Focus the Fizz: Using Consumer Insights to Inform Branding, Labelling and Development of Ontario Sparkling Wine (Project 002100)

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FINAL Report 2019 – 2020

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Executive Summary

This report summarises two studies that sought to (1) determine how Ontario consumers perceive her sparkling wines, and what the extrinsic drivers are that influence purchase behaviour, and (2) identify the key information elements on Ontario sparkling wine labels that associate with willingness to buy, price willing to pay, and perceptions of quality.

Key findings are indicated below.

- Two-thirds of Ontario wine consumers rarely or never drink sparkling wine, suggesting there is significant potential for growth of this category.
- The four major Ontario sparkling wine styles are all scored relatively high for liking by current consumers. Pet-nat is the least preferred style.
- Ontario sparkling wine is perceived by current consumers as good for celebrations and special occasions (84%), good for parties (81%), good as a gift (78%), and generally of high quality (71%).
- 80% of current consumers are either willing to pay more or open to the possibility of paying more for Ontario sparkling wine, although limited accessibility is identified by many consumers and is a barrier to further growth.
- Both current consumers of Ontario sparkling wine and those who do not drink it ('rejectors') indicate a lack of knowledge about the product as a limiting factor in their purchase behaviour/intent, suggesting that significant benefit can be realised by filling this knowledge gap.
- 26% of sparkling wine consumers do not drink Ontario sparkling wine. Sticking with what they know, and not knowing that Ontario makes sparkling wine, were the most frequently cited reasons. These 'rejectors' have actionable demographic and behavioural characteristics and represent a further growth opportunity. For instance, these individuals prefer Prosecco-style wines.
- We identify the relative importance of 31 intrinsic and extrinsic factors that drive the purchase decisions of sparkling wine consumers. They range in importance from price (most important) to bottle colour and shape (least important).
- Ontario consumers who typically spend the most per bottle of sparkling wine ($30+) are the most sensitive to specific label information elements.
- While a description of a wine's attributes is the most important information component of labels for consumers, this is strongly dependent on how much consumers typically spend per bottle of sparkling wine.
- Expert endorsements are relatively unimportant to the purchase decisions of sparkling wine consumers, and their inclusion on labels may have a negative effect on the purchase intent of younger consumers.

These findings provide both unique insights into the perceptions and behavior of Ontario sparkling wine consumers, as well as actionable information on how this segment of the industry can grow both volume and value within Ontario.

Detailed Description of the Project

Objectives and Project Input

This research, operationalized in 2 phases, seeks to determine how Ontario consumers perceive her sparkling wines, and what the extrinsic drivers are that influence preference and willingness-to-pay for the product. Phase II builds on these findings to develop a range of mock wine labels to allow identification of the key label elements that will help to optimize the branding and purchase intent for our sparkling wines.

The specific project objectives identified in the grant proposal were:
1. Determine existing consumer knowledge, attitudes and beliefs concerning Ontario sparkling wines
2. Establish the key extrinsic factors driving preference and willingness-to-pay for Ontario sparkling wines, and how these vary with socio demographics
3. Empirically test the importance of different wine label elements (including varietal and style information, endorsements, taste attributes, nonpareil, parentage, and end use) on purchase intent and willingness-to-pay for Ontario sparkling wines

Per the submitted project budget, the total project cost was $21 230, of which OGWRI contributed $17 530. The applicants made a cash contribution of $2 100 and an in-kind contribution of $1 600. Phases I (market intelligence study) and II (label study) were operationalized via two on-line surveys of Ontario wine consumers (Phase I) and Ontario sparkling wine consumers (Phase II). Dr Pickering was the principal researcher for both phases, with Research Assistant support from Hannah Pickering, Brock University. Marcus Duben, Brock University BSc (Hons) Oenology & Viticulture candidate, was the principal student researcher for Phase II. Dr Kemp contributed to the survey design for both studies.

Project Activities and Outputs

The key activities listed in the grant proposal are given below.

Phase I

[1] Acquire access to 1000 Ontario wine consumers.

[2] Determine the information required in the two parts of the survey: a) existing consumer knowledge, and b) preferences and price points.

[3] Field-test and identify optimal market research question formats (e.g., multiple choice, rating scaled, rank order, open and closed ended questions) to meet project objectives.

[4] Carry out the consumer survey.

[5] Disseminate research results to industry via Fizz Club, CCOVI Lecture Series and International Cool Climate Wine Symposium (ICCWS2020) in July 2020.

Phase II

[6] Complete study design and measures for mock wine labels survey using graphic design software.

[7] Recruit online panel of 600 Ontario wine consumers (through the Dynata market research company).

[8] Launch the survey and analyze data.

[9] Disseminate research results alongside Phase 1 results at Fizz Club, CCOVI Lecture Series and International Cool Climate Wine Symposium (ICCWS2020) in July 2020.

Progress towards those milestones is given in Table 1.

Table 1 – Milestone performance

Milestone & corresponding activity #	**Expected Outcome, Results of the Project and Proposed Deliverable**	**How will Success be Measured**	**Start Date**	**Expected Complete Date**	**Status**
1. Acquire access to 1000 Ontario wine consumers	Contact with data company and database access secured	Acquisition of database	1/9/‘19	1/12/’19	Completed (1295 consumers recruited)
2. Establish the requisite survey content and validate planned measures	Identify sparkling wine information required from Ontario consumers using previous studies applied in other wine regions	Information topic list completed	1/9/‘19	1/12/’19	Completed
3-4. Design and administer the survey	Question design/and data analysis methods established	Survey format completed and launched	1/12/’19	1/1/’20	Completed
6. Complete study design for mock wine labels survey using graphic design software	Design of labels based on existing Ontario examples and produce creative mock design styles	Label designs finalised.	1/1/’20	1/3/’20	Completed
7. Recruit online panel of 600 Ontario wine consumers	Contact with data company and database access secured	Acquisition of database	1/1/’20	1/2/’20	Completed

8. To administer label design questionnaire	Survey sent and responses collected	600 sparkling wine responses received	14/3/’20	1/4/’20	Completed
8. To analyse data from both surveys in phase 1 & 2	Data analysis and interpretation using scores, Likert scale and coding	Graphs, tables and diagrams of results completed.	15/4/’20	15/6/’20	Completed
5, 9. Disseminate research results alongside phase 1 results at Fizz Club, CCOVI Lecture Series and International Cool Climate Wine Symposium (ICCWS2020) in July 2020	Presentation to Fizz Club in Dec 2020. Results presented at CCOVI Lecture Series and at ICCWS 2020 July 2020.	Presentations and published results in a peer reviewed journal. Final stakeholders report.	1/7/’20	1/12/’20	In progress. COVID resulted in rescheduling of ICCWS2020 to 2021. Presentations are still planned for CCOVI Lecture Series in early ’21 & Fizz Club. 2 peer-reviewed manuscripts are in preparation.

Reach and Communication

Ontario wineries that produce sparkling wines are the main beneficiaries of this project. There are currently over 90 wineries producing sparkling wines in Ontario. We expect to reach winemakers, brand managers, marketing and sales staff and winery owners across Ontario. Per the Project Activities and Outputs above, the main findings will be presented at the Fizz Club (n=30), the CCOVI Lecture Series (approx. in-person and virtual audience = 170), and the 2021 International Cool Climate Wine Symposium (target audience is 600). Additionally, we have been invited by the VQA-Ontario Technical Standards Committee (and accepted) to present the findings from the Phase II study at their next meeting on 3rd December this year. A summary of some components of the study is also expected to be published in the Brock News, with possible dissemination to other local and national media outlets. All seminar and conference presentations and peer-reviewed publications will acknowledge the financial support of the OGWRI, as has always been the practise of Drs Pickering and Kemp.

Project Outcomes at short and long-term

Main findings – Phase I (Market intelligence)

A series of questions was administered online to 1295 Ontario wine consumers aimed at developing a deeper understanding of attitudes and consumption behaviour towards Ontario sparkling wine. Results are summarised in tables and figures in the Appendices (Refer Table of Contents), and key findings are discussed here.

General wine behaviour

White and red table wine constitute most of the wine consumed by this cohort (Figure 1). Approximately two-thirds of Ontario wine consumers rarely or never drink sparkling wine, suggesting there is significant potential to grow this wine category. In contrast, 28% indicate choosing sparkling wine "some of the time", 4% "most of the time" and 3% "all of the time" when drinking. A dislike of the taste of sparkling wine was the most commonly cited reason amongst those who do not drink it (82%). Confirming this, a dislike of carbonation, and to a lesser degree the perceived sweetness of sparkling wine, were specific themes reported. Regional wine preferences (where most of wine consumed is from) are evenly split between international (42%) and Ontario (41%) (Figure 2).

Sparkling wine consumers overwhelmingly source their sparkling wine from the LCBO (90% of respondents indicate "all the time" or "most of the time"), with restaurants (47% indicate "some of the time") and pubs (24% "some of the time") the next two most common sources (Figure 3). Preferred regions for sparkling wine purchase/drinking are international (40% of respondents) and Ontario (32%), while 17% indicated no or tied preferences (Figure 4). Interestingly, 10% of consumers indicated that they did not know where the sparkling wine they purchase/consume is from. International sparkling wine consumed is dominated by Italy – Prosecco (81%), France – Champagne (75%), and Italy – Asti (63%), although significant preferences were also observed for Spain – Cava (51%), Australian (49%) and France – Cremant (48%) (% reporting all, most or some of the time; Figure 5).

$15 - $19.99 (43% of consumers) is the most common price range typically paid per bottle for sparkling wine, followed in prevalence by $20 - $24.99 (23%), $8 - $14.99 (18%) and $25 - $29.99 (9%). Only 6% of consumers report typically spending $30 or more on a bottle of sparkling wine (Figure 6). The pattern of responses is very similar for Ontario sparkling wine (Figure 7), with the only noteworthy difference being the higher proportion of consumers reporting that they typically pay $25 - $29.99 (14%) for the Ontario product. Importantly, 80% of respondents are either willing to or open to the possibility of paying more for Ontario sparkling wine (Figure 8). Encouragingly, the maximum amount current consumers would be willing to pay for Ontario sparkling wine is markedly higher than the price they typically pay currently (Figure 9), indicating significant potential for further value to be realised.

Preferences for Ontario sparkling wine styles, as indicated by the proportion of current consumers who report they like it, are similar across three styles: "Light and fruity (like Prosecco)", 81%; "Champagne style (dry, bready, yeasty)", 74%; and "Sweet, perfumed and less fizzy (like Moscato or Asti)", 64% (Figure 10). "Pet-nat (cloudy 'naturally sparkling' wine)" is least preferred (48%) and is the style that most respondents report neither liking nor disliking (24%) or never having tried (13%).

As expected, sparkling wine consumers from Ontario rated price as the most important factor influencing their purchase decisions (Figure 14A). Other factors considered "most important" in driving purchase behaviour are, in descending order: the quality, the sweetness level, flavour, the country the wine is from, the occasion, and expected taste.

Attitudes about Ontario sparkling wine

As determined by the proportion of current consumers of Ontario sparkling wine who agree with various statements regarding its fitness for purpose, it is viewed as good for celebrations & special occasions (84%), good for parties (81%), good as a gift (78%), good for romantic dinners (73%), good for casual drinking (67%) and good to have with meals (55%) (Figure 11). Accessibility issues suggest opportunity for the industry, as 40% of consumers indicated they would buy more if it was more accessible. A desire for more information about Ontario sparkling wine is evident, with 63% of consumers agreeing with the statement 'I'd like to know more about it'. Not surprisingly, the majority of consumers report that they like the taste (78%) and believe it is generally of a high quality (71%). 62% believe it represents good value for money.

When consumers were asked what they think about using crown caps to close Ontario sparkling wine, most were neutral ('don't care either way'; 34%) or had no opinion (19%). Of those who expressed a clear opinion, 25% 'don't like them' and 22% 'prefer them to cork' (Figure 12).

Ontario sparkling wine rejectors

Of sparkling wine consumers in Ontario, 26% indicate they never drink Ontario sparkling wine (hereafter referred to as 'rejectors'). Compared with consumers of Ontario sparkling wine, rejectors are older and report higher household income (Table 3). They also have lower wine involvement, less sparkling wine knowledge, drink sparkling wine less frequently and have a lower yearly intake. Rejectors are more likely to report never drinking sparkling wine at a pub (88% of respondents) than are consumers (67%). Similarly, rejectors are more likely to report never drinking sparkling wine at a restaurant (63% of respondents) than are consumers (43%). Rejectors are predominantly Prosecco drinkers (Table 4) and much less diverse in the range of sparkling wine styles that they consume.

We also assessed the underlying attitudes of Ontario sparkling wine rejectors. While taste dislike (17% of respondents) and poor value for money (12%) were indicated by some respondents, the most commonly cited reasons for not buying/drinking it were a preference to 'stick with wine that I know' (26%) and not "know(ing) we made any" (21%) (Figure 13). A stated preference for international styles and belief that Ontario sparkling wine was of poor quality or overpriced/expensive also featured frequently in the responses of rejectors of the product (Table 5).

Similar to Ontario sparkling wine consumers (Figure 14B), rejectors rated price as the most important factor determining their sparkling wine purchase decisions (Figure 14C). However, quality was less of a consideration than it was for Ontario sparkling wine consumers. Only minor differences were observed in the relative importance of other intrinsic and extrinsic factors driving purchase decisions.

Main findings – Phase II (Label information)

In a second study and a fresh recruitment, we surveyed 576 sparkling wine consumers from Ontario to determine the importance they assigned to various information components of sparkling wine labels. This was determined in two ways. Firstly, they were asked about the relative importance when thinking about buying sparkling wine of 14 pieces of information found on labels (5-point Likert scale ranging from 'not at all important' to 'extremely important'). Secondly, they were presented with mock Ontario sparkling wine labels (front and back; Figure 16) in which one of seven key information elements had been omitted (Figure 15 & Table 9) and asked about their willingness to buy, amount willing to pay, and perception of quality for that wine. The labels signalled either Prosecco- or Champagne-style wine.

As shown in Table 8, a description of the wine's sensory attributes is clearly the most important information identified by consumers overall. The label omission study suggested some important nuances for this result. Consumers who typically spend the most per bottle of sparkling wine ($30+) reported higher willingness to buy (Figure 18) and – for Champagne-style - amount willing to pay in the <u>absence</u> of attributes on the label. Labels with attributes appear to signal lower quality wine to these consumers (Figure 20). This finding – if it generalises to Ontario sparkling wine labels - is important, as it suggests that significant caution should be applied when selecting attribute descriptions for wine targeted at this market segment, if indeed these are to be used at all.

Identification of the grape variety/blend on the label was rated as the second most important piece of information to consumers. The eight next most important information elements were all rated as approximately "moderately important" and were not well separated; in decreasing order of importance, they are: wine region history, alcohol content, wine company, what occasion the wine is for, how the wine is made, vintage/year, brand name, and how to use the wine (Table 8). History of the wine region and winemaker are both components of 'parentage'; the label omission study showed that the stated parentage of the wine needs to be considered carefully for consumers who typically spend the most per bottle of sparkling wine ($30+). Specifically, <u>excluding</u> parentage information resulted in an increase in willingness to pay in this cohort of $10.50 for Prosecco-style and $9.00 for Champagne-style wines (Figure 19). Information on how the wine is made and non-pareil ("this wine is truly unique/unrivalled") is important to consumers with high wine expertise, as they are prepared to pay significantly more when it is included on the label, particularly for Prosecco-style wine (Figure 21).

Perhaps surprisingly, consumers placed relatively low importance on expert endorsements (ranked 13th out of 14). Indeed, the label omission study showed that both younger respondents (18-45yrs; Figure 17) and those who typically spend the most per bottle of sparkling wine ($30+; Figure 18) are more willing to buy a sparkling wine without endorsements shown on the label. This trend is apparent for both Prosecco- and Champagne-style wines.

Short- and long-term considerations

The short-term outcomes of this project match the expected outcomes. Specifically, we:
1. Determined the existing consumer knowledge, attitudes and beliefs concerning Ontario sparkling wines
2. Established the key extrinsic factors driving preference and willingness-to-pay for Ontario sparkling wines, and how these vary with socio demographics, and
3. Empirically tested the importance of different wine label elements on purchase intent and willingness-to-pay for Ontario sparkling wines.

Ontario sparkling wine represents a product with enormous potential value for the industry, particularly in the context of changing consumer preferences and a changing climate where her 'traditional' wine offerings may not be as sustainable. In order to help realize this value, we have collected high fidelity information to better understand Ontario wine consumers' preferences for and perceptions of Ontario sparkling wine. This information can be used to inform the best strategies for branding and marketing our sparkling wines. The main beneficiaries of these results are all stakeholders within the Ontario grape and wine industry. Indeed, the project has touched on all four of the listed OGWRI research priorities under the Market Research category, specifically; 'Sensory and Consumer Science', 'Sparkling Wine Profiles', 'Export/Market Development' and 'Forecast of "Winning" Varieties and Style of Wine'.

Key indicators of the long-term success of this and future projects include increased value realised from Ontario sparkling wine in the local market. This does not necessarily mean more sales. One of the important findings of this largely exploratory study is that 80% of Ontario wine consumers indicate they are open to paying more for Ontario sparkling wine. More research is strongly recommended to identify what the intrinsic and/or extrinsic factors are that can be optimised to realise this tremendous potential. Allied with this, we also suggest further research focused on how our findings on sparkling wine labels can best be applied and exploited. Given that the relative importance of label information elements varies with key demographic, knowledge and behavioural factors, how best to design labels for the specific market segments identified? Finally, this project has helped to identify that a lack of knowledge about Ontario sparkling wine is a limiting factor in growing both market share and value within Ontario. We encourage research and other initiatives on how to most effectively communicate to wine consumers the existence and benefits of this product.

Final Comments and Conclusions

All identified objectives for this project have been met (refer above), and we consider the project a success. The only significant deviation from schedule or budget is related to the unanticipated arrival of COVID and subsequent restrictions on activity. Specifically; (i) seminar and conference dissemination plans have been deferred to the end of 2020 or 2021, and (ii) a portion of the budget allocated to conference travel has correspondingly been diverted to salaries. These deviations have no significant impact on the project overall, other than delaying presentation of the key findings to academic audiences. We note that this final report is both comprehensive in detailing the findings and is delivered ahead of schedule. We hope it will be distilled and disseminated further by the relevant industry bodies to all of Ontario's sparkling wine stakeholders as an important supplement to the outreach/communication plans identified above. Key learnings from this project have also been identified above and summarised in the Executive Summary. These include recognition of the significant growth opportunities with respect to both value from current Ontario sparkling wine consumers and volume from Ontario sparkling wine rejectors. Practical steps to realise this include improving accessibility to and knowledge of the product, targeted marketing to the consumer segments identified, and strategic use of information elements in the design of Ontario sparkling wine labels.

Appendices

Consumer demographics and general wine behavior

Table 2. Sociodemographic and behavioural characteristics of participants in market intelligence study

(n=1295)

		Frequency	**Proportion (%)**
Gender	Male	641	49.5
	Female	648	50.0
	Other/prefer not to say	6	0.5
Age (yrs)	20-34	176	15.0
	35-49	298	25.3
	50-59	259	22.0
	60-69	282	24.0
	70+	162	13.8
Income (CAD)	Under 25k	86	6.7
	25-45k	174	13.5
	46-65k	203	15.7
	66-85k	206	16.0
	86-100k	201	15.6
	101-200k	348	27.0
	200k+	73	5.7
Education	High school cert./equivalent or less	190	14.7
	Apprenticeship or trades certificate/diploma	55	4.3
	College qualification	331	25.6
	University undergraduate qualification	397	30.1
	University graduate qualification	321	24.8
Wine Involvement	Low	422	33.8
	Medium	709	56.8
	High	118	9.5
Wine intake	Less than once a week	284	22.0
	1-2 times a week	517	40.0
	9-14 times a month	205	15.9
	15-24 times a month	182	14.0
	More than 24 times a month	105	8.1

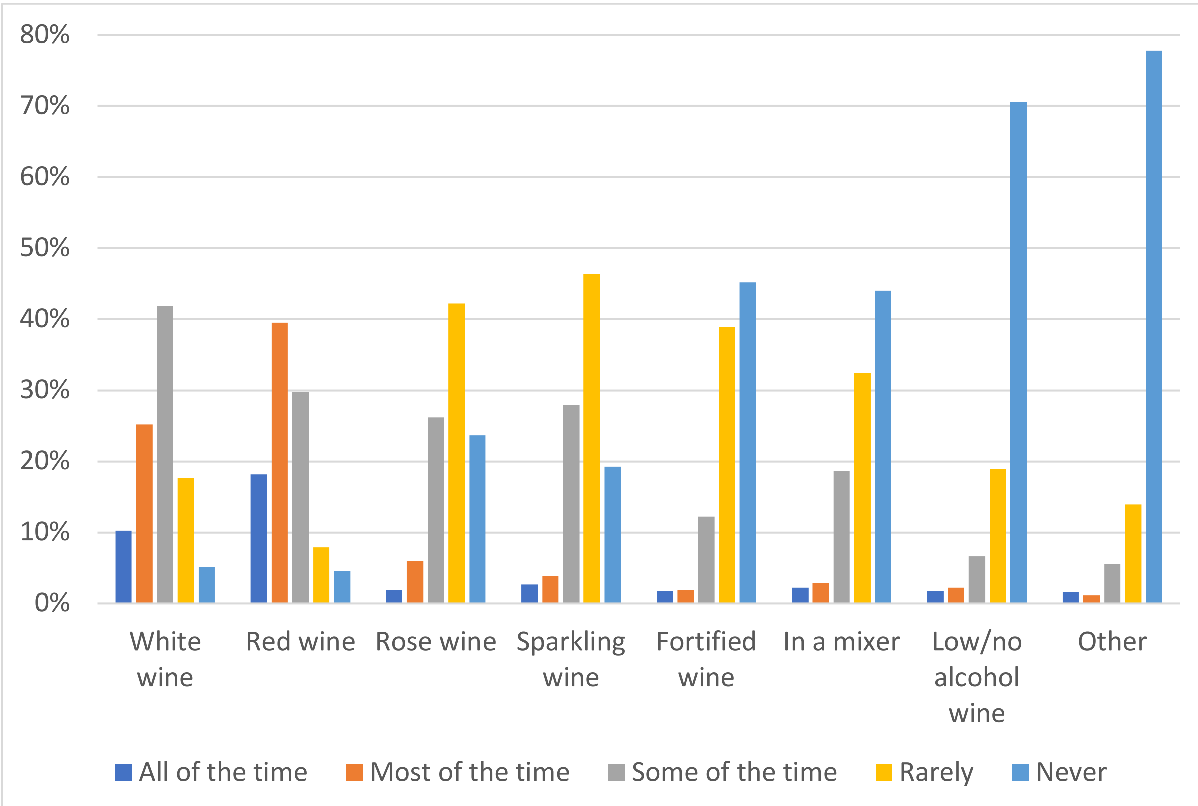

Figure 1 – Wine style preferences of Ontario wine consumers (n=1214)

The above figure shows proportion of responses to the question "When you drink, how often is it ___?"

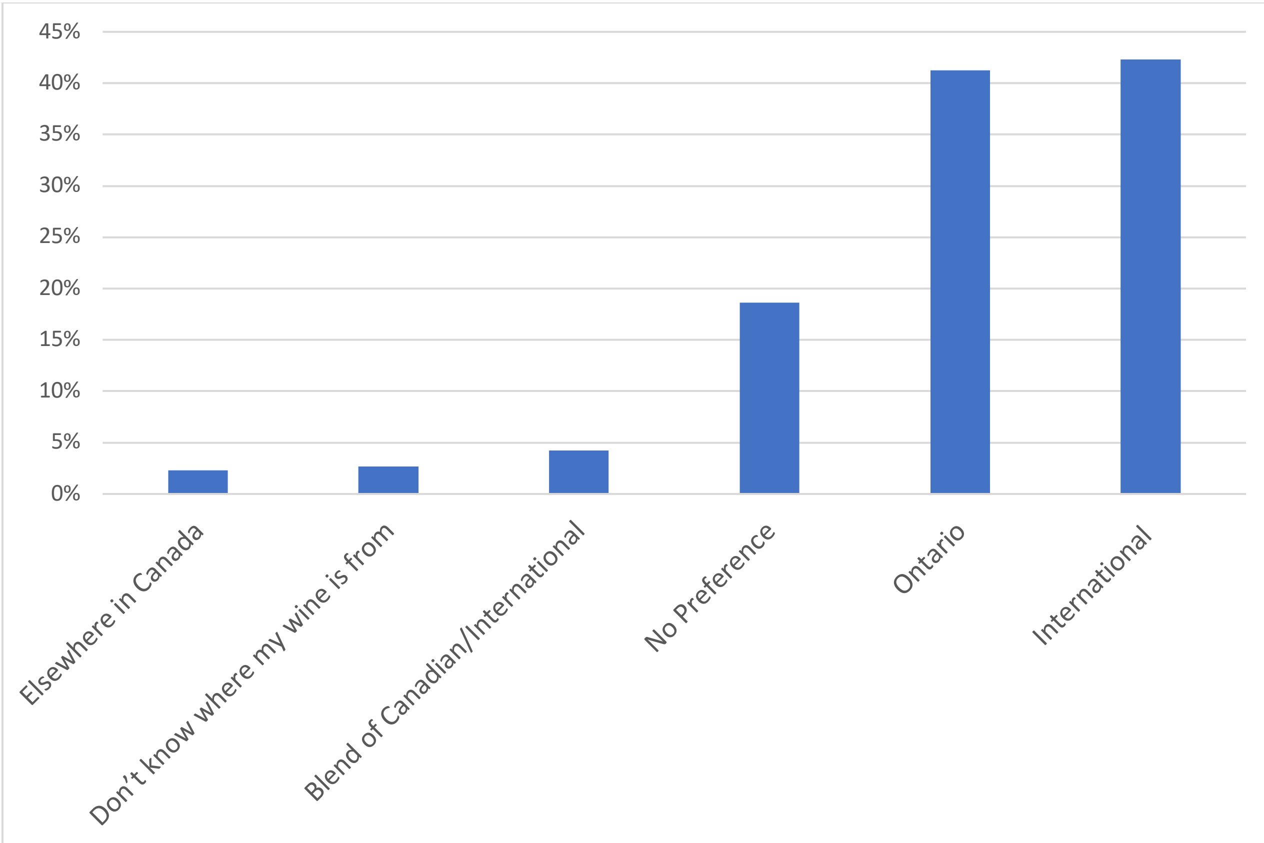

Figure 2 – Regional wine preferences

Data show proportion of consumers who indicate a clear regional preference (report that >50% of their wine purchases are from indicated region). (N=945).

Note: Responses that indicate 50% for a specific region also qualify if no other single region = 50%). The question from which this figure is derived: "How much of the wine that you buy and/or drink is from the following regions?" Response options: 0%, 25%, 50%, 75%, 100%.

Sparkling wine liking, preference and behavior

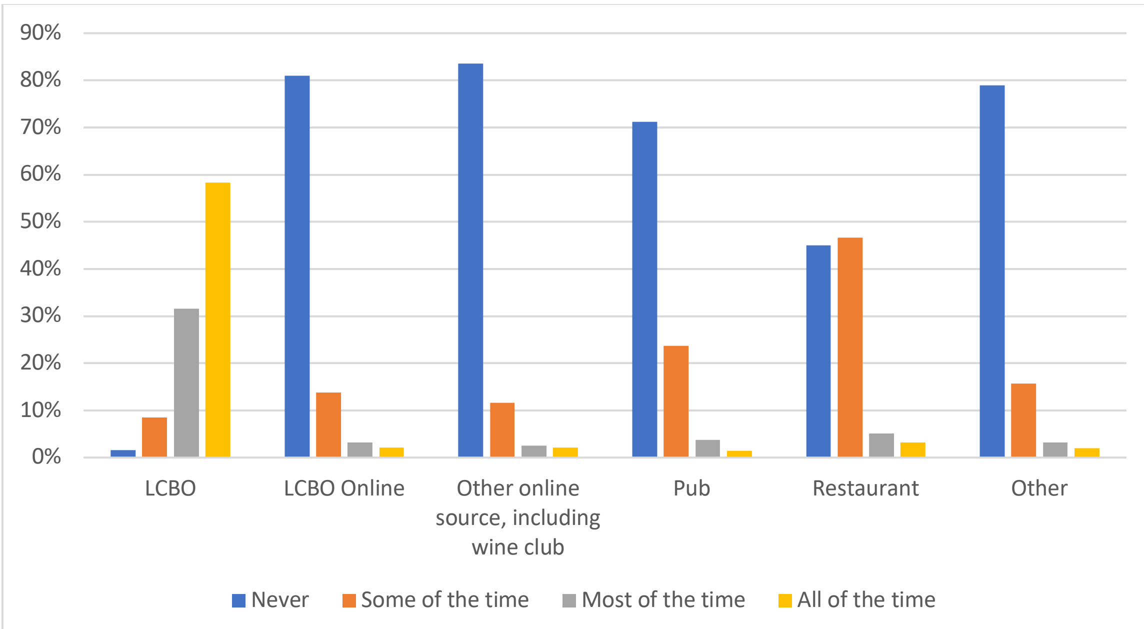

Figure 3 - Where consumers purchase their sparkling wine

(y-axis = proportion of respondents identifying specific source. N=1040)

The above figure shows responses to the question "Where do you buy your sparkling wine from?"

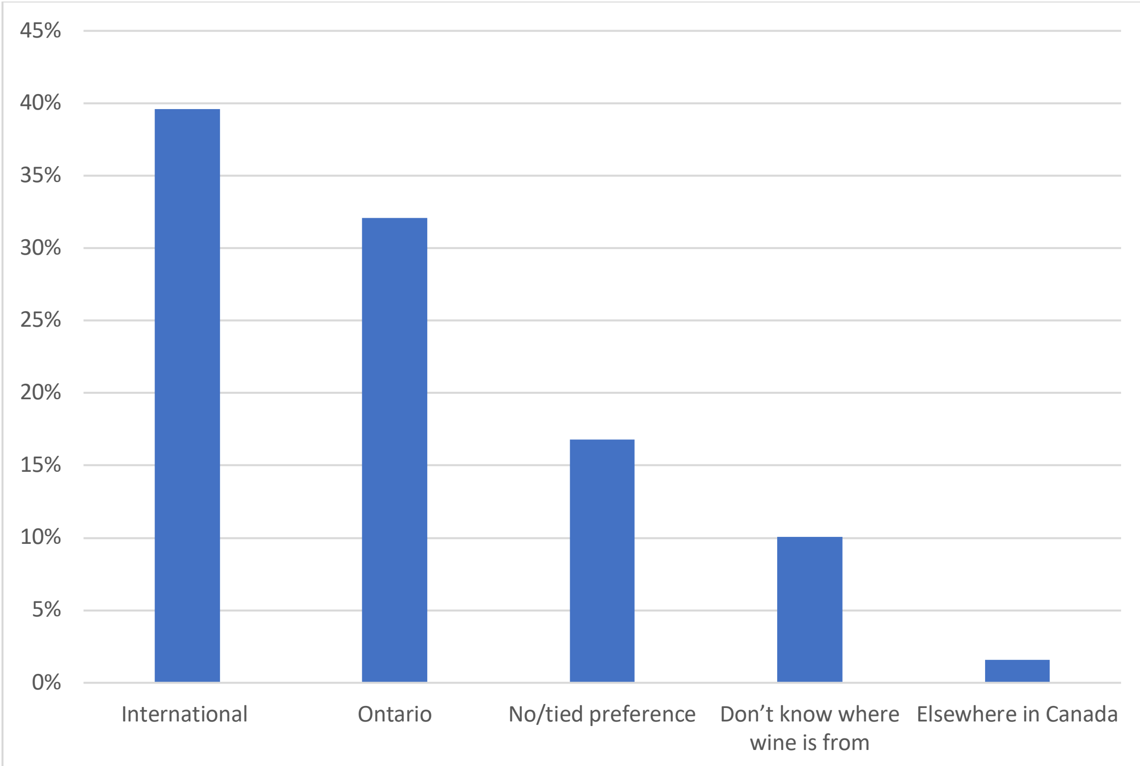

Figure 4 – Regional sparkling wine preferences

Data show proportion of consumers who report a region from which ≥ 50% of their purchases are from (n=823).

The above figure is derived from responses to the question "How much of the sparkling wine that you buy and/or drink is from the following regions? (0%, 25%, 75%, 100%)". Non-responses (n=233) and responses that do not total 100 (n=200) removed.

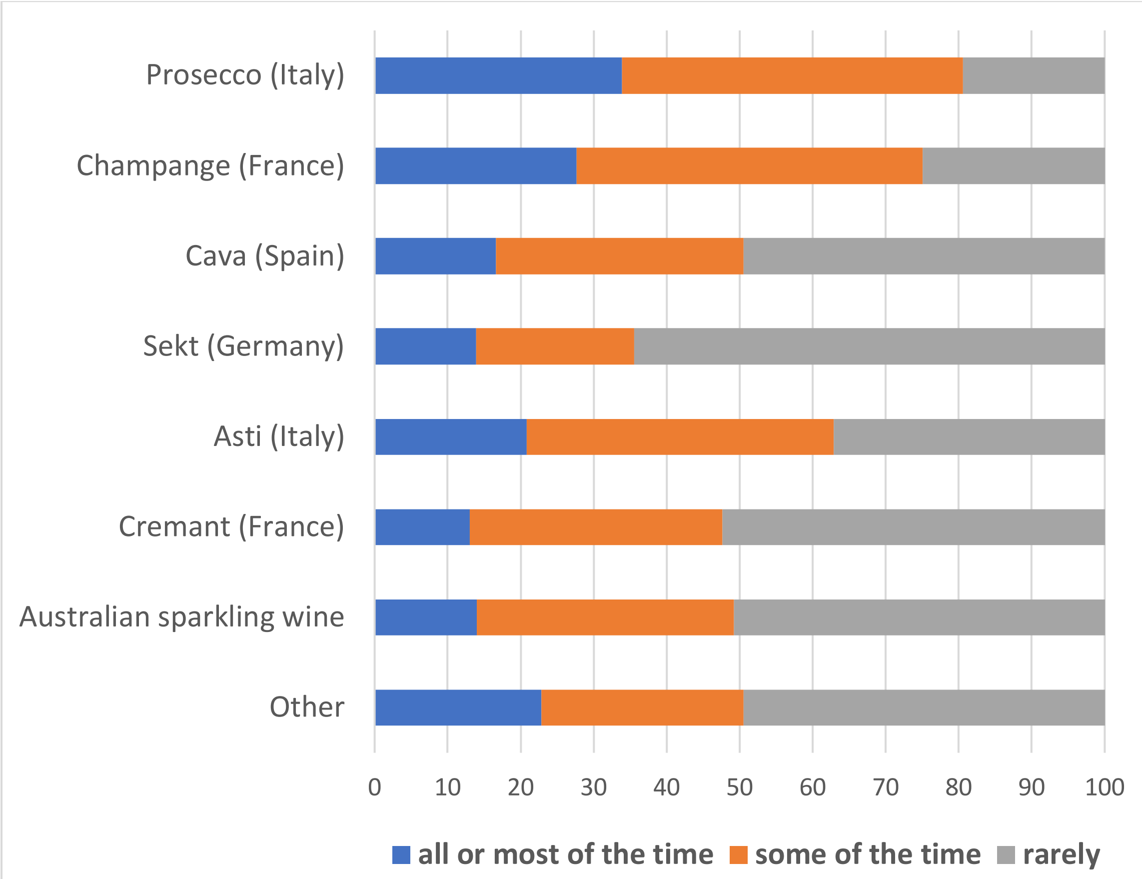

Figure 5 – International sparkling wine preferences

Data is for respondents who report drinking international sparkling wines and indicate they know where that wine is from (n=206 – 345).

The above figure shows proportion of responses (%) to the question "When drinking sparkling wine, how often is it __ ?"

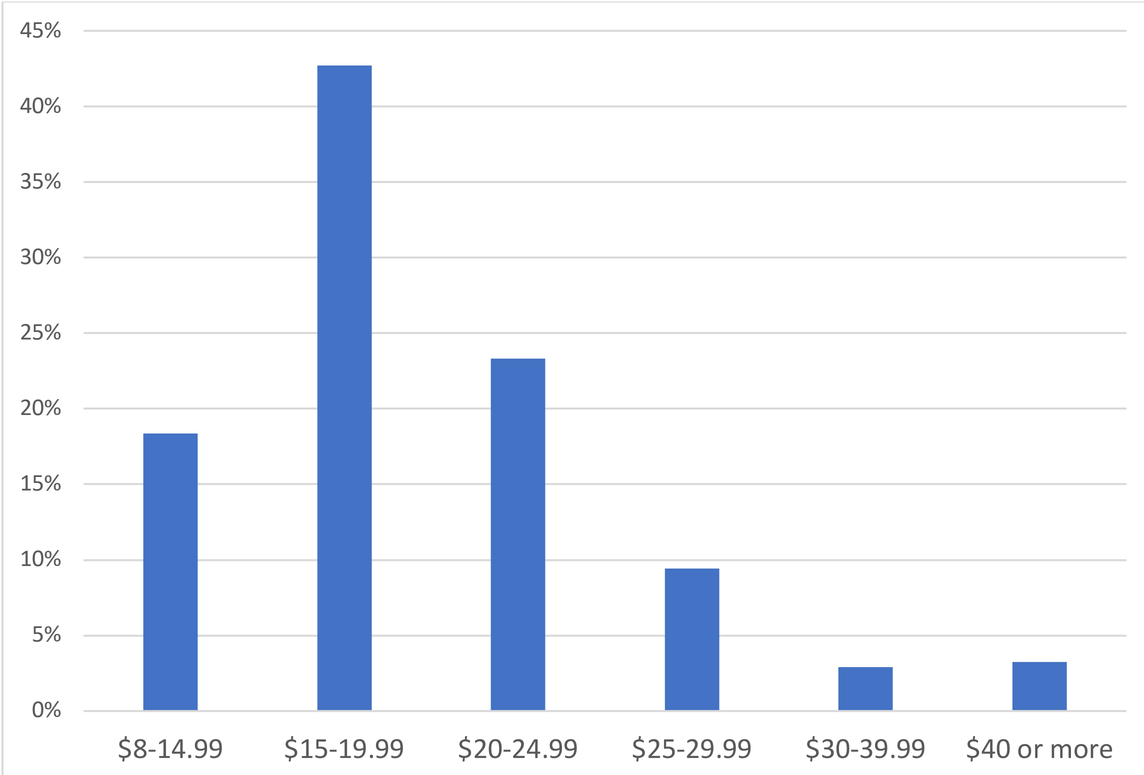

Figure 6 – Typical price paid per bottle for sparkling wine

Data are proportion of respondents who report consuming sparkling wine (n=1072)

Response options were the categories shown in the figure.

Mean = $19.90 / bottle
Median = $17.50 / bottle
Standard deviation = $7.02

Ontario sparkling wine - consumer attitudes and behavior

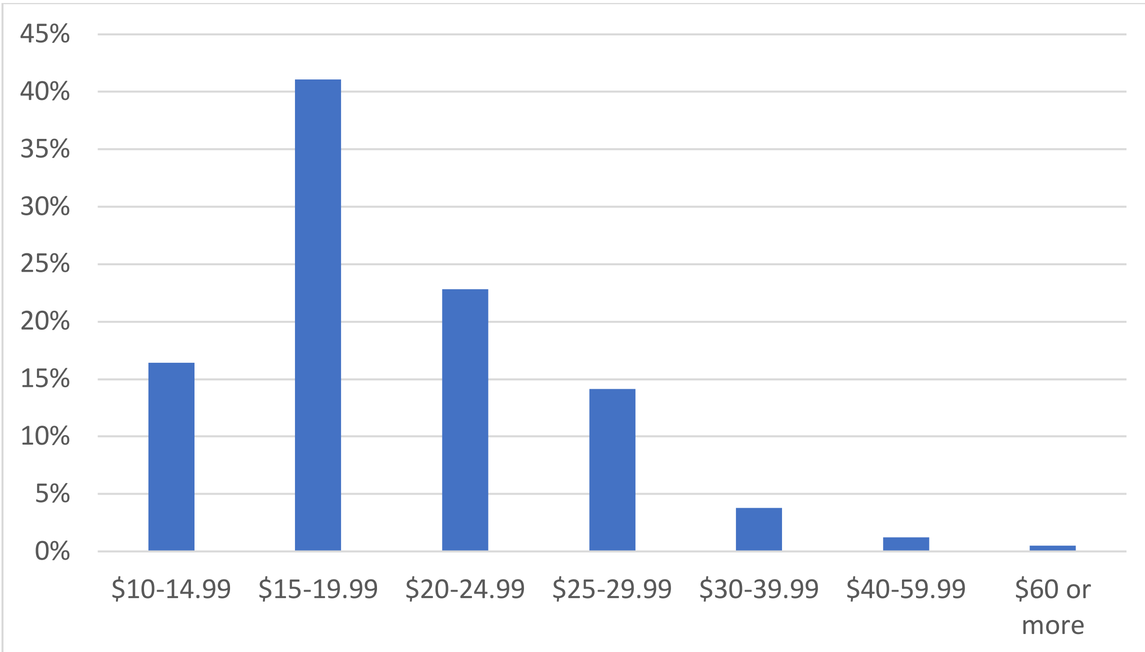

Figure 7 – Typical price paid per bottle for Ontario sparkling wine
Data are proportion of respondents who report consuming Ontario sparkling wine (n=798)

Response options were the categories shown in the figure.

Mean = $20.18 / bottle
Median = $17.50 / bottle
Standard deviation = $6.83

Willingness to pay more for Ontario sparkling wine

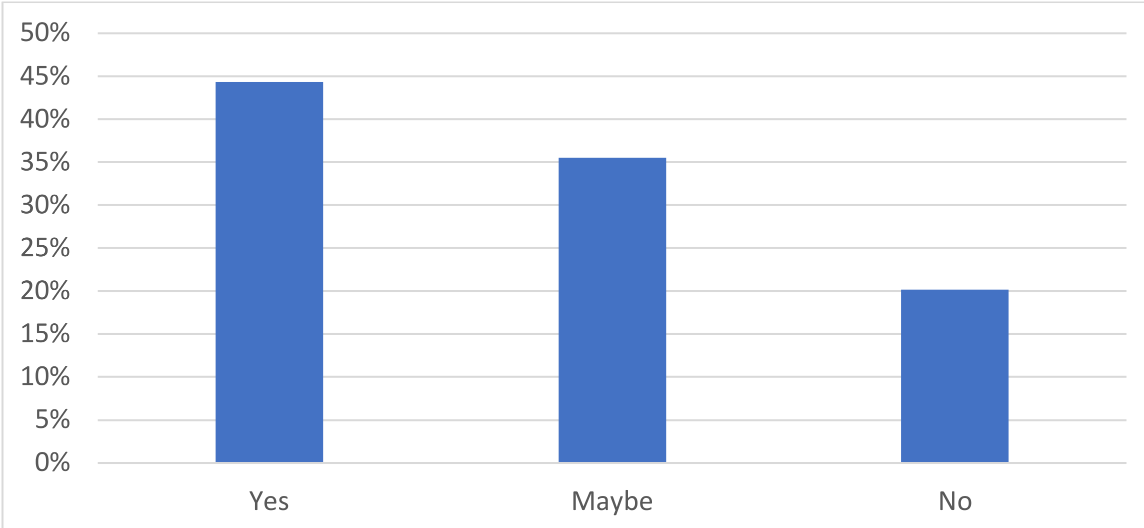

Figure 8 - "Would you be willing to pay more for a higher quality Ontario sparkling wine?"

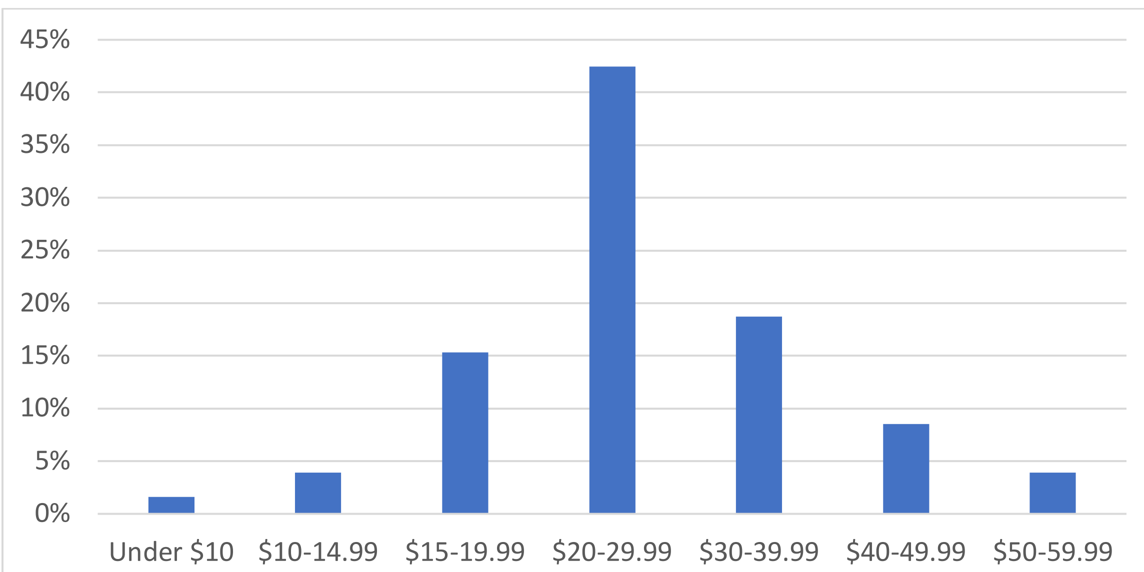

Figure 9 - "What is the most you'd be willing to pay for Ontario sparkling wine?"

For both figures: data show proportion of respondents (n= 796)

Ontario sparkling wine style preferences

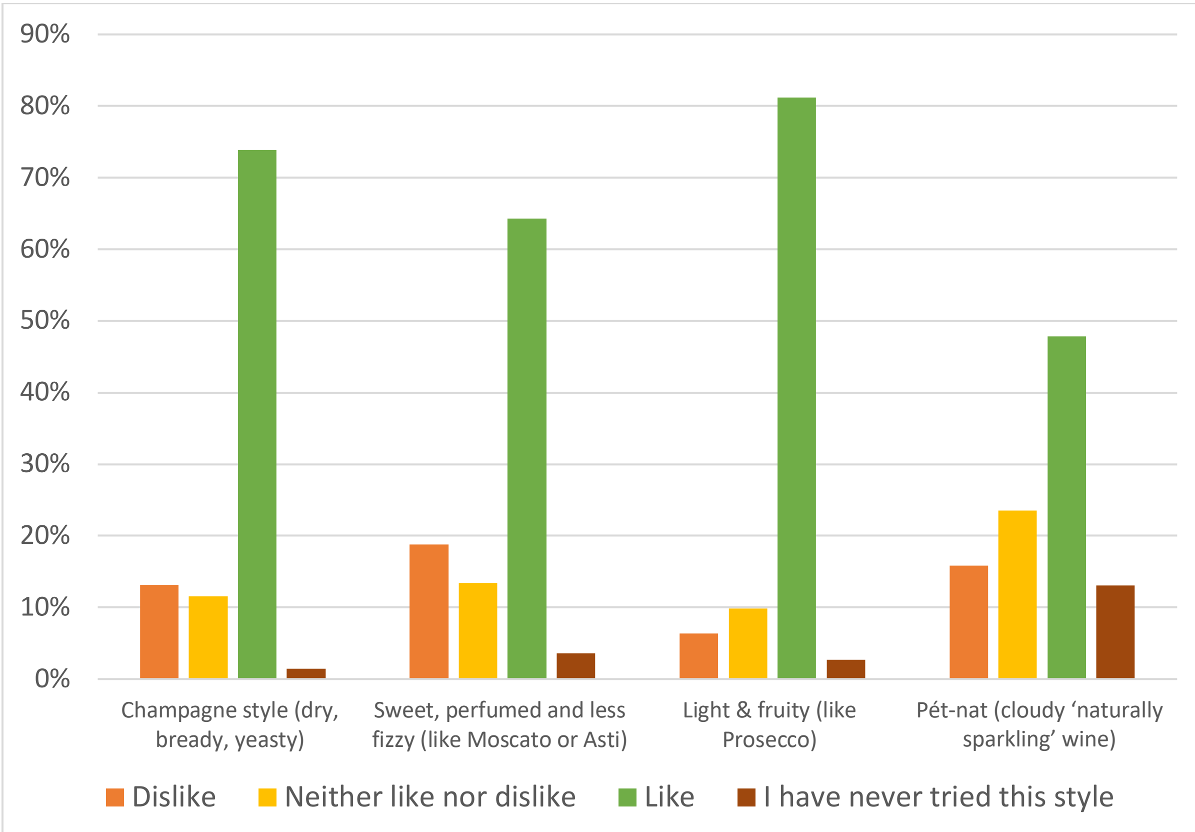

Figure 10 - "How much do you like the following styles of Ontario sparkling wines?"

(Data shows proportion of respondents) (n=176-754)

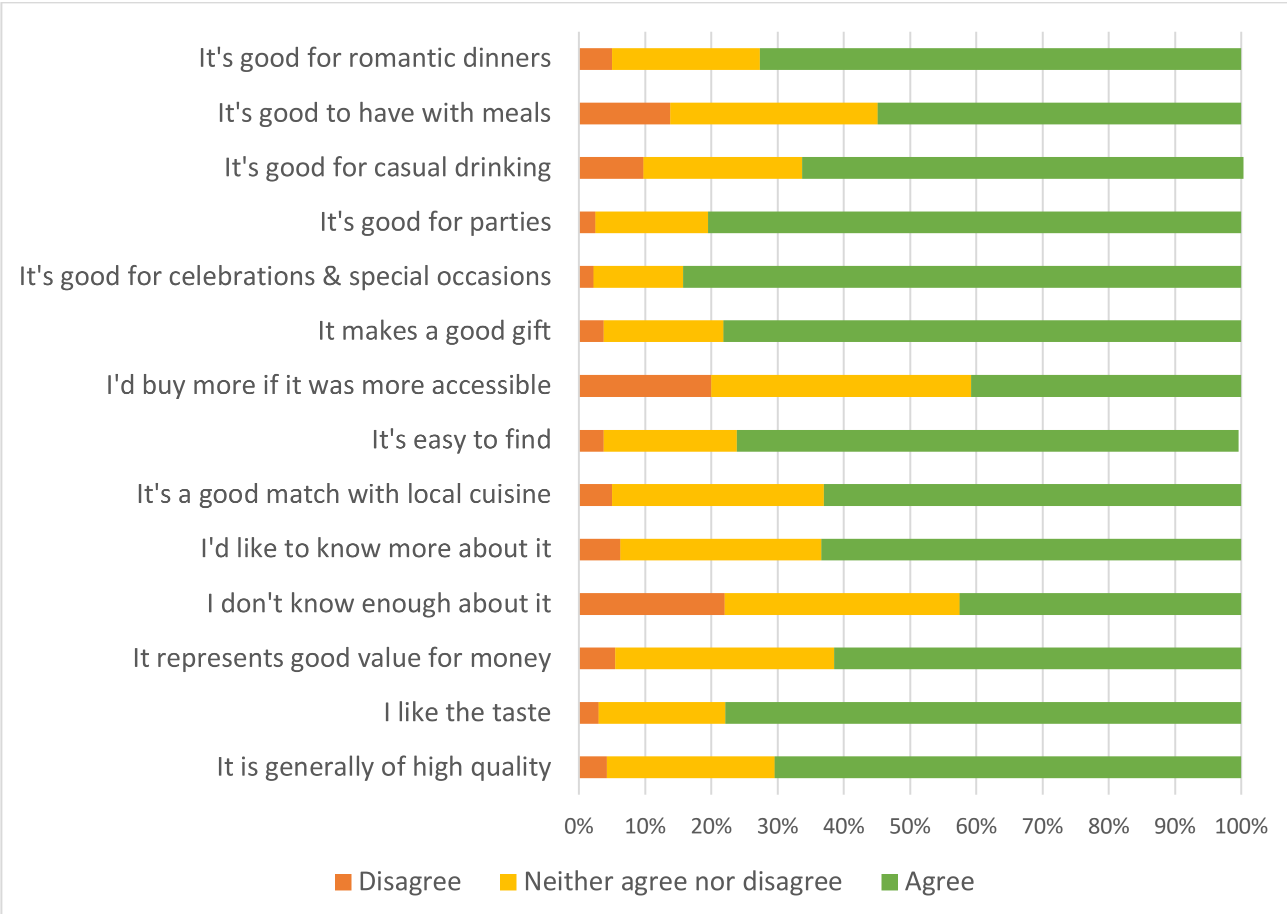

Figure 11 - Fit for occasion, access, knowledge, and perceptions of value & quality

Data show proportion of responses from Ontario sparkling wine consumers (n=400) to the question "Please indicate your agreement with each of the following statements about Ontario sparkling wine _". (5 point Likert scale: strongly disagree to strongly agree).

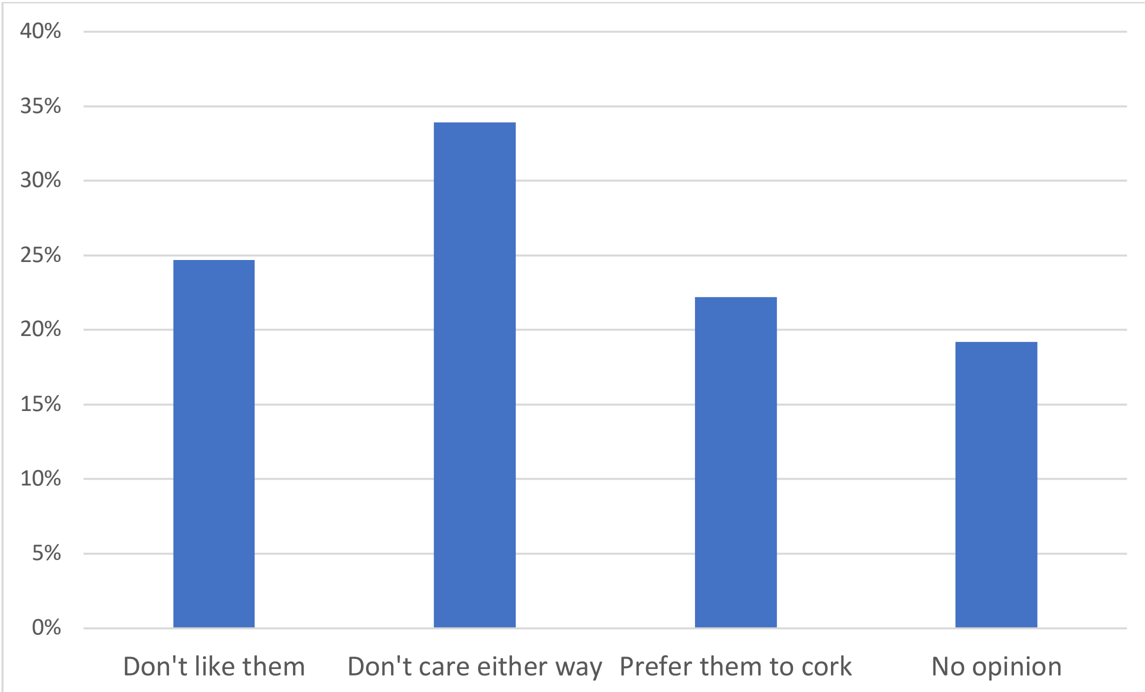

Figure 12 - What do you think about using crown caps to close Ontario sparkling wine?

Data shows proportion of Ontario sparkling wine consumers selecting each option (n=401)

Attitudes of Ontario sparkling wine rejectors

Table 3. Characteristics of consumers and non-consumers (rejectors) of Ontario sparkling wine.

		Consumers (n=557)	**Rejectors** (n=168)
Gender (%)	Male	51	47
	Female	49	53
Age (yrs.)		50	56
Income (CAD)*		93,600	104,300
Education (% of respondents)	High school cert./equivalent or less	11	11
	Apprenticeship or trades certificate/diploma	3	3
	College qualification	25	27
	University undergraduate qualification	34	33
	University graduate qualification	27	27
Wine Involvement (% of respondents)	Low	24	43
	Medium	63	48
	High	13	10
Sparkling wine intake – frequency of consumption (% of respondents)	At least weekly	6	2
	1-3 times a month	23	16
	5-10 times a year	18	16
	2-4 times a year	38	41
	5-10 times a year	18	16
	Once a year	16	26
Sparkling wine intake – standard drinks per year		31	21
Price (CAD) typically paid for sparkling wine (/bottle)*		$20.4	$20.2
Sparkling wine knowledge (% of respondents**)	Low	25	44
	Medium	55	44
	High	20	13

* Estimates only; data extrapolated from categorical responses
** Based on responses to a series of questions on objective knowledge

Table 4 – Comparison of international sparkling wine consumption patterns between Ontario sparkling wine consumers and non-consumers

Data shows frequency of intake (%) for respondents who reported drinking each style

Wine style	*Frequency of intake*	**Consumers** (n=557)	**Rejectors** (n=168)
Prosecco	All or most of time	31	51
	Some of time	50	30
	Rarely	19	19
Champagne	All or most of time	29	21
	Some of time	49	39
	Rarely	22	40
Cava	All or most of time	16	18
	Some of time	37	18
	Rarely	47	64
Sekt	All or most of time	16	5
	Some of time	25	5
	Rarely	60	90
Asti	All or most of time	22	14
	Some of time	43	34
	Rarely	34	52
Crémant	All or most of time	15	5
	Some of time	40	8
	Rarely	46	87
Australian	All or most of time	16	5
	Some of time	38	18
	Rarely	46	77
Other	All or most of time	25	8
	Some of time	31	8
	Rarely	44	85

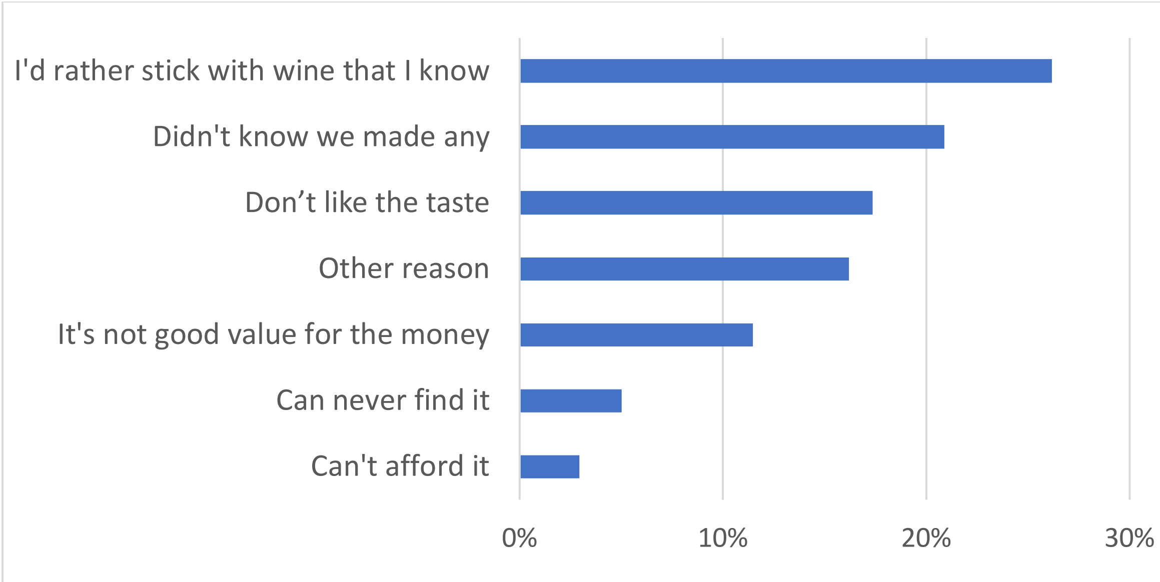

Figure 13 - “Why don’t you buy or drink Ontario sparkling wine?”
Data show proportion of respondents who report never drinking Ontario sparkling wine citing each factor (n=340)

Table 5 –Additional reasons cited by Ontario sparkling wine rejectors (n=60)

Category & Subcategory	**Qualifiers**	**Example**	**Prevalence (% responses)**
Prefer international sparkling wines	Respondents reference a preference for international wine	"I like international much better" "I only drink Italian"	30%
Ontario sparkling wine is poor quality	Respondents reference quality of Ontario sparkling wine; Ontario wine producers low standards; comparison to international standards/quality	"They are very poor quality compared to international blends" "Ontario producers have low standards and it shows in their product"	22%
Ontario sparkling wine is overpriced/expensive	Respondents reference Ontario sparkling wine being overpriced; Ontario sparkling wines being too expensive; Ontario sparkling wine overpriced in comparison to other sparkling wines	"Ontario wine is overpriced when compared to wines from other areas" "Too expensive compared to others for the same taste"	17%
Not enough exposure to it or have not tried it	Respondents reference not trying Ontario sparkling wine; haven't tried it enough; limited selection in LCBO	"I haven't taken the time to try it"; "I haven't had the opportunities to try enough samples"; "I've never been offered any to try in a store"; "I don't see any commercials for it"	16%

Factors important in sparkling wine purchase decisions

In this section of the study, sparkling wine consumers rated the importance of several intrinsic and extrinsic factors in their decision-making regarding their purchase of sparkling wine. The data is summarized for (A) all consumers, (B) Ontario sparkling wine consumers, and (C) Ontario sparkling wine rejectors. Respondents could select up to five factors that they considered were "the most important" to them when making purchase/drinking decisions.

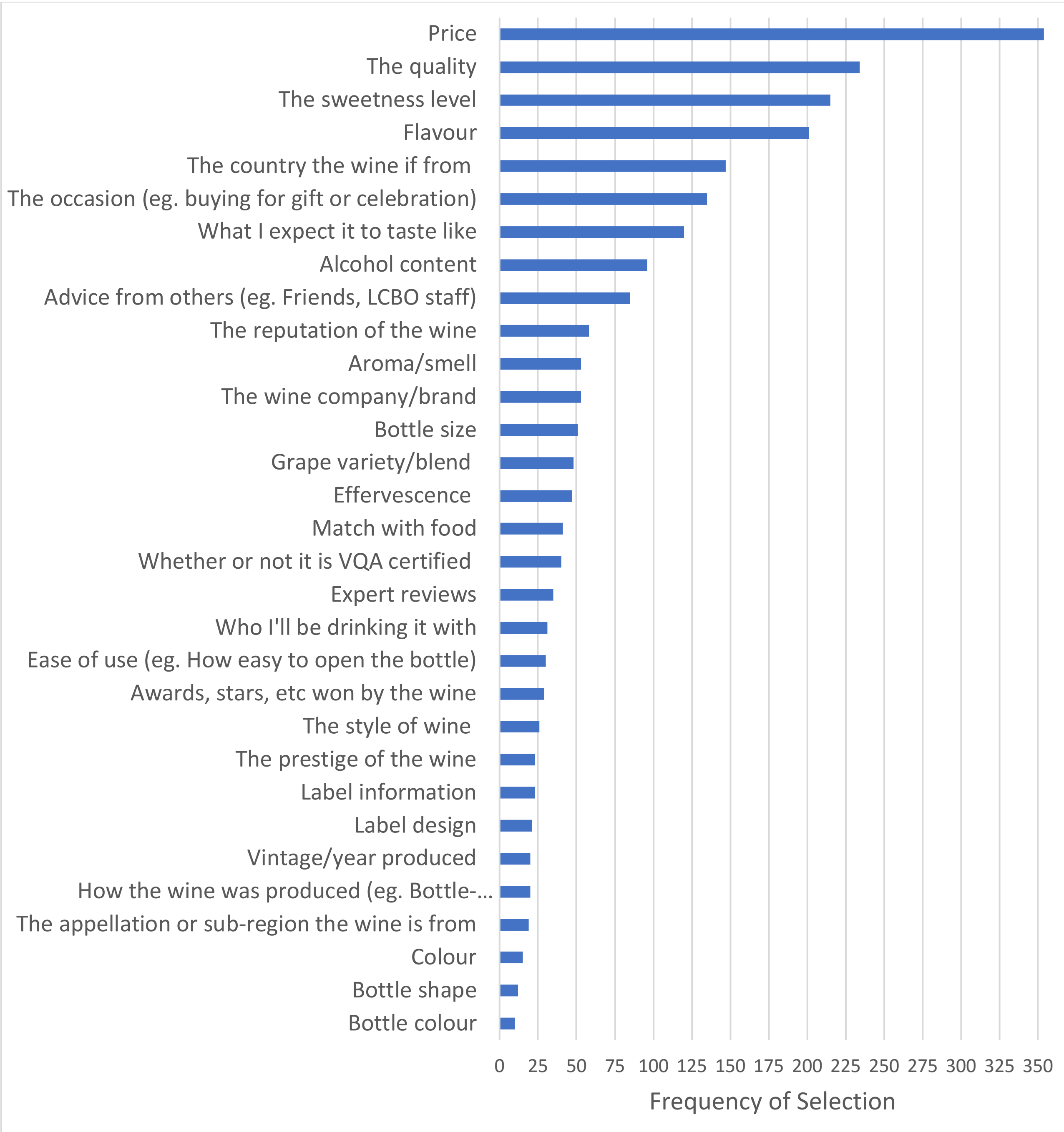

Figure 14A - All sparkling wine consumers
(n=2314)

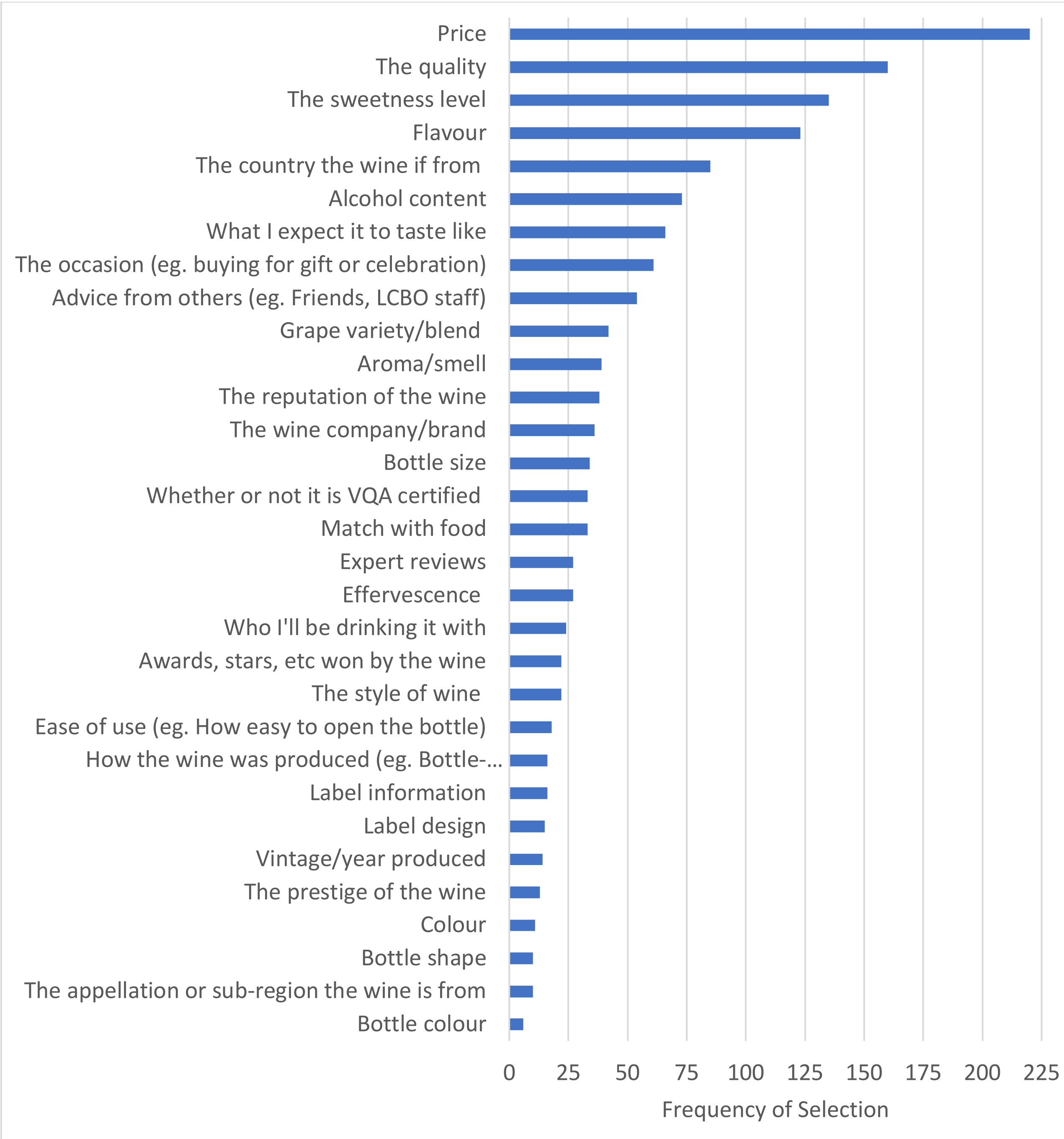

Figure 14B - Ontario sparkling wine consumers
(n=1505)

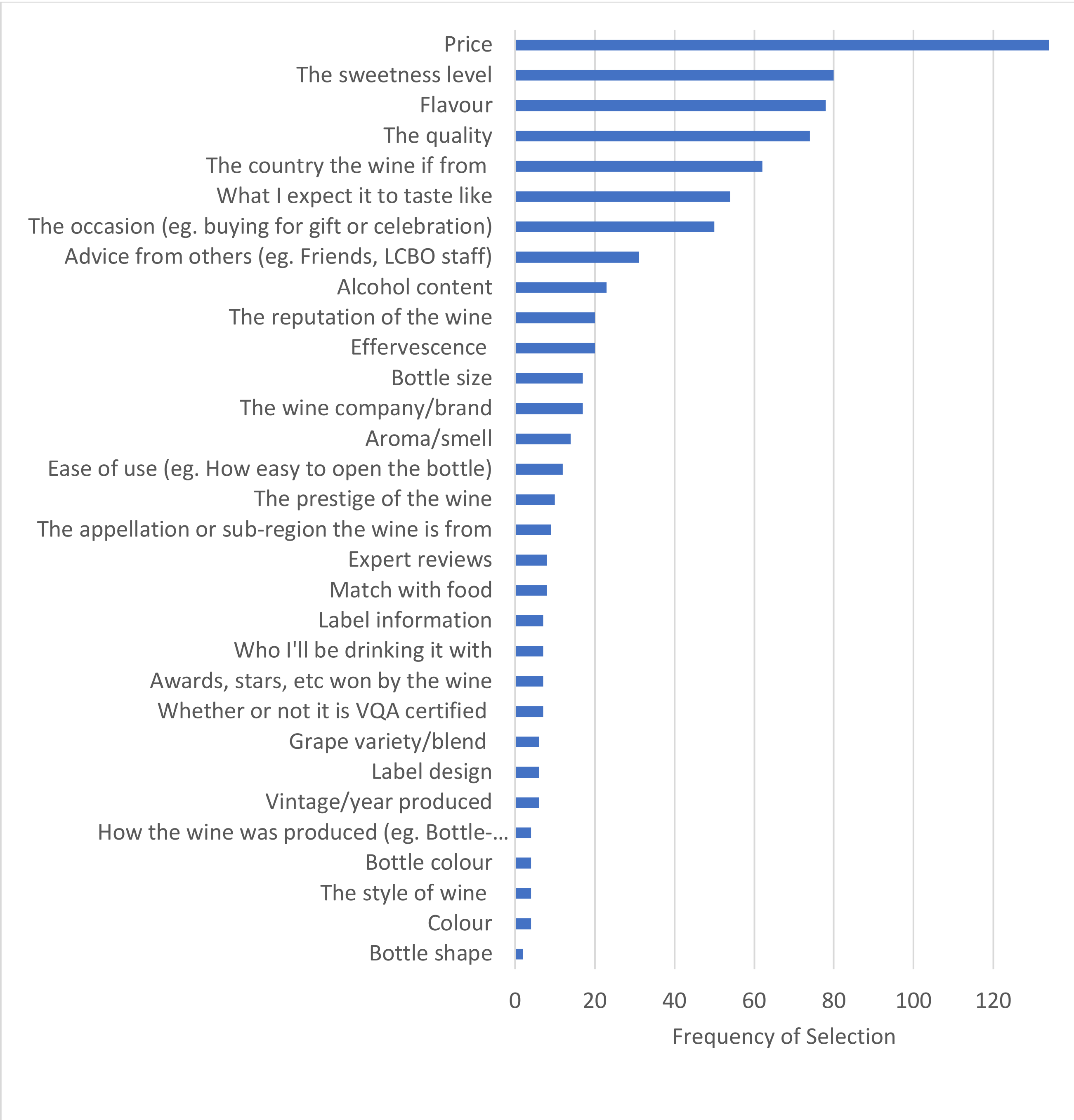

Figure 14C - Ontario sparkling wine rejectors

(n=809)

Importance of sparkling wine label information (Study 2)

Acknowledgement: Tables and figures below are extracted or adapted with permission from the Brock University BSc (Hons) thesis of Marcus Duben.

Table 6 - Sociodemographic, knowledge and behavioural characteristics of participants in sparkling wine label study
(n=576)

		Frequency	Proportion (%)
Gender	Male	282	49
	Female	294	51
Age	18-25	31	5.4
	26-35	106	18.4
	36-45	107	18.6
	46-55	116	20.1
	56+	216	37.5
Income (CAD)	Under 25k	34	5.9
	25-45k	55	9.6
	46-65k	78	13.6
	66-85k	96	16.8
	86-100k	94	16.4
	101-140k	121	21.1
	141-200k	69	12.0
	200k+	26	4.5
Subjective Knowledge	Novice/beginner	214	37.2
	Intermediate	275	47.7
	High	76	13.2
	Expert/Very High	11	1.9
Objective Knowledge	Beginner	209	36.3
	Intermediate	281	48.8
	High	86	14.9
Wine Involvement	Low	76	13.2
	Medium	334	58.0
	High	166	28.8
Sparkling Wine Involvement	Low	174	30.2
	Medium	303	52.6
	High	99	17.2
Alcohol Intake	Less than once a month	30	5.2
	One a month	26	4.5
	2-4 times per month	148	25.7
	2-4 times per week	258	44.8
	More than 4 times per week	114	19.8
Sparkling Wine Intake	Once a year	97	16.8
	2-4 times per year	152	26.4

	5-10 times per year	88	15.3
	Once a month	96	16.7
	2-3 times a month	95	16.5
	One or more times per week	48	8.3
Preferred Sparkling Wine Style	Fruity, sweeter, sparkling wine (E.g., Prosecco)	351	60.9
	Creamy, bready, drier, sparkling wine (E.g., Champagne)	205	35.6
	Unsure	20	3.5
Price typically paid per bottle of sparkling wine	$8-14.99	76	13.2
	$15-19.99	221	38.4
	$20-24.99	149	25.9
	$25-29.99	66	11.5
	$30-39.99	37	6.4
	$40-49.99	10	1.7
	$50+	17	3.0

Table 7 - Sociodemographic, knowledge and behavioural factors associated with differences in willingness to buy, willingness to pay ($ CAD), and perception of quality for Ontario sparkling wine consumers

Factors		**Mean scores and statistical significance**					
		Willingness to buy		**Willingness to pay**		**Perception of quality**	
		Prosecco style label	Champagne style label	Prosecco style label	Champagne style label	Prosecco style label	Champagne style label
Age (yrs)		**	*	***	***		
	18-25	5.13 a	4.97 a	29.61 a	28.26 a		
	26-35	4.96 abc	4.87 ab	19.80 bc	19.89 bc	ns	ns
	36-45	5.08 ab	4.95 a	21.07 b	21.09 b		
	46-55	4.66 bc	4.54 ab	20.89 b	20.51 b		
	56+	4.53 c	4.49 b	18.08 c	18.23 c		
Gender of consumer		**				***	***
	Female	4.95 a	ns	ns	ns	3.98 a	3.99 a
	Male	4.59 b				3.75 b	3.79 b
Income				**	*		
	Under 45k			17.55 a	18.20 a		
	46-65k			18.40 ab	18.32 a		
	66-85k	ns	ns	20.89 bc	19.78 ab	ns	ns
	86-100k			18.93 ab	19.42 a		
	101-140k			20.22 bc	19.96 ab		
	140k+			21.74 c	22.00 b		
Subjective knowledge		***	***	***	***	*	**
	Novice/beginner	4.44 a	4.29 a	17.78 a	17.51 a	3.86 a	3.86 a
	Intermediate	4.90 b	4.79 b	20.08 b	19.87 b	3.82 ab	3.85 a
	High	5.21 b	5.31 c	26.32 c	27.22 c	4.04 b	4.09 b
Objective knowledge		***	***	***	***	*	*
	Beginner	4.43 a	4.39 a	17.81 a	17.51 a	3.80 a	3.81 a
	Intermediate	4.98 b	4.79 b	21.18 b	20.87 b	3.87 ab	3.89 a
	High	4.94 b	5.06 b	22.61 b	23.78 c	4.02 b	4.07 b
Wine involvement		***	***	***	***	***	***
	Low	4.30 a	4.25 a	17.01 a	17.14 a	3.74 a	3.75 a
	Medium	4.84 b	4.72 b	20.62 b	20.07 b	3.86 a	3.86 a
	High	5.36 c	5.32 c	24.18 c	25.18 c	4.12 b	4.21 b
Sparkling wine involvement		***	***	***	***	***	***
	Low	4.06 a	4.11 a	16.74 a	16.88 a	3.70 a	3.74 a
	Medium	4.89 b	4.75 b	20.50 b	20.18 b	3.85 b	3.86 a
	High	5.67 c	5.50 c	25.28 c	25.54 c	4.22 c	4.26 b

Yearly sparkling wine intake	***	***	***	***	*	
Once a year	3.74 a	3.85 a	15.71 a	15.92 a	3.72 a	
2-4 times per year	4.69 b	4.55 b	19.36 b	19.43 b	3.80 ab	ns
5-10 times per year	4.88 bc	4.62 b	19.83 b	19.77 b	3.90 abc	
Once a month	5.02 bc	4.99 c	21.01 b	20.77 b	3.90 abc	
2-3 times a month	5.13 c	5.06 c	21.41 b	21.05 b	3.94 bc	
One or more times per week	5.73 d	5.48 c	28.17 c	27.92 c	4.13 c	
Amount spent per bottle of sparkling wine	**	**	***	***		
$8-14.99	4.24 a	4.28 a	13.08 a	13.29 a		
$15-19.99	4.70 ab	4.51 ab	16.91 b	16.59 b	ns	ns
$20-24.99	4.99 b	4.81 abc	21.21 c	21.42 c		
$25-29.99	5.00 b	5.00 abc	23.74 d	24.25 d		
$30-39.99	4.97 b	5.25 c	33.82 e	32.89 e		
$40-49.99	5.20 b	5.20 bc	37.90 e	35.80 e		
$50+	4.71 ab	4.88 abc	33.06 e	32.71 e		
Preferred style	**		*	***		
Fruity, sweeter, sparkling wine	4.97 a	ns	19.79 a	19.53 a	ns	ns
Creamy, bready, drier, sparkling wine	4.60 b		21.45 b	21.75 b		

*, **, and *** represent a p value ≤0.05, ≤0.01, and ≤0.001 respectively. “ns” means not significant.

Significance groups were determined using Tukey’s (HSD) test at the 95% confidence level.

Willingness to buy determined on a 7-point Likert scale, and perception of quality determined on a 5-point Likert scale.

Data presented is collapsed across all label treatments

Table 8 - The importance Ontario sparkling wine consumers assign to various information elements on sparkling wine labels.

Data show mean importance scores.

Information element	Scores	Standard Error	Association with information statement	Groups
Wine's attributes	**3.81**	0.042	Attributes	A
Grape variety/blend	**3.46**	0.044	-	B
Wine region history	**3.26**	0.046	Parentage	B C
Alcohol content	**3.26**	0.044	-	B C
Wine company	**3.22**	0.044	Parentage	C D
What occasion the wine is for	**3.21**	0.050	Target – end use	C D
How the wine is made	**3.21**	0.046	Manufacture	C D
Vintage/year	**3.20**	0.047	-	C D
Brand name	**3.19**	0.042	Parentage	C D
How to use the wine	**3.15**	0.046	Target – end user	C D
Who the wine would appeal to	**3.03**	0.050	Target – end use	D E
Winemaker history	**3.02**	0.045	Parentage	D E
Expert endorsements	**2.90**	0.047	Endorsements	E F
Unique or unrivalled	**2.74**	0.049	Non-pareil	F

Importance scores were collected on a 5-point Likert scale.

A one-way ANOVA was used to determine if there was a significant difference between the importance ratings. Significance groups were determined using Tukey's (HSD) test at the 95% confidence level.

Design for Label Manipulation Experiment

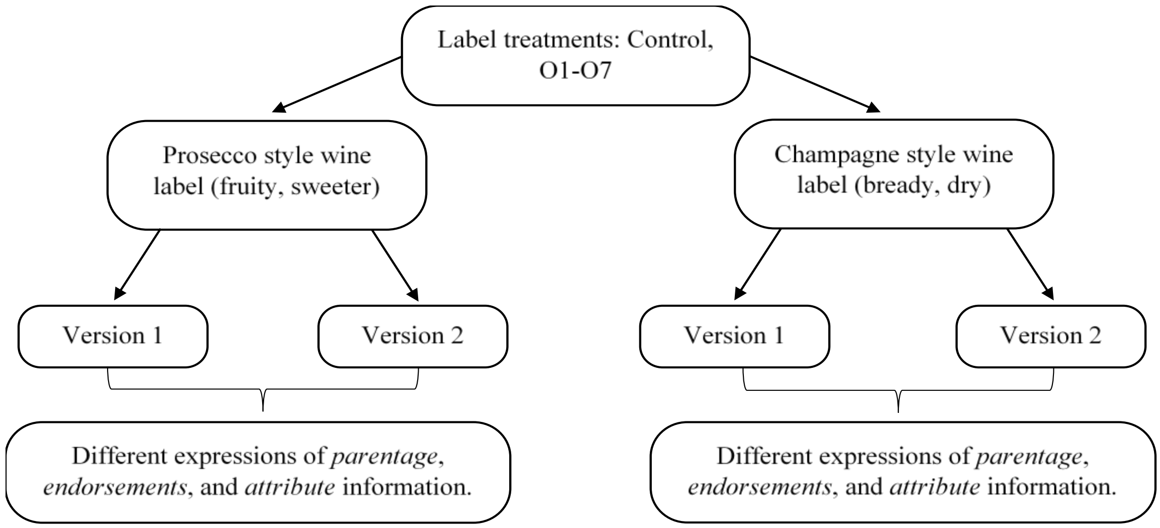

Figure 15 (above) and Table 9 (below) - Overview of design/allocation of label treatments.

Treatment Code	Informational element excluded	Colour code for following figure
C	None (Control – all elements included)	
O1	Endorsements	
O2	Parentage	
O3	Attributes	
O4	Target – end use	
O5	Target – end user	
O6	Manufacture	
O7	Non-pareil	

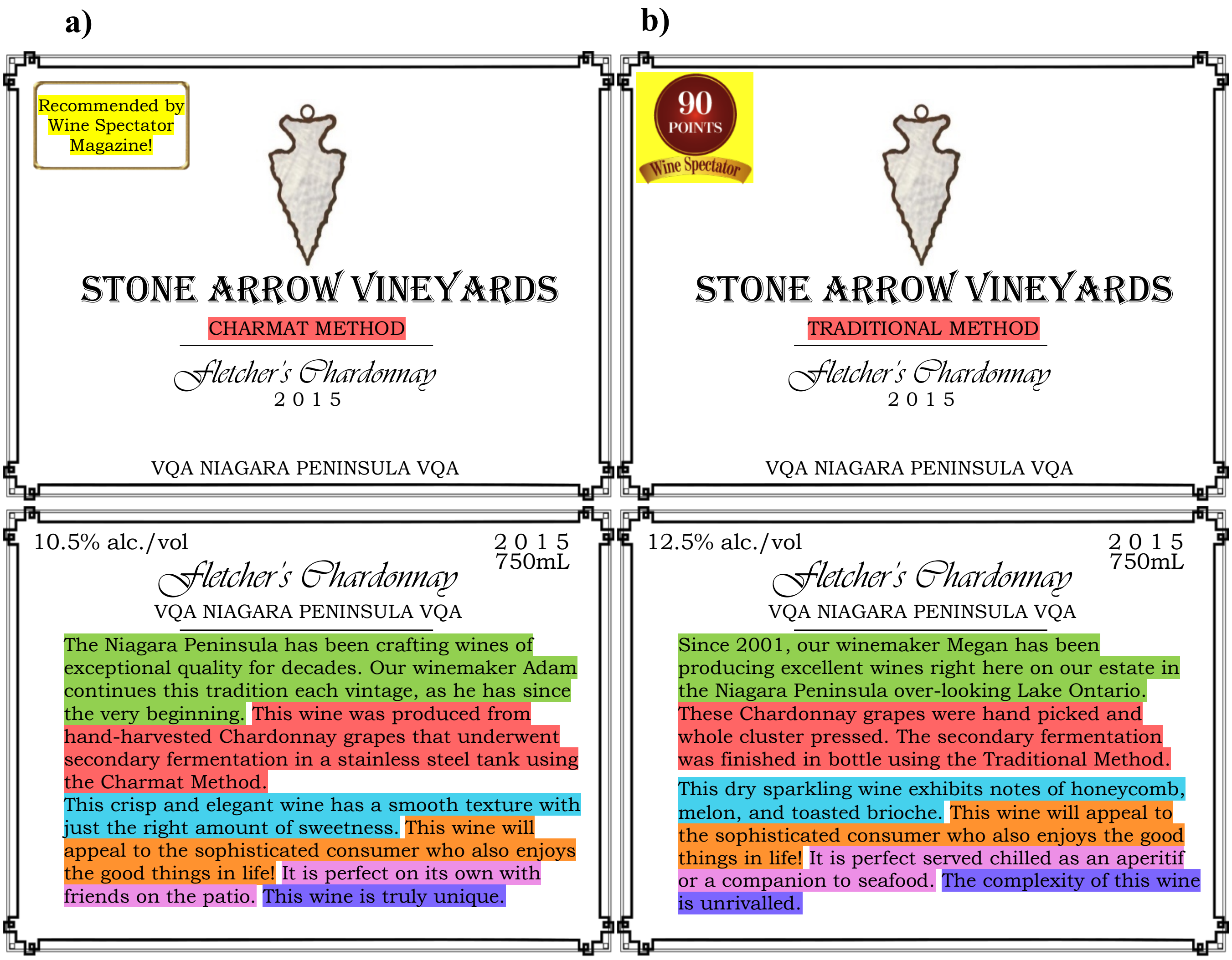

Figure 16 - Examples of front and back sparkling wine labels used in the study for a) Charmat method and b) Champagne/traditional method styles.

The colours illustrate the specific information elements identified in Table 9 and were not visible to participants. This example is one of the "Control" treatments (all the information is present).

Label and age

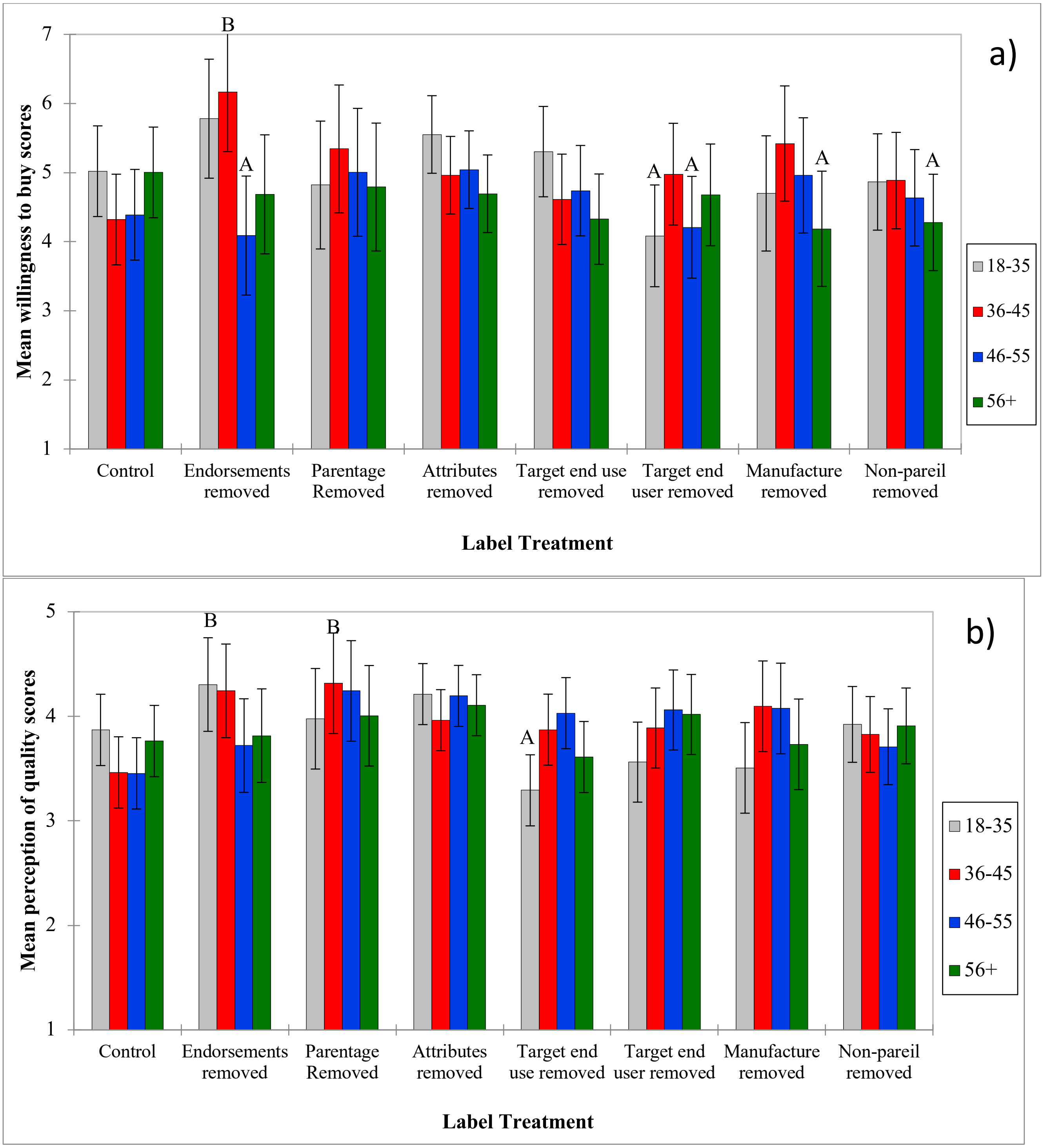

Figure 17 - The age of consumers matters in understanding the impact of different label elements on a) willingness to buy and b) perception of quality of Prosecco-style wine

Label and amount typically spent per bottle

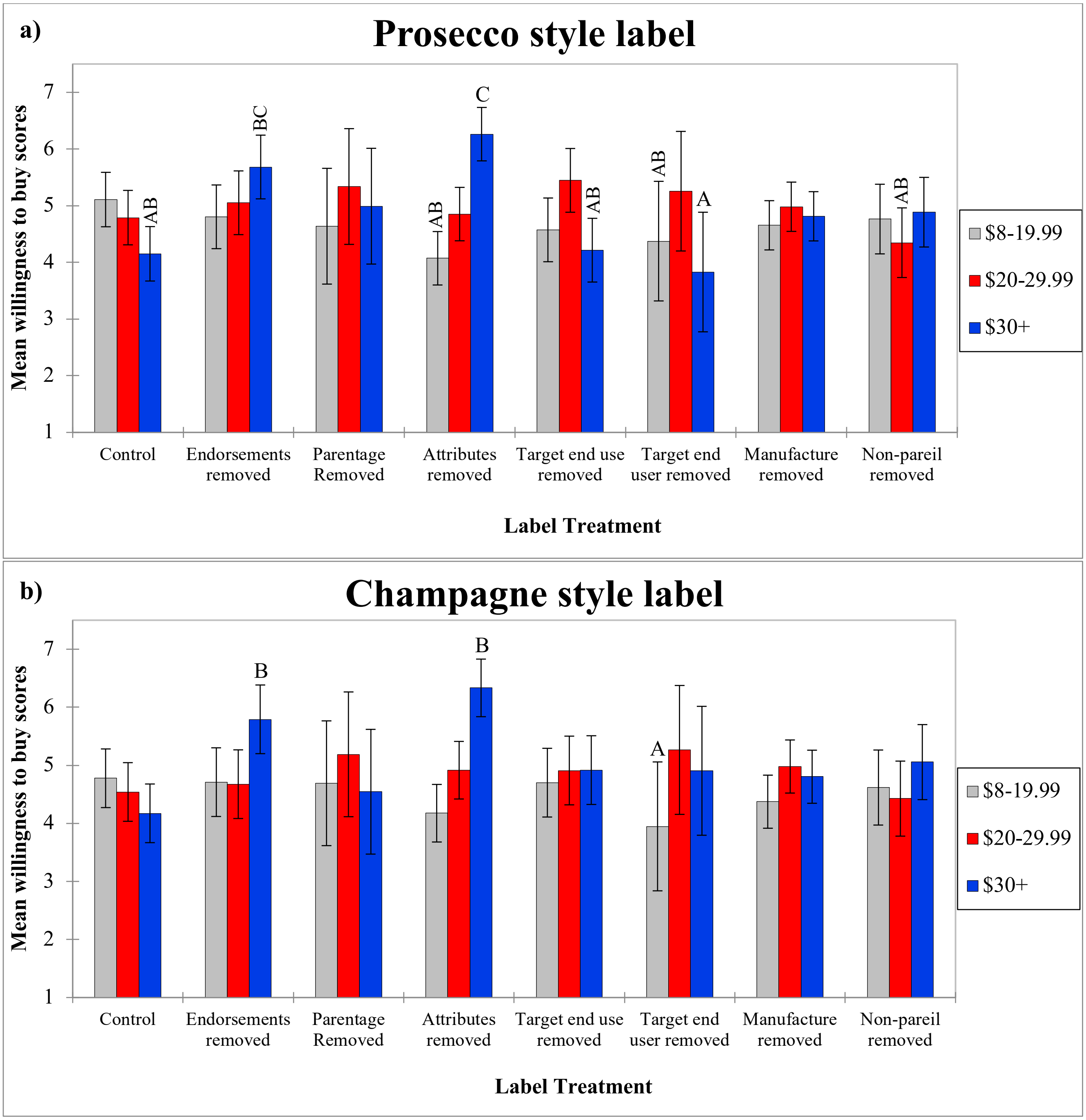

Figure 18 - The amount consumers typically spend per bottle of sparkling wine matters in understanding the impact of different label elements on willingness to buy both a) Prosecco- and b) Champagne- style wine

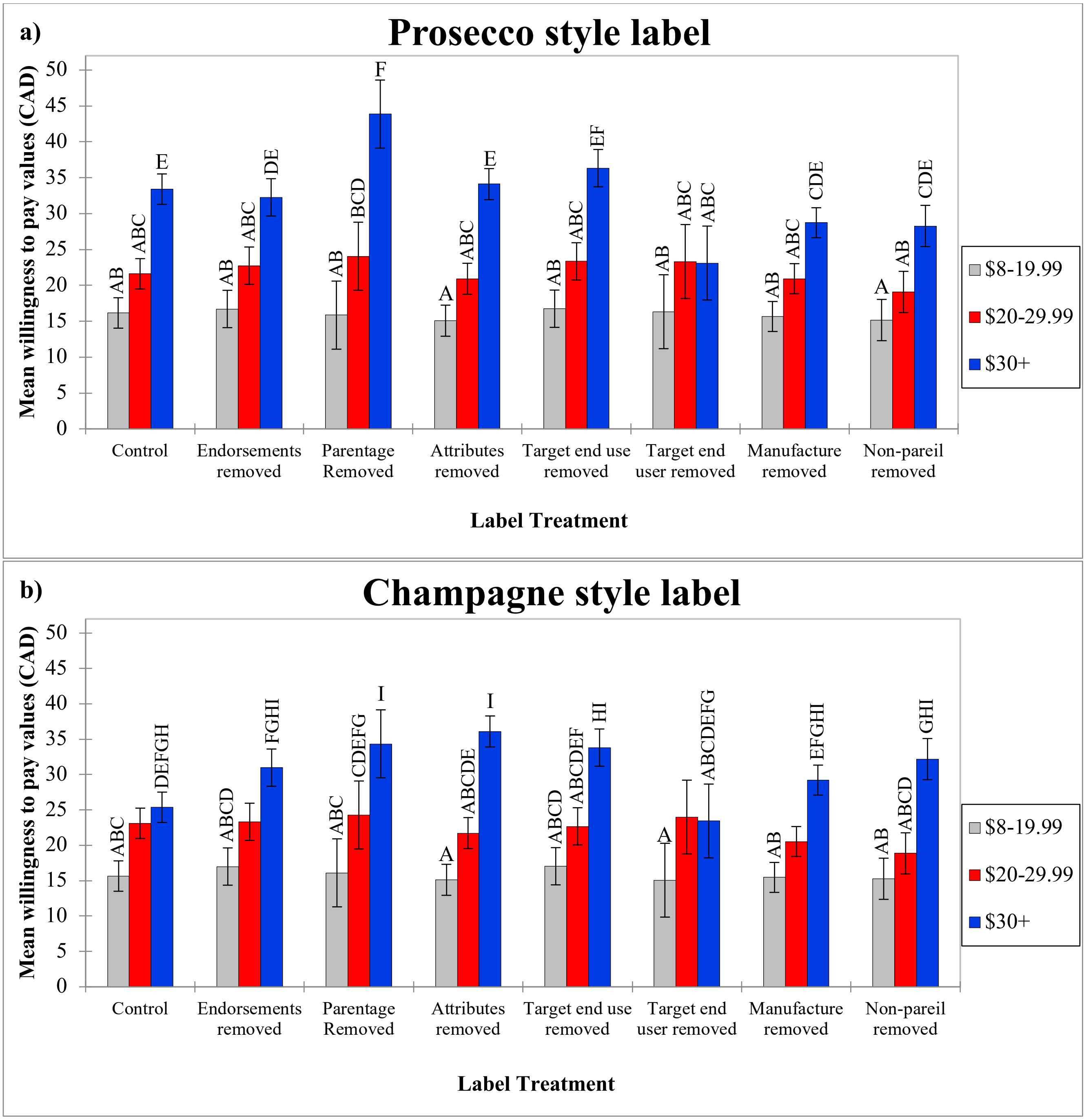

Figure 19 - The amount consumers typically spend per bottle of sparkling wine matters in understanding the impact of different label elements on willingness to pay for both a) Prosecco- and b) Champagne- style wine

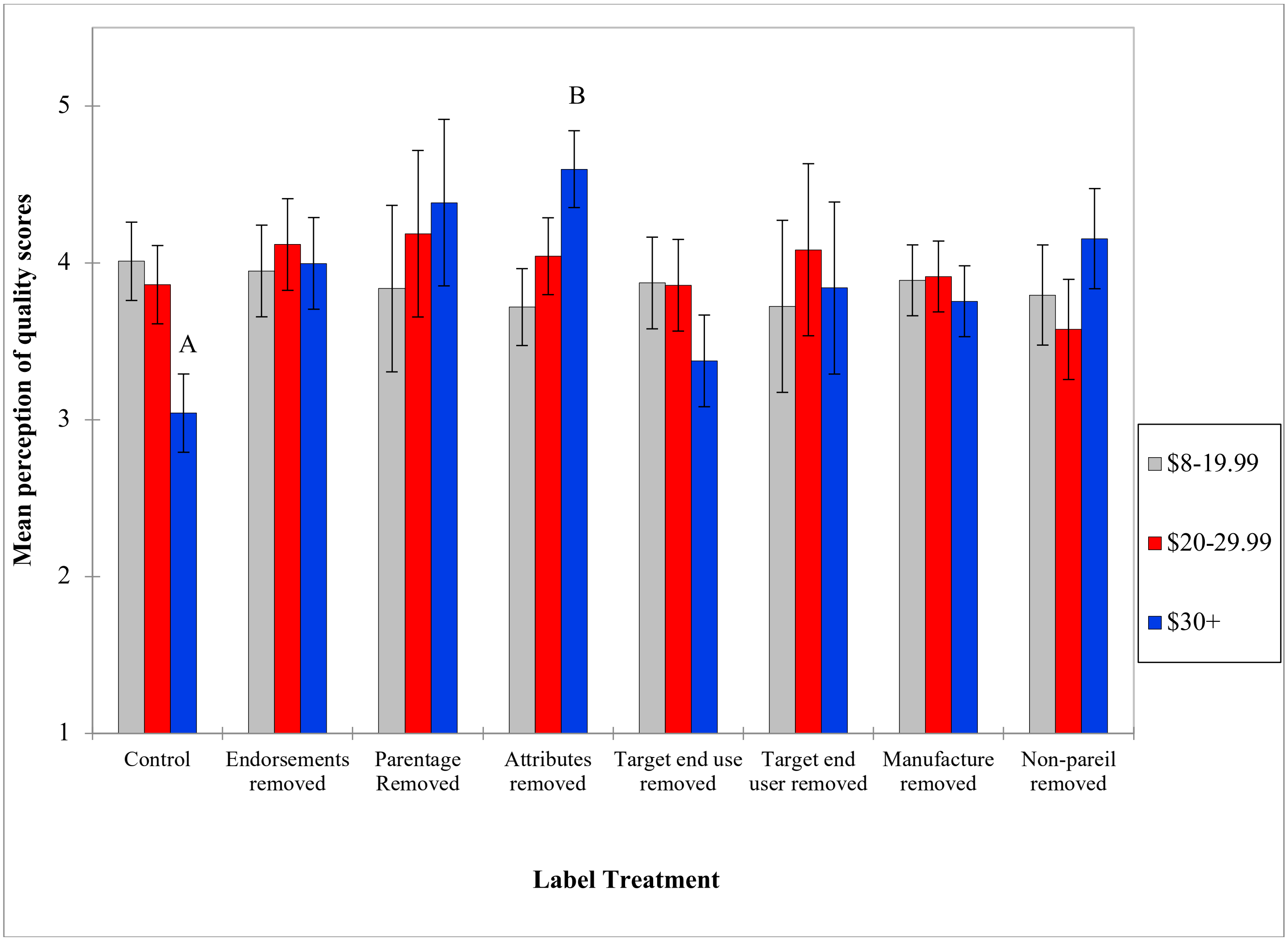

Figure 20 - The amount consumers typically spend per bottle of sparkling wine matters in understanding the impact of different label elements on the perception of quality of Champagne style wine

For all figures in this section: the statistical analysis used was a two-way ANOVA. Significance groups were determined using Tukey's (HSD) test at the 95% confidence level. Letters above bars represent groups, the unlabeled bars are part of the same group. N= 572 respondents.

Label and wine knowledge

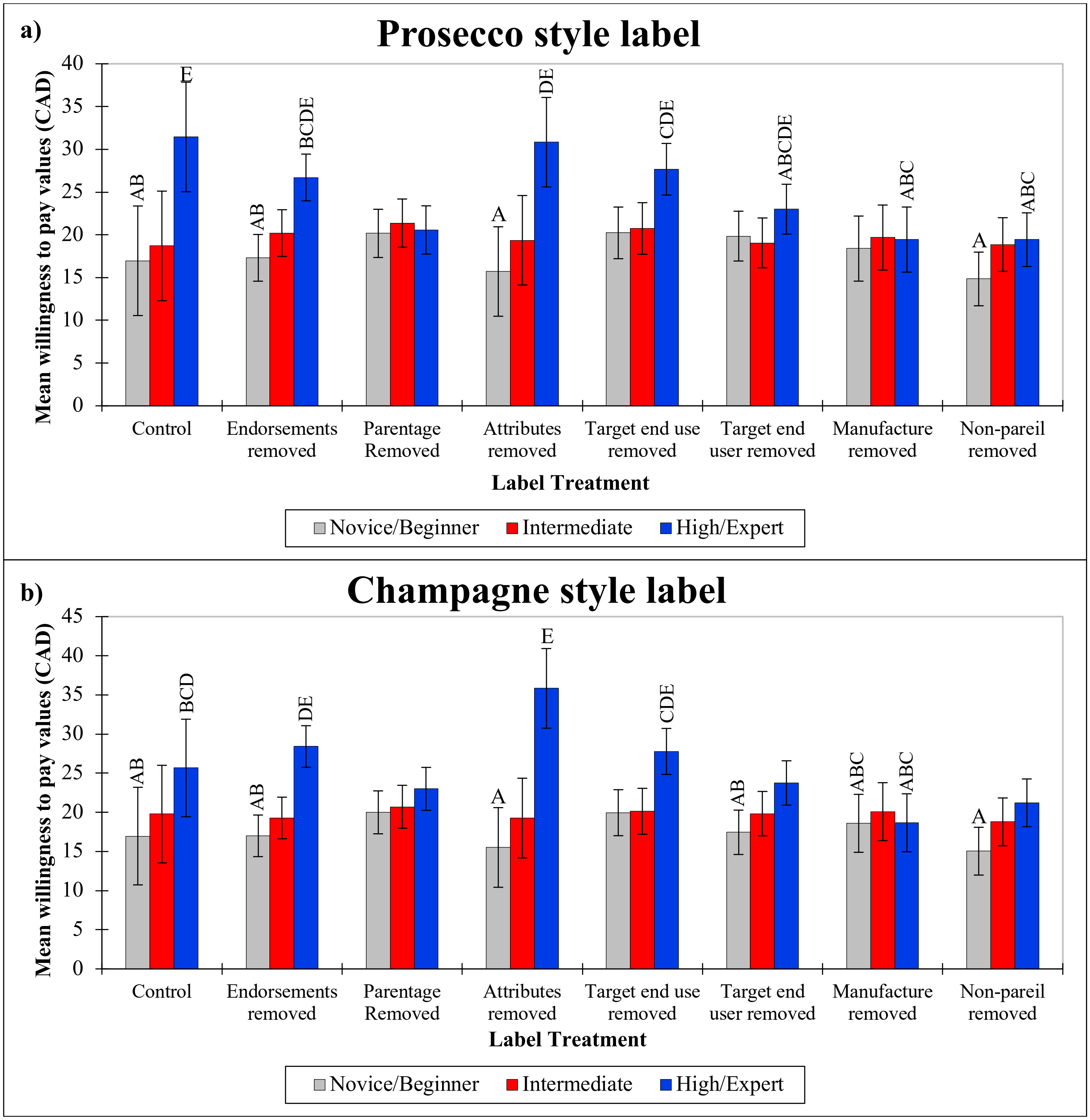

Figure 21 - Consumers' subjective wine knowledge matters in understanding the impact of different label elements on their willingness to pay for both a) Prosecco- and b) Champagne- style wine