

News Release

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Aussie consumers out to impress with a bottle of NZ wine

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According to the latest report from Nielsen, the New Zealand wine phenomenon has continued to gather pace with volume sales up a massive 42.3 percent over the financial year to 2009, and sales volume has doubled over the last three years to now represent eight percent of the total wine sold through the off-premise liquor market in Australia. Fuelling this movement is a core group of Aussie consumers aged in their 30s who are relatively new to the wine category and their consumption and level of interest in New Zealand wines has steadily increased over the past five years.

The Nielsen report reveals that this group of 'thirty-somethings' who regularly buy New Zealand wine differ from the general wine buying population as they are more likely to be in their 30s and less likely to be aged over 65; likely to live in metro regions – particularly Sydney; and have a household income over \$100K.

These buyers have a higher propensity to experiment within the category, are not necessarily brand loyal and are happy to taste new and alternate varieties. They are more likely to be purchasing New Zealand wine for social occasions, feel the need to impress with their wine selection and are more likely to place importance on 'being good with food' than the typical wine buyer.

Michael Walton, Executive Director – Pacific, Nielsen Liquor Group said: "While it is this core group driving the success of New Zealand wines in Australia, they are also heavily marketed to across all key alcohol categories. Placing several varietals under one umbrella brand is likely to be the most suitable way to generate brand loyalty for this group."

"A multi-channel strategy is required to communicate to this group as they connect with many different information sources and are likely to generate word-of-mouth publicity."



“Other opportunities to attract this lucrative group of ‘thirty-somethings’ include wine tasting opportunities in-store to reassure them about the quality and taste of the brand, as well as linking the brand to being good with food either with information in-store or on the actual bottle,” commented Walton.

About the report:

The full ***WA and NZ Wine Report*** is now available to purchase through Nielsen and explores how brands from Western Australia and New Zealand can further drive growth, as well as looking at consumers’ purchase behavior and attitudes of key brand buyers.

For more information, please contact your Nielsen representative on (02) 8873 7000 or visit www.au.nielsen.com

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