



Wine Lovers' Holiday Shopping Plans

Last year, at the height of the pandemic, we ran a survey of the Wine Opinions consumer panel that focused on holiday gift-giving plans. The results were encouraging, given the uncertainty of the times, with many respondents planning to give gifts of wine to friends and family, though some planned to cut back on their spending on wine gifts.

We repeated the survey this year, and the results show wine-giving plans a bit ahead of 2020. About one in three high frequency wine drinkers plan to give wine to more people this year, as in 2020, but not as many plan to give wine to fewer people this year. This results in a net 14% increase in wine gifting - up from a net 9% increase last year. And respondents who say they will be spending more on wine gifts this year significantly outnumber those who are cutting back on the price of wines they will give.

Plans to buy wine accessories as gifts have also ticked up a bit this year, especially among females (53% say they plan to buy wine accessories as gifts, vs. 33% of males). The same is true for respondents under the age of 40, with 47% saying they plan to buy wine accessories as gifts, compared to 41% of those who are age 40 and over.

Wine Shopping Plans - 2021 vs. 2020

Holiday Shopping Statements	2020	2021
Will give wine to <i>more</i> people this year	34%	33%
Will give wine to <i>fewer</i> people this year	25%	19%
Likely to spend <i>more</i> per bottle on gift wine than last year	33%	30%
Likely to spend <i>less</i> per bottle on gift wine than last year	17%	14%
Plan to buy wine accessories as gifts or stocking-stuffers	39%	42%

Breaking News on the "Wine With Cookies" Front

Just as this month's newsletter was being finalized, a new wine venture was launched by Barefoot Wines and Oreo cookies, who together created Barefoot "Oreo Thins" Red Blend. A special package offer of two bottles of the wine with a box of Oreo Thins was already sold out in the first week.

Coincidentally, the recent Wine Opinions holiday survey included a question on the pairing of wine and Christmas or holiday cookies. There were 1,472 primarily high frequency wine drinkers who reviewed a number of statements about wine and cookie pairing, summarized in the chart at right.

While 9% of survey takers indicated they had tried wine with holiday cookies and did not like the pairing, and another 14% were simply not interested in trying wine and cookies together, a plurality of respondents (33%) believed that wine would pair well with cookies made with chocolate.

One in four respondents agreed that they "love the combination" of wine and holiday cookies, and enjoy them together every year. Another 19% who have never tried the combination indicated an interest in doing so this year.

Of those who do love the wine and cookie pairings there is a decided female skew (29%, vs. 21% of males). Younger wine drinkers are also much more likely to indulge in wine with holiday cookies (32%, vs. 24% of those over the age of 40).

No matter where you may be on the "wine with cookies" spectrum, all of us at Wine Opinions wish you a very happy holiday season.

Wine and Cookies Agreement Statements

Love the combination – I do this every year	25%
If there is chocolate in the cookies, red wine goes well with them	33%
Have never had wine with holiday cookies, but might try it this year	19%
Like Santa, I only drink milk with cookies	9%
I've tried this – not a good match	9%
Have not tried and not interested	14%
I save wine for holiday dinners	25%

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