

## 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



#### DR. LIZ THACH, MW **PRESIDENT**

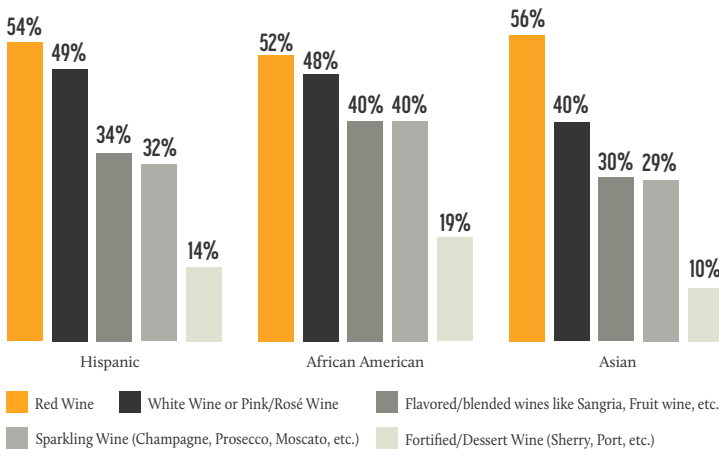
Former Distinguished Professor of Wine at Sonoma State University, with over 23 years of experience in wine business research.



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

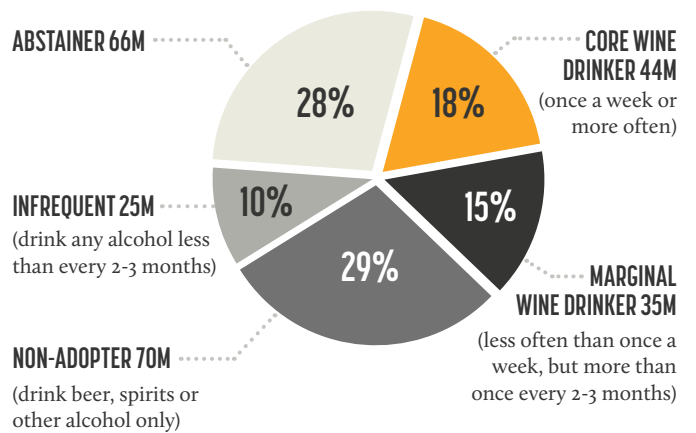
An original member of the WMC Research Committee with over 20 years of experience working in market research, brand, and category management.

### WINE TYPES PURCHASED "OFTEN" BY % OF ETHNIC GROUP (based: those who drink wine at least every 2-3 months)

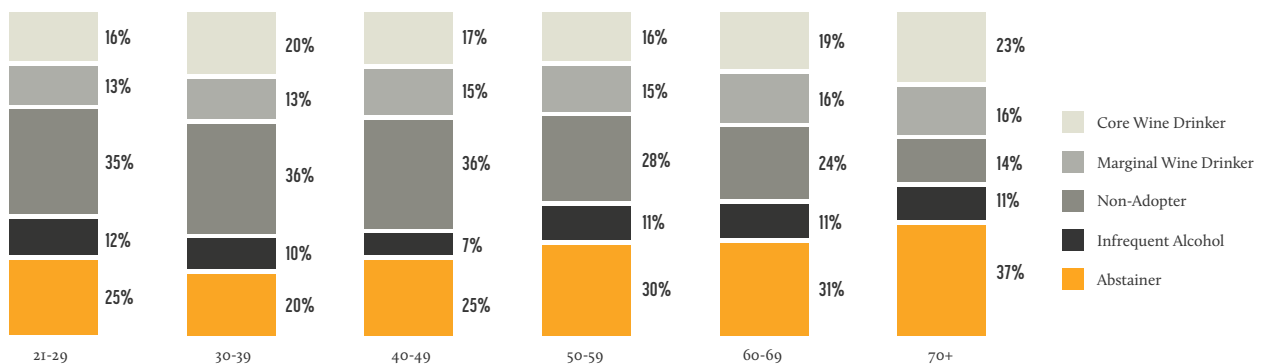


\*Source: Ethnifacts, WMC 2021, N = 845 Hispanic, 421 Black, 374 Asian Americans

### 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

**BECOME A MEMBER**

Receive full, unlimited report access to consumer research helpful to your day-to-day business by becoming a member. Joining now will allow you to access all current and archived Wine Market Council research studies, presentations, recordings, and much more.

## BENEFITS OF MEMBERSHIP IN WINE MARKET COUNCIL

(A Non-Profit Organization)

### ▶ Access to the Largest U.S. Wine Consumer Survey in the World

A biannual **Benchmark Segmentation Study** with 4500+ consumers, balanced to U.S. census for gender, age, ethnicity, education, and income.

### ▶ Access to Hot Wine Topic Surveys

Information from 2 to 3 additional research surveys per year on some of the most important current wine topics, e.g. Ingredient Labeling, Multicultural Consumers, High-End Consumers, Aging Wine Consumers, Younger Wine Consumers, etc.

### ▶ Research Webinars

Ability to attend WMC webinars with latest research and guest experts, plus access to video recordings and slide decks.

### ▶ Data Files

Access to data files (e.g. Excel, crosstabs, raw coded respondent data) on research studies (at \$1000 dues level)

### ▶ Powerful Network

Opportunity to interact with other companies in the industry (wineries, distributors, importers, growers, trade associations and affiliates)

### ▶ 27-Year Track Record

Proven track record of providing 27 years of U.S. wine consumer research (since 1996)

## AFFORDABLE MEMBERSHIP DUES

(Minimum \$400 per year, or \$1,000 per year for data file access)

PRODUCERS	Under 100,000 cases = 2.5 cents per case (cap \$2,000)	100,000 – 1 million cases = 2 cents per case (cap \$15,000)	1 million+ = 1.5 cents per case (cap \$45,000)
GROWERS	75 cents for every \$1,000 of annual grape sales		
DISTRIBUTORS & IMPORTERS	1 cent per case of wine sold in the U.S. the past year (cap \$25,000)		
TRADE ASSOCIATIONS	\$5,000 e.g. regional or national wine associations		
AFFILIATES	75 cents for every \$1,000 of wine industry revenue (cap \$5000) / e.g. universities, retailers, banks, media, consulting firms, etc.		



## MEMBER TESTIMONIALS

“As a marketing executive I frequently use WMC data in my presentations to the Board. It is well respected and helps to support new brand campaigns we are considering.”

“WMC’s rich deep dive into the multicultural consumer was essential to defining our go forward plan for the next generation of wine drinkers.”

“WMC’s study on Green Wine convinced us of the viability of launching a Vineyard Sustainability Certification program in our state. As a result, we received a \$200,000 grant and have now certified 49 vineyards.”

“The WMC research program offers a invaluable global perspective on the evolutions of the market and its trends.”

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