

WINES OF BRITISH COLUMBIA FOCUS GROUP RESEARCH

THE SUSTAINABLE WINE CONSUMER



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BC WINE CONSUMER SEGMENTS

SOCIAL SAMPLERS— SEGMENT PROFILES IN BC

KEY HIGHLIGHTS



- Open-minded.
- Pay attention to marketing and promotion.
- Spend more on wine than a typical drinker.
- Drink broad range of wine and other alcohol.
- Food compatibility.
- Specific Attributes.
- On social media and wine apps.

ENGAGED EXPLORERS – SEGMENT PROFILES IN BC:

KEY HIGHLIGHTS



- Drink the most wine, including BC wine.
- Wine type, origin, and quality assurance are important.
- Wine is social, relaxing, and provides pleasure.
- They like to travel and visit wineries.
- Enjoy discovery... but have favourites.

PASSIONATE ADVOCATES – SEGMENT PROFILES IN BC

KEY HIGHLIGHTS



- Drink the most wine, spend the most on wine.
- Are concerned with wine attributes and features.
- Confident in their wine knowledge.
- Wine is part of their lifestyle.
- Interested in marketing and promotions.
- Drink all alcohol types.



SUSTAINABILITY MESSAGING



SUSTAINABLE BC WINES

Exceptional taste and quality paired with environmental stewardship and local community support.



BC Wines are among the best tasting and most sustainably grown in the world.

Sustainable wine is grown, produce, packaged and distributed in the most environmentally friendly way possible. And it shows in the glass.

With more than 340 grape wineries across the province, every bottle you buy supports local communities.

The care we take to produce sustainable wines reveals itself in the quality and taste of the wines.

SUSTAINABILITY LANGUAGE

The words chosen to describe sustainable practices are part of a winery's sustainability credibility.

Most wine drinkers find Organic, Socially Responsible and Community Minded to be credible, although they have mixed views on what this means for the quality of the wine in the bottle.

Green, Natural and Eco Friendly are given little credence by most wine drinkers.

Specific terms that are poorly understood by wine drinkers have mixed reception. Examples include Biodynamic and Permaculture.

There is a stronger connection between organic and quality than sustainable and quality, but both are marginal.

KEY VALUE PROPOSITIONS AND LANGUAGE

SOCIAL SAMPLER

Tell the story on the bottle with use of QR codes or links for more information. The presence of the QR code or link signals commitment to sustainability.

Love stories about the wines they drink, including sustainability stories. Their favourite sustainability stories will feature:

- The champions of sustainability in your organization and the changes they have made.
- Local critters who benefit from sustainable practices.

ENGAGED EXPLORER

The local aspect of sustainability connects to their enjoyment of wine tourism.

Tying wine to Canada and BC promises sustainability through national and provincial sustainability practices especially social sustainability.

Connect the quality of organic produce in their garden & grocery store to the quality of organic wines.

PASSIONATE ADVOCATE

Believe that how grapes are grown makes great wine. Needs to make that connection to sustainability.

Love stories about the wines they drink, including sustainability stories. Their favourite stories will feature:

- How sustainable practices end up in the bottle.
- Innovations in sustainable practice.



OBVIOUS “GREEN” IMAGERY IS EFFECTIVE

