



“ **Wine Opinions** ”

Wine Behaviors of Age 21-39 Beverage Alcohol Consumers

Beverage Alcohol Consumers Under Age 40

In March and July of 2022, Wine Opinions conducted surveys of U.S. beverage alcohol consumers between the ages of 21-39. All respondents were sourced from a leading independent survey respondent provider.

Respondents to each survey were screened to be those who drink at least one type of beverage alcohol 2-3 times a month or more often. There were 631 survey respondents in the July survey. They were evenly divided between the 21-29 and 30-39 age segments, and evenly divided by gender.

Female respondents skewed somewhat to the 30-39 age segment (58%, vs 42% in ages 21-29). Males skewed somewhat to the 21-29 age

segment (57%, vs. 43% in ages 30-39).

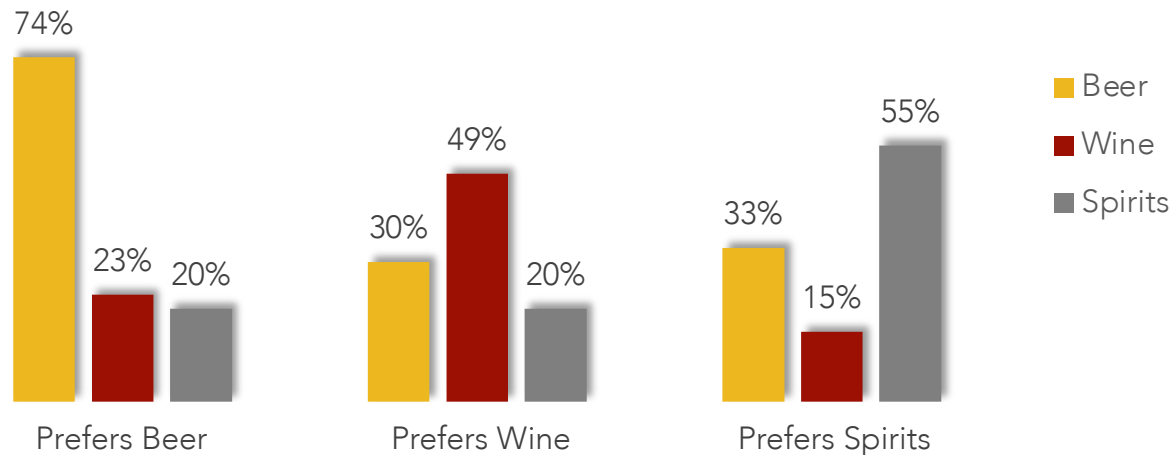
The chart below shows the consumption frequency of respondents in total by beverage alcohol type. Among beer drinkers, a majority drink beer weekly or more often. Wine and spirits consumption is somewhat less frequent, with approximately one-third of wine or spirits drinkers stating either 2-3 times a month or weekly-plus consumption.

Higher frequency of beer consumption skews to males (66% weekly vs. 37% of females). Frequent consumption of wine skews to females (37% weekly vs. 22% of males). Weekly or more often consumption of spirits is even by gender (30% of males and 29% of females).

<i>Consumption Frequency</i>	<i>Beer</i>	<i>Wine</i>	<i>Spirits</i>
Weekly or more often	51%	30%	30%
2 – 3 times a month	24%	33%	34%
About once a month	8%	16%	16%
Less often or never	17%	21%	20%

Beverage Alcohol Preferences and Usage: Ages 21 - 39

Preference Groups: Weekly-Plus Consumption by Type



In the July, 2022 survey, respondents were asked to indicate a “favorite” type of beverage alcohol. Beer was favored by 40% of respondents, while 28% preferred wine and 22% preferred spirits. There were 10% stating no favorite. The chart above groups respondents by their preferred beverage alcohol type.

The columns over each preference group represent the percentage who drink each type of beverage alcohol once a week or more often.

In each group, half to three-quarters drink their preferred type of beverage alcohol once a week

or more often. A significant number also drink one or both of the other types of beverage alcohol weekly or more often.

Among all who prefer beer, about 1 in 4 are also weekly or more often wine drinkers and 1 in 5 drink spirits weekly or more often.

Of those who prefer wine, nearly 1 in 3 drink beer weekly or more often and 1 in 5 drink spirits weekly or more often.

In the group with a preference for spirits, 1 in 3 also drink beer weekly or more often, while fewer than 1 in 6 drink wine weekly or more often.

Wine Consumption Growth Among the 20s and 30s Segments

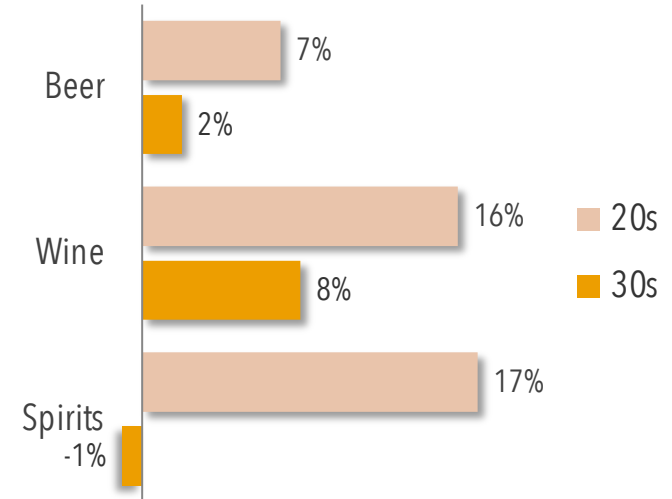
In the July, 2022 survey, respondents were asked if (in the past 12 months) they were drinking beer, wine, and spirits more often, less often, or if their consumption of each was unchanged.

Those in their 20s were most likely to report increased consumption frequency across all types of beverage alcohol. These net gains mostly reflect their early adulthood experimentation with beverage alcohol choices and types. However, it is notable that increased consumption frequency of wine among the 21-29 cohort was equal to their increased consumption frequency of spirits.

Respondents in their 30s, however, showed very little change in their frequency of drinking either beer or spirits, but a net 8% gain in frequency of drinking wine.

Increasing wine consumption frequency among those in their 30s (while beer and spirits consumption frequencies are essentially unchanged) indicates the growing adoption of wine among “thirty-something” beverage alcohol consumers.

Net Change in Consumption Frequency
(Past 12 months)



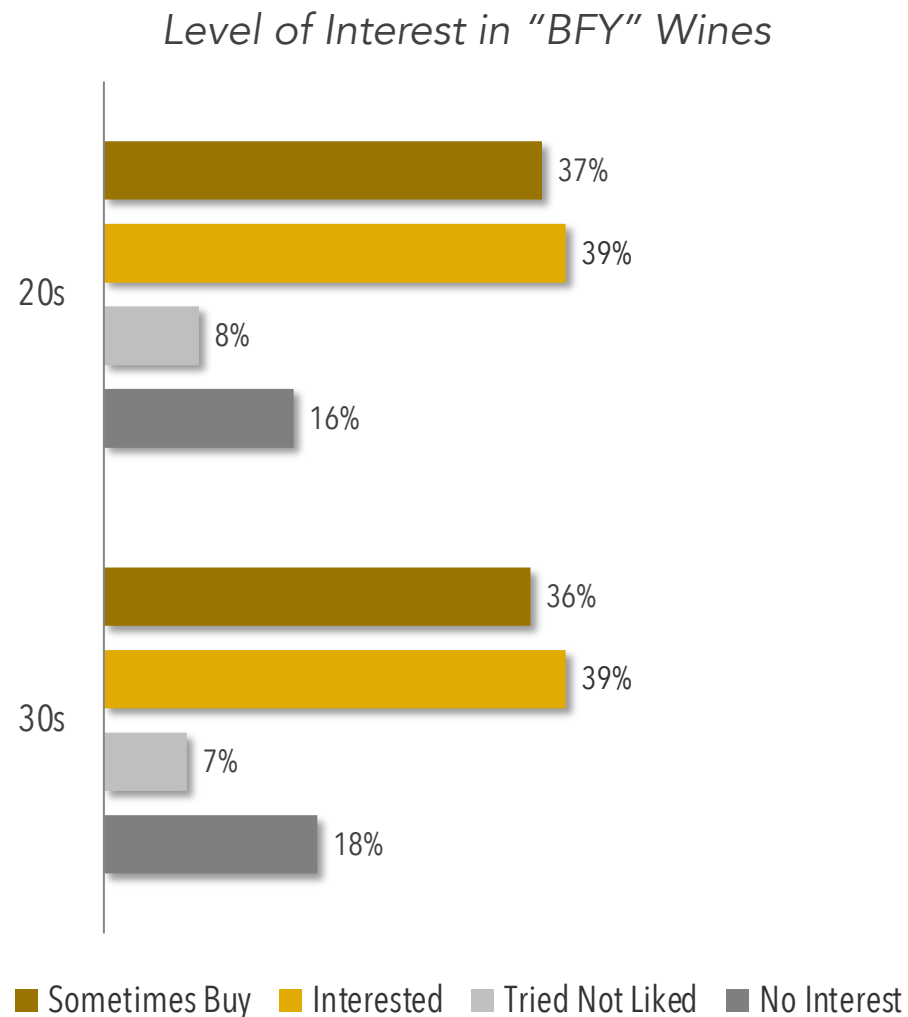
“Better for You” Wine Purchases and Interest

In a Wine Opinions survey conducted in March, 2022 there were 684 respondents ranging in age from 21-39. As in the July survey, respondents were sourced from a leading independent survey respondent provider.

Respondents were evenly divided by age segment and gender. All reported consumption of one or more types of beverage alcohol 2-3 times a month or more often.

Respondents were asked to indicate their purchase history or interest in “better for you” wines (defined as lower in alcohol, calories, carbohydrates and sugar than typical wines). More than one-third of respondents in their 20s and 30s cited previous purchase of such wines. This finding aligns with previous Wine Opinions studies which have shown that higher purchase incidence of “better for you” wines skews to wine drinkers under the age of 40.

It is of note that “better for you” wines are purchased by a nearly equal percentage of under-40 adults whose favorite beverage alcohol is beer (but who drink wine monthly or more often) as those who favor wine.



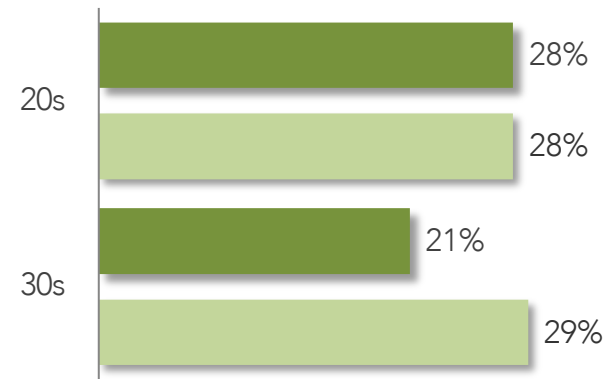
Under-40 Wine Drinkers' Interest in Organic/Sustainable Wines

The March survey also asked respondents how important it was to them that the wines they buy were made with organically certified grapes or produced by a winery certified for its sustainable practices.

Having wines made with organically-grown grapes and made by wineries certified for sustainable practices were either "very" or "somewhat" important to a majority of respondents in their 20s or 30s.

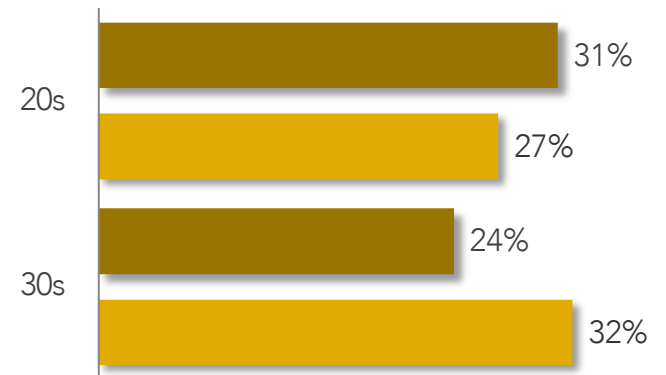
Wine Opinions research on organic/sustainable wines conducted in the past several years has shown that the greatest frequency of purchase and interest in purchasing these wines is driven largely by wine buyers under the age of 40.

Importance of Organic Grapes



■ Very Important ■ Somewhat Important

Importance of Sustainable Practices



■ Very Important ■ Somewhat Important