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FOR IMMEDIATE RELEASE

Wine Market Council’s 2017 Rosé Wine Consumer Survey Unveils Motivations and Preferences of Consumers Who Drink Rosé

New survey takes a closer look at the consumer habits behind rosé consumption and is now available to Wine Market Council Members

Yountville, CA, August 21, 2017 – Wine Market Council announced today it has completed its Rosé Wine Consumer Survey, a survey that was conducted to get a closer look at the consumption habits of rosé drinkers.

“Nielsen data shows that rosé has grown 57% in sales dollars over the 52 weeks ending June 17, 2017, outpacing the overall wine category which is growing at 3% annually,” said Danny Brager, Senior Vice President of the Beverage Alcohol Practice Area at Nielsen and Chair of Wine Market Council’s Research Committee. “This Wine Market Council survey looks at the subject of rosé from the consumer’s point of view, providing members with more insight into the experiences, motivations and preferences of rosé drinkers.”

The survey was conducted among respondents sourced from Survey Sample International (SSI). The study polled 838 U.S. adults over the age of 21 who drink wine at least once a week and drink rosé at least occasionally.

The report on the survey is available to Wine Market Council members. However, several key findings from the survey include the consistency of consumer consumption, as well as wines consumers say they would substitute for rosé.

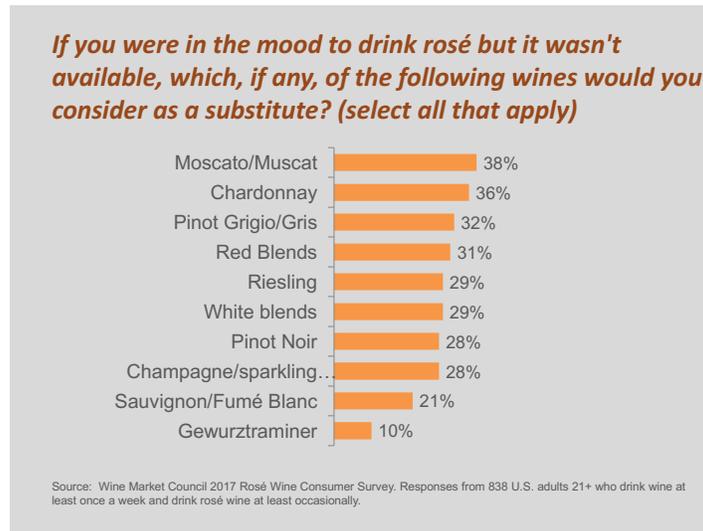
Some 60% of those respondents indicated they drink rosé consistently throughout the year, while 23% of them reported they drink rosé much more during the warmer months of the year. Only 12% of the respondents said they drink rosé infrequently, including every few months or several times a year.

How frequently do you drink rosé wine?

I drink rosé consistently throughout the year	60%
I drink rosé much more during the warmer months than during the cooler months	23%
I drink rosé, but only certain times of the year, but not necessarily during the warmer months	5%
I drink rosé infrequently, just every few months or several times a year	12%

Source: Wine Market Council 2017 Rosé Wine Consumer Survey. Responses from 838 U.S. adults 21+ who drink wine at least once a week and drink rosé wine at least occasionally.

Wine Market Council also found that when respondents were asked what wine they would substitute for rosé if they were in the mood for rosé but it wasn't available, survey participants most often said they would choose Moscato/Muscat (38%), Chardonnay (36%) or Pinot Grigio/Gris (32%). Three in ten or fewer would choose a red blend (31%), Riesling (29%), White Blends (29%), Pinot Noir (28%), Champagne/sparking (28%), Sauvignon/Fumé Blanc (21%), or Gewurztraminer 10%.



The complete 2017 Rosé Wine Consumer Survey and all resulting data are now available to Wine Market Council members. To become a member or inquire about membership visit the Wine Market Council website WineMarketCouncil.com or email Wine Market Council Membership Director, Mark Chandler, with your inquiries at mchandler@winemarketcouncil.com. Media questions and requests should be sent to contact@teplinnuss.com.

About Wine Market Council

Wine Market Council was established in 1994 as a non-profit (501c6) trade association whose mission is to grow and strengthen the wine market in the U.S. on behalf of all segments of the industry by providing ongoing U.S. wine market research. More information can be found at WineMarketCouncil.com.

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