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## **WINE INDUSTRY LAUNCHES FIRST-EVER ADVERTISING CAMPAIGN**

**“Wine. Since 6000 BC” Campaign Theme Positions Wine as the Perfect Complement for Casual, Everyday Enjoyment**

**St. Helena, Calif. (Aug. 20, 2003)** – Wine Market Council today announced the launch of a nationwide print advertising campaign aimed at making wine a more widely accepted and enjoyed part of American culture. Making its debut on Sept. 26, 2003 in *People* magazine, the Wine Market Council campaign will appear in high-profile national magazines and newspapers over the coming year. The second appearance will be in *USA Today* in October.

The campaign theme, “Wine. Since 6000 BC” emphasizes the fun, relaxed role wine has played in western civilization for 8,000 years and communicates the authenticity and relevance of wine as an enjoyable part of everyday life. The first ad features the statue of an ancient Mayan figure, reclining with a cup of wine in his hand. Digitally superimposed on the statue is a pair of sunglasses. The copy above the illustration reads “Then as now, the perfect complement to the ancient art of kickin’ back.” And the ad carries the tagline, “Wine. Since 6000 BC”

“The campaign is targeted at U.S. adults who already like wine and already drink wine but tend to do so mostly on special occasions,” said Ted Baseler, President of Stimson Lane Vineyards & Estates and Chairman of Wine Market Council. “The goal of campaign is to help Americans think about wine as a something compatible with casual, contemporary lifestyles.”

### **Strategy Supported by Extensive Research**

The ad launch is supported by research that shows Americans already think about wine in a positive light. In fact, 97 percent of people who saw the ads agreed wine is a lasting part of civilization and 85 percent agreed that wine is authentic and original. In addition, 87 percent agreed that wine is appropriate for most occasions.<sup>1</sup>

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<sup>1</sup> Decision Analyst Internet survey of 157 wine drinkers ages 25-49 representative of the U.S population of wine drinkers (38 % male, 62% female, 36% core wine consumers, 64% marginal wine consumers.

“The objective is to convert positive attitudes to actual purchase in order to broaden the consumer base of the U.S. wine market over the long term -- and we’re encouraged by the research, which shows a significant potential conversion rate as a result of exposure to the ads,” says Baseler.

In addition to research on the actual ads, the campaign itself and the timing of the launch are based on extensive consumer research over the last decade. For the first time in 20 years, adult per capita consumption of table wine in the U.S. has exceeded 2.5 gallons a year and is accompanied by a surprising 32 percent increase in ‘core’ wine drinkers (people who drink wine at least once a week) over the last three years.<sup>2</sup>

“This is good news but there is much room for growth,” says John Gillespie, the council’s president. “The ten-year decline in the wine drinking population in the U.S. and adult per-capita wine consumption levels that remain below those reached in the 1980s are a real call-to-action.”

In addition, U.S. wine consumption significantly trails that of Western Europe, including France (15 gallons a year), Italy (13.2 gallons a year) and other English-speaking nations, like Australia (5.3 gallons a year), the United Kingdom (4.6 gallons a year) and Canada (2.7 gallons a year).

While advertising will be the centerpiece of the campaign, significant initiatives in public relations and on the Internet will be conducted. The Council also will take its messages to consumers where they shop for wine, with a merchandising program tied to the advertising campaign.

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Wine Market Council is a non-profit trade association of wine grape growers, producers, importers, wholesalers, retailers and others in the industry dedicated to growing and strengthening the wine market in the U.S.

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<sup>2</sup> Merrill Research & Associates