



## Customer Update - March 2021

### New additions to the team

It is a great pleasure to announce some new team additions providing greater reach across the international wine market. Ray Jordan, Dave Brookes and Jane Skilton MW have joined us adding to Jeni Port, Tony Love and Ken Gargett providing wineries with a wider range of highly regarded critics in key local markets.

We've added some emerging talent in the form of Nicole Bilson and Annette Lacey MW for more contemporary female voices in the mix. Our group of sommeliers is also now growing with the addition of Andrea Infimo (MoVida, Melbourne), Marcell Kustos (Magill Estate, Adelaide) and Emma Farrelly (State Buildings & Como The Treasury, Perth). Combined with other additions to our wider team, we now have an expert voice in most key markets to provide a range of Winepilot services. You can see our full team and their bios [here](#).

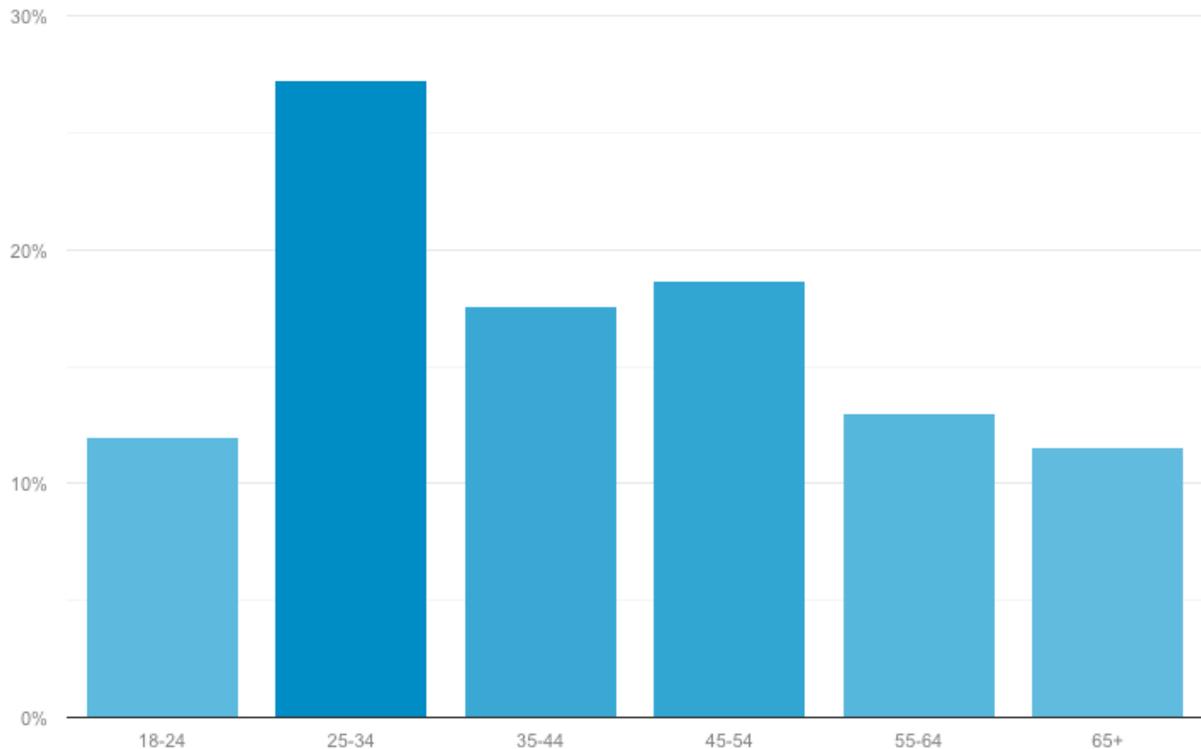
### Audience data

Winepilot launched in part to help the wine industry connect with large segments of our customer base that are currently missed or ignored by the wine media. That is, predominantly younger and female wine drinkers as well as low to moderate interest consumers of all ages who are looking for a simple online drinks guide with relatable content and reviews.

It is pleasing to see in March that 43% of visitors to Winepilot.com are women, which is high for the wine trade. In addition, 39% of our audience is Under 34 and Over 65 is now our smallest segment, both of which are the reverse of what is seen in many other wine retail and media channels. The full details of our audience demographics for March to date are below. User numbers have also tripled with a quadrupling of pageviews since November illustrating strong growth on major metrics from organic traffic and our broadening reach.

## Age

28.49% of total users



## Wine sales in 2030

It is the elephant in the room for the Australian wine industry. While hopefully the current situation in China is just a blip and export sales remain strong, a key question remains for wineries around what the future holds for the local market with our aging population?

To answer this question we completed a research project, the results of which are about to come out in the latest issue of WBM. But here is a little peak at the key findings which again demonstrates the importance for wineries to focus on growing their younger customer base in the local market, that will become even more competitive in the near future.

Australians are drinking less, particularly younger consumers. Wine consumption per capita is already down around 10% over the last decade. In addition, Wine Intelligence estimate there were 2.1 million less wine drinkers in 2020 compared to 2015, with weekly wine drinkers also down 17% over that same period.

The problem though is not consumption now but more the long-term impact of current trends. The Over 55 age group of wine drinkers are, on average, drinking wine at least twice per week, with 34% of Over 65 consumers drinking most days or daily. By comparison, the average 18 - 44 year old is drinking wine once per week. Clearly a very significant volume of total wine sales is tied up with consumers over 55 and any, even small, ripples in these age groups will have significant repercussions. Many in these older age groups have already started to reduce their wine consumption but when the tide really starts to turn over the next ten years significant demand will be stripped from the local market.

The increasingly diverse cultural mix in Australia will also have an effect. A highly significant number of children now live in homes where there is little or no alcohol consumption, due to the cultural beliefs and habits of one or more parents. Consequently, and combined with a general trend toward healthier lifestyles across the whole community, the drop in volume consumption by older Australians simply will not be replaced by a new generation of regular wine drinkers.

So what does this mean for 2030 and beyond? The local market, which currently makes up 62% of Australian wine sales, will become hyper-competitive and those brands who have not built a base of younger consumers now will struggle to replace their aging database with new customers. For more information don't forget to read the latest issue of WBM.

### **Reaching new customers with Winepilot**

So how do you connect with younger wine consumers who do not consume traditional media and instead get their news and information from free digital news services? That is the 6 billion dollar question for the local wine industry. The key is the creation of engaging and interesting content that is relatable to that audience, which is more than technical reviews and scores that are only of interest to highly engaged consumers. Secondly, distributing that content through various digital channels to increase brand reach among these emerging consumer groups.

Winepilot has been set up specifically for this purpose. We provide a wide range of potential critics so that brands can choose those voices and content styles that best resonate with their target audience; men and women who are experts in their field from a range of age groups and geographical locations to provide targeted reviews and content. Winepilot also does not, and will never, charge consumer subscriptions so all

the content we create can easily be shared for free to your target audiences through a range of digital channels thereby increasing brand visibility among key groups.

There are links at the bottom of every article and post on Winepilot.com to assist with this process. All our content is not hidden behind a paywall and is easily shared via Facebook, Instagram, Twitter, Pinterest, LinkedIn, WhatsApp and email, for free. In addition, placing social media spend behind these posts can provide distribution to a much wider audience, with potential targeting to current customers and or key regions and demographics.



If you need any advice on your social media strategy or how best to use Winepilot content in your social media, please feel free to get in touch.

## **Services update**

Winepilot has been founded to help brands better connect with their consumers and drive sales using a suite of strategies and tools. We now provide over 100 wineries with on-demand reviews with many customers sending us wines before release so they have all their marketing collateral in place for vintage launches. But we see this as only a part of our full service offering, which also includes the creation of video or written content which can be shared with potential customers or delivered via live video tastings and event hosting. Services we now offer include:

### General Content

Supporting your marketing team with general content created by our team of experts for website or marketing materials.

### Supported Content

We offer wineries the option of supported content where our team will provide in-depth articles and or videos to showcase your wines.

### Live Video Tastings

Connect with your mailing list customers around the country and drive wine sales with live interactive video tastings co-hosted by our team.

### Event Hosting

Our team can co-host private events to provide an unforgettable experience for key customers.

We hope you have enjoyed this update from Winepilot and please get in touch if you are interested in any of our additional services. If you have any questions feel free to give us a call. And for those of you still with grapes on the vine, best of luck with the remainder of vintage 2021.

Best Regards,

A handwritten signature in black ink, appearing to read 'Angus Hughson', is centered on a light gray rectangular background.

### Angus Hughson

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