



## Forget the 'Quarantini' - Here Comes the Summer of Rosé

The dramatic rise of rosé sales in the past two years, led by the wines of Provence, is a success story eclipsing even the recent trends of red blend wines and Prosecco. This summer season promises more of the same.

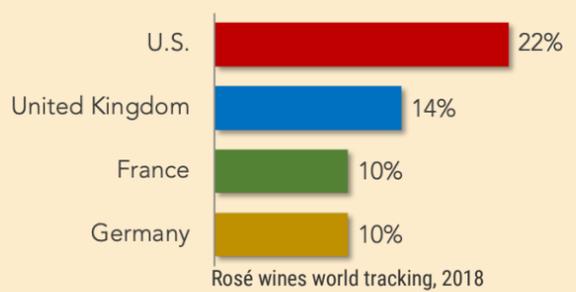
Nielsen sales data shows 2020 rosé sales through February up 13% in dollars vs. the prior 12 months. Through the recent COVID period, sales of rosé wines (in dollars) are significantly ahead of the overall table wine category.

The global picture of rosé sales is even brighter. A tracking study released by the Provence Wine Council shows worldwide consumption of rosé wines increasing 40% from 2002 - 2018, far surpassing total still wines growth of 5%.

Further, more than half of global consumption (54%) is accounted for by only two countries - France and the U.S.

The U.S. is the top importer of rosé wines, accounting for 22% in value of all global imports. The UK share is 14% of the total, with France and Germany each registering 10%.

### Rosé Wine Imports by Value



A recent consumer survey conducted by Wine Opinions for the Provence Wine Council shows the strongest rosé demand coming from Millennial wine drinkers. Opportunities for introducing canned Provence rosé wines were also evident, especially among wine drinkers in their 20s.

## Sonoma County Vintners Auction Goes Virtual

Like the wineries they serve, regional wine trade associations across the county - from New York to California and Michigan to Texas - watched in disbelief as the on-premise wine trade crumbled and tasting rooms shuttered in March.

The trade groups have worked tirelessly in the ensuing weeks to help wineries navigate new routes to market and not just maintain but grow their relationships with America's wine lovers.

The steps taken of late by Sonoma County Vintners offer a perfect case in point.

At the onset of the crisis, through the generosity of donors to the annual Sonoma County Wine Auction, their foundation donated \$1.2 million to 80 non-profit organizations in Sonoma County and to also provide direct assistance to winery and restaurant workers furloughed by the pandemic.

Next came the new "SIP From Home" program, aggregating all the online promotions, virtual tastings, and special offers to wine lovers by over 200 wineries in Sonoma County.

The boldest move debuts on June 16th, when the annual [Sonoma County Barrel Auction](#) - the premier wine trade event of the year - goes virtual as a three-day online event. The county's wineries will be offering lots of 5 - 20 cases of limited production "Never Before / Never Again" wines, including futures, with bids starting between \$2,100 - \$22,000. Proceeds from the sale of these unique lots will help support the marketing initiatives of the Sonoma County Vintners.

Michael Haney, Executive Director of Sonoma County Vintners, cites the collective spirit of his group. "Our wine community," he says, "is not only resilient but creative, innovative and caring." The next steps for the Vintners will be a unified and thoughtful approach to reopening. Haney and his team have a plan. "Our wineries are prepared," he says. "We will provide consumers with the safe and extraordinary winery experiences they have come to expect when they visit Sonoma County."

## The Focus Group Finds a Better Way

The mandates of social distancing pose special challenges for wineries and wine marketers. Conducting insightful qualitative research is among these, as in-person focus groups have come to a halt.

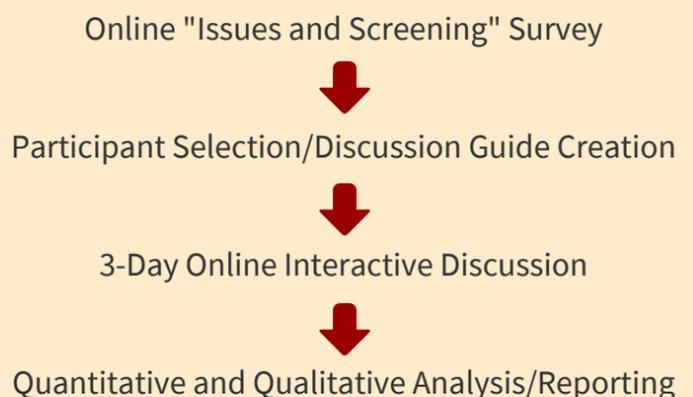
Over the past few years, Wine Opinions has perfected online qualitative research methodology that provides not just an alternative, but a new form of qualitative research superior in many ways to the traditional focus group.

We recruit not only from our 20,000+ member national panel of high frequency wine drinkers, but also by directly sourcing target audience respondents through social media channels.

Our discussion groups combine qualitative and quantitative methodologies, yielding insights that surpass anything in-person groups can provide.

The table below shows the steps and flow of a Wine Opinions discussion group:

### Discussion Group Flow Chart



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