

## WE PROVIDE EXCLUSIVE DATA THAT WILL HELP YOU SELL MORE WINE.

Wine Market Council is the leader in forward-looking market research on U.S. wine consumer buying habits, attitudes and trends. We provide proprietary reports to our exclusive members across all tiers of the wine industry.



### ALREADY HAVE A CONSUMER RESEARCH TEAM?

We can handle the market-level research so you can dedicate your budgets to building your brands.



### LACKING AN INTERNAL INSIGHTS TEAM?

We can help you market your brands and sell more wine by better understanding the changing consumer, and market.

### MORE THAN 20 YEARS OF TRACKING WINE CONSUMER BEHAVIORS

- Updated Consumer Segmentation
- Ingredient & Nutritional Labeling
- Understanding the Multicultural Consumer
- Wellness Lifestyle & Wine
- Beverage Alcohol Consumption Patterns
- Communication & the Consumer
- Trade Dynamics

### LED BY INDUSTRY EXPERTS



#### DALE STRATTON **PRESIDENT**

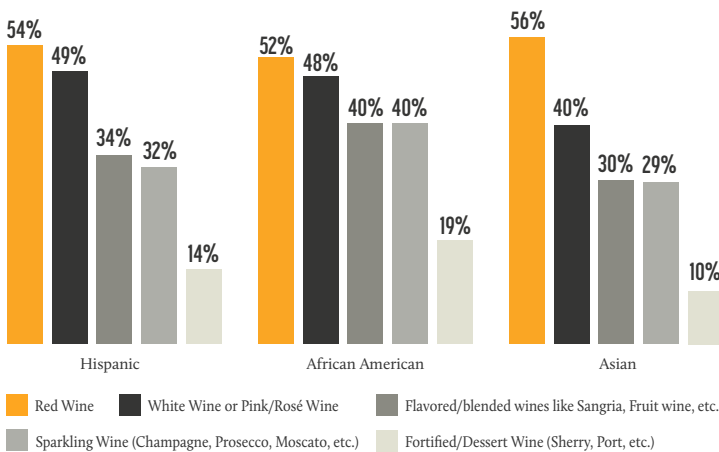
Former VP of Commercial Insights at Constellation Brands, with over 35 years of experience in the Beverage Alcohol Industry.



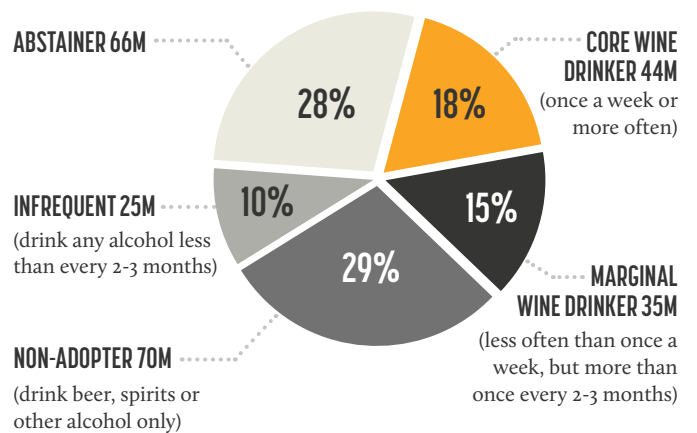
#### CHRISTIAN MILLER **DIRECTOR OF RESEARCH**

An original member of the WMC Research Committee with over 20 years of experience working in market research, brand, and category management.

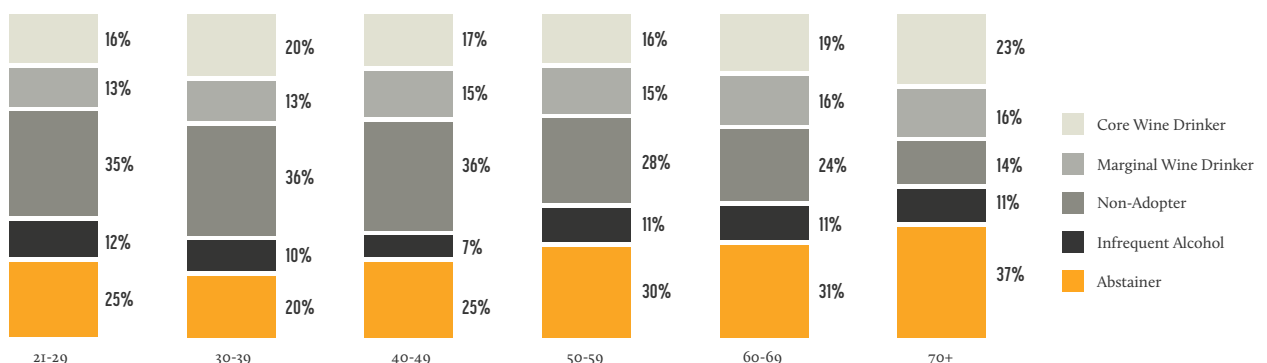
### HIGH FREQUENCY WINE PURCHASED BY ETHNIC GROUP



### BEVERAGE ALCOHOL CONSUMPTION AMONG U.S. ADULTS 21+ (with estimated population in millions)



### BEVERAGE ALCOHOL CONSUMPTION SEGMENT - BY AGE



\*Source: WMC – U.S. Wine Consumer Segmentation Survey, Fall 2021/Spring 2022 Combined based to US Census Estimate December 2021

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