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Wine Market Council and GuildSomm Unite to Dissect On-premise Trends

Strategic partnership will draw from perspectives of both trade and consumer in upcoming study

Yountville, CA, July 18, 2018 – Wine Market Council has partnered with international sommelier and wine professional organization GuildSomm to further the quality and scope of its market research, gathering insights and data from a large sample size of industry professionals. While wine consumers have traditionally been the focus of Wine Market Council studies, the partnership marks a step toward more in-depth quantitative research among the trade, beginning with an examination of the on-premise channel.

"Working with GuildSomm opens up the opportunity for Wine Market Council to look at the on-premise experience from two different perspectives by surveying both the GuildSomm membership and wine consumers," said Wine Market Council's Director of Research Jennifer Pagano. "We look forward to designing a research study that will result in insights of interest to both our members and GuildSomm's."

With over 10,000 members, GuildSomm will provide a broad range of perspectives from the trade for the quantitative survey, which in tandem with a parallel consumer survey, will provide comprehensive insight to on-premise trends. "This is an exciting opportunity to see where views diverge and align among trade and consumers," said GuildSomm President Geoff Kruth. "I hope this will be the first of many studies that will help us better understand consumers and how we as a trade relate to them, so that we all continue to grow in our professions."

The findings from the on-premise survey that will take place over the second half of the year are slated for release in February 2019, providing both Wine Market Council and GuildSomm members with actionable key insights.

Wine Market Council provides its proprietary research to association members only. Upcoming research projects include a robust retail wine study to be released this summer. Membership dues are based upon different criteria that are dependent upon member association with the wine industry. You can inquire about membership at the Wine Market Council website WineMarketCouncil.com or email Wine Market Council at SBurns@WineMarketCouncil.com. Media questions and requests should be sent to...

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.

About GuildSomm

GuildSomm is a nonprofit international membership organization for sommeliers and wine professionals that promotes education, collaboration, and healthy debate while maintaining the key values of the sommelier profession: integrity, humility, and hospitality. Visit GuildSomm.com for more information.