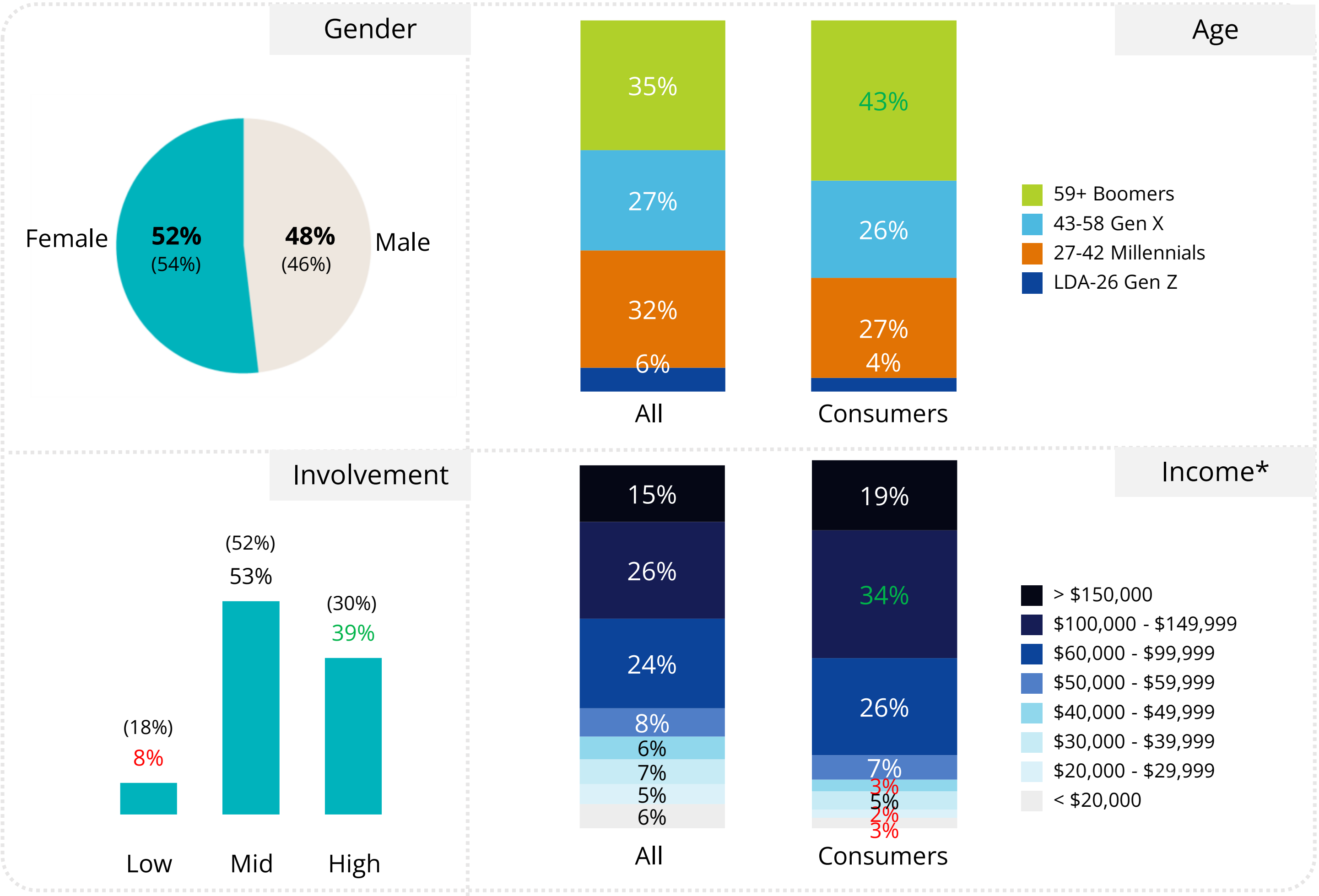
*For details on Portraits segmentation, please see slide 60
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Consumers (1/3)

The gender repartition amongst Argentinian wine consumers is representative of those of regular wine drinkers in the market. Argentinian wine consumers tend to be older, wealthier and to have a higher involvement in the category

Who are they?

Consumers of Argentinian wine (n=303) compared to all regular wine drinkers (n=2,520)



*Annual household income before taxes (recode)

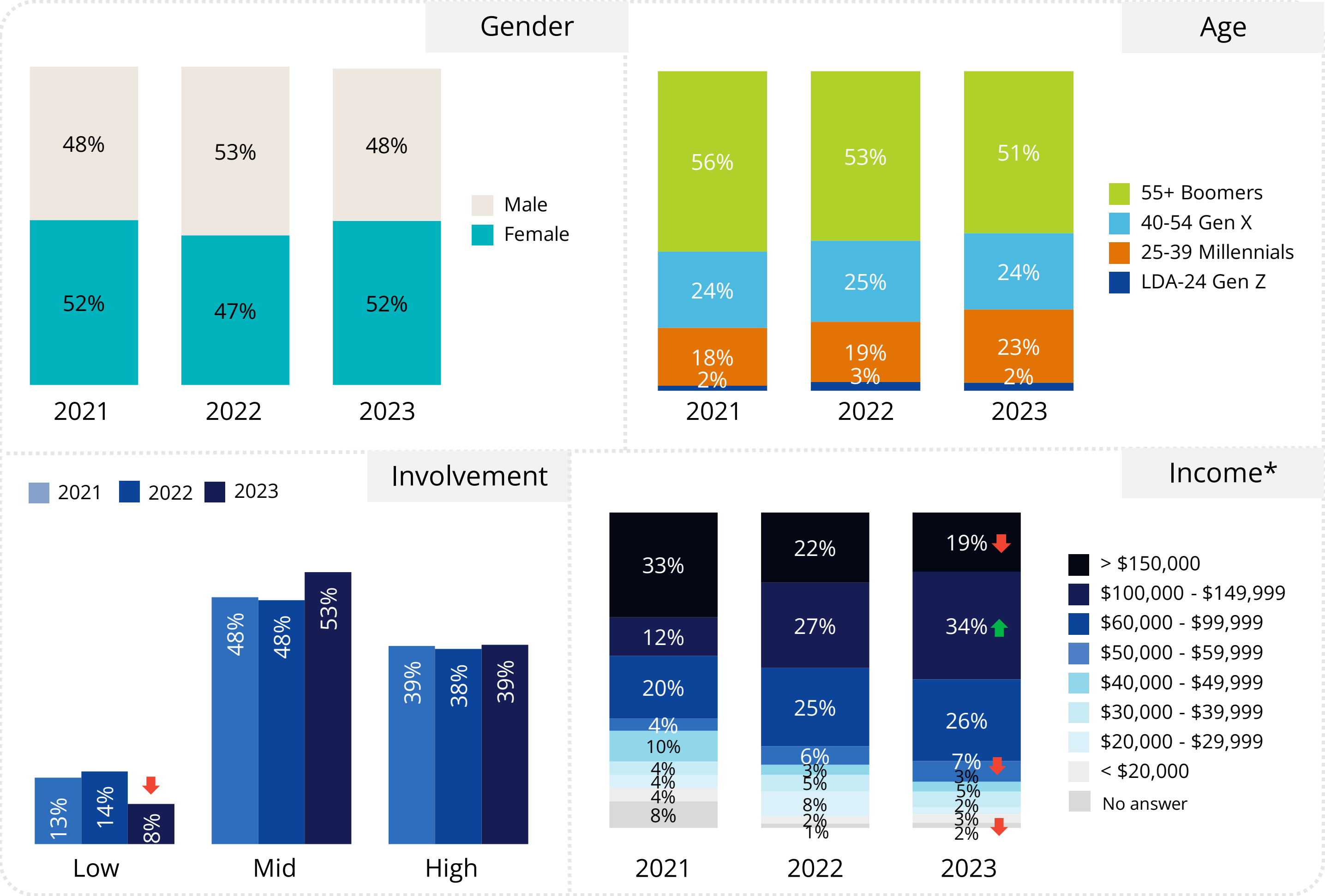
(xx%) : Data for regular wine drinkers
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Consumers (2/3)

Younger drinkers are becoming more prevalent within the population of drinkers of Argentinian wine, albeit not at a significant level. There is also a slight improvement of involvement in the wine category versus 2021

Who are they? Tracking

Consumers of Argentinian wine in 2023 versus previous years



*Annual household income before taxes (recode)

↑/↓: Statistically significantly higher / lower than 2021 at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Mar' 21, Apr '22 and Apr '23 (n≥2,000) US regular wine drinkers

Consumers (3/3)

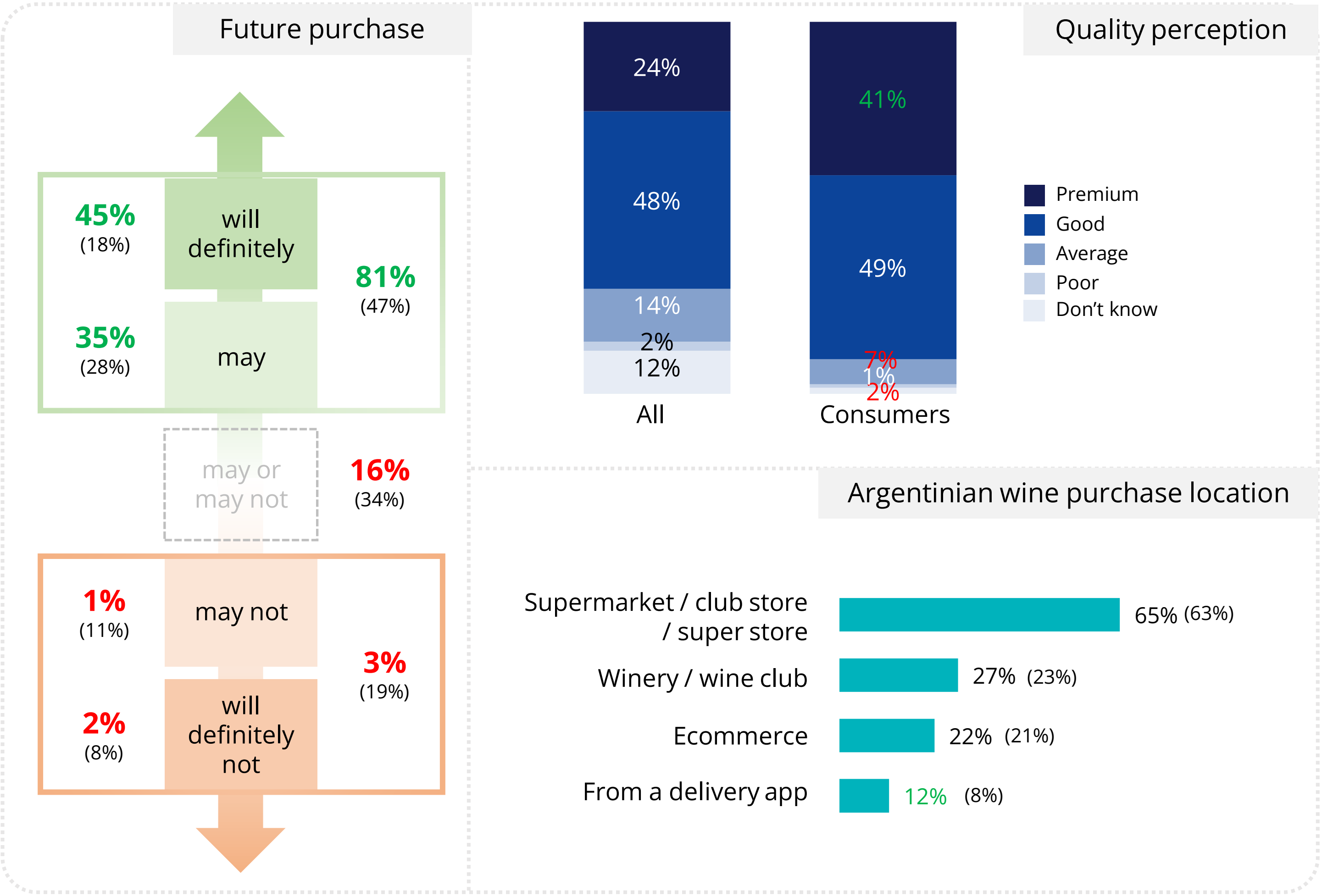
Over 80% of the current pole of consumers for Argentinian wine say they will definitely or may purchase Argentinian wine in the future

They are also much more positive about the quality of Argentinian wine compared to the standard US drinker, as 2 in 5 consider these wines to be of premium quality

A significantly larger proportion of Argentinian consumer buy Argentinian wine from a delivery app compared to all drinkers

Relationship with Argentinian wine

Consumers of Argentinian wine (n=303) compared to all regular wine drinkers (n=2,520)



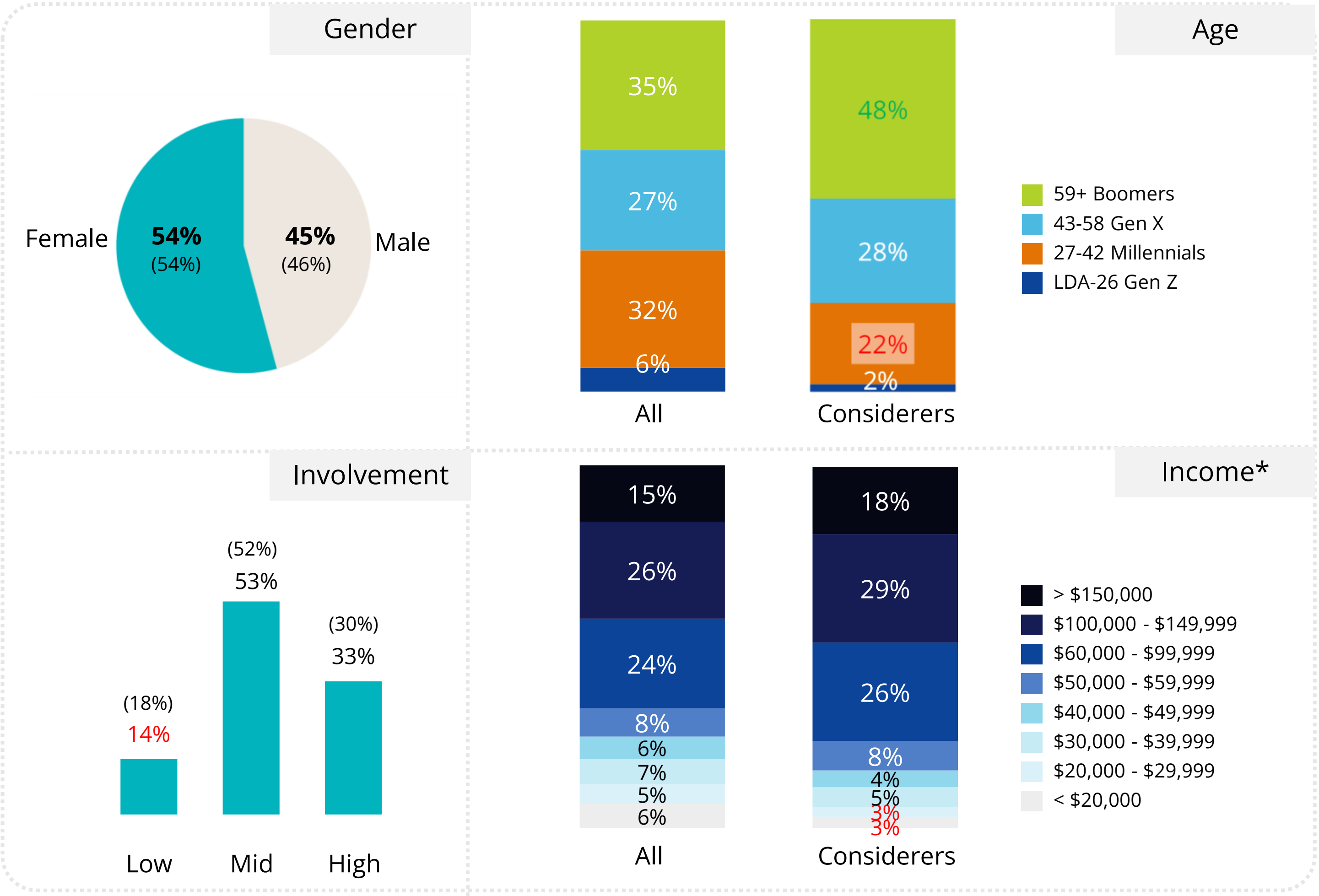
(xx%) : Data for regular wine drinkers
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Considerers (1/2)

Argentinian wine considerers share a similar profile to Argentinian consumers. There is a much larger proportion of Argentinian considerers are aged 55+ when compared with regular wine drinkers. They also seem slightly wealthier than the generic population

Who are they?

Considerers of Argentinian wine (n=738) compared to all regular wine drinkers (n 2,520)



(xx%) : Data for regular wine drinkers
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

*Annual household income before taxes (recode)

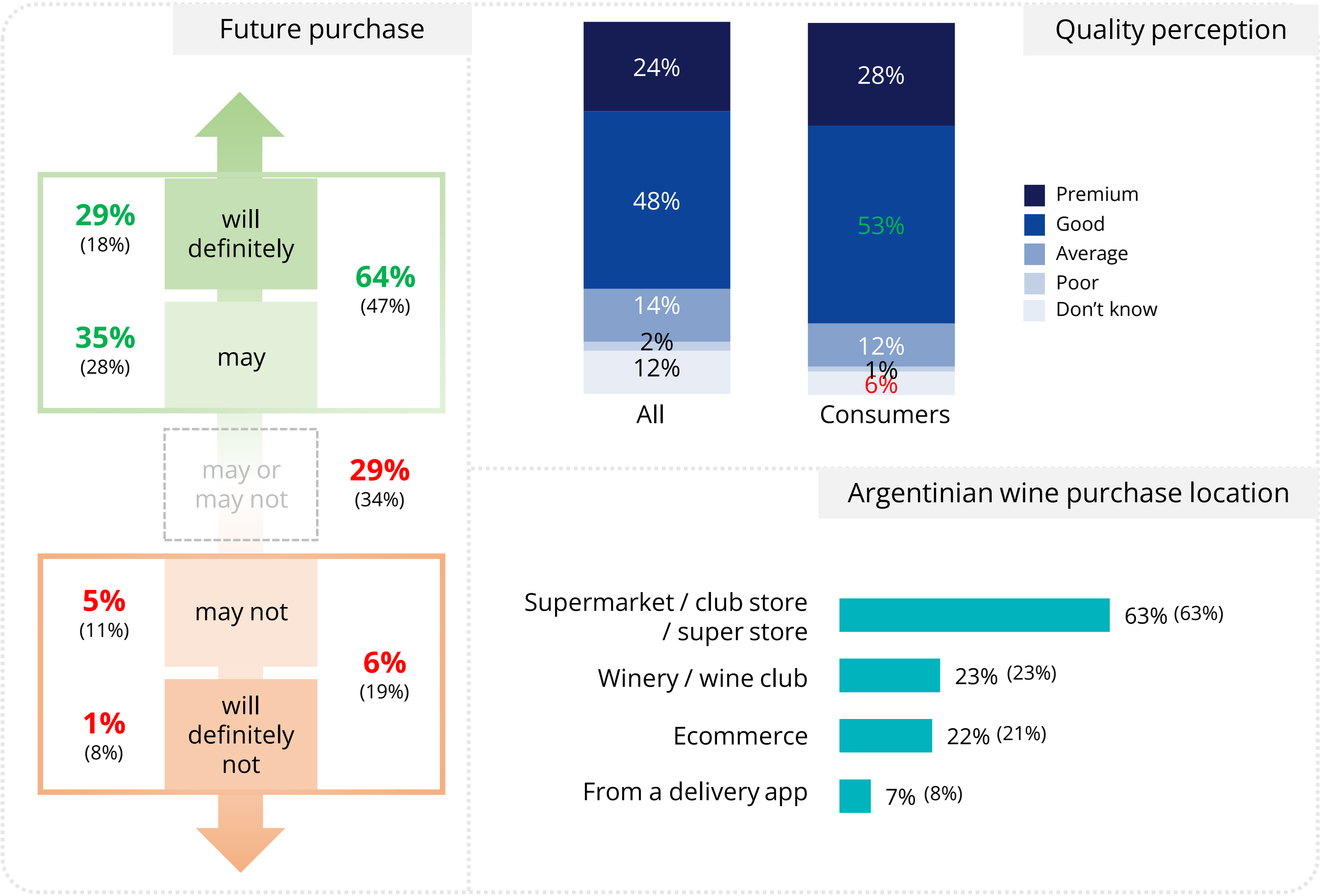
Considerers (2/2)

Over a half of Argentinian consumers consider these wines to be of a "good" quality

Considerers are mostly optimistic about buying Argentinian wine in the future, however more than 1 in 4 are uncertain about their future purchase

Relationship with Argentinian wine

Considerers of Argentinian wine (n=738) compared to all regular wine drinkers (n 2,520)



(xx%) : Data for regular wine drinkers
Green / red: Statistically significantly higher / lower than all US regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, Apr 2023 (n=2,520) US regular wine drinkers

Research methodology

Wines of Argentina – June 2023

Argentina country health in the US

Research methodology

QUANTITATIVE

The data was collected in the US in March 2018, March 2020, March 2021, April 2022 and April 2023

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-20	Mar-21	Apr-22	Apr-23
	n=	2,000	2,000	2,000	2,009	2,520
Gender	Male	50%	51%	43%	43%	46%
	Female	50%	49%	57%	57%	54%
	Total	***100%***	***100%***	***100%***	***100%***	***99%***
Age	21-24	8%	8%	4%	4%	4%
	25-34	22%	21%	14%	14%	19%
	35-44	14%	20%	19%	19%	18%
	45-54	18%	14%	16%	16%	18%
	55-64	18%	15%	19%	19%	18%
	65 and over	21%	22%	28%	28%	24%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***
US Divisions	New England	6%	5%	6%	6%	4%
	Middle Atlantic	14%	15%	17%	17%	16%
	East North Central	13%	11%	13%	13%	16%
	West North Central	4%	7%	7%	7%	5%
	South Atlantic	20%	21%	20%	20%	21%
	East South Central	5%	4%	6%	6%	4%
	West South Central	11%	11%	11%	11%	11%
	Mountain	6%	7%	6%	6%	6%
	Pacific	21%	19%	15%	15%	18%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***
Annual household income before taxes	Under $50,000	n/a	n/a	28%	28%	25%
	$50,000 - $99,999	n/a	n/a	31%	31%	31%
	$100,000+	n/a	n/a	35%	35%	41%
	Prefer not to answer	n/a	n/a	6%	6%	3%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***

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

US portraits overview

	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	Shop at supermarkets and discount channels. Very price-conscious
Where?	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 do they drink?	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 Oct '20, (n=10,000) US regular wine drinkers

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