

“ Wine Opinions ”

Wine Australia Wine.com Data Report 2015

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Introduction

Wine Opinions is a wine market research company focusing on the attitudes, behaviors, and taste preferences of the segment of U.S. wine drinkers who are the most frequent purchasers and consumers of wine. To this end, Wine Opinions maintains the largest online panel of highly involved wine consumers ever assembled, and a U.S. wine trade panel that includes wine producers, growers, importers, distributors, those who work on-premise and off-premise, members of the wine media, and others. Wine Opinions also undertakes custom research projects such as one-on-one interviews, on-site interviews and evaluations, and other such qualitative and quantitative research as suits the objectives of client projects.

The services of Wine Opinions were retained by Wine Australia to undertake a five-year comprehensive research program. As part of year 1 of this program, Wine Opinions reported on 2013 and 2014 Wine.com Australian wine sales data.

Objectives and Methodology

The primary goal of this project was to report on Australian wine sales data provided by Wine.com. Specifically, the following data is included in this report.

- ✓ Australian wine sales data by region, type, and average price.
- ✓ Demographics of regular purchasers of Australian wines.
- ✓ Comparison of purchases of similar wines from competing regions by Australian wine purchasers.

Wine.com Australian Wine Sales Data

Wine.com Australian Wine Sales: 2013 vs. 2014

	2013	2014	NET CHANGE
Number of bottles sold	153,282	139,140	-9%
Total Sales in dollars	$3,251,471	$3,402,849	+5%

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Wine.com Unique Australian Wine Purchasers: 2013 vs. 2014

	2013	2014	NET CHANGE
Unique Australian Wine Purchasers	27,893	26,432	-5%
Percentage of Total Wine.com Purchasers	19%	16%	-3%

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Average Number of Bottles of Wine Purchased at Wine.com by Unique Australian Wine Purchasers: 2013 vs. 2014

	Average Number of Bottles		Net Change
	2013	2014	
Average # of Australian bottles of wine purchased by unique Australian wine purchasers	5.50	5.26	-4%
Average # of non-Australian bottles of wine purchased by unique Australian wine purchasers	31.62	32.44	+3%
Average # of total bottles of wine (Australian + non-Australian) purchased by unique Australian wine purchasers	37.12	37.70	+2%

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Average Bottle Price of Wine Purchased at Wine.com by Unique Australian Wine Buyers: 2013 vs. 2014

	Average Bottle Price		Net Change
	2013	2014	
Average price of Australian wine purchased by unique Australian wine purchasers	$21.21	$24.46	+15%
Average price of non-Australian wine purchased by unique Australian wine purchasers	$21.92	$23.81	+9%
Average price of total wine purchased by unique Australian wine purchasers	$21.82	$23.90	+10

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Repeat Wine.com Australian Wine Purchasers: 2013 vs. 2014

	2013		2014	
	NUMBER	%	NUMBER	%
Repeat Australian Wine Purchasers	17,422	62%	16,803	64%
Non-Repeat Australian Purchasers	10,471	38%	9,629	36%
Total Australian Wine Purchasers	27,893	100%	26,432	100%

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Wine.com Sales of Australian Wine Due to Email Marketing: 2013 vs. 2014

	2013	2014	NET CHANGE
Number of bottles of Australian wine sold	71,619	60,752	-15%
Total sales in dollars	$1,353,656	$1,391,176	+3%

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Wine.com 2014 Australian Wine Purchaser Demographics

	Australian Wine Purchasers	Non-Australian Wine Purchasers
Generation		
Millennial	21%	28%
Gen X	31%	31%
Baby Boomer	41%	35%
Older	7%	6%
Top States Represented		
California	12%	19%
New York	12%	12%
Texas	6%	6%
Florida	5%	6%
Illinois	5%	5%

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Wine.com Red Australian Wine Sales by Varietal/Wine Type: 2013 vs. 2014

	Total Bottles Sold		Total Revenue	
	2013	2014	2013	1214
Syrah/Shiraz	62,417	58,798	$1,631,767	$1,771,829
Cabernet Sauvignon	29,093	22,721	$547,599	$521,811
Other Red Blends	20,374	11,988	$314,188	$233,271
Rhone Red Blends	2,916	5,180	$58,695	$123,508
Pinot Noir	4,112	2,101	$70,315	$38,050
Grenache	2,388	1,597	$73,422	$58,775
Bordeaux Red Blends	643	753	$13,334	$20,750
Merlot	459	723	$11,356	$14,768
Mourvedre	11	628	$220	$9,648
Barbera	2	89	$159	$1,516
Tempranillo	125	59	$2,105	$1,116
Petite Sirah	12	0	$100	$0
Other Red Wine	8	0	$88	$0

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Wine.com White and Rosé Australian Wine Sales by Varietal/Wine Type: 2013 vs. 2014

	Total Bottles Sold		Total Revenue	
	2013	2014	2013	1214
Chardonnay	11,280	13,566	$253,675	$301,401
Sauvignon Blanc	4,311	8,720	$49,525	$107,713
Riesling	3,620	3,920	$60,210	$67,185
Viognier	1,216	1,592	$18,582	$24,071
Rosé	1,276	1,360	$19,662	$19,775
Muscat	760	554	$8,302	$6,154
Bordeaux White Blends	718	487	$11,982	$7,911
Semillon	347	384	$6,792	$8,009
Rhone White Blends	435	378	$7,377	$6,534
Other White Blends	600	198	$6,903	$2,988
Pinot Gris/Grigio	2,517	188	$26,295	$2,466
Gewurztraminer	6	0	$134	$0
Other White Wine	15	0	$278	$0

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Wine.com Sparkling/Fortified/Other Australian Wine Sales by Wine Type: 2013 vs. 2014

	Total Bottles Sold		Total Revenue	
	2013	2014	2013	1214
Non-Vintage Sparkling Wine	2,198	1,727	$30,802	$27,937
Port	645	681	$11,931	$12,025
Vintage Sparkling Wine	35	89	$495	$1,418
Sherry	1	22	$0	$440
Fruit Wine	42	17	$377	$170
Other Dessert	701	620	$14,802	$11,608

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Wine.com Sales of Australian Shiraz vs. Competing Reds: 2013 vs. 2014

	Total Bottles Sold			Total Revenue		
	2013	2014	Net Change	2013	1214	Net Change
Australian Shiraz	62,417	58,798	-6%	$1,631,767	$1,771,829	+9%
Other French Rhone-Style Blends	22,133	21,274	-4%	$1,101,574	$1,245,973	+13%
CA/WA Syrah	18,275	9,906	-46%	$374,640	$301,817	-19%
Cotes du Rhone	16,566	16,144	-3%	$239,390	$221,597	-7%
CA/WA Rhone-Style Red Blends	4,381	$3,659	-16%	$109,258	$91,355	-16%

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Wine.com Australian Wine Sales by Region: 2013 vs. 2014

	Total Bottles Sold			Total Revenue		
	2013	2014	Net Change	2013	1214	Net Change
McLaren Vale	36,648	36,859	+1%	$1,026,325	$1,273,520	+24%
Barossa Valley	35,699	26,016	-27%	$685,024	$657,041	-4%
South Australia	20,390	23,709	+16%	$379,466	$415,214	+9%
Margaret River	12,774	18,113	+42%	$331,164	$423,761	+28%
Other Australia	25,970	16,929	-35%	$397,040	$290,206	-27%
Coonawarra	6,037	6,043	+<1%	$118,187	$106,060	-10%
Clare Valley	3,938	4,417	+12%	$86,725	$93,364	+8%
Yarra Valley	4,191	3,590	-14%	$73,733	$67,932	-8%
Victoria	7,320	3,084	-58%	$147,552	$67,797	-54%
Hunter Valley	315	380	+21%	$6,255	$7,953	+27%

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Wine.com Non-Australian Wine Purchases Among Australian Wine Purchasers: 2013 vs. 2014

	Total Bottles Sold		Total Revenue	
	2013	2014	2013	1214
California	330,732	323,738	$7,559,921	$8,210,350
South America	126,257	120,015	$1,874,029	$1,891,801
Italy	116,100	117,230	$2,556,835	$2,747,162
Spain	93,265	80,539	$1,338,795	$1,364,946
Washington	44,683	51,611	$864,851	$892,108
France - Other regions	41,207	38,659	$1,310,522	$1,238,003
France - Bordeaux	33,932	34,923	$1,783,747	$2,009,629
New Zealand	19,685	22,650	$304,636	$377,039
France - Rhone	22,324	19,744	$672,142	$691,221
Oregon	21,650	17,406	$508,228	$376,981
South Africa	19,413	13,540	$288,745	$209,038
Portugal	6,702	9,992	$166,196	$275,313
Germany	3,626	3,150	$58,015	$57,024
Other Europe	601	1,494	$11,360	$27,732
Other US	603	1,278	$10,057	$15,452
Greece	530	560	$9,017	$10,177
Japan	415	429	$8,886	$9,497
Israel	94	302	$1,933	$5,730
Canada	169	79	$8,344	$4,158
Various Regional	65	75	$832	$1,431
Mexico	0	22	$0	$507

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Wine.com: Top 2014 Australian Wine SKUs by Volume

Mitolo The Jester Shiraz 2011	4,384
Robert Oatley Signature Chardonnay 2013	3,942
Robert Oatley Sauvignon Blanc 2012	3,182
Jim Barry The Lodge Hill Shiraz 2012	2,854
Hardys William Hardy Shiraz 2011	2,821
Two Hands Sexy Beast Cabernet Sauvignon 2012	2,673
Layer Cake Shiraz 2012	2,450
Robert Oatley Signature Cabernet Sauvignon 2012	2,109
Peter Lehmann Art Series Shiraz-Cabernet 2010	2,105
Mollydooker Carnival of Love 2012	2,013

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Wine.com: Top 2014 Australian Wine SKUs by Value

Clarendon Hills Astralis Syrah 2006	$175,795
Mollydooker Carnival of Love 2012	$140,489
Clarendon Hills Hickinbotham Vineyard Syrah 2006	$96,035
Two Hands Sexy Beast Cabernet Sauvignon 2012	$80,036
Mitolo The Jester Shiraz 2011	$75,743
Clarendon Hills Hickinbotham Vineyard Syrah 2008	$75,172
Mollydooker Carnival of Love 2011	$70,296
Leeuwin Estate Art Series Chardonnay 2009	$66,652
Robert Oatley Signature Chardonnay 2013	$60,076
Leeuwin Estate Art Series Chardonnay 2011	$49,937

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Data Mining Outline for Wine Australia

All data points are for calendar year 2014

1. Sales of wines from Australia by total volume (bottles) and value (dollars). Sales exclude any placements in gift packs. Compare to 2013.

2. Total unique buyers of Australian wines and percent of all unique Wine.com buyers they represent. Compare to 2013.

3. Average number of bottles of Australian wine purchased and average bottle price of Australian wine purchased. These are to be stated per unique purchaser. Compare to 2013.

4. Compare average bottle price of Australian wine purchased to average bottle price of all 2014 Wine.com sales.

5. Percentage of unique purchasers of Australian wine who had multiple purchase occasions in 2014.

6. Australian wine sales increases in 2014 that can be linked as responses to any email blasts or promotional offers.

7. Demographics of Australian wine purchasers: percentage by generation; residence by target state (California, Texas, Illinois, Florida, New York – others to be determined); average annual Wine.com spending in 2014. Compare to all other (not unique purchasers of Australian wines) Wine.com purchasers for 2014.

8. Total 2014 volume and value of Australian wines by varietal type:

Shiraz
Cabernet Sauvignon
Red blends
Merlot
Grenache
Chardonnay
Riesling
Viognier
Pinot Grigio/Pinot Gris
Sauvignon Blanc
Moscato

9. Total volume and value of 2014 sales of Australian Shiraz compared to total red wine volume and value of 2014 sales of Cotes du Rhone red wines, Syrah/Shiraz and Rhone blends from all other Rhone Valley appellations, and Syrah or Rhone Blends from California and Washington.

10. Total volume and value of 2014 sales of Australian wines from each of the following regions:

Coonawarra
Barossa
Clare Valley
McLaren Vale
Yarra Valley

Victoria
Margaret River
South Australia
Hunter Valley
Other Australia

11. Categorize (by total volume and value) shopping cart contents of unique Australian wine purchasers of their non-Australian wine purchases. Rank these by country/region.

12. Rank the 10 top-selling Australian wine SKUs (by volume and value) for 2014.