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NEW SURVEY EXAMINES TWENTY-SOMETHING WINE HABITS

As America's Millennial generation – the first generation of young adults who turned 21 in the new millennium – embraces wine in record numbers, they're rapidly making it part of their everyday lives. No longer reserved for upscale business dinners or holiday meals with mom and dad, this generation is making wine an authentic part of life in ways that matter most to *them*. It's no surprise that in a recent national survey conducted by Wine Market Council, Millennials had a lot to say about wine and common social situations such as dating and entertaining.

Dating is a key wine occasion...

- Three-fourths (75%) of Millennial wine drinkers – both men and women alike – cite wine as their beverage of choice on first dates.

Choosing wine together is part of the fun...

- When choosing wine on dates, the majority of respondents (65%) – both male and female – prefer to make the wine decision a joint one.

But they'll usually order wine even if their date doesn't...

- Among those who like to drink wine on first dates, almost three-quarters (74%) say they would drink wine even if their date ordered something different. This number was slightly higher (85%) among female Millennials.

Those "in the know" aren't afraid to ask...

- Almost half (46%) of Millennial *core* wine drinkers (those who drink wine at least weekly) say they always or usually ask for wine pairing advice from the server/sommelier when ordering wine on dates. Among *marginal* wine drinkers (those who drink wine at least every few months, and at most two or three times a month), only three in ten (30%) are likely to ask for such advice.

Knowledge is more impressive than a hefty pricetag...

- Three times as many female Millennial wine drinkers say they would be more impressed with a date's wine knowledge than those who would be impressed by a date ordering an expensive bottle of wine (45% versus 15%). In fact, only two in ten Millennial wine drinkers (21%) say they have ordered an expensive (\$50+) bottle of wine to impress a first date.

They love entertaining, but are doing it a bit differently these days...

- Two-thirds of those surveyed (64%) opt for hosting a casual gathering of friends for drinks and light bites most often when entertaining at home. Throwing a big blowout bash ranked as the least popular style of entertaining (10%), favored even less than hosting a special occasion/holiday dinner for a large group of family and/or friends.

They definitely don't waste their leftovers...

- An impressive nine out of ten (89%) wine drinkers know to recork their leftover wine and enjoy it later.

The Wine Market Council Millennial Survey of over 1,025 wine drinkers, ages 21-28, was conducted in October 2005 for Wine Market Council by Impulse Research Corporation, an independent research firm.

For more information on Wine Market Council research, check out winemarketcouncil.com.

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Wine Market Council is an independent, non-profit trade association of grape growers, wine producers, importers, wholesalers, retailers and other organizations affiliated with the wine industry. For more information, visit winemarketcouncil.com or wineanswers.com.