



SIP Certified

Generational Analysis Report Highlights

Terminology

The phrase *Produced Sustainably* was the top phrase to attract consumers of all generations.

- Gen Z top term: "Uses Environmentally Friendly Production"
- Gen X top term: "Protects the habitat"



Referral Sources

Family and Friends top among all generations.

Millennials and Gen Z find wines through social circles.



Price Points

Gen X and Baby Boomers:

- Purchase more bottles
- Spend more in a typical month
- More likely to purchase wines \$20 and higher

*Gen X more likely to purchase wine in the \$20+ category



Product Distribution

1/3 of Gen Z, Millennials, and Gen X expect to purchase wine at physical locations LESS often after COVID-19.

Develop user-friendly websites and apps for home delivery/pick up.



Message Delivery

Social Media for younger generations. Encourage social media posts at tasting rooms, at home tastings, and during virtual tastings.

Use this platform to inform consumers about your brand and sustainability.



Tasting Reimagined

All generations note doing virtual happy hours with friends and family.

Provide wine and tasting notes for these happy hours or throw your own with consumers, like minded brands, etc.

