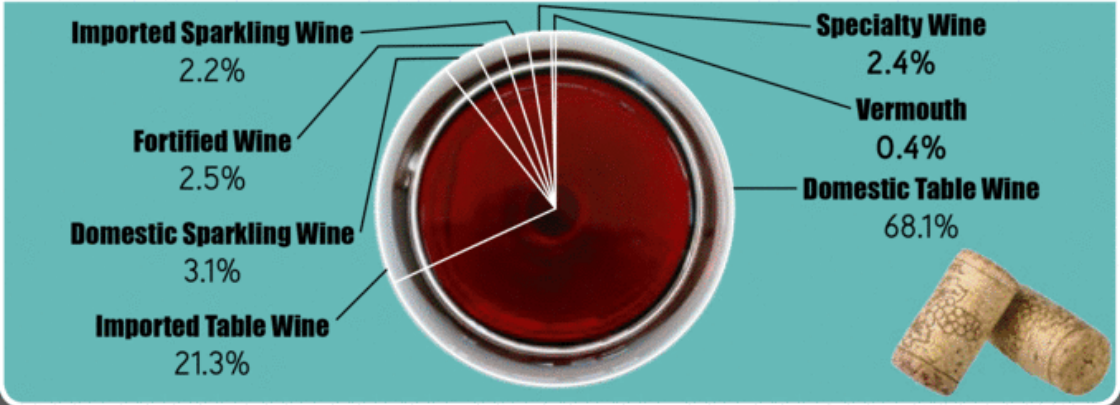


## **Infographic: What Consumers Want in a Wine**

Technomic

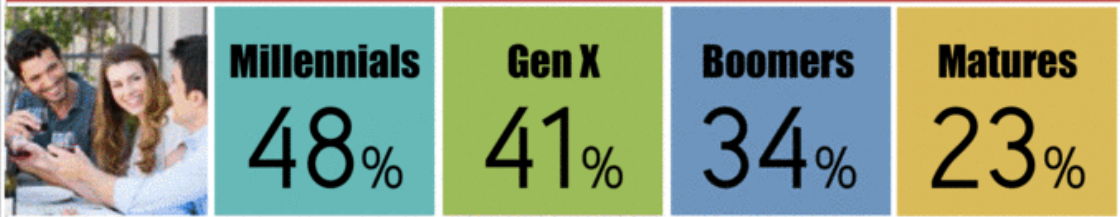
# Spotlight on WINE

## Wine Category Share of Volume



Consumers are becoming more knowledgeable about the wine they drink, especially younger consumers

“ I have a good level of understanding of the flavor profiles of different wine varietals and styles”



Overall 40% ↑ Up from 32% in 2013

## Fastest Growing Wine Brands by Volume (1000s of 9-liter cases)

2013

BRAND	SEGMENT	ORIGIN	SUPPLIER	% CHANGE
Josh Cellars	Table	USA	Deutsch Family Wine & Spirits	130.8%
Bodegas Muriel	Table	Spain	Quintessential Wines	103.5%
Refresh by Turning Leaf	Sparkling	USA	E & J Gallo Winery	66.7%
Belle Glos	Table	USA	Wagner Family of Wine	66.7%
The Dreaming Tree	Table	USA	Constellation Wines	59.5%

Source: Technomic 2014 WineTAB Report and DRINK database

## **Infographic: What Consumers Want in a Wine**

Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

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The 2014 WINETAB Report is part of Technomic's Trends in Adult Beverage series and provides an in-depth look at national volume and sales information on wine categories, brands and suppliers, as well as actionable outlook and projection information, and consumers insights around wine purchases on-premise and at retail. **(Technomic)**

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