



PRESS RELEASE

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What are the most important wine markets in the world?

Introducing Wine Profiler, a dynamic data platform for assessing market and brand health

The IWSR is pleased to announce an exciting new collaboration with Wine Intelligence.

The Wine Profiler offers a global overview of market developments, looking at leading brands in 15¹ of the world's largest export markets – in 2015 these represented three out of every four bottles exported. The platform is the only online tool of its kind which combines brand sales, volumes, prices and consumer sentiment/demographics all in one place.

"We are really excited by this collaboration with Wine Intelligence as for the first time it brings a product to the market that combines hard data with consumer insights. We are hopeful that it will offer real value to the industry." – *Mark Meek, CEO of the IWSR*

"We are delighted to be announcing this partnership with the IWSR. For the first time we can provide clients with a joined-up data resource that quickly allows them to access a full spectrum of relevant wine brand insights, in a format that is easy to interrogate and incorporate into their own strategy and marketing presentations." – *Richard Halstead, COO of Wine Intelligence Ltd*

How healthy is your brand? The Brand Health tracker uses Wine Intelligence's Vinitrac[®] system to show brand awareness, affinity, recommendation and percentage of people who purchased the brand in the three months prior to sampling. This covers the previous five years, allowing clear insight into the success and reception of leading brands.

Wine Profiler also includes forecasts by market and a live innovation tracker, providing an all-round package for those wishing to analyse current and future trends.

Consumer metrics allow for in-depth analysis of demographics, including:

- Age
- Gender
- Income
- Frequency of consumption
- Wine-buying channels
- Attitudes to wine

Sales data includes:

- Volume
- Value
- Price
- Quality
- Local and imported
- Country of origin
- Owner
- Brand name

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¹ Australia, Belgium and Luxembourg, Brazil, Canada, China, Finland, Germany, Japan, Mexico, Netherlands, Poland, South Korea, Sweden, United Kingdom and United States.

About the IWSR

The IWSR is the leading source of data and analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer and mixed drinks by volume and value, and provides insight into short- and long-term trends. Our data is used by all of the largest multinational wine and spirits companies, as well as many more local companies. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. The IWSR conducts face-to-face interviews with over 1,500 companies in 118 countries each year, with further input from 350 companies. The IWSR tracks overall consumption and trends at brand, quality and category level.

About Wine Intelligence Ltd

Wine Intelligence is the leading research-led strategy consultancy serving the global wine industry. It conducts client-specific research projects to aid companies to gain greater insights into wine markets and wine consumers, and helps business leaders develop business strategy and marketing plans. The company also assists businesses in developing new brands, and in formulating and communicating marketing messages within the industry.