



We will be researching:

- General wine and alcoholic beverage drinking habits, including preferences
- Wine and alcoholic beverage consumption frequency
- Typical wine and alcoholic beverage spend
- Awareness, perceptions, attitudes, and preferences for various alcoholic beverages
- Wine and alcoholic beverage knowledge
- Wine-buying channels
- Aided awareness and opinion on top brands.
- Purchase intent and willingness-to-pay for various wine attributes.
- General demographics

TasteAdvisor Consumer Insights

NATIONAL AND STATE-SPECIFIC WINE CONSUMER SEGMENTATION RESEARCH

TasteAdvisor is conducting a nation-wide research study to better understand the attitudes and behaviors of US wine drinkers. This research will aim to segment consumers into descriptive categories that are uniquely different from each other, thereby increasing understanding of where different personas fit within the marketplace, the size of groups relative to each other, and their impacts on a monetization scale.

In addition to the nation-wide study, TasteAdvisor is offering the opportunity to purchase a state-specific research report, identifying the customer segments within a specific state and any unique differences that may exist compared to the broader U.S population. Your report will fully describe and profile each segment on all relevant variables, and segments will be “sized” within the market. Your region will also be able to include two additional custom research questions. As part of the research deliverables, a tool will be created so that your region can easily use it to classify other consumer groups of interest and monitor the composition of these groups.

To ensure a representative sample of wine drinkers across the U.S. and your region, data collection for this study will be conducted by our market research and analytics partner, Léger. This is a syndicated study, which means that the research is independently conducted, published, and sold by TasteAdvisor.

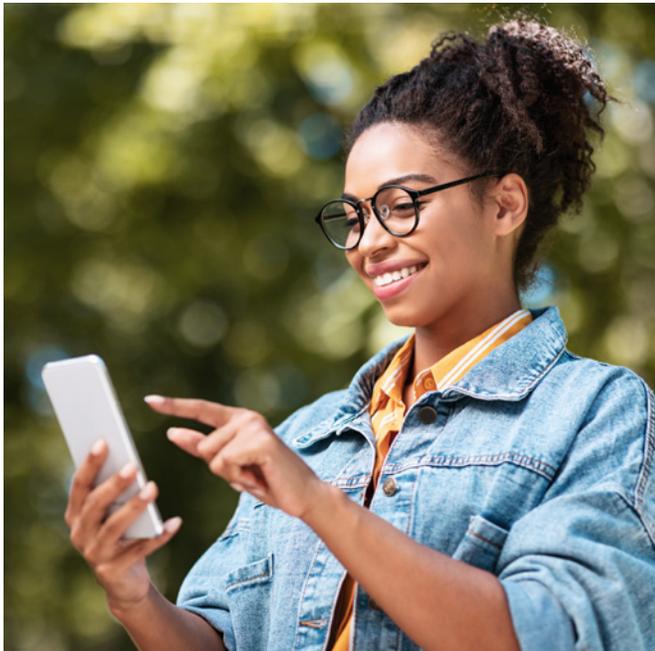
Reports will be available in July 2023. The deadline for purchasing is February 28, 2023.

Cost: \$14,000

You receive:

- State-Specific Research Report
- U.S. Research Report
- Segmentation Tool

**For more information, contact
Darcen Esau at Darcen@TasteAdvisor.co**



TasteAdvisor Explorer

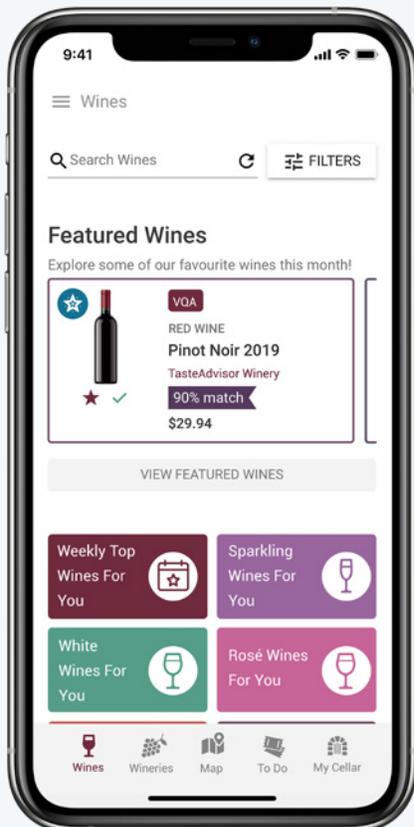
VISITOR ATTRACTION PLATFORM

TasteAdvisor Explorer is a visitor attraction platform designed to help you better engage the right customer at the right time. Available on the web or as an app, and containing exclusively your regional content, the Explorer helps users find regional products, businesses, events, and experiences that match their preferences, assists them in wayfinding through the use of an easy-to-update digital map, and allows them to create and save lists of items or routes.

The customer segmentation tool developed in the research project is integrated into the app's user onboarding, ensuring users are automatically and correctly segmented into the right category. This segmentation allows wine regions to use TasteAdvisor Explorer to target specific customers with information and offers that are most likely to appeal to them.

Wine regions can use the Explorer to:

- **Send targeted emails** to specific customer segments. (A current TasteAdvisor client is receiving an 80% open rate, which is significantly higher than the standard open rate of 30%.)
- **Feature wines, wineries, or experiences** that will appeal to a specific segment.
- **Create lists around a topic of interest** for a segment you wish to engage, and send the list to the appropriate users via the in-app email
- **Increase user adoption** in a specific segment by tailoring sweepstakes or contests to subjects or products that they care most about
- **Increase knowledge** about purchasing habits, monetary impact, and preferences
- **Identify opportunities** to better clarify your region's brand identity
- **Carry out ongoing research** by sending out mini-surveys within the in-app email, or by reviewing data collected from specific segments.



TasteAdvisor Explorer can be launched in as little as three months. Our streamlined process is specifically designed to put the heavy-lifting on the TasteAdvisor team and leave your team time to learn and strategize.

Find out more at <https://TasteAdvisor.co>