



# WINE IN ITALIAN HAUTE CUISINE

Verona, 1 September 2011

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## OBJECTIVES & METHODOLOGICAL NOTE:

**OBJECTIVES:** get to know the channels for choosing and purchasing wine, the scope of the wine list offered and the trend for wine consumption in the Restaurant sector in 2010.

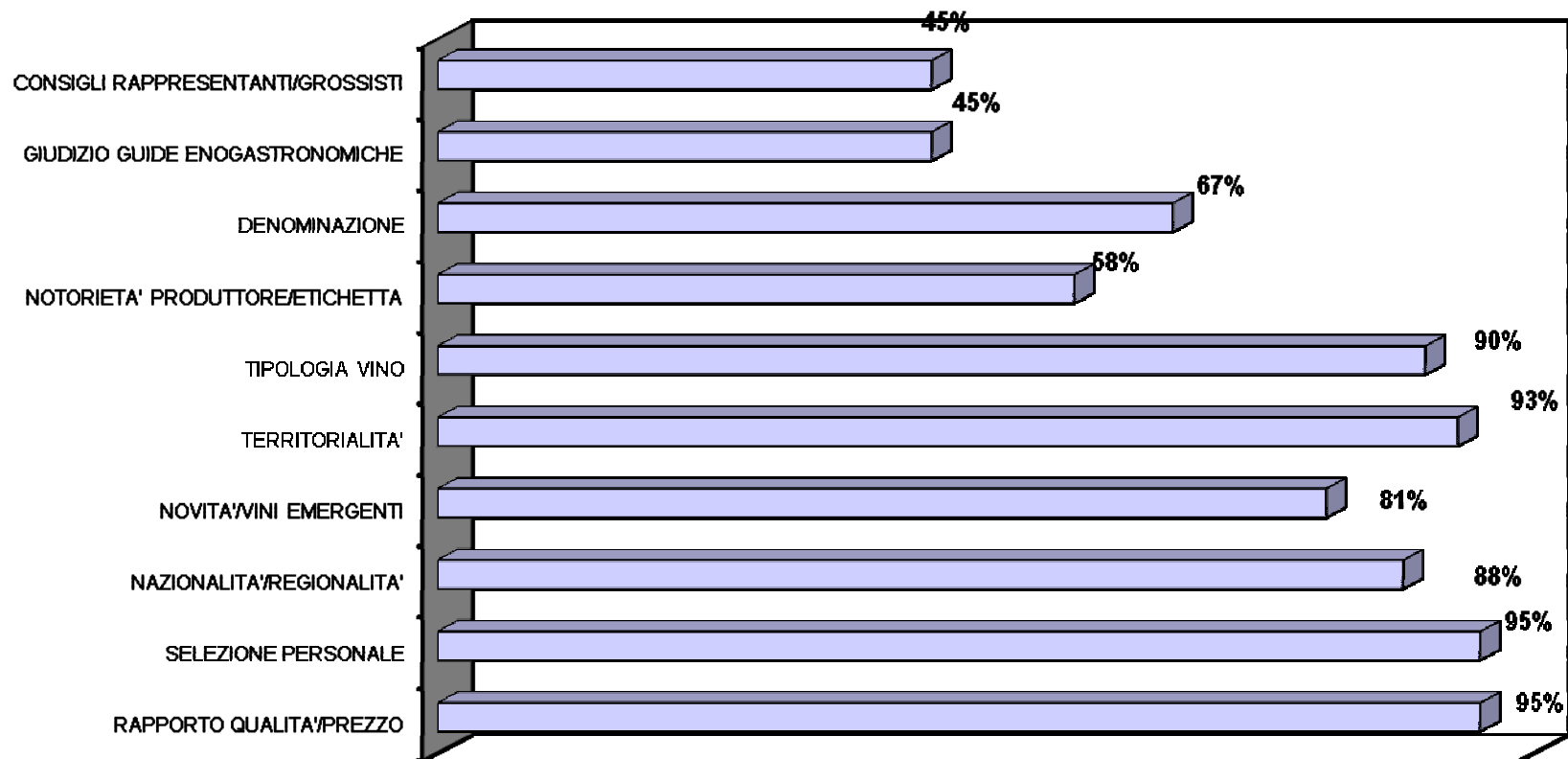
**REFERENCE SAMPLE:** the survey involved 300 high-medium level Italian restaurants listed in the five main Wine & Food Guides (Gambero Rosso, Il Golosario, Jeans Restaurateurs d'Europe, Slow Food, L'Espresso). The sample was distributed by geographical areas: 20% North East, 31% North West, 22% Central, 27% South and Islands.

**SAMPLING TOOL:** online questionnaire.

# IMPORTANT ASPECTS FOR RESTAURATEURS WHEN DEFINING WINE CELLARS:

Base: total interviews – % value - multiple answer

## APPROACH TO WINE

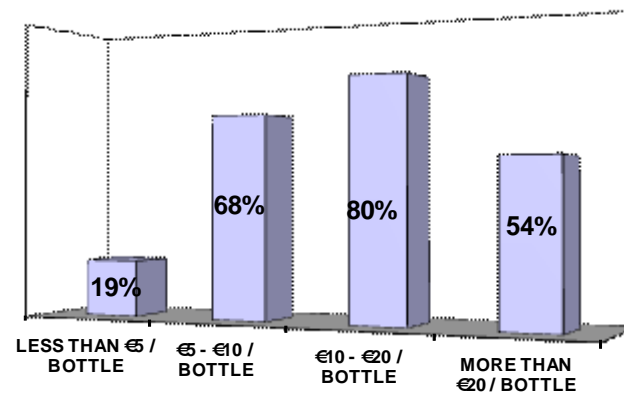


# WINE PURCHASES:

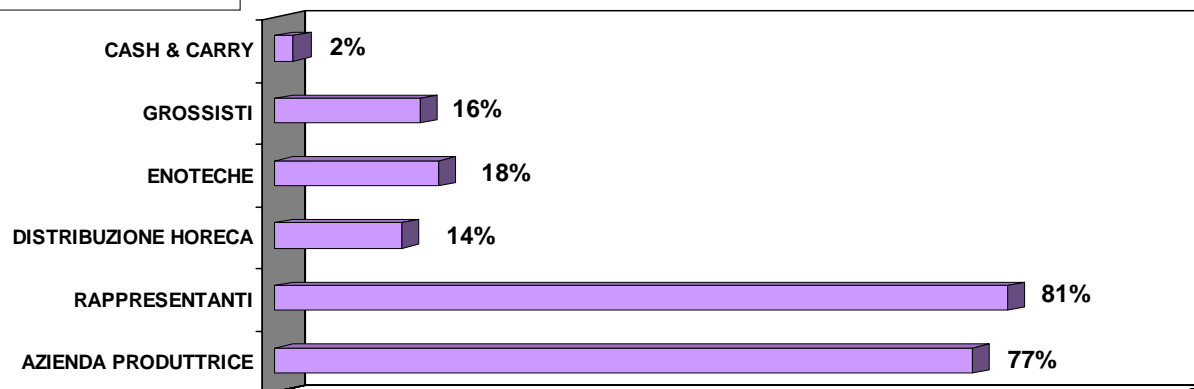
Base: total interviews – % value - multiple answer

## APPROACH TO WINE

### PRICE BAND OF PURCHASED WINE:



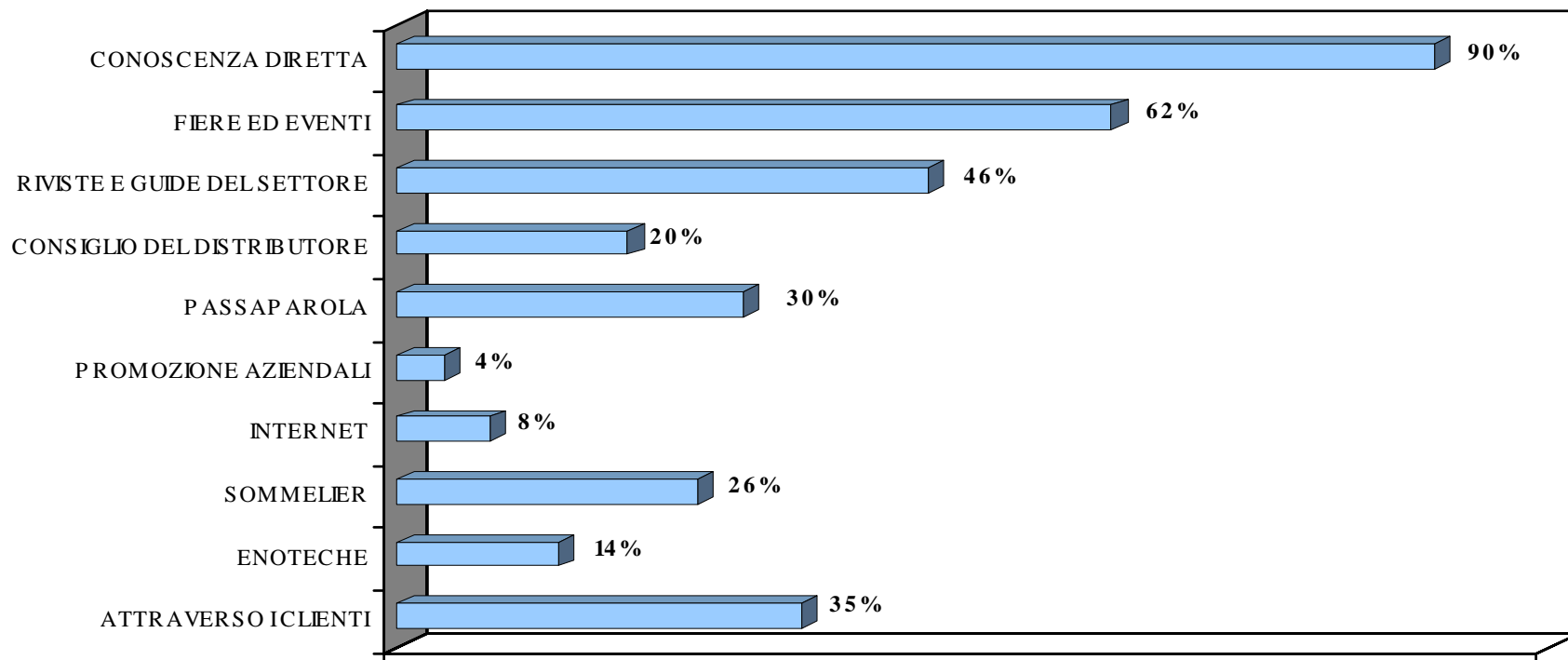
### RESTAURATEURS PURCHASE WINE FROM:



# SOURCES OF INFORMATION FOR RESTAURATEURS WHEN SELECTING WINES:

Base: total interviews – % value - multiple answer

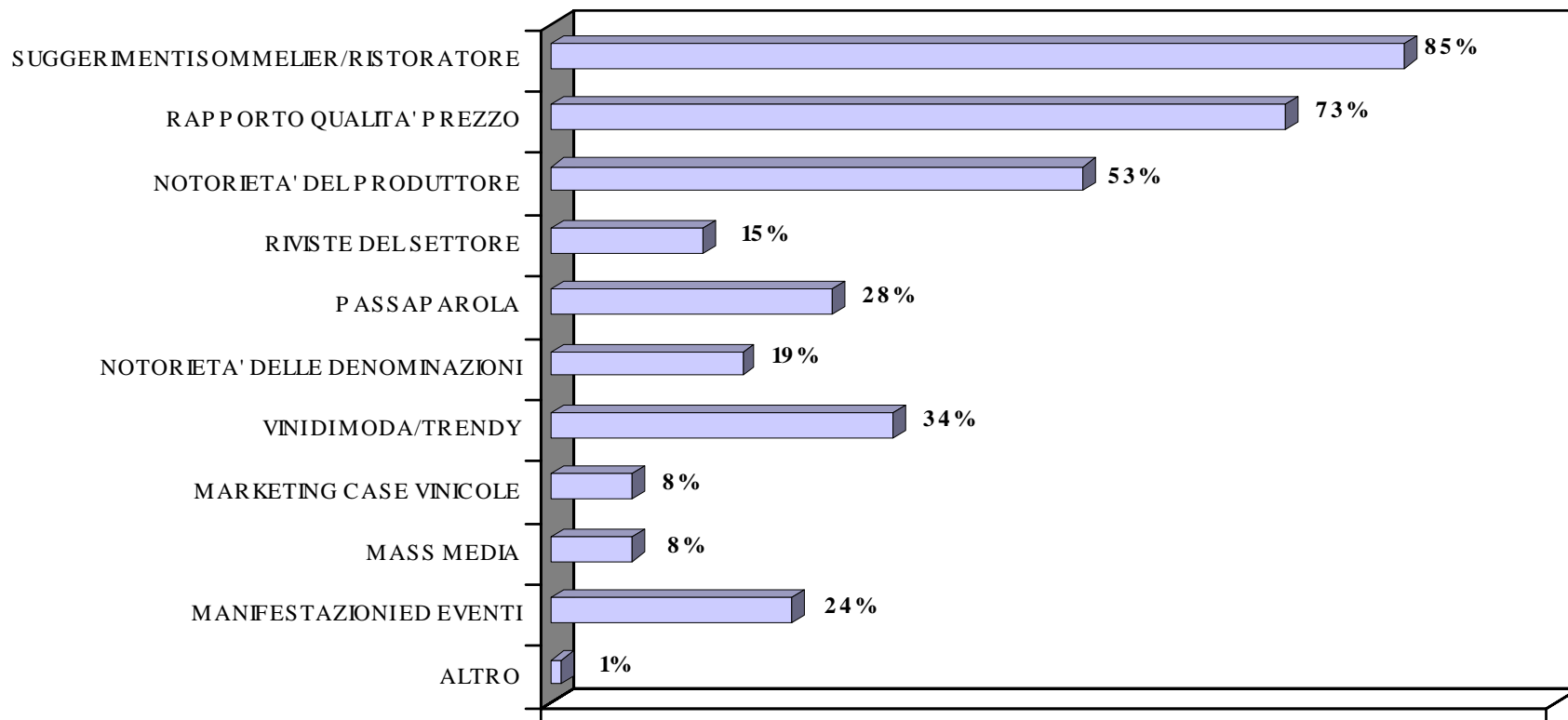
**APPROACH TO WINE**



# CHANNELS INFLUENCING CHOICE OF WINE BY CLIENTS:

Base: total interviews – % value - multiple answer

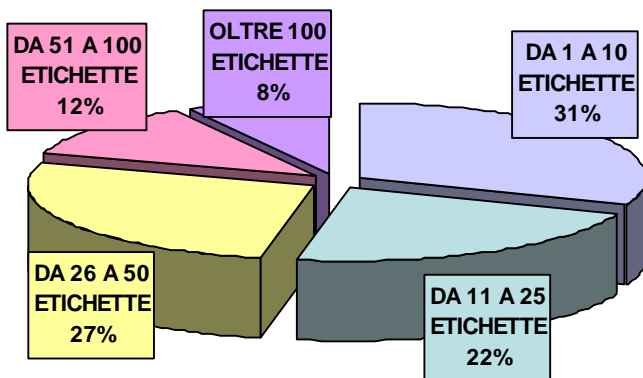
## APPROACH TO WINE



# NUMBER OF LABELS IN THE CELLAR - SPARKLING WINE:

Base: total interviews – % value

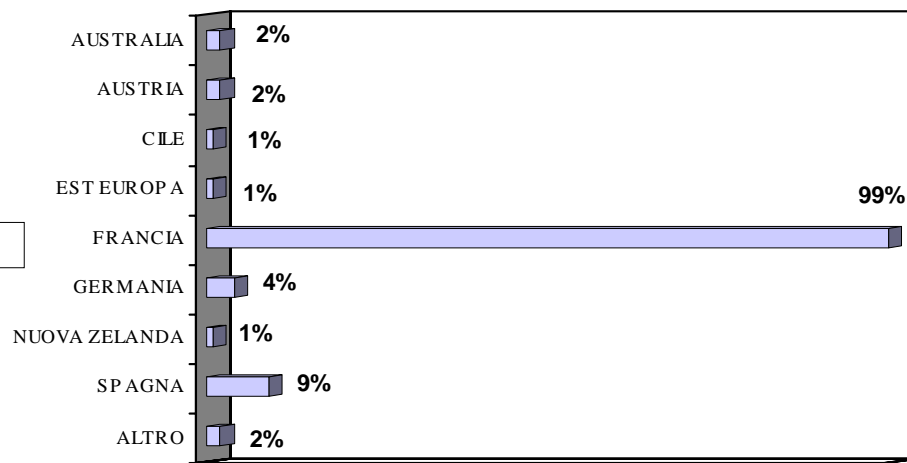
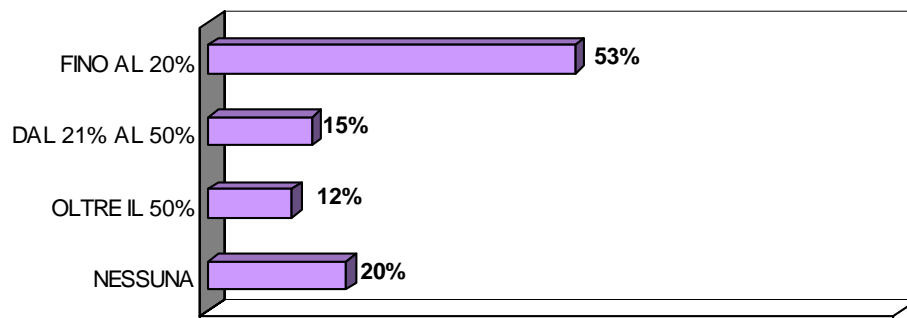
NUMBER OF SPARKLING WINE LABELS:



% OF PREMISES OFFERING SPARKLING WINE FROM:

COMPOSITION OF THE WINE CELLAR

% FOREIGN SPARKLING WINE LABELS

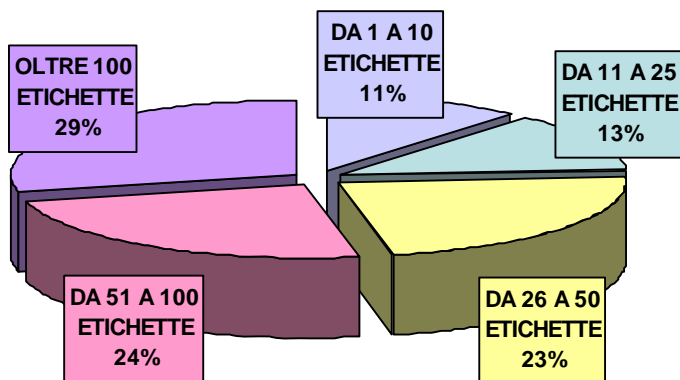




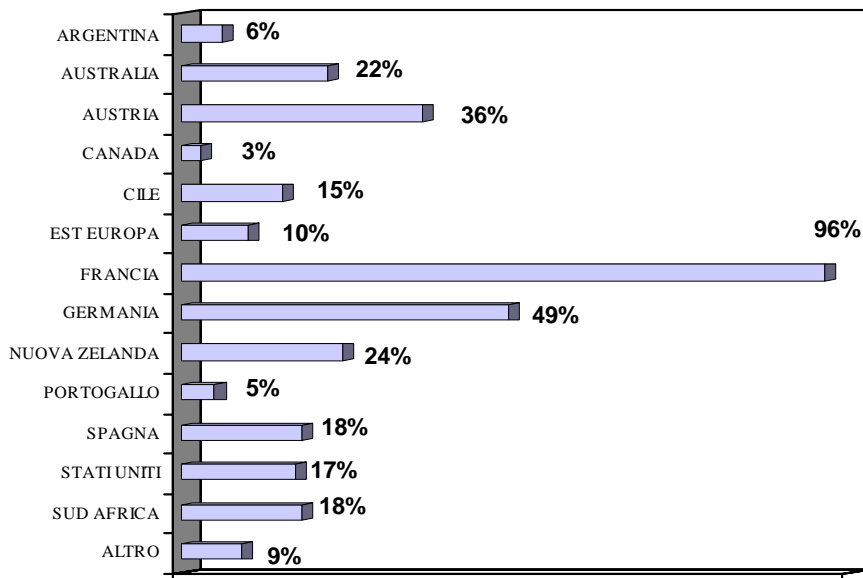
# NUMBER OF LABELS IN THE WINE CELLAR – WHITE WINES:

Base: total interviews – % value

NUMBER OF WHITE WINE LABELS:

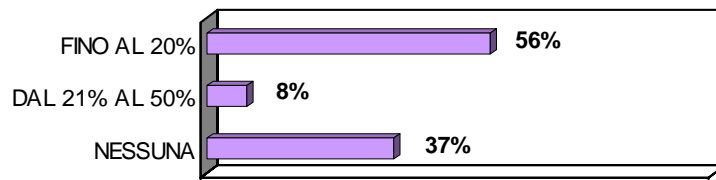


% PREMISES OFFERING WHITE WINES FROM:



COMPOSITION OF THE WINE CELLAR

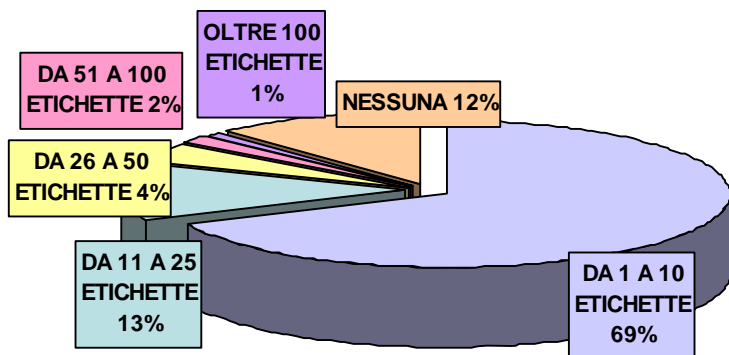
% FOREIGN WHITE WINE LABELS:



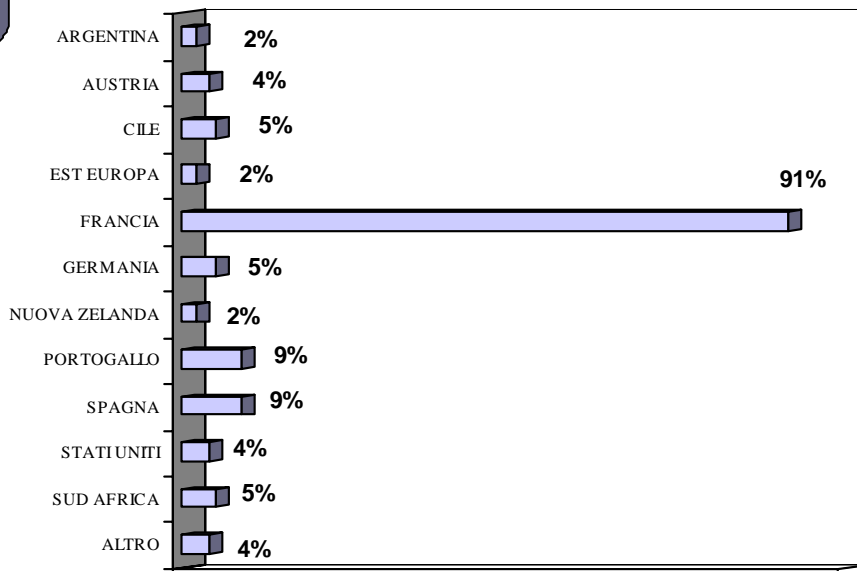
# NUMBER OF LABELS IN THE WINE CELLAR – ROSÉ WINES:

Base: total interviews – % value

NUMBER OF ROSÉ WINE LABELS:

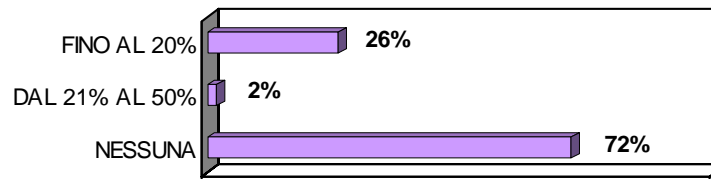


% PREMISES OFFERING ROSÉ WINES FROM:



COMPOSITION OF THE WINE CELLAR

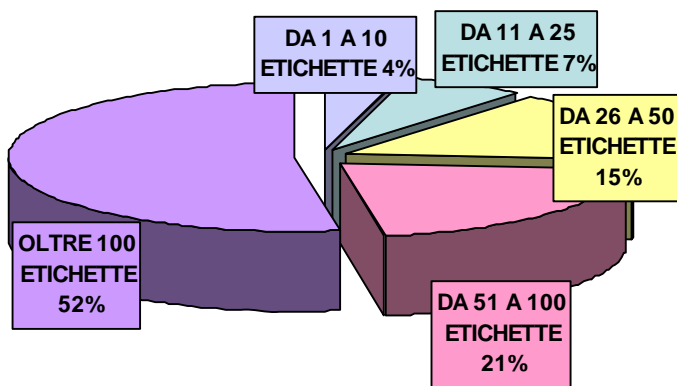
% FOREIGN ROSÉ WINE LABELS:



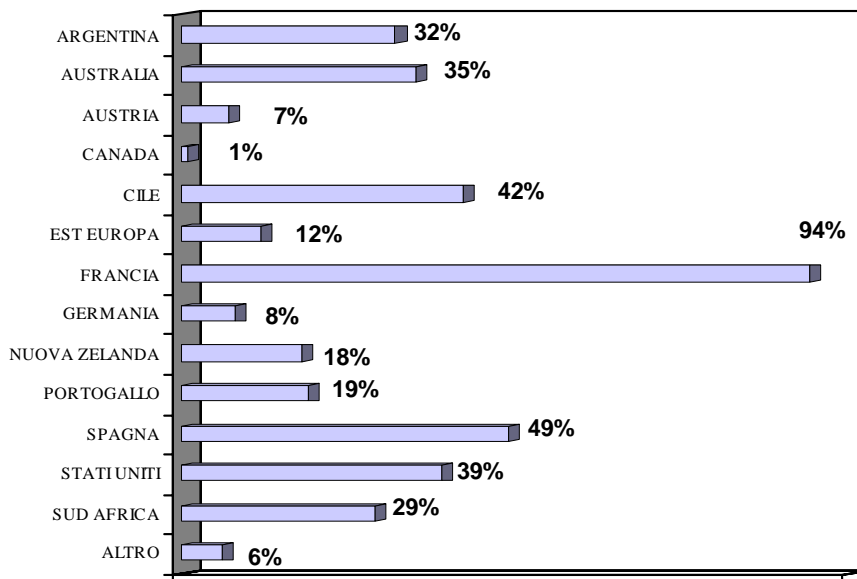
# NUMBER OF LABELS IN THE WINE CELLAR – RED WINES:

Base: total interviews – % value

NUMBER OF RED WINE LABELS:

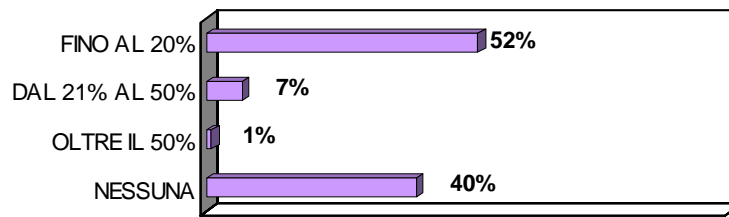


% PREMISES OFFERING RED WINES FROM:



COMPOSITION OF THE WINE CELLAR

% FOREIGN RED WINE LABELS:

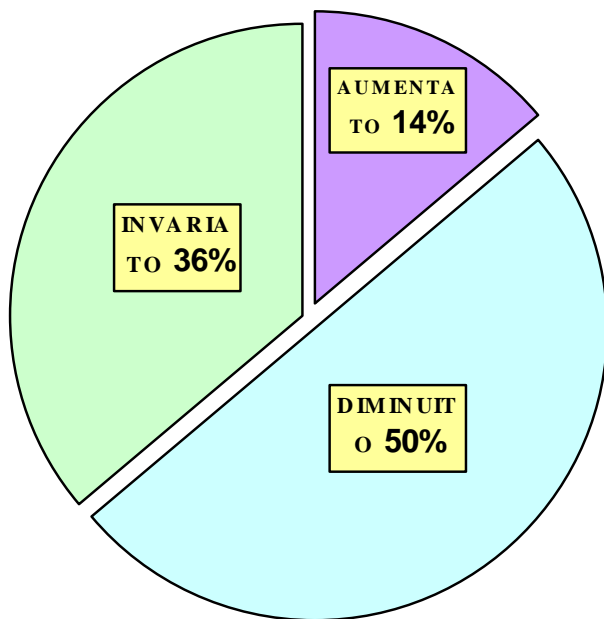


# WINE CONSUMPTION:

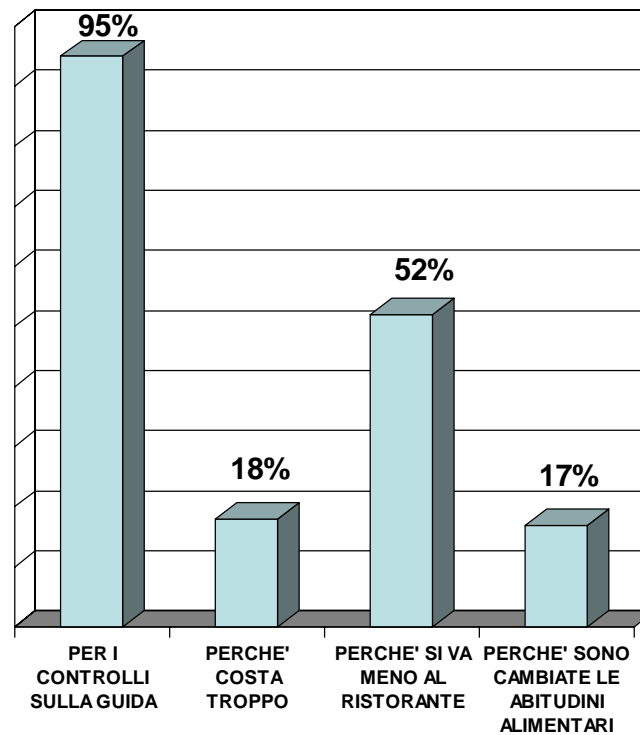
Base: total interviews – % value

## WINE CONSUMPTION

### WINE CONSUMPTION IN 2010:



### DECLINED BECAUSE OF:

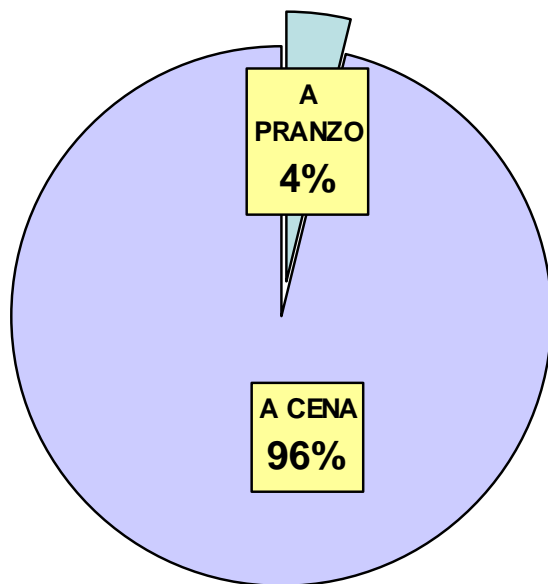


# WINE CONSUMPTION:

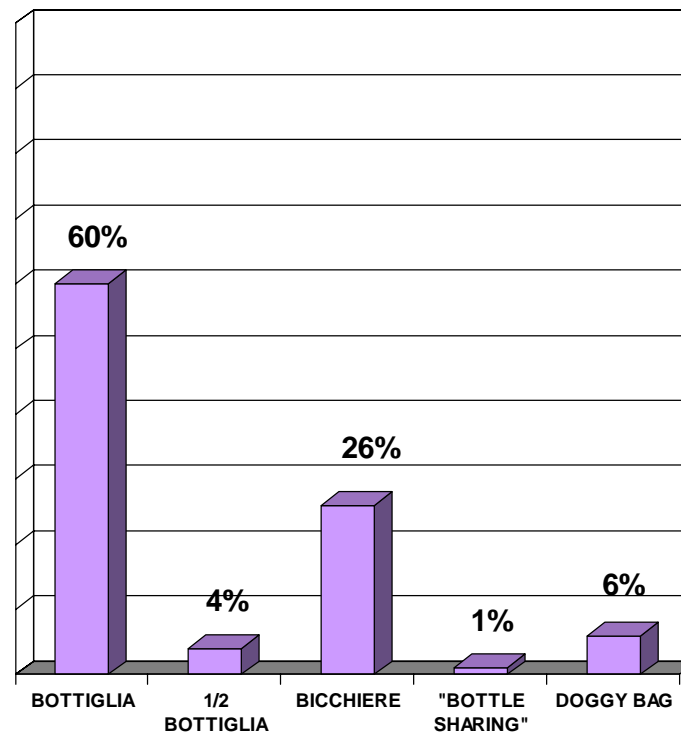
Base: total interviews – % value

## WINE CONSUMPTION

### CLIENTS DRINK MORE WINE:



### MOST POPULAR MODES:

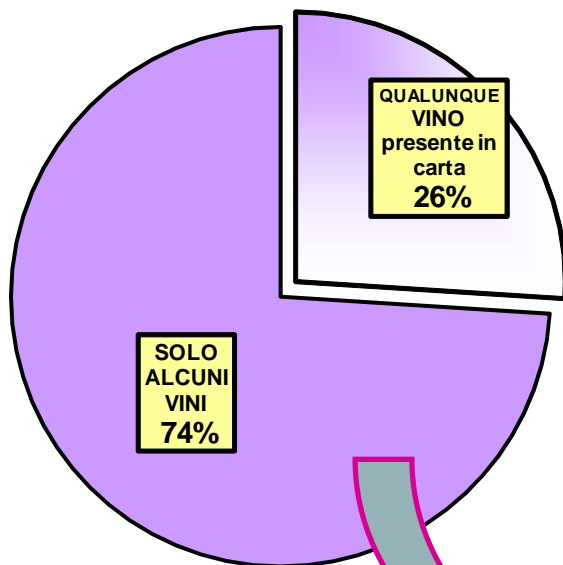


# WINE CONSUMPTION:

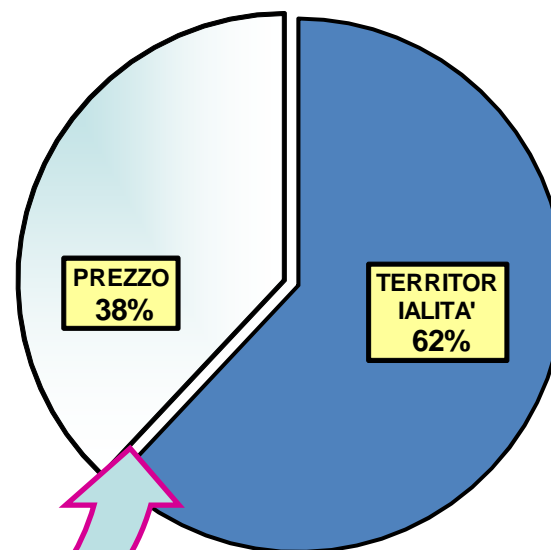
Base: total interviews – % value

## WINE CONSUMPTION

### WHICH WINES ARE SERVED BY THE GLASS:



### DECISION TO SERVE WINE BY THE GLASS BASED ON:

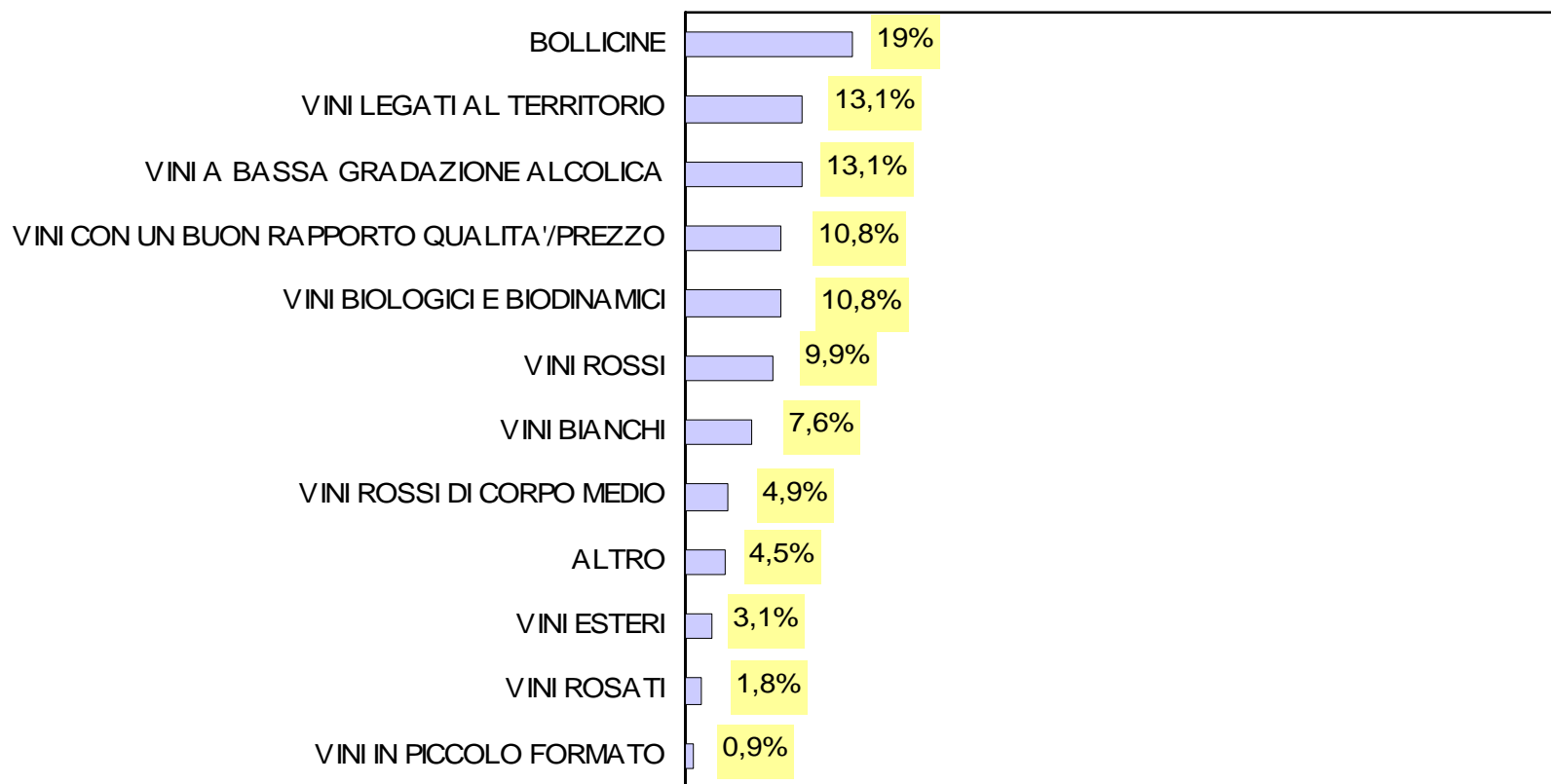


# WINE CONSUMPTION - FUTURE CONSUMPTION TRENDS:

Base: total interviews – % value - multiple answer

**WINE CONSUMPTION**

**WINES WHICH RESTAURATEURS FEEL WILL CHARACTERISE THE SECTOR IN THE NEAR FUTURE:**



0,00

100,00