

# ARAX

*Grands*  
Spanish Fine Wines

## Going Digital

*The challenge of bringing wine closer to new consumers through the uses of social technology and digital marketing*





## TECHNICAL DATA

Varietals	95% Tempranillo, 5% Gr
Vine Age	40 Years on Average
Fermentation Temperature	27°C
Fermentation & Maceration Period 21 Days	
Barrel Composition	French & American Oak
Barrel Age	2 Years Old
Time in Barrel	18 Months
Time in Bottle	Minimum 12 Months
Alcohol content (vol)	14,5% vol
Acidity total (gr/l)	5,69g/L
pH	3,42
SO2 free (mg/l)	62mg/l
Residual sugar (gr/l)	2,2g/L
Suggested serving temperature	16-18°C

## TASTING NOTES

***Colour:*** A deep cherry-red wine with a n  
high depth.

***Nose:*** Aromas of black fruit and fruit o  
spices, baked goods and dairy products.

***Palate:*** A long retro nasal sensation, that  
the palate. Elegant and silky.

***Food matches:*** This wine pairs well wit  
meats such as chicken and turkey,  
vegetable dishes, rice, tapas and ser  
cheeses.







HELP!

Why do we end up making  
wine look so boring?



# New Generations, New Habits





# WHO IS GEN Z? Post Millennials, born after 9/11

< BUSINESS INSIDER AA

## Generation Z is already killing Facebook, and 6 more industries could be next

Rachel Premack

May 29, 2018 | 7:53 AM ET



# GEN Z Shopping habits



prefer  
**ECOMMERCE**  
over shopping  
in **stores**



have made purchases  
because of content  
shared by **influencers**

How they **pick the brands** they buy from:

Price	60%	<div></div>
Shared values	18%	<div></div>
Social media presence	9%	<div></div>
Friends' influence	7%	<div></div>
Other	6%	<div></div>

Source: Business Insider





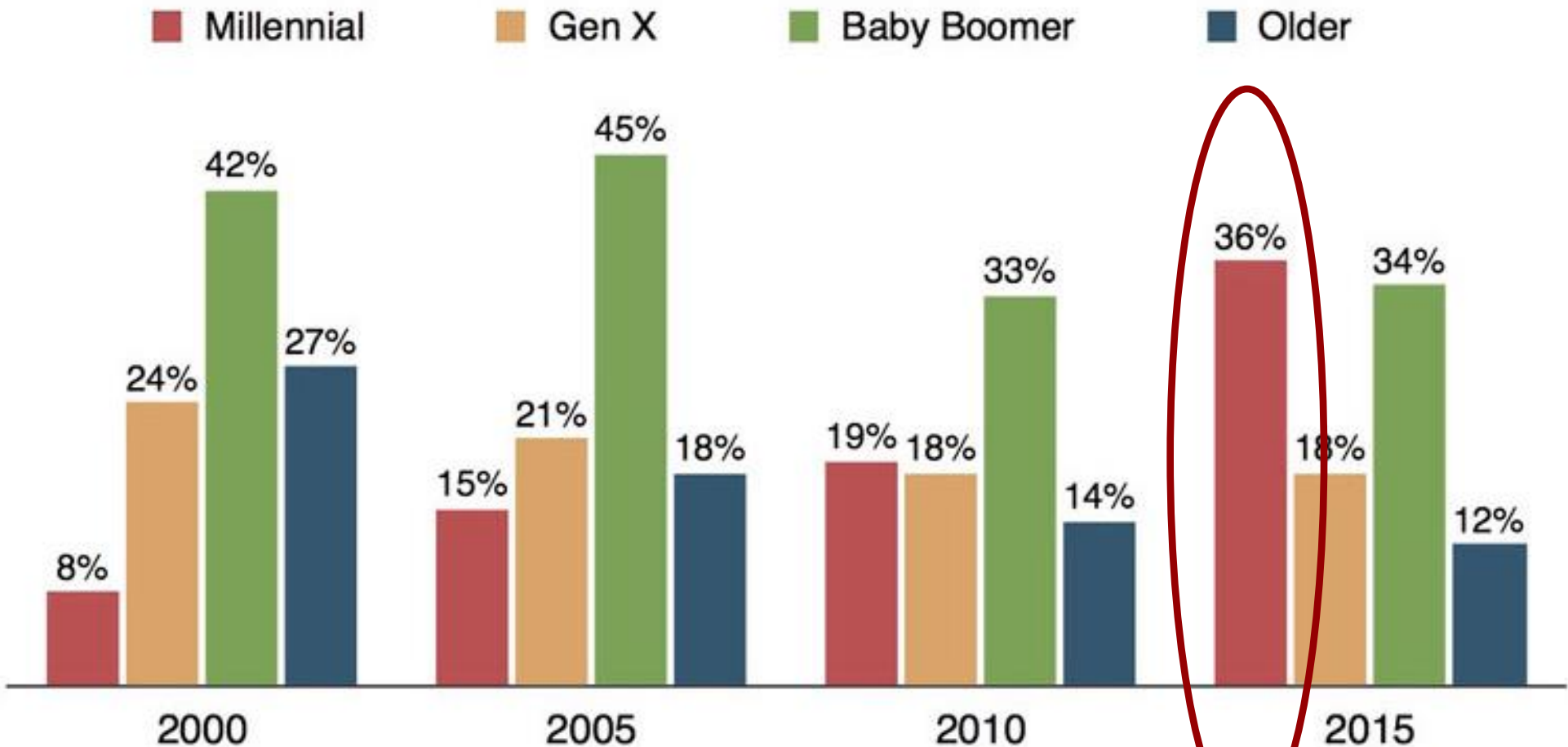
Result: Online + Cheap + Fast + Ratings =

**amazon**





# Wine drinking population by generation 2000-2015



Source: WMC-ORC segmentation survey (June 2015)

# GEN Z: New Wine drinking profiles

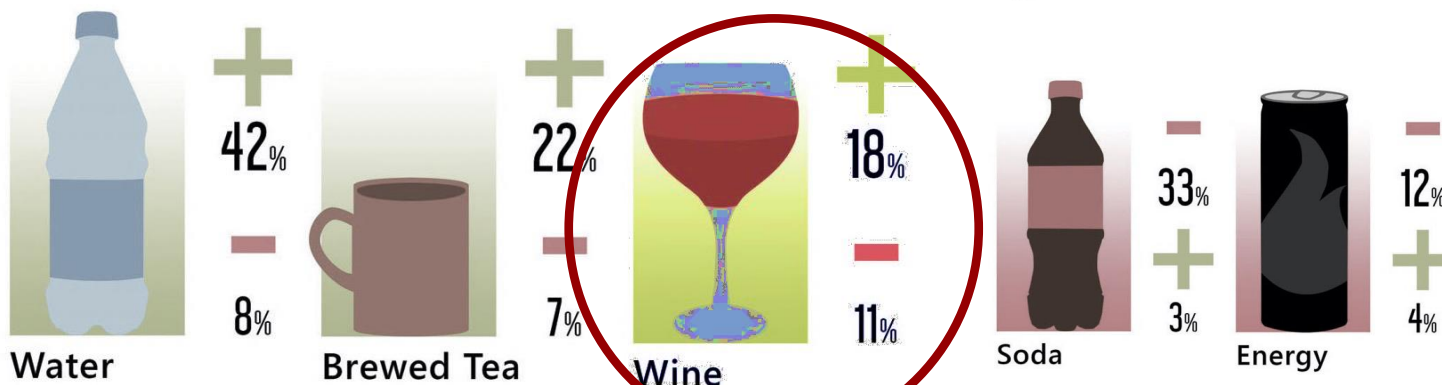
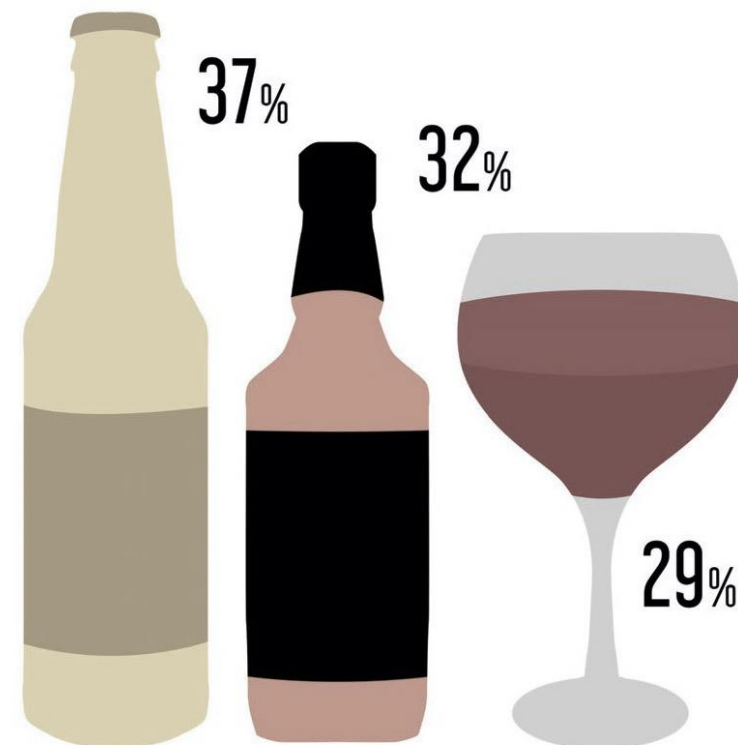
55% HEDONIST

18% TRENDY

17% TERROIRIST

7% EXPLORER

3% COLLECTOR





# GEN Z: Highly risk averse

www.vice.com

Gen Z Is Too Busy  
to Drink or Do  
Drugs - VICE

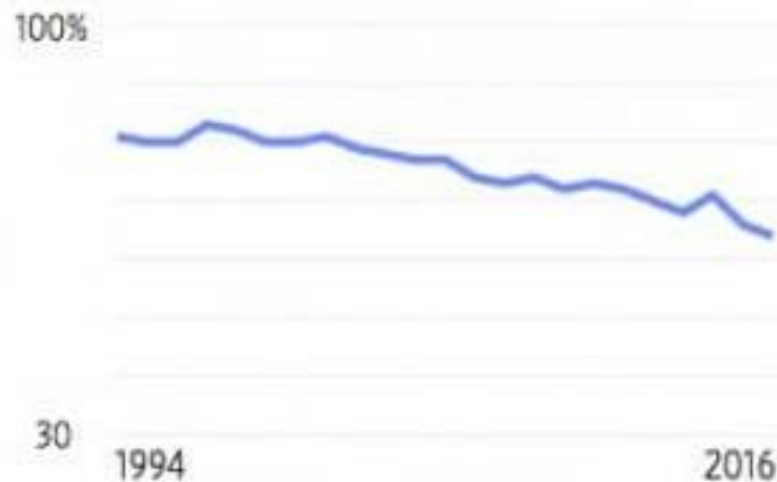
55%

Stopped  
drinking  
alcohol

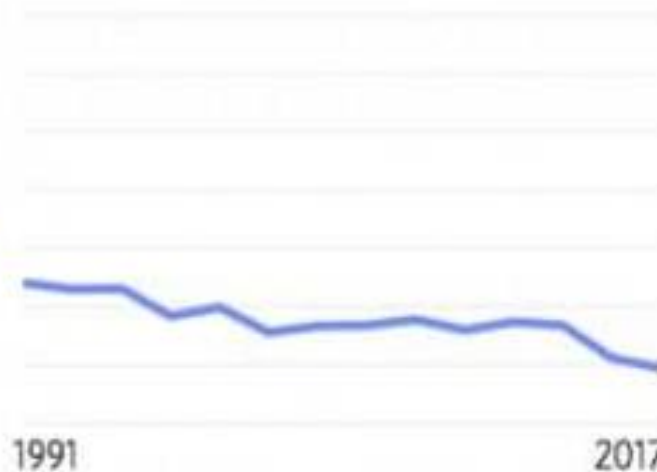
63%

Have never  
taken drugs

Have tried alcohol



Have had sex



Have a driver's license



# MARKET TRENDS

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## Blue wine: what does it actually taste like?



**Beverage**  
daily.com

## Viv&Oak to replace alcohol in rosé with THC and CBD

By **Jenny Eagle** [🔗](#)  
19-Nov-2019 - Last updated on 19-Nov-2019 at 12:50 GMT

[f](#) 103 [t](#) [in](#) [✉](#)



Viv&Oak to launch two cannabis rosé wines. Photo: Viv&Oak.

**the drinks business** [Q](#) [☰](#)

## BLUE WINE PIONEERS RELEASE 'UNICORN TEARS' ROSÉ

3rd January, 2019 by Lucy Shaw

Just when you thought wine trends couldn't get any stranger, blue wine pioneer Gik Live has launched an iridescent pink rosé allegedly made "with unicorn tears".




**delish** [🌐 UK](#)

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## The Best Non-Alcoholic Wines

Not bad, not bad at all...

by **MARIANNA GOULD** 15/11/2019





# COSUMPTION TRENDS

0% Vol.



Cocktails



AR



VR



Canned  
Wine



Cannabis  
Infused Wines



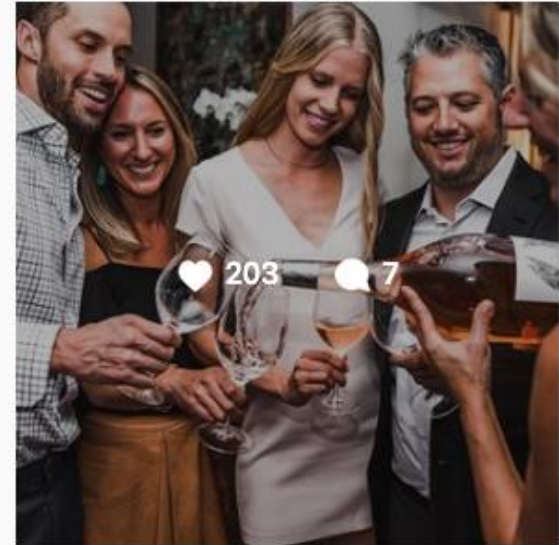
Why  
QR?

# VOICE ASSISTANT: I want it here and now!





# SOCIAL MEDIA: Purely aspirational content



# So what's next?

## GEN X



Cabernet  
Sauvignon  
38%



Chardonnay  
25%

## MILLENNIALS



Champagne  
40%



Pale Rose  
42%

## GEN Z



ORGANIC BIODINAMIC GLUTTEN  
FREE DIET VEGAN NO SUGAR  
0% LOCAL FREE DELIVERY 24H



# IN A NUTSHELL



**Millenials:** new wine  
buyers=> human stories

**Gen Z:** Need innovation,  
new stimuli & attributes



Make it **FUN**, personal and  
be passionate!!

Don't educate, avoid old-  
fashioned **snobbish** rules





# THANKS!

¡MUCHAS GRACIAS!

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