

The Good News? Americans Are Buying More Vino!

Consumption
Rising



3

GALLONS PER CAPITA
PER ADULT IN U.S.

Source: Wine Institute

Boomers
Buying



74%

OF AVERAGE SALES TO
GEN XERS & BABY BOOMERS
IN ALL PRICE CATEGORIES*

(Age 35-64)

...But Not *All* Americans Are Into It

Preferred Drink, by Age

Based on those who drink alcohol

	% Beer	% Wine	% Liquor
18- to 29-year-olds			
1992-1994	71	14	13
2012-2013	41	24	28
Change	-30	+10	+15
30- to 49-year-olds			
1992-1994	48	31	17
2012-2013	43	29	24
Change	-5	-2	+7
50+			
1992-1994	28	37	30
2012-2013	29	46	19
Change	+1	+9	-11

Go, kids!

"We're neglected!"

"More, please!"

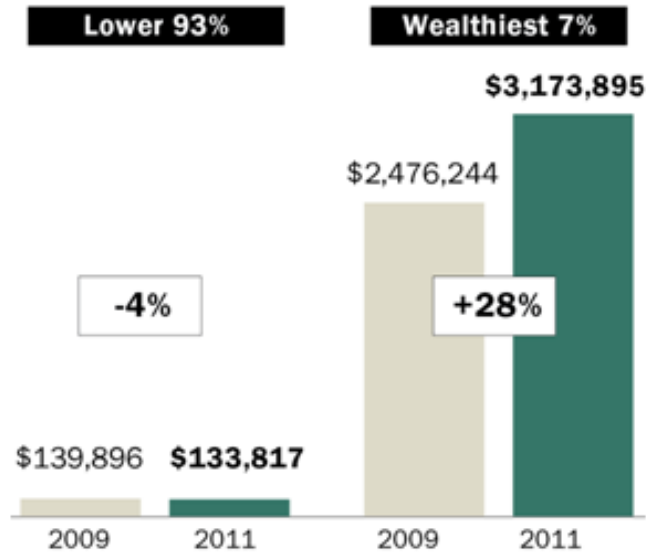
GALLUP

The U.S. Economic "Recovery"

(Summary: It went well... if you were already rich)

An Uneven Recovery

Change in net worth per household, 2009-2011

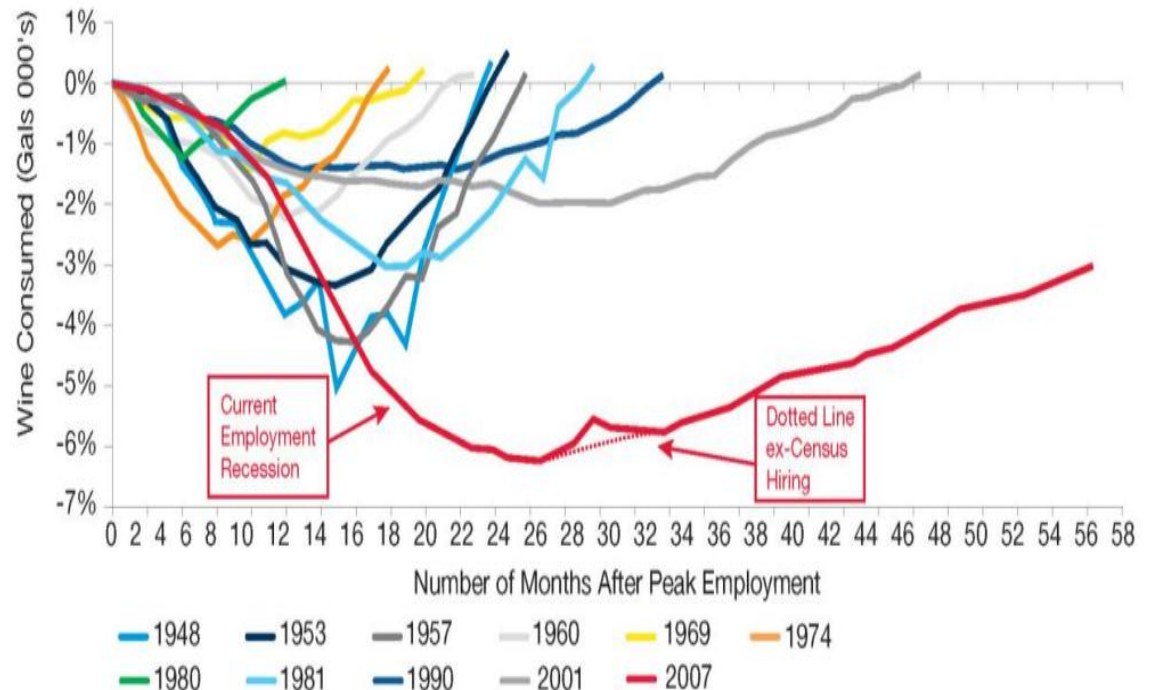


Note: In 2011 lower 93% refers to households with a net worth at or below \$836,033. In 2009 lower 93% refers to households with a net worth at or below \$889,275. Dollar figures in 2011 dollars.

Source: Pew Research Center tabulations of Survey of Income and Program Participation wealth data

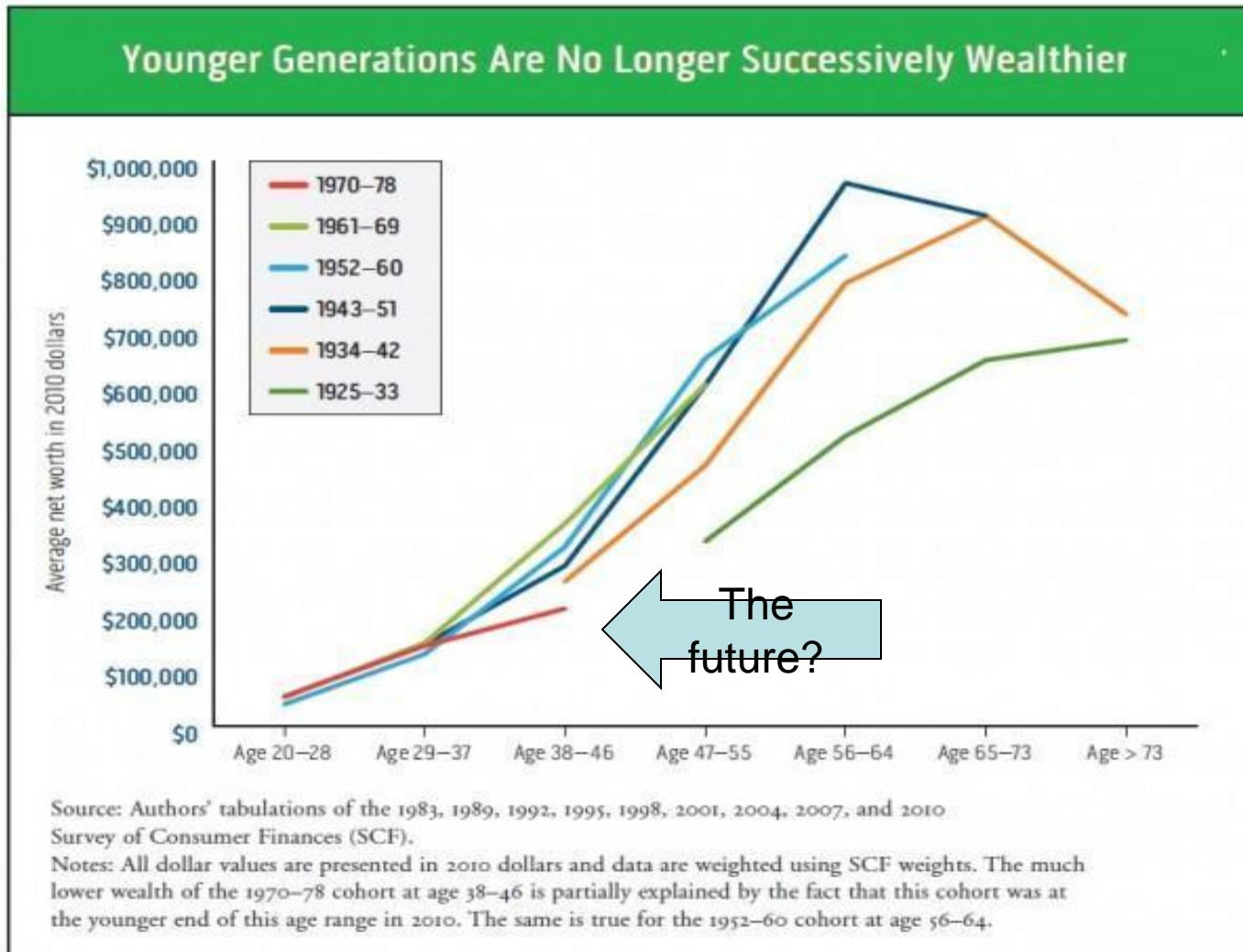
PEW RESEARCH CENTER

Percent Job Losses in Post WWII Recessions

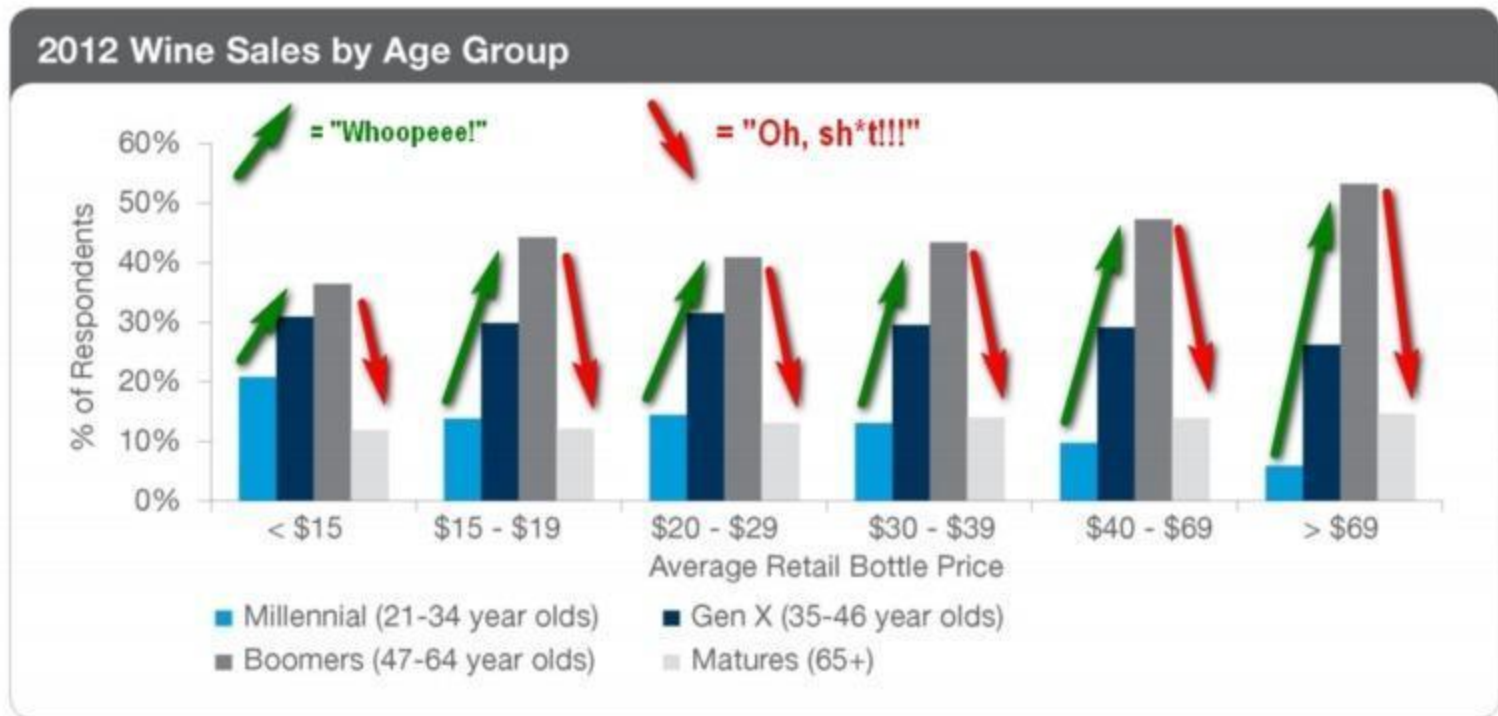


Source: www.calculatedriskblog.com

And It Isn't Getting' Better Anytime Too Soon, Folks



Why You Should Care



Source: Silicon Valley Bank Proprietary Research

Wine Consumers Are Increasingly Online...



74 percent
of wine consumers
purchase wines
online.



12.5 percent
of wine sales today
are online, up 15
percent since 2011.



69 percent
of all social media
users are on Facebook,
and one in four of
them is a wine
buyer.

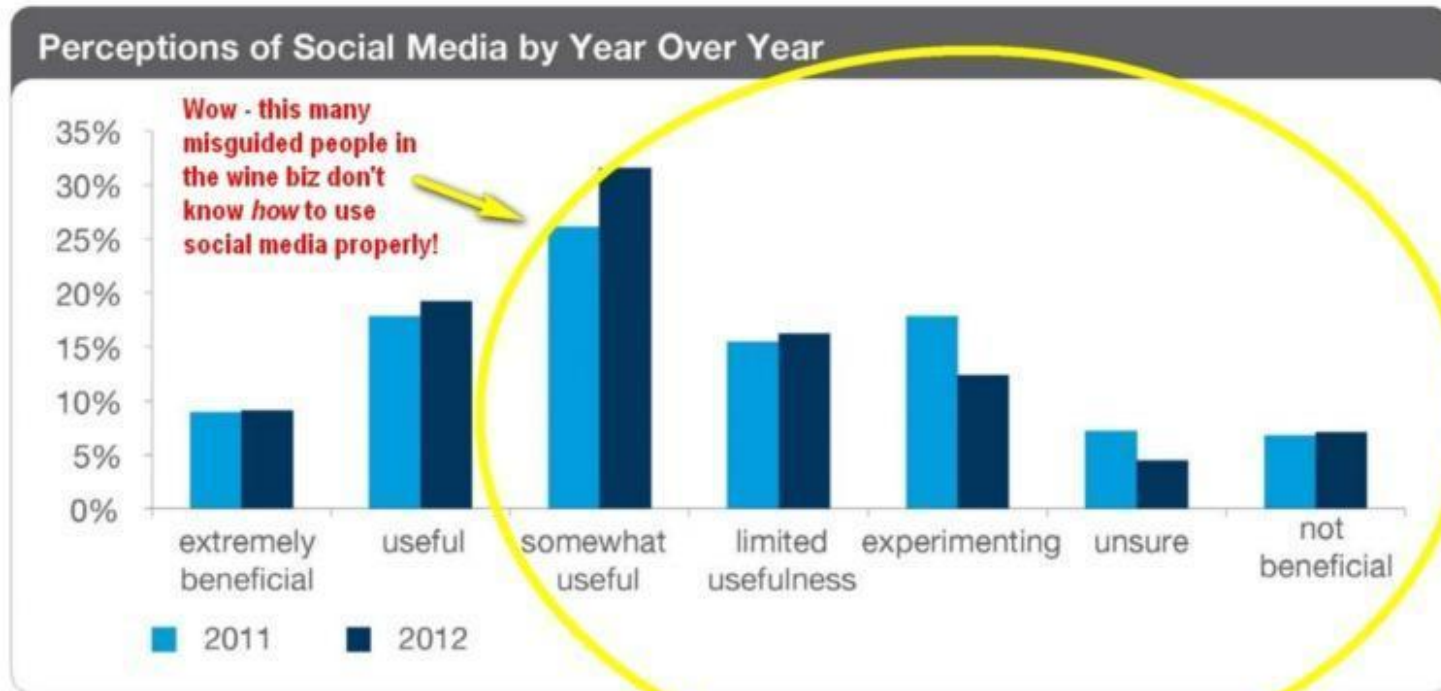


40 percent
of Twitter users
chat about wine.



450+
iPhone apps allow
consumers to learn about
wine, and to share their
selections on social
networks.

...But *You're* Not!



Source: Silicon Valley Bank Proprietary Research

What The “New” Generation Wants From A Wine

- **Authenticity**

- If you have to ask, then No, you’re not being authentic, okay?

- **A (good) story**

- Not your family’s coat-of-arms; it’s anything that makes you seem more human in an increasingly dehumanized world.

- **A “true” product**

- Can’t deliver the quality goods? Get out of the way please for those who can.

- **Interest**

- The real curse of the modern age? To be ignored because you’re boring.

- **Connection... to a time, place, people**

- How close can you get us to where you are through the consumption of your product?

- **“People are talking to one another and sharing all the time – wine is no exception”**

- Yes, this includes online. What, did you think it was all robots talking to each another on Twitter and Facebook???

Right Now, *This* Is Your "Story" In The U.S. Market

Good



Not So Good



Act... *Now!*

- **Follow examples** of those who've done it well
 - Austria, Rioja, Premium Australian
- Band Together & ***SPEND MONEY***
 - Sorry, I don't make the rules here...
- Think Long Term
 - To whom will you be selling now, in five years, in ten? Adjust your marketing accordingly
- Capitalize on **what makes you unique**
 - History, culture, stories... and Steen
- Tell your **stories** *now*
 - Others are already telling them for you, whether or not those are the stories you want told (do I need to bring up that Lettie Teague article in WSJ?!?)