



# Press Conference January 25<sup>th</sup> 2017

## Sustainability Research

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Full Glass Research



Wine Opinions



“Wine Opinions”

# Methodology

- ✓ Wine Opinions trade panel (4,700+ members)
- ✓ online survey in December 2016
- ✓ N=457 (327 wholesale/retail tiers)
- ✓ Focus on the wholesale and retail tiers: 40% off-premise, 31% on-premise, 29% distributor/wholesaler/importer.
- ✓ Media/educators/service also polled, but their results reported separately where significant.
- ✓ Trade members in 36 states: 26% CA, 13% NY, 4-7% Texas, Florida, Oregon, Virginia



# Sustainability: Leading Attributes

<b>Attribute</b>	<b>NECESSARY FEATURE (IE REQUIRED FOR SUSTAINABILITY)</b>	<b>IMPORTANT FEATURE, BUT NOT REQUIRED</b>	<b>NOT IMPORTANT OR NECESSARY</b>	<b>NO OPINION OR DON'T KNOW</b>
Minimal use of low impact pesticides, fertilizers	85%	13%	1%	1%
Made with sustainably grown grapes	85%	14%	1%	1%
Conserve water resources and optimize water use	79%	19%	2%	0%
Protect natural resources	77%	21%	1%	1%
Maintain or restore habitat for beneficial wildlife and/or insects	69%	27%	3%	1%
Minimize energy use and greenhouse gas emissions	62%	31%	6%	1%



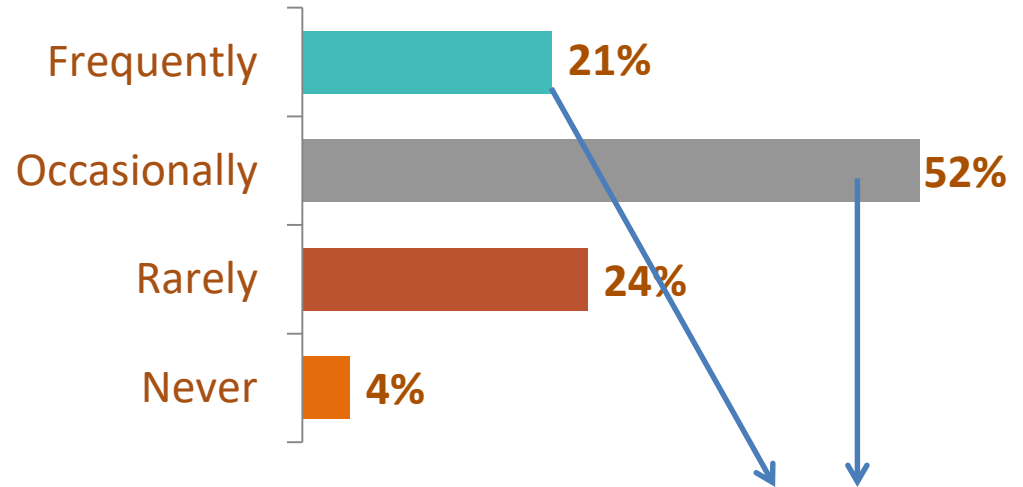
# Sustainability: Secondary Attributes

<i><b>Attribute</b></i>	<i><b>NECESSARY FEATURE (IE REQUIRED FOR SUSTAINABILITY)</b></i>	<i><b>IMPORTANT FEATURE, BUT NOT REQUIRED</b></i>	<i><b>NOT IMPORTANT OR NECESSARY</b></i>	<i><b>NO OPINION OR DON'T KNOW</b></i>
Economically self sustaining	38%	46%	12%	4%
Certified by an independent third party	35%	38%	21%	6%
Greater benefits for employees/local residents	24%	47%	25%	4%



# Sustainability: Impact on Trade Purchasing

**Q: To what extent are sustainable practices a factor when choosing a wine to market or sell to your customers?**



**Q: WHY?**  
(asked of those who answered frequently or occasionally)

There is increased consumer demand for sustainably produced wines	72%
I personally care about sustainable or environmental attributes of wines	71%
Sustainable production is a useful selling feature or attribute of the wine	67%
Trade buyers or my customers in the trade are specifically asking for wines with sustainable or environmental attributes	52%
My organization has goals focused on sustainable or environmental purchasing or promotion	19%



# Identification of Sustainable/Environmental Attributes when Selecting a Wine

Information provided by distributor/importer or their representatives	66%
Marketing material or communications provided by winery	59%
Information from the winery on the front or back label	56%
Heard or read about wine's sustainable production practices	50%
Information on winery or third party websites	49%
Third party certification seal or statement on the bottle	41%
Third party certification seal or statement in the winery marketing materials or website	37%
Recommendations of friends or colleagues	21%
Based on sustainability criteria or policy from my company	11%
Environment and other sustainability issues are not relevant to sales of wine	13%



# Top Obstacles to Selling More Sustainably Produced Wine

<b>Lack of understanding and familiarity by consumers</b>	<b>72%</b>
<b>The wines are hard to identify or not clearly labeled</b>	<b>48%</b>
Lack of promotion or advertising of such wines	36%
The wines are limited in production or distribution	29%
Lack of understanding and familiarity among members of the wine trade	29%
Consumers are skeptical about sustainability and environmental claims	28%
Prices are too high compared to conventional wines	21%
Environment and other sustainability issues are not relevant to sales of wine	13%



# Most Effective Ways to Promote Certified California Sustainable Winegrowing

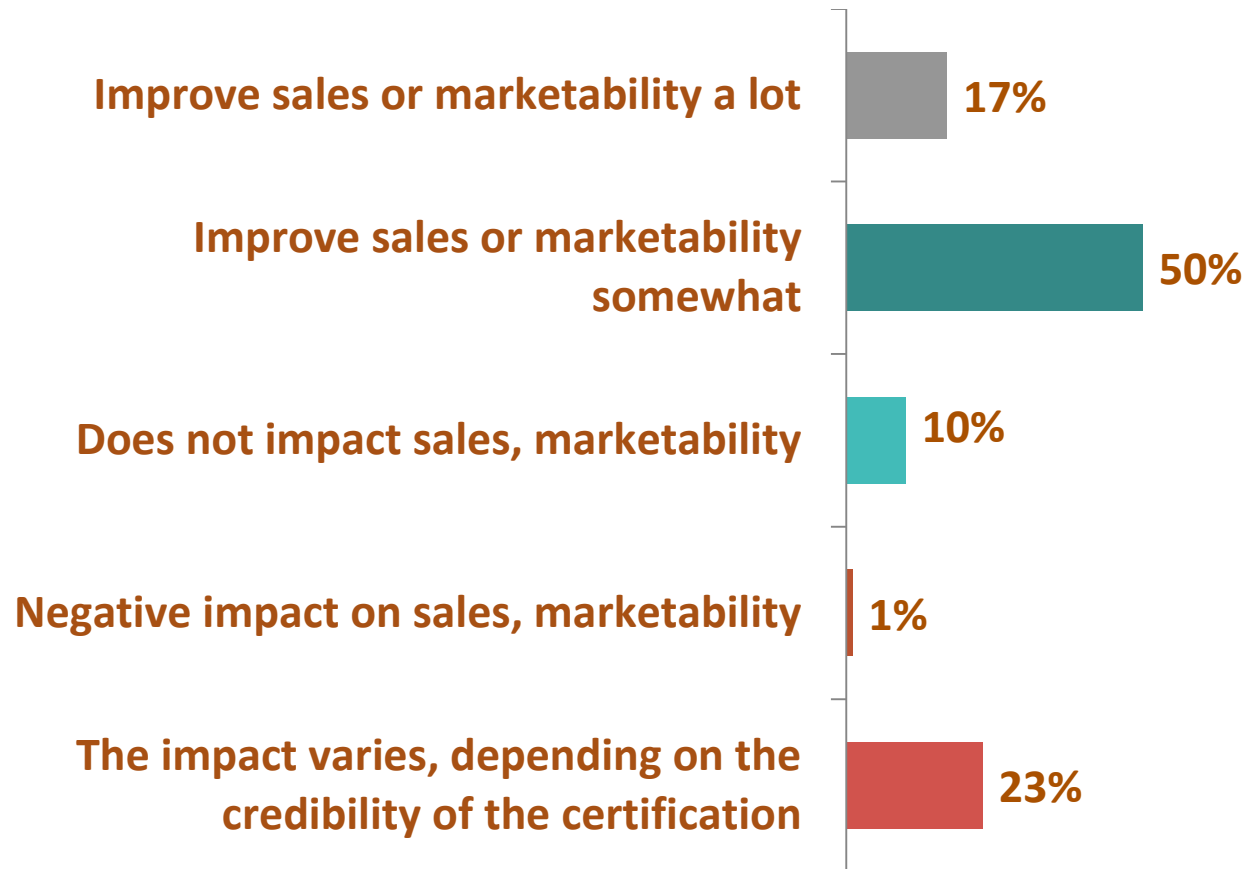
<b>Clear and highly visible labeling or identification on the package of wine</b>	<b>80%</b>
<b>Education at consumer tastings and events</b>	<b>78%</b>
<b>Trade tastings and seminars on the certification process and the wines</b>	<b>71%</b>
Point of sales materials identifying and promoting Certified California Sustainable wines	61%
Social media outreach	59%
Website explaining features and benefits of sustainable practices and certification requirements	53%





# Trade: Labeling Impact on Sales & Marketability

## Additional Impact of "Certified" on a Label



# Statements on Sustainability

STATEMENT	% OF TRADE IN AGREEMENT
<b>An important goal of sustainable practices is to protect the environment</b>	<b>85%</b>
<b>Demand for sustainably-produced products has increased over the past 5-10 years</b>	<b>70%</b>
<b>Demand for sustainably produced products will increase steadily in the next 5-10 years</b>	<b>66%</b>
<b>An important goal of sustainable practices is to enhance quality of life for employees and neighbors</b>	<b>38%</b>

