



Wine Enthusiast Sees Uptick in Wine Storage Purchases

Wine Enthusiast's catalog business is rising with the tide of off-premise wine sales that have been documented by Nielsen, Gomborg-Fredrikson, and others. Just as sheltering in place has translated to more wine coming into the house, finding a place to put that wine - at least temporarily - has also been a challenge for many wine lovers.

Looking at Wine Enthusiast sales of wine cellars, storage systems, racks, glassware, and the like, you can see dramatic shifts in the April - June period. The table on the right shows the percentage increase in second quarter sales for every category in comparison to the previous year. Everything from 200-bottle wine coolers to personalized cheeseboards has been in high demand, and the sales figures tell that story.

Wine Storage Consultant Michael Dreyfus offers a bit of insight into the growing demand for high-end wine cellaring equipment. "A lot of my customers who have had to cancel expensive vacations or rethink other high-ticket purchases are turning to home projects. People want to reinvest, enjoy their homes, as well as the comfort and joy of wine collecting and consumption."

Notable as well is the tripling of sales of glassware cleaning accessories that are inexpensive but suddenly indispensable.

Looking ahead to the holiday season, Glenn Edelman, Chief Marketing Officer at Wine Enthusiast, is working with factories and suppliers in anticipation of elevated October, November, and December sales. "We're expecting a lot of corporate spending that won't be going into holiday parties but will drive the corporate gifting season," he says. "And all the signs are pointing to increased person-to-person online gift-giving."

Sales Increases by Category (April - June 2020 vs. 2019)

Wine cellars, wine cabinets	34%
Home bars, credenzas, barrel-crafted tables, stools, etc.	51%
Glassware	34%
Glassware cleaning accessories	151%
Cork crafts and décor	61%
Tabletop items such as cheeseboards, etc.	133%

Crisis-Driven Wine Trends

Wine Opinions conducted a survey of its national consumer panel in July to track usage and attitude shifts through the first three months of the COVID-19 crisis (April - June). There were 1,509 survey respondents. The focus of the survey was on high frequency wine drinkers (those who drink wine a few times a week or daily). A secondary focus was on a sub-set of this group: \$20+ wine buyers.

Through the April - June period, respondents reported increases in frequency of consumption across all types of beverage alcohol. After subtracting the percentage saying they had decreased consumption from the percentage stating consumption increases, a net 12% increased their consumption of beer, 24% for spirits, and 48% for wine. The increases by themselves are not a surprise, except for the significant extent to which this population stated increases in wine consumption.

While there was little difference between \$20+ buyers and other high frequency wine drinkers in increased wine consumption, those most likely to state increases varied significantly by age. Net increases shown by Millennials registered 50%, compared to 42% for GenX and 34% among Baby Boomers and those older.

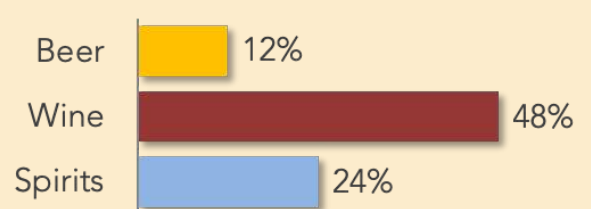
Not only did Millennials lead wine consumption increases, many began to see wine as having a more common and positive role in their lives. In response to a series of "agreement statements," Millennials were the most likely to affirm that "Wine has become a more important part of my everyday life," with 41% in agreement (in comparison to 33% of GenX and 25% of Boomers/older respondents). While it may be fair to attribute some Millennial enthusiasm to their life stage in comparison to those who have been drinking wine for decades, it nonetheless is an indication that an "awakening" to wine for these Millennials is at hand.

The survey also asked those who said they were buying more wines from leading producing regions whether their increased purchases were mainly wines purchased before, or new purchases, or about equally previously and newly purchased brands.

Wines from California and New Zealand were most frequently cited as wines that respondents had purchased before (41% and 40%, respectively). Regions whose wines were mainly new purchases were led by South America, with 50% of purchases from Argentina and 49% from Chile classified as "new purchases." Oregon (44% mainly new wines purchased) was the most common "new purchase" U.S. source, while 40% of wines from both Australia and France were mainly new purchases.

For more information on the survey findings and report, please contact info@wineopinions.com.

"Drinking More" Net Percent (High Frequency Wine Drinkers)



Previous vs. New Brand Purchases (by Country or Region)

	Purchased before	New Purchases	Equally New and Previous
California	41%	24%	35%
Washington	30%	39%	31%
Oregon	28%	44%	28%
Italy	28%	38%	34%
France	29%	40%	31%
Spain	34%	37%	29%
Chile	27%	49%	24%
Argentina	23%	50%	27%
New Zealand	40%	27%	33%
Australia	34%	40%	26%

Wine Industry Cognitive Test

To everyone weary of "cellaring in place," we offer for your entertainment a wine industry cognitive test. We are confident you will "ace" it:

- Place these things in seasonal order: flowering, bud-break, harvest, veraison.
- With your pencil, please draw a tastevin in the space below:
- Please repeat these five words in sequence: Shipments-Depletions-Sommelier-Dump-Bucket
- Bill has three cases of Lynch-Bages. He gives half of the wine to Sandra, and she gives one-third of what she gets to you. How many liters of Lynch-Bages do you have? _____
- Draw a line connecting each of the three wine regions below to its country.

- | | |
|----------|----------|
| Vaucluse | Italy |
| Roero | Portugal |
| Alentejo | France |

- Which of these is greater in area?
Acre _____ Hectare _____
- A few moments ago you were asked to repeat a sequence of five words. Please do that again.
- When is it "Wine O'clock?"
 - When you are on a Zoom meeting with colleagues or friends
 - After the kids go to bed
 - As soon as your Doordash or Grubhub dinner arrives
 - Just before you watch the news
 - When you get off the Peloton and catch your breath
 - All of the above

The correct answer to the last question is, of course, "All of the above."

To all of our industry colleagues and friends we send our wishes for staying safe, well, and joyful through trying days. And we raise our glasses of Lynch-Bages to you.

John Gillespie
Founder and CEO

Send to a Friend

Past Issues

Subscribe

Forward this newsletter to a friend by clicking on the link below. They can start their own free subscription.

View or download PDF files of all past issues of this newsletter on the Wine Opinions website at the link below.

You can manage your newsletter subscription or update your preferred email address at the link below.

Forward

Archives

Manage