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FOR IMMEDIATE RELEASE

New Leadership and Partnerships Mark Start of New Decade for Wine Market Council

Dale Stratton Takes Helm as New President; Council Joins Forces with Nielsen for Significant New Consumer Research Study

Napa Valley, CA, February 10, 2020 – Wine Market Council, a key source of data-driven wine consumer insights, has named Dale Stratton as its new president and announced a strategic new partnership for 2020 research endeavors.

“This is an incredibly exciting time for Wine Market Council. The slate of research projects scheduled for the coming years will provide our members with consumer insights that will shape their strategic goals and make a real difference in the marketplace,” said Dale Stratton, the newly appointed president of Wine Market Council. “As a former Wine Market Council board member, I know first-hand the real-life importance of our work; I’m honored to now lead the team as we continue to grow our membership, develop new partnerships and chart a path for 2020 and beyond.”

A long-time member of the Wine Market Council board of directors, Stratton served as board chair from 2015 to 2017. He replaces outgoing president Steve Burns, who stepped down in January. Stratton brings more than 35 years of alcohol beverage industry experience to his new role. Most recently an independent consultant, he was formerly vice president, commercial insights at Constellation Brands, and also spent 22 years at E&J Gallo, leading distributor management, account management and strategic insights.

Also new this year, Wine Market Council will collaborate for the first time with consumer data analytics company Nielsen Global Connect to collaborate on a far-reaching Wine & Wellness study. Collectively, this comprehensive survey will chart wine consumption habits of U.S. consumers at the intersection of health and wellness.

“By leveraging Nielsen Global Connect’s depth of shopper data and our industry-specific expertise, we have a unique opportunity to dive more deeply into what consumers consider a ‘healthy’ lifestyle and derive wine-related insights that will benefit our industry,” said Jennifer Pagano, director of research, Wine Market Council. “This is a powerful relationship that will shed light on the ever-changing factors that influence consumer choice.”

“We know consumers have a huge array of beverage choices, and are searching for convenience, a great experience, and healthy options,” said Danny Brager, senior vice president, beverage alcohol practice, Nielsen Global Connect. “We want to better understand where wine fits into these new trends and how the category can adapt.”

The study will be an extension of many themes shared at Wine Data 2020, the annual presentation of critical wine industry research. More than 250 wine producers, growers, importers, wholesalers and retailers attended this year’s event to hear updates on the DTC consumer, new “beyond the core” alcohol products, the impact of tariffs and more.

About Wine Market Council Research

Wine Market Council conducts research on the attitudes and behaviors of U.S. wine consumers, measuring and exploring industry trends from the consumer perspective. It also provides national wine consumption benchmarks by various segments of the population. The council's research does not track individual brands or companies, nor does it measure sales in the wholesale or retail tier or direct to consumer sector, nor does it score wines in any way. The proprietary research is provided to association members only.

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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