



20th February 2008

BEGINS

Awareness of Fair Trade wines continues to grow

Previously unreleased survey data (n=1,064 UK regular wine drinkers) released by Wine Intelligence today shows a significant increase in the number of UK regular wine drinkers aware of Organic, Fair Trade and Biodynamic wines. According to the consumer research findings generated by Vinitrac® UK (part of Vinitrac® Global, Wine Intelligence's unique wine consumer omnibus survey) 71% of regular wine consumers in the UK are now aware of Fair Trade wines, up from 65% in April 2008.

However, whilst awareness has continued to rise, there has been no significant change in the number of regular wine consumers actually buying Fair Trade wines - and 6% of those aware of Fair Trade wine stated that they were buying less Fair Trade wine than they used to due to the economic downturn.



	2008 (April)	2009 (February)
	n=1005	n=1064
Prompted awareness (Base = all regular wine drinkers)		
Organic wine	70%	77%
Fair Trade wine	65%	71%
Biodynamic wine	3%	7%
Conversion (purchased in the past 3 months) (Base = all those aware of the stated product)		
Organic wine	26%	24%
Fair Trade wine	30%	28%
Biodynamic wine	31%	31%
Penetration (purchased in the past 3 months) (Base = all regular wine drinkers)		
Organic wine	18%	19%
Fair Trade wine	19%	20%
Biodynamic wine	1%	2%
Has the downturn in economic climate influenced how you shop for wine in any of the following ways?		
(Base = all those aware of the stated wine)		
I am buying less Fair Trade wine than I used to		6%
I am buying less organic wine than I used to		6%

Red = statistically significantly higher than previous year

NB: "Regular wine drinkers" = those who drink wine at least once a month



ENDS

Notes for editors

How the data was collected

This data was collected by Vinitrac® UK - Wine Intelligence's unique online wine consumer omnibus survey. For more information about Vinitrac® please refer to our website:

<http://www.wineintelligence.com/vinitrac.html>

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 enable 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. For more information, please visit www.wineintelligence.com.

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