

1. Colorado Wine Survey Introduction

The Colorado Wine Survey is dedicated to provide business information, industry trends, data and statistics about wine sales in the state of Colorado. The survey is conducted by Wine Country Network, the producers of The Denver International Wine Festival and The Denver International Wine Competition.

Surveys are target employees & owners of the following business categories:

- * Restaurants, Wine Bars,
- * Bars & Taverns, Caterers,
- * Hotels & Resorts,
- * Wine & liquor retailers,
- * Importers, Distributors and
- * Colorado Wineries

5. Please describe your education or career training?

- On The Job Education
- Self-taught
- Trade School
- Certificate of Completion
- Some College
- Associates Degree
- Bachelors Degree
- MBA
- PHD
- Higher level

6. How do you sell wine in the state of Colorado?

- Wine Store/Retailer
- Restaurant
- Pub
- Hotel
- Resort
- Wine Bar
- Winery
- Importer
- Distributor
- Club
- Wine Party Service
- Institution or University
- Caterer

7. Your business is open:

- | | |
|--|---|
| <input type="checkbox"/> Every day | <input type="checkbox"/> 5 days per week |
| <input type="checkbox"/> Weekdays only | <input type="checkbox"/> During the Ski Season only |
| <input type="checkbox"/> Weekends only | <input type="checkbox"/> During the Summer only |
| <input type="checkbox"/> 6 days per week | <input type="checkbox"/> By appointment/As contracted |

8. What are your annual wine sales?

- \$25,000 or less
- \$25,001 to \$50,000
- \$50,001 to \$99,999
- \$100,000 to \$150,000
- \$151,000 to \$200,000
- \$200,000 to \$350,000
- \$351,000 to \$500,000
- \$501,000 to \$750,000
- \$751,000 to \$1,000,000
- \$1,000,001 to \$2,000,000
- \$2,000,001 to \$2,500,000
- \$3,000,000 to \$5,000,000
- \$5,000,001 to \$10,000,000
- More than \$10,000,000

9. My business sells more:

- Domestic wine
- Imported wine

10. What types of wines do you sell?

- Champagne
- Sparkling
- Imported
- Domestic
- White
- Rose
- Red
- Desert or Ice Wine
- Port

11. Wines are becoming increasingly more popular amongst consumers. Please project which wine types should realize a sales increase next year (2009).

- Champagne
- Sparkling
- White
- Rose
- Red
- Desert
- Port

12. What percentages of wine sales are by:

	% Dollar sales
The Glass	<input type="text"/>
The Bottle	<input type="text"/>
The Case(winery only)	<input type="text"/>
Other (please specify)	<input type="text"/>

13. In your opinion what is the single most important thing that will help you sell more wine in 2009?

- Industry should increase consumer awareness
- Our company should provide consumer with more education
- Our company should provide more training for employees
- Our company should provide free tastings to consumers
- We should conduct more wine tastings
- We should promote/conduct wine dinners
- Suppliers should provide more support

14. What capital investments is your company planning for 2009 that should have a positive impact on wine sales?

- | | |
|---|---|
| <input type="radio"/> New wine list | <input type="radio"/> Fine glassware |
| <input type="radio"/> New consumer friendly marketing program | <input type="radio"/> Wine Cellar |
| <input type="radio"/> Wine pairing menus | <input type="radio"/> Education for our staff |
| <input type="radio"/> Temperature controlled refrigerator | <input type="radio"/> Nothing at all |

3. Colorado Wine Survey Section 3

Thank you for your participation!

1. Does your business participate in Wine Spectator Magazine's Award of Excellence (Wine List Rating) Program?

- Yes
- No
- We did in the past
- We plan to in the future

2. What wine & food publications are received/subscribed to by your business?

- Wine Spectator
- Wine Enthusiast
- Food & Wine
- Gourmet
- Wine Country International(R)
- Bon Appetite
- Saveur

3. What type of stories should publications be producing in the future?

- More travel tips to wine countries
- Wine pairing ideas
- How to get in the wine business
- How to create the perfect wine pairing
- How to start your own wine collection
- Wine ratings for the novice

4. What does Wine Spectator magazine's wine rating system mean to you?

	Unacceptable	OK	Good	Excellent	N/A
70-74	jñ	jñ	jñ	jñ	jñ
75-78	jñ	jñ	jñ	jñ	jñ
79-85	jñ	jñ	jñ	jñ	jñ
86-90	jñ	jñ	jñ	jñ	jñ
90-99	jñ	jñ	jñ	jñ	jñ

5. Is the panel rating system employed by wine competitions more accurate than the rating system published by magazine editors? To clarify, if a panel of 6 judges taste & rate wines in a "blind competition" are the results fairer?

Yes

No difference

No

6. My customers favor wines from:

USA

France

Argentina

My Winery

Hungary

Uruguay

California

Germany

Australia

Colorado

Portugal

New Zealand

Washington

Austria

South Africa

Oregon

Switzerland

Italy

Chile

Other (please specify)

7. Do consumers request Organic Wines at your establishment?

Yes

No

Does not apply

8. What percentage of your wine sales represents organic wines?

Percentage of all wine sold:

By the glass

By the bottle

9. Do you feel that the quality of Organic Wines has improved in the last 5 years?

Some what

Yes-(big improvement)

Not really

Has not

10. Please describe your eating habits/level:

I eat to live

I live to eat

I am a small eater

I am a foodie

I can be considered a culinary tourist

11. In your opinion are the three hot/emerging wine regions for the US?

- Washington
- Oregon
- New York
- Texas
- Colorado
- Idaho
- Virginia
- New Mexico

12. What countries are destined to become the next hot wine producing countries?

- Spain
- Greece
- Portugal
- Hungary
- Georgia
- Israel
- Lebanon
- Czech Republic
- Croatia

13. What is your opinion of Colorado wines?

- The quality is good
- The quality is acceptable
- The quality is unacceptable

14. Do you sell Colorado wine at your establishment?

- Yes
- No

15. In your opinion, will the current economic downturn have a major impact on wine sales?

- Yes
- No
- I do not see any change

16. Will the US Presidential Election have any effect on wine sales? Will the winning party have any effect on sales?

Yes

No

We will be better if Democrats win

We will better if Republicans win

Will not have any effect

4. Local Colorado Issues Relating to Wine

Give us your opinion about possible changes in legal issues relating to wine sales in Colorado!

1. Do you have an opinion about the current interstate shipping laws? Should the State of Colorado permit shipping of wines from all US states directly to consumers?

- Yes
- No
- Does not apply/not sure

2. Since people are allowed to go to war at the age of 18, should the legal drinking age be lowered to 18 years old?

- Yes
- No

3. California, Nevada and Washington Grocery Stores sell wine, beer & spirits, seven days per week. Should the State of Colorado permit the same?

- Yes
- No

5. Wine Packaging

Give us your opinion about wine packaging as it relates to sales of wine at your establishment.

1. Do you sell wine packaged with screw caps?

Yes

No

2. In the last 12 months, has any consumer voiced any objection to wine packaged with a screw cap?

No

Yes

Does not apply

3. How important is wine bottle packaging(wine label design) to your sales?

Very important

Makes my job easier

Is somewhat important

Has no importance

4. Have you ever witnessed a situation where the wine packaging is actually better than the wine quality? Have consumers ordered wine based on the packaging and experienced disappointment after tasting the wine?

Yes

No

I am not sure

5. Do shelf talkers and references to wine ratings help increase your wine sales?

Yes, Greatly

Yes, Sometimes

No

6. Wine List & Service

Tell us how you develop your wine list.

1. Who is responsible for selecting the wines that are sold by your establishment?

- The Owner
- The General Manager
- The Sommelier
- The Wine Buyer
- Our Distributor
- Does Not Apply

2. What are the top qualities you look for in a distributor?

- Excellent customer service & support
- Reasonable prices
- Fast delivery
- Good inventory, products always in stock
- Sales rep is attentive to my needs
- Sales rep helps design my wine list
- Sales rep arranges for me to go on trips to wine country
- Does not apply

Other (please specify)

7. Sales of Other Beverages

Please tell us what other Alcoholic beverages are sold by your establishment.

1. Does your establishment sell other types of Alcoholic beverages besides wine?

- Yes
- No
- Does not apply

2. Which of these Alcoholic beverages do you sell?

- Domestic Beer
- Imported Beer
- Sake
- Scotch
- Vodka
- Tequila
- Rum
- Bourbon
- Gin

3. Have your sales of wine increased against the sales of beer in the last twelve months?

- Yes
- No
- Does not apply

4. Have your wine sales increased against the sales of spirits this year?

- No
- Yes
- Does not apply