



Survey Findings: Wine Lovers' Holiday Plans

In November, Wine Opinions surveyed its national panel of high frequency wine drinkers on their Holiday and wine gift-giving plans. Of the 1,471 respondents, there were 1,243 high-frequency wine drinkers (those who drink wine, on average, a few times a week or more often). The high frequency wine drinker group was the basis of analysis.

The group skewed somewhat male (54% vs. 46% female). While Baby Boomers comprised the largest respondent segment, there were statistically significant segments of GenX and Millennial high frequency wine drinkers, and a small (5%) sample of GenZ respondents.

A significant majority of high frequency wine drinkers plan to stay home or travel only by car this year, because of COVID restrictions or precautions (69%) and most (64%) will also celebrate the holidays at home with their immediate family. Only 5% say they'll travel by air or other public means of transportation.

While travel will be limited, one in four plan to invite close friends or family members to their home, but nearly half say they'll connect with family or friends over a glass or two of wine via a Zoom chat.

Though most will be staying close to home, just over half will be buying special wines for the holidays. And high frequency wine drinkers plan to welcome the New Year as ever, and one in four planning to break out a very fine bottle of Champagne.

Holiday Travel and Entertaining Plans

Won't travel (except by car) because of COVID restrictions or precautions	69%
Will travel by air or public transportation during the holidays	5%
Will celebrate holiday at home with just the family	64%
Will invite close friends or extended family to my home for meal or snacks with wine	23%
Likely to drink wine with family or friends on a Zoom chat	49%
Plan to buy special wines for the holidays	51%
Won't drink Champagne on New Year's – there is not much to celebrate about 2020	4%
Plan to open a very fine bottle of Champagne on New Year's Eve	27%

As always, high frequency wine drinkers plan to send gifts of wine to their families, friends, and colleagues this year, and despite the sagging economy, they are plan to give both generously and well. One-third of survey respondents said they plan to send wine to more people this year, while one-quarter plan to send wine to fewer people. And among those who plan to give wine, twice as many say they will be spending more per bottle as those who say they'll spend less per bottle this year.

Wine accessories are on gift-giving lists this year, too, as 39% say they are likely to give wine accessories as gifts or stocking stuffers.

Plans to Give Wine Gifts

Will give wine to <u>more</u> people this year	34%
Will give wine to <u>fewer</u> people this year	25%
Likely to spend <u>more</u> per bottle on gift wine than last year	33%
Likely to spend <u>less</u> per bottle on gift wine than last year	17%
Plan to buy wine accessories as gifts or stocking-stuffers	39%

Asked to assume a friend would be giving them a bottle of wine as a holiday gift this year, very few indicated that they'd like to receive a favorite wine, and fewer still would be happy with a gift certificate for wine. Instead, a plurality of respondents said they'd be most pleased receive a wine they've not tried before, but one picked by a friend who knows their taste in wines.

Which Would You Rather Receive?

A wine they know to be a favorite of yours	16%
A wine you've not had but one they think you will love	45%
Gift certificate from your favorite wine retailer	7%
No preference – any one of these is fine	32%

Even in 2020, It's a Wonderful Life

The survey also asked respondents to name (from a lengthy list) their favorite holiday movie. There were many choosing *Elf* or *A Christmas Story*, but in the final tally, the Jimmy Stewart classic - *It's a Wonderful Life* - just edged out *National Lampoon's Christmas Vacation*.

Make Way for Prosecco Rosé

This summer, Italy's Prosecco DOC consortium approved the production of rosé Prosecco wines. Production is anticipated to reach as high as 30 million bottles of pink sparkling wine. Wineries may blend from 10% - 15% of *Pinot Nero* with the region's traditional *Glera* grape in making these vintage-dated wines.

Market data firm bw166 reports that Italian sparkling wine shipments have enjoyed a decade of growth in the U.S., from 2 million cases imported in 2010 to 9 million cases in 2019. That growth continued in the first two months of 2020, but the COVID pandemic has dampened shipments in the succeeding months. The approval of rosé Prosecco wines has started to drive shipments up again.

Jon Moramarco, the Managing Partner of bw166, sees a wave of rosé Prosecco shipments coming to the U.S. A new tool available to bw166 clients is its Label Inquiry application, which enables subscribers to view TTB approved wine labels months before those products find their way to market. "There were four label approvals for Prosecco rosé in the second quarter of this year" Moramarco noted, "then there were 52 in the third quarter and 82 to date in this final quarter of 2020."

The chart at right shows TTB label approvals for Prosecco brands in each quarter of 2019 and 2020. The light yellow segments represent DOC Prosecco labels, the darker segment indicates DOCG labels, and the pink segments of the columns in the most recent quarters represent the number of rosé Prosecco labels approved.

TTB Label Approvals by Quarter



The Shade of Things to Come

A few rosé Prosecco brands have already arrived in the U.S. These include a rosé from Mionetto (pictured), as well as a new rosé Prosecco entry from Josh Cellars, and one that extends the Villa Sandi portfolio of Prosecco on the U.S. market.



More information on the Label Inquiry service of bw166 can be accessed at [this link](#).

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