



## MILLENNIALS AND EMERGING WINE TRENDS: USA, ITALY AND JAPAN

Pasqua Vigneti e Cantine presents the results of the survey commissioned from the research company Episteme

Verona, 14 March 2017 – Umberto Pasqua, President of Pasqua Vigneti e Cantine and CEO Riccardo Pasqua presented today, at a press conference in Milan, just-completed survey results, on trends that characterize wine consumption among Millennials, or those born between the 1980s and early 2000s that today number nearly 2 billion in the world, and represent, therefore, the most populous generation.

The research includes a special focus on three countries: USA, Italy and Japan. These markets are also particularly significant for Pasqua and representative of three geographical areas: North America, Europe and the Far East (Japan has always been considered a trend setter for other Asian Countries).

It is estimated that there are 80 million young Millennials in the United States (representing one third of adult American drinkers), 11 million in Italy and 21.8 million in Japan<sup>1</sup>.

In terms of spending, in 2015 Millennials invested more in products related to wine than other categories. Overall, they exceeded their parents in wine consumption while at the same time developing a more mature and refined wine culture<sup>2</sup>.

Another significant item is the **D Factor**: wine which has always been considered typically male, is seeing the female gender becoming protagonist in alcohol consumption in all markets analysed. Among Millennials, women have surpassed men in the consumption of wine products: the survey describes them as proactive, confident, knowledgeable purchasing decision makers.

The global macro trend gives an image of Millennials as:

- **digital and always connected**, who therefore want a **direct and transparent dialogue** with the manufacturer, also through technology;
- **global and mobile**, but seek quality bottles with **certified origin** and linked to the territory;
- They are sensitive to **themes of sustainability**, and so favour brands that are attentive to organic farming and social responsibility issues;
- They are **collaborative**, want to be able to co-create, hence the need to have, in addition to tasting, real brand experiences and values it carries.

Going deeper into the different geographical areas, some differences begin to emerge which can be found across multiple markets: The trait d'union is the employment situation, which characterizes Millennials, dividing them into:

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<sup>1</sup> Estimate from the *International Organisation of Vine and Wine*

<sup>2</sup> *Wine Market Council*

**#tradizionalista (mostly USA):** this is the young adult following a linear path that is safe but not satisfied

**#self-branded (USA and Italy)** building themselves, from their skills, their job

**#equilibrata (Italy and Japan)** filled with the uncertainty of different career paths

**#messo-in-pausa (Italy and Japan)** endlessly delays facing their own their autonomy

**#social-worker (Italy and USA)** attentive to the social repercussions of their work

"Insecurity of the future, or rather a more fluid social situation, has a decisive influence on the style of wine consumption. Particularly in Italy, wine for the Millennials is a way to take possession of the "adulthood" that precarious economic conditions sometimes make difficult. They are ambassadors for intelligent consumption. They drink domestic or better, local," said **Monica Fabris**, President of Episteme. "In the United States half of all wine consumers is female. Seeking a work-life balance, they consider wine a cultural expression, a healthy and modern food. In Japan, Millennials have inherited the cult of quality, but live with little and must choose by quality and price ratio. Here, wine is central to educational projects on drinking moderately and with quality rather than, say, spirits."

The survey, after tracing the specifics of the current situation in the various geographic areas, explored some trends that are gaining strength in the markets. Among these, for example, is the growth in sales of rosé. It has been estimated that 10% of wine sold worldwide is pink mode. Commented **Riccardo Pasqua**, CEO of Pasqua, "This style of consumption responds to the desire of the Millennials to experiment, to match the wine to a situation of conviviality not necessarily linked to a meal".

In general, added the **CEO**, "Wine is considered a natural product and therefore healthy, responding perfectly to the needs of health and naturalness specific to the Millennials." At Pasqua we follow with great attention the different emerging consumption styles, because we believe that some of these may become extremely interesting phenomena."

Another trend is cool climate wine, that is, an increase in extreme wine producers, liked by Millennials who, having a level of wine knowledge that tends to be higher than that of their fathers, can appreciate the characteristics of "extreme wine".

"What we see as a manufacturer of quality wine with great satisfaction, concluded President **Umberto Pasqua**, is the growing wine culture that is spreading throughout the markets. This is a very important phenomenon because it allows those who have tasted our wines, to appreciate fully their characteristics and personality."

Pasqua is present at the ProWein trade fair in Düsseldorf (Hall16, Stand J01) and at Vinitaly in Verona (Hall 5, stand C2)

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Pasqua Vigneti e Cantine is a historic company producing quality Veneto and Italian wines. Through almost 100 years of history, the company has established itself on the international scene with its products, particularly red wines, which are synonymous with great winemaking tradition. Tradition, innovation, quality, research and passion are values passed on generation to generation in the Pasqua family and today are represented by the native wines from the Veneto region and the great Italian classics with DOC, DOCG and IGT denominations

distributed in every continent. In 2017 Wine Enthusiast awarded 92/100 points to the Amarone della Valpolicella Doc Riserva 2006 and 90/100 points to the Amarone della Valpolicella DOCG 2012 Famiglia Pasqua. The Amarone della Valpolicella DOCG Famiglia Pasqua 2011 received the prestigious 90/100 points recognition from Wine Spectator last February. At the International Wine Challenge 2016, the Amarone della Valpolicella Famiglia Pasqua 2006 was awarded the gold medal as Best Amarone and Best Italian Red Wine. Decanter awarded the 2016 bronze medal to the Amarone Cecilia Beretta 2010. The Amarone Famiglia Pasqua 2003 received the prestigious 92/100 points recognition from Wine Spectator. Wine Enthusiast awarded 93/100 points to the Amarone Famiglia Pasqua 2011 and 90/100 points to the Amarone Cecilia Beretta 2008.