

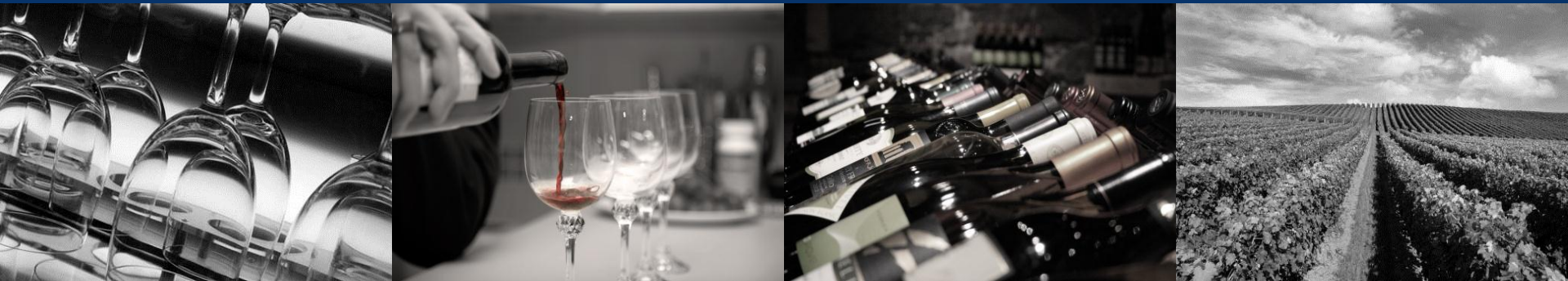
Report Brochure



SPARKLING WINES IN THE USA



JANUARY 2012



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Introduction excerpt to the US sparkling wine report



It's a good time to be involved in sparkling wine in the USA...

Americans, usually quite patriotic in their wine choices, are developing a thirst for imported fizz – and are slowly but surely getting accustomed to the idea of enjoying it in less formal and festive settings than they've been used to.....

Naturally, domestically produced wine dominates the thoughts of American wine lovers, but their horizons have been broadened. ProseccoCava, too, are making inroads, giving budget – conscious Americans more sparkling wine options than ever before. Both are doing particularly well in the restaurant sector, where they represent a more affordable option to what is still referred to as “French Champagne”.

....But the general impression is that Americans have forged an unbreakable bond with fizz, and the 18 million consumers who now count it as part of their monthly repertoire are not likely to find new diversions in a hurry. The bubble, it seems, is not about to burst.



Graham Holter

Associate Director - Publishing

Excerpt from report introduction

- The data for this study was collected in November 2011
- Data was gathered via Wine Intelligence's Vinitrac® online survey of 1055 US sparkling wine drinkers, meeting the following requirements:
 - Adult drinking age
 - Permanent resident of the country
 - Drinks sparkling wine
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey was quota-based and post-weighted to be representative of US sparkling wine drinkers in terms of age and gender

Methodology:

Sparkling brand health – how it works



- 28 Sparkling brands were analysed according to the following 5 measures:
 - Prompted awareness
 - 2 Types of consumer “conversion”
 - Those that have purchased the brand divided by the number of those that are aware
 - Those that have drunk the brand divided by the number of those that are aware
 - Penetration: those that have purchased the brand divided by all sparkling drinkers
 - Favorite Sparkling brand

Methodology:

Sparkling wine brands measured (A-Z)



1	Andre	15	Lanson
2	Barefoot Bubbly	16	Laurent Perrier
3	Bollinger	17	Louis Roederer
4	Charles Lafitte	18	Martini Asti
5	Codorniu	19	Moët & Chandon
6	Cook's	20	Mumm
7	Cristal	21	Perrier Jouët
8	Dom Pérignon	22	Piper Heidsieck
9	Freixenet	23	Pommery
10	Heidsieck & Co Monopole	24	Segura Viudas
11	Henkell	25	Taittinger
12	Jacob's Creek Sparkling	26	Veuve Clicquot
13	Korbel	27	Vranken
14	Krug	28	Yellow Tail Sparkling

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