



EVERYDAY FAVORITE

Frida Kahlo®

LIMITED EDITION



LABEL
SIMPLE ELEGANCE CATEGORY

High likelihood to buy.
High attractiveness.
The strongest appeal for US regular wine drinkers is found in traditional labels, which feature carefully crafted contemporary elements.

CONSUMER
MILLENNIAL TREATER

28% share of total spend on wine in the US.
Younger, higher spending Millennials.
More open to contemporary designs, but still seek traditional cues for authenticity.



DAY OF THE DEAD LIMITED EDITION

Increased off trade consumption of 12.99 USD wines in all occasions.

ORIGIN
TOP WINE-BUYING CHOICE CUES

	2012	2019	
Grape variety	73%	79%	↑
The country of origin	70%	71%	
A brand I am aware of	73%	70%	

COUNTRY OF ORIGINS AWARENESS AND RESPECTIVE CONSUMPTION LEVEL



VARIETY
ALCOHOLIC BEVERAGE REPERTOIRE: TOP 20 🇨🇦

Red Wine	81%
White wine	80%
Beer	73%

RED VARIETAL CONSUMPTION OF RWDs RESIDENT IN CA 🇺🇸

Merlot	51% (51%)
Cabernet Sauvignon	50% (47%)
Pinot Noir	44% (44%)
Red Blend	34% (33%)

TOP RED VARIETALS 🇨🇦

	2014	2019	
Merlot	57%	55%	
Cabernet Sauvignon	51%	51%	
Shiraz / Syrah	47%	47%	
Pinot Noir	40%	37%	
Red Blend	23%	23%	

WINE-BUYING CHOICE CUES: TRACKING

	n=	2012	2018	2019	Tracking	
		1,010	2,000	1,000	vs. '12	vs. '18
Appeal of the bottle and / or label design		27%	29%	33%	↑	↑

Glow in the Dark Label

Frida Kahlo®

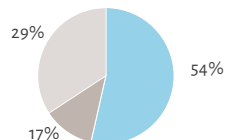
WORLD SYMBOL FOR MODERN, EMPOWERED AND INDEPENDENT WOMAN. FRIDA KAHLO'S LIFE AND LEGACY LIVES ON BEYOND THE BORDERS OF HER COUNTRY, MEXICO.

Has inspired multiple exhibitions in the most important museums, and revolutionized the fashion industry all around the world.

📷 Frida Kahlo is the most popular artist on instagram (2.6 million)

ATTITUDE TOWARDS WINE

I enjoy trying new and different styles of wine on a regular basis.



Source: Wine Intelligence, Vinitrac® US Wine Intelligence, Vinitrac® Ireland Wine Intelligence, Vinitrac® Canada