Going Digital

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

TECHNICAL DATA

- **Varietals**: 95% Tempranillo, 5% Graciano
- **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 (g/l)**: 5.69g/L
- **pH**: 3.42
- **SO2 free (mg/l)**: 62mg/l
- **Residual sugar (g/l)**: 2.5g/L
- **Suggested serving temperature**: 16-18°C

TASTING NOTES

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

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

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

**Food matches**: This wine pairs well with meats such as chicken and turkey, vegetable dishes, rice, tapas and semi-cheeses.
HELP!

Why do we end up making wine look so boring?
New Generations, New Habits
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

![E-commerce Preference](image)

83% have made purchases because of content shared by influencers.

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<table>
<thead>
<tr>
<th>How they pick the brands they buy from:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>60%</td>
</tr>
<tr>
<td>Shared values</td>
<td>18%</td>
</tr>
<tr>
<td>Social media presence</td>
<td>9%</td>
</tr>
<tr>
<td>Friends' influence</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Business Insider

15% use their mobile phone for more than 8 hours a day.
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

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

- 55% have stopped drinking alcohol
- 63% have never taken drugs

Graphs showing trends from 1994 to 2016 for:
- Have tried alcohol
- Have had sex
- Have a driver’s license
MARKET TRENDS

The Telegraph

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

By Jenny Eagle

Blue wine: what does it actually taste like?

Blue wine: the sickly sweet taste test

Beverage-Biz.com

BLUE WINE PIONEERS RELEASE 'UNICORN TEARS' ROSE

3rd January, 2019 by Lucy Shen

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

The Best Non-Alcoholic Wines

Not bad, not bad at all...

by MARIANNA GOULD 15/11/2019
COSUMPTION TRENDS

0% Vol.

Cocktails

AR

Canned Wine

Cannabis Infused Wines

VR

Why QR?
VOICE ASSISTANT: I want it here and now!

“Alexa, which wine will go with Spaghetti all’Arrabbiata?”

“You can try pairing it with red wine”
SOCIAL MEDIA: Purely aspirational content
So what´s next?

**GEN X**
- Cabernet Sauvignon 38%
- Chardonnay 25%

**MILLENIALS**
- Champagne 40%
- Pale Rose 42%

**GEN Z**
- ORGANIC BIODINAMIC GLUTEN 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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