

Press Release

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IWSR announces acquisition of Wine Intelligence

London, UK - IWSR Drinks Market Analysis, the leading authority on the worldwide beverage alcohol industry, today announced the acquisition of London-based Wine Intelligence, the top global experts on wine consumer research and insights. The combined offering provides the industry with robust insight into consumption trends, consumer behaviour and growth opportunities for the global beverage alcohol sector.

Founded in 2002, Wine Intelligence conducts projects on behalf of wine businesses in more than 35 wine markets. This acquisition enables the IWSR and Wine Intelligence teams to build a world-class consumer behaviour division focused exclusively on the global beverage alcohol industry.

"As Covid-19 reshapes consumer behaviour and beverage alcohol drinking occasions, industry stakeholders are looking for a deeper understanding of the consumer attitudes driving the market," remarks Mark Meek, CEO of IWSR. "Our vision is shaped by our clients, and this acquisition is a tremendous opportunity for us to expand on our existing offerings and work with the Wine Intelligence team to provide the industry with access to comprehensive consumer insight across all categories of the drinks industry, including beer, wine, spirits and the ready-to-drink sector."

This acquisition follows a successful decade-long relationship between IWSR and Wine Intelligence. Recent collaborations include the IWSR Covid-19 Consumer Tracker, an in-depth consumer sentiment research report series tracking the on-going impact of Covid-19 on the consumption of and attitude to beverage alcohol over an 18-month period.

"We are delighted to join the IWSR family after nearly 10 years of our organisations partnering on behalf of our client base," says Lulie Halstead, CEO of Wine Intelligence. "I share Mark's vision of us building a world-class and comprehensive offering of data and consumer insights to support the global beverage alcohol sectors, which we are uniquely positioned to do."

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About the IWSR

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and RTDs (ready-to-drink) by volume and value

in 160 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. The IWSR boasts a team of global analysts, each of whom is equipped with local market expertise and an expansive network of on-the-ground industry contacts. Our analysts meet and speak with their industry contacts throughout the year in order to capture local insight, key market trends, and the 'why' behind the numbers. For more information about the IWSR, please visit www.theiwsr.com

About Wine Intelligence

Wine Intelligence is the global leader in wine consumer research and insights. Founded in 2002, we now conduct projects on behalf of wine businesses in more than 35 wine markets. With a team made up of wine industry and research specialists, we offer a broad range of research, insights and strategy services to help wine businesses make better and more profitable business decisions.