



# IMPROVING THE WINE SALES IN RESTAURANT, UNITED KINGDOM, WITH MARKETING TOOLS

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## PREFACE

As part of the study program Bachelor International Agribusiness at Aeres University of Applied Sciences Dronten, I had to conduct a research project linked to one or several courses offered in the program. The research project results in a thesis written during the placement in the first semester of the second year at the Aeres University. The present report constitutes the final proof of proficiency of the study program undergone.

The topics of communication and wine market were chosen following my interest for these disciplines and my interest for the international marketing strategies. Moreover, the subject chosen has an actual knowledge gap and the current political changes (Brexit) make it significantly more interesting.

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## Summary

In the contemporary society, wine is an indispensable asset in some important moment of life. Being the result of a brilliant idea, wine is synonymous with good taste, fine gastronomy and culture. Nowadays, wine is part of the lifestyle for populations. The growing interest of wine is unmistakable to markets' potentials, bringing to the emergence of a new academic field, namely wine-economics. With 61% of wine consumer on a regular basis, the UK is the world sixth wine consumption market. It is one of the smallest wine producers but one of the largest wine importers in the world. Leading by the off-trade consumption, it is one of the most dynamic markets with a wide range of worldwide product diversity. With a strong rivalry for trade professionals, the wine business use a strong marketing mix to compete. The on-trade sector only sells 12% of the total amount of wine and faces a consumption crisis since 2014. Finding a way to face the crisis and to increase sales in the on-trade sector especially for restaurants is the knowledge gap. Targeting the trade, the research was about wine importers cooperative partnership with restaurants, plus how restaurants can face the crisis using marketing. The main question to be answered was "What marketing communication tools wine importers and fine dining restaurants can use in order to increase the sales of wine in the on-trade sector in the United Kingdom?" To answer the main question, sub-questions were formulated:

1. What are customers looking for in terms of wine when they go to restaurant?
2. What are the promotional possibilities in terms of wine marketing in restaurants?
3. How wine import companies can play a role in the wine promotion of restaurants?
4. Which marketing communication tools can be implemented in fine dining restaurants to encourage wine consumption?

Then a Materials and Method plan have been realized. First and second sub-questions were answered firstly by desk researches from scientific data bank and reports from specialized wine organization, then by a survey targeting restaurant professionals. The third sub-question was answered the same way with a survey targeting marketing and importers professionals; finally the last was answered only by desk research from scientific data bank reports. According to the topics dealt with, findings shown that customers of fine dining restaurants are people between 25 and 55 years old. On average customers who are 27 years old are more interested in beer while those who are 40 years old have more income and are interested in wine. The best-seller in fine dining restaurants is still wine; showing that people are still interested in wine and ask for advice to staff. Following this finding, marketing promotional possibilities have been founded. The main importance of marketing stand in sharing information for what is interesting to customers, in this case, extrinsic and intrinsic aspects of wine. Results shown that information can be shared toward informative service: good advice from trained professionals, wine list, offers, wine in menus, sampling and with social media used as an informative channel to share information related to wine or menu. Then it has been proven that importers could play a key role by sharing information from producers to restaurants regarding specific information. Which can be done through trainings, meetings with wine producers, events, booklets, flyers. Finally, the aim was to find which marketing tools can be implemented in restaurants to encourage wine consumption; a website or social media; direct marketing like a good advice, wine list, wine in menus, service by-the-glass or sampling in order to increase wine and expensive wine sales. To conclude, there is a lot of point of sales amelioration toward marketing tools for wine in order to reduce the perceived risk of purchasing wine for customers which is the biggest issue in on-trade sales. Marketing tools can be part of direct marketing, advertising and informative service strategies. As recommendation for professionals marketing is a key factor to sales increase and can come from the restaurant itself or cooperative partnership with the importer. For importers it is important to provide information (event, training, meeting, booklets); for restaurants it is important to use communication channels (web site, social media) and direct marketing tools, like wine list, sampling, by-the-glass, advice, wine in menus.

# 1 INTRODUCTION

“Wine is one of the most civilized things in the world and one of the most natural, brought to the highest perfection; it gives more satisfaction to the senses than any other product that can be bought. In the contemporary society wine is an indispensable asset in some important moments of life. Being the result of one of the brilliant ideas that changed humanity, wine is today synonymous with good taste, fine gastronomy and culture, giving to the connoisseur the quality of a sophisticated person.” (Hemingway, 1932).

According to a pure and simple definition, wine is the fermented juice of the grape, and if anything else has been added to it, the resulting liquid is not, strictly speaking, wine. Such a definition would, however, necessarily exclude a great number of beverages under the name of wine. This is why the definition should be extended to also include in it all fermented liquids, the basis of which is the juice of the grape, either pure or with such additions that are believed to improve the durability of the wine. This limitation given by the definition would divide wine into two classes. The first one is the pure natural wine and the other would be all the fortified wines (Dupre, 1868).

As everybody might know wine, it is an alcoholic beverage made with the fermented juice of grapes and mostly wine grapes which differ from regular table grapes. Some people typically associate wine solely with grapes, but technically, it can be also produced from other fruits (apple, cranberries, raspberries, strawberries etc.) However, grapes have become standard for wine production for two main reasons. Thanks to its specific acid which can preserve juice for decades or even centuries. The second, unlike other fruits, grapes contain a higher level of sugar that translate to a stronger wine (Revy, 2015). Moreover, wine results from a specific process of fabrication. This is why wine exists under different types; red wines, white wines, rosé wines, sparkling wines, dessert wines and fortified wines. Different variety of wine which comes from the fabrication, grapes, terroir which be part and belongs to the final product (Fanet, 2001).

The wine fabrication is a complex process which is different according to each type of wine, even region and countries. Grape varieties differ also from those criteria. Moreover, it can be a single-varietal wine, made primarily with one type of grapes. It is common to see these wines labeled by the name of the grape variety. But it is useful to note that each country, appellation has different rules for how much of the variety should be included in order for it to be labeled accordingly. But it can depend obviously of the winemaker's wishes as well (Puckette & Hammack, 2015). Usually, professionals describe wine using its style and characteristics. But they also say that as much as there are wines existing, there are different styles, which make the choice in purchasing wine rather difficult for customers. (Cobbold & Durand-Viel, 2017).

However, this is one of the reasons why the label is needed. Indeed, if customers get surprised by purchasing a bottle of wine thanks to its label, this is because it is willing by the designer, which worked on the label design for this result. A wine label, has to fill two functions, visual and informative. This last one is governed by law (Berthet, 2017). Indeed, a wine bottle must carry 8 mentions for a still wine and 9 for a sparkling. The wine category (still, sparkling etc.), the alcohol contained, the origin, the size (75 cl, 150 cl etc.), the name of the person who put the wine inside the bottle (merchant, winery, Domaine, Château etc.), the batch identification number, allergen products contained, sanitary message and the sugar amount are the mandatory details. Then some non-obligatory information but still regulated has to appear on the label: vintages, production methods and the name of the producer (Economie, 2018).

Thus, according to marketing research, for a wine label regarding its graphic design, as long as it contains the mandatory details, there is no obligation regarding the design of the label. Moreover, it has the power of pushing the customer to buy the bottle, or contrariwise to reject for 10% (Galbrun, 2014).

Label is a good way to sell wine in store, however, the label is almost never seen when it comes to purchase a bottle of wine in restaurants. According to a recent study by the University of Adelaide, label marketing is only useful for “off-trade” consumption (Cahill, 2017). This might be one of the reasons of the actual crisis that restaurants are facing (Wine Intelligence, 2018).

Companies have to be careful about the branding; in order to succeed, analyzing the market is a key issue for a successful understanding of this specific chain. Regarding wine market in the United Kingdom, preliminary researches have revealed that during the history, wine has rarely accounted for more than 2% of the United Kingdom merchandise imports, and since the WWI, it has averaged just 0.5%. Before 1950, wine accounted for less than 4% of the entire volume of alcohol consumed in the UK. And not much more as a share of alcohol expenditure. Then, over the past six decades however, wine’s share in consumption has steadily risen. Now it exceeds one-third in volume and value terms (Anderson & Wittwer, 2017).

Moreover, the continuing growth in the number of scientific publications, also their quality concerning the study of wine, the growing interest of wine is unmistakable to the potential of the market. Thus, the findings of authors and scientists, the increasing popularity of wine in the scientific and academic circles reveals the emergence of a new academic field, namely wine-economics (Storchmann, 2011).

With a population of 64.5 million people, the United Kingdom is the world’s sixth wine consumption’s market, with a consumption that rose at 1.303 million liters in 2014, which corresponds to 20.2 liters of wine per habitant. This consumption represents 5% of the world’s total wine consumption. As a matter of fact, the UK wine consumption has increased by 65% between 1995 to 2010 (Henrotte, 2016).

Although, the total amount of wine consumed in the UK has increased in recent decades, the vast majority of this wine is produced abroad. Indeed, in 2015, 12.8 million hectoliters were consumed in the UK, but only 18.000 hectoliters, which is also 0,1% of this, was produced in the country (Rhodes & Ward, 2016). The wine industry generates in the UK 20 billion pounds in economic activity, 10.9 billion pounds in sales, 5.9 billion pounds in duty and VAT paid by consumers. The wine industry’s worth represents 6.6 billion to shops and supermarkets and 4.2 billion pounds to bars, pubs and restaurants. This economy around the wine market is generated by the consumer. Indeed, in 2017, 60% of UK’s adults were drinking wine, which is the equivalent of 31 million people (WSTA, 2017).

The majority of UK wine sales (over 80 percent) are through retail outlets (known as the “off-trade” market). The remaining sales take place in bars, restaurants, hotels and other foodservice venues (known as the “on-trade” consumption) (GAIN, 2016). Still, UK lives in exciting, and uncertain times, and the global wine industry is experiencing an unprecedented array of challenges in its main consumption markets. The changing of the guard from the generation brought up in the 60s and 70s towards ones who have come of age around the turn of this century is driving all kinds of new behaviors and now prefer craft beer, gin or even abstinence of alcohol (Abernathy , Report shop publication schedule 2018, 2017). The UK on-trade trends show that consumption behavior and attitude toward wine in the on-trade amongst UK regular wine drinkers is changing. The increasing demands and the growing interest in alternative wines albeit from a small base, the restaurants call it the “perfect Storm”. (Abernathy , UK on-trade trends 2018, 2018). Sales of wine have been falling for years because of the behaviors changing. The total wine volume in pubs, bar, restaurants have declined 10.5 per cent since 2011 (Shubber, 2015). The sector is experiencing a commercial crisis (Abernathy , UK on-trade trends 2018, 2018).

Indeed, the off-trade consumption is leading the market in United Kingdom with 10 principle supermarket chains which represent 80% of the UK market, against 20% for the on-trade market (12% for the restaurants, 8% for specialist retailers) (Barat, 2017).

Regarding the consumption of different wine types, all sales channels combined, the researches show that the still wine leads the market with more than 80% of the consumption,



however, the sparkling wine consumption quantity increases with the Italian Prosecco. The sparkling wines represented therefore 11% of the market in 2014. About the fortified wine, it represented only 3% of the market consumption (Desroches & Prothon, 2014). In 2016, the wine most consumed by color in the UK was the white with 46.9%, followed by the red with 42.4%, then the rosé with only 10.8% of consumption (Henrotte, 2016).

Regarding the general economy, the United Kingdom is the world's seventh largest GDP. After the crisis in 2015, the economy growth was at the rate of 2.8% for the GDP (Henrotte, 2016). Indeed, thanks to the UK wine consumption, the UK is a key market for wine-trade circles, as it has accounted for a major and the largest share of the world's wine imports. The value of wine imports roughly matched its shares for all merchandise, more than 20% in the 19<sup>th</sup> century, even if it declined in 1960 (Anderson & Wittwer, 2017).

The changes in the average of UK wine imports brought changes in the importance of different wine exporting countries to the United Kingdom. Those changes came when the New World countries were just beginning to extend their wine exports (Anderson & Wittwer, 2017).

Even if the United Kingdom is one of the smallest wine producers in the European Union (Henrotte, 2016), the United Kingdom leads, for the wine market, the way for imports, followed by Germany (Mordor Intelligence, 2017). The UK wine market is also the largest wine market in the world, also the 2<sup>nd</sup> largest trader by volume, behind Germany, and by value, behind the USA (WSTA, 2017).

Regarding imports from France, reports show that UK remains a dominant force in the fine wine market and is amongst the biggest buyers of the most expensive fine wines from Bordeaux, Burgundy, Rhône and Champagne. Moreover, the UK tops the bill as Burgundy's premier export market, followed by the USA and Japan, and these three markets combined account for 52% of all Burgundy exports (Griffiths, 2011). Regarding export numbers by volume to the United Kingdom, France exports 4% of sparkling wines, 6% of fortified wines and 81% of still wines, following the consumers preferences (Blot & Barat, 2016).

The wine economy in the United Kingdom comes from all the imports which are characterized by a huge provenance diversity. Indeed, many wines from different areas create an important concurrence in the market. Nevertheless, two leaders stand out: Italy and Australia. The market share of Italy is 23% by volume, 17% for Australia. Contrariwise, for value market share, France is still leading the market with 29%, followed by Italy with 22%. In fact, on the import market share, France appears as the third supplier country for the wine imports. After holding the first place during more than fifteen years, France saw its market shares drop by 14 points between 2000 and 2016 (Barat, 2017). Since the end of 1990s, the wine imports from the "New World" countries have increased. Indeed, USA, South Africa, Chile and Australia capture nowadays a non-negotiable share of the market (Barat, 2017). According to all those imports, the wine diversity is huge in the market. Sauvignon Blanc and Pino Grigio continue to take market share from Chardonnay. Pinot Noir is increasing in exposure and understanding in the red category, as is Zinfandel. Red wine from lesser-known grapes and region in Europe are also gaining in popularity (GAIN, 2016). The "internationals" grapes variety are huge also with some "forgotten grapes" which are gaining in popularity the past years. By definition, the single grapes wine or blending one get their own particularity then according to the terroir of their region which makes a vast diversity of product on each market (Cobbold & Durand-Viel, 2017).

The UK wine market is one of the most competitive in Europe, the buyers from medium and large wholesalers are from the best professionals in the chain (Barat, 2017). The strong presence of competitors is obvious - the Wine and Spirits Trade Association represents more than 340 businesses including producers, importers, exporters, cellars and so on. Which, with the huge diversity of product in the market, make the competitiveness of the market more importantly for the on-trade sector (Albergel, 2014). Moreover, the restaurants are in strong number in the country and different category existing. At one hand the Casual dining venues where menus depending on what seasonal produce the chef has managed to get their hands on. Those have

always ever-evolving menus and dynamic but short wine lists with seasonally leads; the wine list depends on the time of the year and the food being served (Shaw, 2018). On the other hand, the Fine dining restaurants; described as promotion, price/value, quality expectation, setting, dietary, variety and innovation; propose a wine list more substantial which rhymes with luxury but affordability. Those restaurants represent the ones which sales the bigger amount of wine in the on-trade sector (Harrington, Ottenbacher , & Kendall, 2011).

This huge rivalry on the market is significant for marketing and communication campaign. Some companies propose the same product range. This is why strong marketing communication campaigns are an important factor for success. Moreover, a company has to communicate its strengths, avoid customer confusion and build a strong image in the market to target its customers (Desroches & Prothon, 2014).

The UK wine market shows, according to research, a strong rivalry in middle and premium segments. Rivalry amongst wine suppliers is particularly high in the middle to premium market segment as most of the European wine producers aim to be in these segments (CBI, 2016). The wine price from all the exports country are between, according to the CIVB study research from Bordeaux, 4.83 to 6.97 pounds (Service Economie & Etudes, 2018). The price equation of wine includes objective characteristics appearing on the label, as well as sensory characteristics and a grade assigned by expert tasters. According to those prices, the customer can understand different range: Ultra-premium (more than 14 pounds), Super premium (between 7 and 14 pounds), Premium (4 to 7 pounds), Middle segment (below 4 pounds) (Lecocq & Visser, 2006).

Indeed, as the huge majority on wine that arrives on the market is from premium range, in order to be competitive, suppliers need to show a unique selling points, such as origin or even geographical indication, stories about production, wine show medals, sustainability, packaging and so on. Due to the importance of fashion trends in the wine marketing around the world, a unique selling point can attract many new buyers at one moment and loose popularity at another, nothing is constant (CBI, 2016).

This is why, analyzing the market is a cornerstone of a successful marketing and advertising campaign. Market analysis provides an analytical approach to answering the companies most difficult questions like "Who are the consumers? How competitive is the current market landscape? How risky is it? How efficient are the branding efforts of the company?". In order to have the business thriving, it is important to get accurate and concise answers to these questions (Nick, 2017). Brands are central to a company's responses to competitive moves. In effect, brands have become a focal point of marketing efforts. It is seen as a source of market power, competitive leverage and higher returns. The close correlation between marketing communications and sales increase, is that one doesn't work without the other. (Reid, Luxton, & Mavondo, 2013).

The broad area of the wine industry and the marketing of wine, particularly, are focusing on the ever-changing environment. The marketing process is described in the context of its application in the wine industry and the environment in which it operates; which means the changing consumption patterns in the industrialized nation, new distribution patterns, and different social and environmental issues. Moreover, the factors important of marketing are the product, tangible and intangible benefits, the price; market skimming, market penetration, neutral pricing and the communication mix. Also, public relations, sales promotion, advertising, branding and positioning and the distributions channels. Thus, it is shown that marketing planning for a communication campaign is essential for the company and above all helps to lead the market (Spawton, 1990). With the restaurant crisis, marketing is a key factor to sales wine, especially for Fine-dining restaurants which are those who have to bigger wine list menus proposal. Marketing, promotion tools which include personal selling, advertising, sales promotion, public relations, play a key role to create consumers' awareness about the qualities of products and services available on the market; and regarding the actual crisis, for restaurants. Promotional tools can go a long way in contributing to economic progress and social development (Anwar & Saeed, 2013).

By successfully controlling those points the UK's position remains in the center of the world's wine trade and remains unchanged. The industry has constantly evolved to remain at the top, using the marketing. The UK now trades wine on six continents with 139 different countries. But there is nowadays a challenge to this leadership position. The Brexit will show whether the UK will maintain its ability to compete on the world stage and exploit the opportunities Brexit will provide (WSAT, 2016).

This research presented in this report is related to the UK restaurant crisis and changing behavior the on-trade market is facing. Wine sales are decreasing in restaurants due to consumers' changing behaviors. They consume less wine as they used to. The crisis started in 2016 when wine started to receive less attention as other drinks took share of mind for consumer. Gin, spirits, cocktails, craft beer are more talked about though wine remains the backbone of the alcohol on offer in most food-led outlets. The crisis' results can be seen, as the top 100 fine dining restaurants saw wine profit slide by 64% since 2017. Moreover, as wine sales in restaurants are decreasing, it means that partnership with wine imports company (their suppliers) are not running well either, as the restaurant will buy less quantity of wine or even take off wines from their wine list (Wine Intelligence, 2018).

The United Kingdom is one of the smallest wine producers in the European Union, but one of the largest wine importers in the world (WSTA, Wine Trade, 2016). As a matter of fact, leading by off-trade consumption the UK wine market is one of the most dynamic with a wide range of worldwide product diversity. Wine businesses in the UK have to use strong marketing mix in order to compete with the competitors.

Wine companies and restaurants are positioned as range specialists in order to compete and stand out from the others. However, restaurants have to develop communication based on specificity(ies) and develop the communication campaigns based on the product to face the crisis.

This research focuses on the UK restaurant crisis, which is affecting the on-trade sector. Specifically, the fine dining restaurant proposing a premium range of wine in the UK wine on-trade market. However, the research aims to develop marketing possibilities to fight the sales decreasing from the crisis. The idea is to find marketing promotion tools to fight the decreasing wine consumption in restaurants. Indeed, as explain before, restaurants saw profits slide by 64%, and the on-trade wine sales represent 12% of total wine sales in the UK. This is why it is important to find solution to this wine sales drop to stop it and increase restaurant profits.

However, before looking for promotion tools and sales solutions regarding wine sales in restaurants, it is necessary to know more about the customers and their dining preferences and habits, and key numbers related to wine consumption.

The purpose of this research is to study marketing promotion tools that could be applied by restaurants in order to face the decreasing wine consumption.

The aim of this research is to answer the following main question: What marketing communication tools wine importers and fine dining restaurants can use in order to increase the sales of wine in the on-trade sector in the UK?

Sub-questions included are:

- What are customers looking for in terms of wine when they go to restaurants?
- What are the promotional possibilities in terms of wine marketing for restaurants?
- How wine import companies can play a role in the wine promotion of restaurants?
- Which marketing communication tools can be implemented in fine dining restaurants to encourage wine consumption?

This report will aim at providing restaurants and wine imports companies with information about the on-trade consumer in the United Kingdom so that they will be able to face the restaurant crisis to preserve the wine sales and consumption in restaurants even in the times of changing customer behavior.

Indeed, the objectives are about finding promotional tools to encourage the wine consumption in the on-trade sector to face the decreasing wine sales at the fine dining restaurants.

The on-trade sector is victim of consumer behavior change regarding alcoholic beverage consumption, wine imports and restaurants will be provided with marketing communication tools to increase the sales and reach the customer.

## 2 MATERIAL AND METHODS

In order to answer the main question, research was conducted following the different sub-questions which had a specific methodology.

For that, both primary and secondary researches were carried out. Primary research was based on qualitative research method and consisted in interviewing professionals in different sectors involved. This means professionals of wine importing companies and on-trade restaurateur professionals, who can provide professionals' opinion about the consumer behavior, wine on-trade consumptions habits for the wine on-trade sectors in the United Kingdom.

Secondary research was desk research and consisted of studying and analyzing the available literature as well as press articles related to the sectors of expertise on this research. Thus, the targeted press and literature were wine consumption in the United Kingdom, consumer behavior, wine business and marketing communication researches with an importance of finding the most relevant and up-to-date information and data. To be more specific, the researches were conducted with key words as: wine consumer "on-trade" behaviors studies, wine on-trade market studies, marketing communication studies, promotion tools studies etc. In order to find information and data related to those key word, they were put in Google and scientific data based like Google Scholar and Science Direct to find relevant, up-to-date and specific information that will be used to answer the following sub-question and at the end used to provide the answer to the main question.

The primary research was used because it is important, consists of a questionnaire. This is crucial to have recent, straight-from-source data to help determinate the customer behaviors as well as how or what marketing promotion tools should be used to find the answer of this research. Moreover, it is crucial to have new data that can influence then the secondary researches. For the questionnaires, qualitative research was employed, as it concerns peoples' opinion which was crucial as open questions need to be answered. The secondary research was then used to check that the primary research was correct and also was used to save time.

### 2.1 What are customers looking for in terms of alcoholic beverage when they go to restaurants?

The significance of this sub-question related the fine dining restaurants in the UK and more significantly what are their wishes when they go to restaurants in terms of alcoholic beverages, including wine. Indeed, looking for the different types of alcohol such as beer, spirits, cocktails and wine at the different moment they used to consume during their meal was a key issue to answer properly this sub-question.

This research focused on whether they are drinking as pre-drinks, during the meal or after it, then the age depending on the choice they make. Age was also important because the drinks habits can change whether the age of the people, which can then be an important data to the following sub-question.

To provide an answer to this sub-question, first desk research was used in order to study data provided by different statistics reports from UK organization, such as the WSTA (Wine and Spirit Trade Association), related to customer on-trade alcohol consumption, the "WSTA 2017 Market Overview". Then the "2018 UK Wine report" from Wine Nation was studied as well as the report "UK Wine Market 2016 from the USDA Foreign Agricultural service. Then the report "Consumer behavior for wine 2.0" from Science Direct.

Then, this was completed with interviews with professionals (qualitative researches). Particularly with restaurant professionals such as restaurants' Manager, Head Sommelier or second sommelier (or people that occupied those works before) in fine dining restaurant range in

the UK will be conducted from the 1<sup>st</sup> November until the 10<sup>th</sup> of December. Qualitative research was chosen because the focus of the interviews was on Sommeliers'. The questions are provided in Appendix 2, questions 1 to 9; Appendix 1 provides the restaurant and people list (10 former or actual Manager or Sommeliers). Regarding the questions, it does not contain more than ten questions, in order to get the best answers from Sommelier. These interviews were conducted in London, United Kingdom, where a lot of fine dining restaurants are present. The questions were asked orally by the researcher and the data analyzed and sorted using the pack MS Office - Excel to order the data and then Access to sorted it.

This sub-question gave a first idea of the decreasing wine sales in restaurant and information on customer behavior.

## 2.2 What are the promotional possibilities in terms of wine marketing for restaurants?

After having established a primary step of information and customers profile, and get a precise idea of decreasing sales, this sub question will be about options of marketing tools for restaurant in order to reach the customer.

First, this was consisted in interviewing the same restaurant professionals as in the first sub-question. Questionnaire for this sub question are in Appendix 2, the question related are questions 10 to 12. The interview was conducted in the same way, by qualitative research with 10 different fine dining restaurants professionals. Interview questions related to sub-question 2 was asked for marketing and promotion tools already in the place, to give an idea of what was already done. The data was as well classified by Excel and sorted by Access.

Then, as a second step, desk research was used looking for successful examples of marketing communication campaigns and new possible tools to used. Literature review about marketing campaigns and promotion tools was studied in order to get answer and information from data they provided. During that research, key words that were used: restaurant marketing promotion tools, restaurant beverage promotion, wine marketing campaigns, reach the wine consumer, marketing promotional tools. The information was searched by Google researches as well as Google Scholar and Science Direct on the internet.

At the end of this sub-question, it was be possible to know what are the promotion tools which are useful to reach and target customers in restaurants in order to increase wine sales.

## 2.3 How wine import companies can play a role in the wine promotion of restaurants?

The idea of this sub-question was to determine the role that wine import companies can play in restaurant wine marketing campaigns. This was determined first by primary research, qualitative research toward interviewing wine imports specialist. The interview questionnaire is provided in appendix 3. The idea was to ask question about their market and actual crisis visions and their thoughts about the marketing promotion tools in restaurants and how they might help their partners to do business and increase sales, which, is profitable for both parties in terms of profit. This questionnaire helped to get answers on what is already provided by companies. In order to get the most appropriate answer, sales manager, wine imports director, master sommelier and marketing manager for on-trade business from the same company were interviewed. The list of the people interviewed and company they come from is provided on appendix 3, below the questions.

Then, desk research was carried out with literature review to gather more information about the sub-question. Interview and desk research were done between the 20<sup>th</sup> October, until the 5<sup>th</sup> of December. The interview data, as well as the other interview that was conducted were

classified, sorted and analyzed with Excel and Access in order to get then analyzed and compared with the secondary research that was conducted for this sub-question.

The desk research was conducted with key words as: imports company running on-trade partnership, marketing provided by wine business to help restaurants' wines promotions.

Those researches provided wine marketing and wine communication toward the on-trade partnership between wine companies and restaurants.

In this way, it was possible to find marketing tools designed by import companies to restaurants in order to be able to increase the sales.

## 2.4 Which marketing communication tools can be implemented in fine dining restaurants to encourage wine consumption?

To answer this final sub-question, the methodology was divided in two steps but was only focused on secondary researches.

First, the information from the two last sub-question was used at it was also about marketing and promotional tools, about restaurants' wine promotion to consumers. Indeed, wine marketing promotion tools have been developed and researches have been provided for the wine marketing purpose in restaurants and toward wine import companies as well. This was the starting point to gather more information about which tools can be implement. This is why more literature and desk researches have to be conducted further. Those researches focused on specific data regarding promotion tools and success regarding those tools; data which was funded on Google, Google scholar of Science direct, regarding marketing report. They were also funded in the report "Wine marketing practical guide" from Michael Hall and Richard Mitchell.

The second step was to looked at the press articles, in beverage on-trade magazines like the magazine listed below:

The Drink Business, Harpers, The Buyer, The restaurant, The Wine Retailing, the Wine and Spirits Magazine. All focusing on wine on-trade business in the United Kingdom. Those magazines provided important elements about the marketing promotional tools, as well as this is a certain way to be aware of the current market trends that leads to current consumer behavior. It was an unconditional way of up-to-date data regarding on-trade beverage sectors. This helped to gathered information about what is working and what is not that will help to provide relevant information to this sub-question.

The aim of this sub-question was to provide restaurants with promotional tools that are able to reach the consumer and push him/her to buy and consume wine in the restaurant. The information from this research were classified in list of promotion tools, then analyzed and studied by criteria (purpose, communication media, matter etc.) in MS Office – Excel, then sorted by Access in order to get the final answer from this sub-question.

### 3 RESULTS

This chapter will present the results obtained during the research phase and will be exposed per sub-question according to the methodology described in the Materials and Methods chapter.

Results of the desk research will be presented followed by the results gained from the interviews for the first two sub-questions. The survey targeted restaurant professionals like head-sommelier, manager, director. Then, the third sub-question will present the answer from the survey, targeted trade professionals from marketing and trade department. Then, information retrieved from literature review will be presented for the third and fourth sub question.

During the collection of the data, regarding the third sub-question, 10 importer professionals were targeted. Some difficulties came out to approach and get answered from professionals this is why only 5 answers were collected, from people not necessary in the list provided in the appendix 3.

#### 3.1 What are customers looking for in terms of alcoholic beverage when they go to restaurant?

Wine is now consumed by approximately 61% of the UK adult population on a regular basis. Moreover, for many wine has become social part of the consumer lifestyle. Which gave an international importance of the UK wine market, plus the increasing incorporation of wine into regular consumption behavior. According to the researches the consumers on regular basis used wine in a sophisticated ways (Ritchie, 2007). Even so, it doesn't mean that those 61% percent of regular wine drinkers consume wine in restaurants. According to research conducted over the Internet, in 2016, 31.9% of alcohol (by volume of pure alcohol) was sold for an "out-of-home" consumer consumption. Which means in the "on-trade" sector; that are licensed premises like pubs, bars and restaurants. This is a low percentage; this has decreased from nearly half (47%) of alcohol sold in the "on-trade" in 2000. Indeed, people in the UK have shown a shift in preference to purchasing alcohol in the "off-trade" sector (Health Survey for England, 2014).

Regarding the alcohol on-trade consumption in the UK, beer and wine are both almost equally preferred. Based on pure alcohol content, below in table 1 are presented the alcohol preferences according to types of drinks through consumption, in percentage:

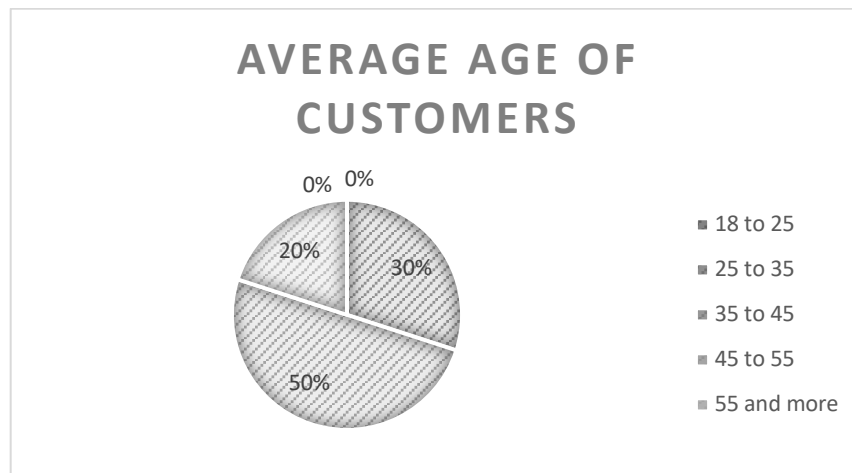
*Table 1 The alcohol preferences according to types of drinks through consumption, percentage*

| Beer  | Wine  | Spirits | Cider |
|-------|-------|---------|-------|
| 35.8% | 32.5% | 22.7%   | 6.7%  |

As can be seen in table 1, beer is the most preferred type of drink, closely followed by wine. And cider is the least preferred with only 6.7%.

Answer to the first question from the interview "What is the average age of your customers?"

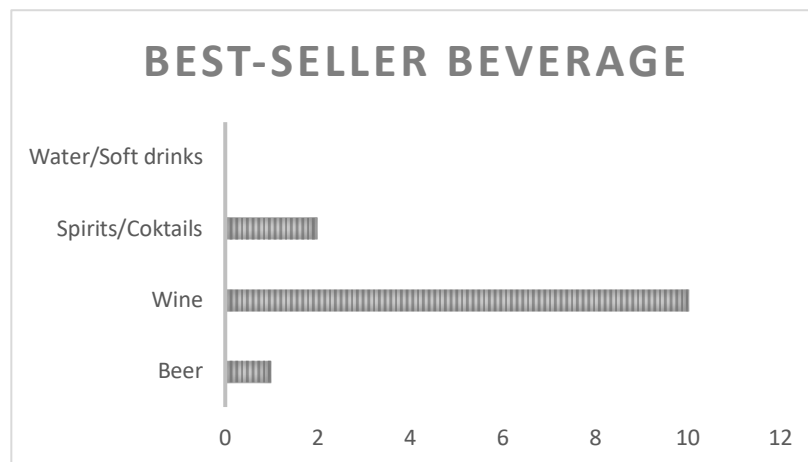




*Figure 1 Average age of customers by percentage*

In the figure 1, 5 possibilities of answer were proposed to determine the age of the customers; “18 to 25 years old”, “25 to 35”, “35 to 45”, “45 to 55” and “more than 55”. As presented in the figure, only three were accurate. Meaning that the customers frequenting the fine dining restaurant are for 50% people between 35 to 45 years old, for 30% people aged from 25 to 35 years old and for 20% people aged from 45 to 55 years old.

Answer to question “What is the best-seller in those beverage categories?”



*Figure 2 Best-seller beverage*

In this figure 2, the aim was to define which beverage were best-selling in the restaurants. According to the results, “Wine” is the beverage most consumed in fine dining restaurant with 100% of professionals choosing wine as first choice to this question. Then “Spirits/cocktails” was chosen beside wine by 20% and to finish, “beer” by 10%.

Answer to question “At which moment of the day do they consume alcohol?”

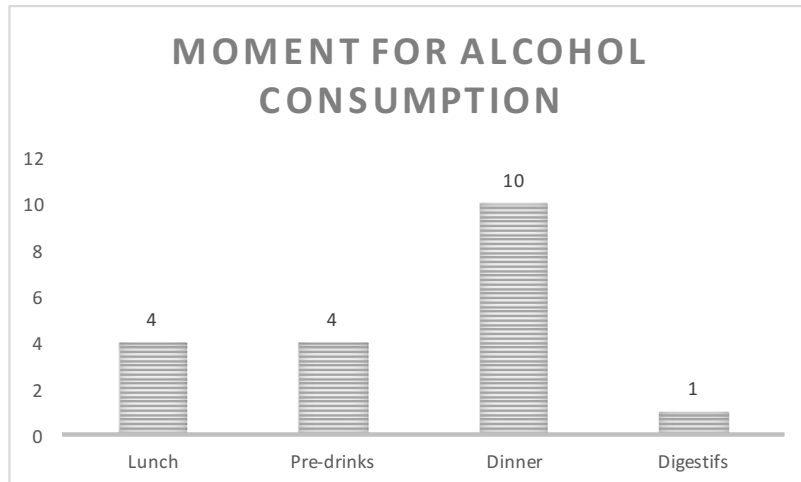


Figure 3 Alcohol consumption regarding the different moment of the day

In this figure 3, results about the alcohol consumption during different times of the day are displayed. Regarding the result of the interviews, the “Dinner” is the most important time for alcohol consumption in fine dining restaurants. Following by the “Lunch” and the “Pre-drinks”, then in last it is as “Digestive”. According to this result a very strong majority of customer is consuming alcohol during the “Dinner” more than all the other period of the day with a significant difference.

Answer to the question “What is the average spend for alcohol beverage per person?”

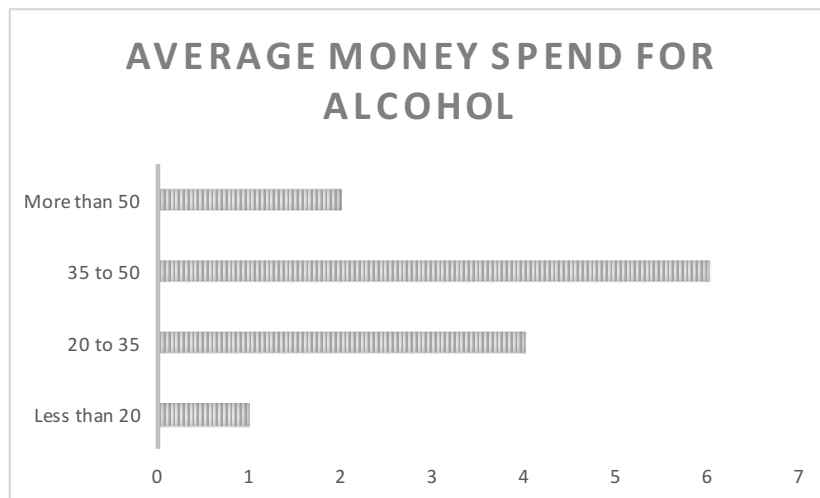


Figure 4 Average of money spend for alcohol

Figure 4 presents the results for the question about the average money spent by customers in restaurants regarding their alcohol consumption. As it is shown, the majority spends 35 to 50 pounds for alcohol during the meal. Results shown as well that a strong minority only spend less than 20 for a meal. However, the average money spend according to those results in fine dining restaurant are between 20 et more than 50 pounds.

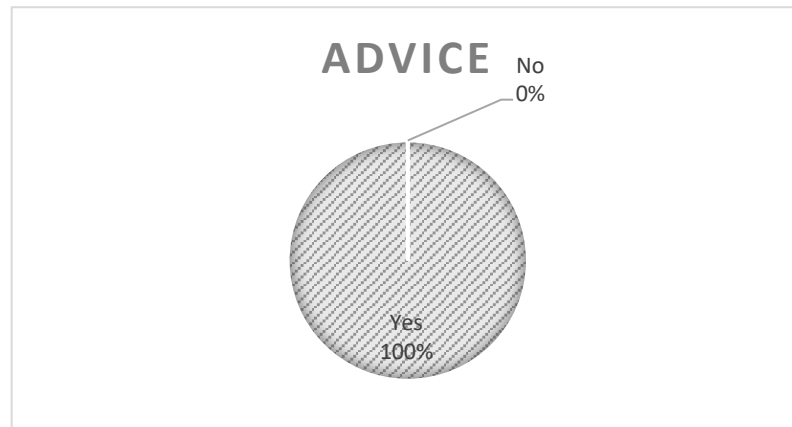
Answer to the question “Do you think that people drink less wine than they used to?”



*Figure 5 Volume of alcohol consumption*

Figure 5 presents the results from the question about the sales rise. The aim of this question was to have a clear idea of the actual sales in the trade sectors. According to the results, on one hand professionals for 60% say that there is no drop for their wine sales but on the other hand 40% say that the wine sales are decreasing in their restaurant.

Answers to the last questions “Are your customers looking for an advice in term of alcoholic beverage?”, “What are the criteria when they choose to drink wine?” are shown below in figures 6 and 7.



*Figure 6 Percentage of advice demands for alcohol*



*Figure 7 Wine purchasing criteria*

Figure 6 shows that 100% of the professionals answered “yes” to the first question. The absolute majority show indeed that customers are always asking for advice when they choose to drink wine.

Figure 7, is related to the wine characteristics, meaning the different way of making a choice. According to the results, the strong majority show that the most important criteria for the customer is firstly the price and then the grape variety; according to professionals “because it is the easier way to differentiate the wine at a low level”. On the other side, the less important criteria for the customer are the “vintage” and the “organoleptic characteristics” of the wine.

### 3.2 What are the promotional possibilities in terms of wine marketing for restaurants?

Wine has become a significant beverage, there are multiple distribution channels where it is sold and it plays an important role in hospitality for consumers and an important part of sales for restaurants. Indeed, if the volume sold can be low, the value sold is much higher than the perceived (Gultek, Dodd, & Guydosh, 2006).

One of the key factors in the successful marketing of wine in the United Kingdom restaurants is the identification of what is important to the consumer. All products have characteristic identification groups when it comes to purchasing it. This is the same for wine where both explicit and implicit consideration are involved in the purchase. Marketing is then the key to target which one is the most important for customers and put the accent on it. A Northern Ireland study of the wine market found that respondents offered an array of responses when asked why they preferred a particular wine. The majority of the people answers were related to “taste”, “quality”, “palatably” and “value for money”. On the contrary, other responses were related to the intrinsic characteristics such as “dry”, “fruity”, “sweet”, full-bodied” or “refreshing”. With prices founded as extremely important (Dewald & Jones, 2010).

Another study has highlighted the overriding criteria in making the purchase decision among wine consumers like the familiarity, the price as well, the reputation, the value for money and the curiosity too. According to the extrinsic attributes like the ones mentioned above, the color, type of wine and vintage are influencing choice as well as quality/reliability and suitability, brand, label (Lockshin, Jarvis, d'Hauteville, & Perrouy, 2006). Both intrinsic and extrinsic wine

aspects are important characteristics when it comes to purchasing wine. However, the quality of the wine is first and foremost based on consumers' perceptions. This perception can thus be influenced by many factors including advice, publicity, professionals, price and labels. To add, the consumer interpretation of the wine can mostly be based on marketing and marketers and depends on the consumer behavior. So major influencers for a wine purchase in restaurants are the perceived risk, product characteristics such as brand, label, price; and the product experience and knowledge (Dewald & Jones, 2010).

Marketing researchers have also found the relation between the restaurants and the relation between the customer and the result in terms of productivity and effectiveness. One of the differentiating factors for restaurants is the supply of wines (Berenguer, Gil, & Ruiz, 2009). Moreover, the literature indicates that the most commonly used marketing tools for promoting wines include adding a wine selection to the menu, improving the wine list and training waiters in wine knowledge. Indeed, by having a wine list, people feel most secure to get the time to read the list before ordering a wine as they won't feel oppressed by the order rapidity; plus, including wine in the menu can be seen as a marketing tool as it will secure the customer on the perceived risk, he/she will be sure not to make any mistake for the wine as it has been paired with particular dishes because it matches well with the menu. By using these marketing tools, restaurants provide customers a "direct advice" of which wine should be consumed with which meal (Berenguer, Gil, & Ruiz, 2009).

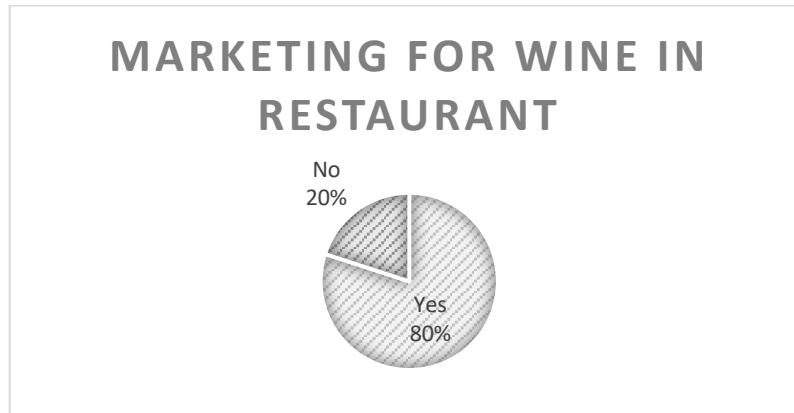
In order to help the customer in making a choice to purchase wine, marketing can take different aspects and can be defined by different tools. The wine training for restaurant professionals is one of them. A study about wine-service training for professionals is a key factor to increase the wine sales in restaurants. Thus, a survey according to this research has been realized and shows that the great majority of the respondents which have some degree of wine-service training when they were asked about the importance of wine training for their restaurants, (on a scale from 1 to 7) 36.9% responded 7, with a mean score of 4.75, which mean that more than the majority saw their sales of wine increased due to wine training. Moreover, the study has shown that with training more than annually the percentage of wine sold increased considerably. Training for restaurant employee can increase their knowledge of product, selling skills and service techniques with wine instruction (Gultek, Dodd, & Guydosh, 2006).

Moreover, according to the perceived risk when it comes to purchasing wine per bottle in restaurant, proposing a sampling service could be the way to increase sales. Indeed, it can have a risk perception and reduction effects for the consumer. Proposing a wine by-the-glass consumption acts as a risk reduction strategy in the restaurant environment. The customer will be able to taste the wine before purchasing it, and make personal ideas about the product and the most important if it pleased him. Due to its risk reducing effect, consumers use the sampling as opportunity to try new and more expensive wines, or to try unknown wine before deciding to buy a 75 cl bottle (Bruwer, Perez Palacios Arias, & Cohen, 2017).

Other marketing tools can be effective in order to communicate information about wine such as social media. Indeed, despite the growing popularity of social media as a platform of communication, researches have shown the use of communication within these platforms from both the brand and consumer perspective. Communications factor impacting within social media for restaurant are the relationship with their customers. Social media create three main communication orientations to elicit different responses amongst consumers, impacting factors including brand recall, relationship building, brand personality perceptions and the sense of community (Dolan & Goodman, 2017).

Results from the survey related to this sub-question is presented below to complete the results above. The survey was presented by simple or multiple choice question.

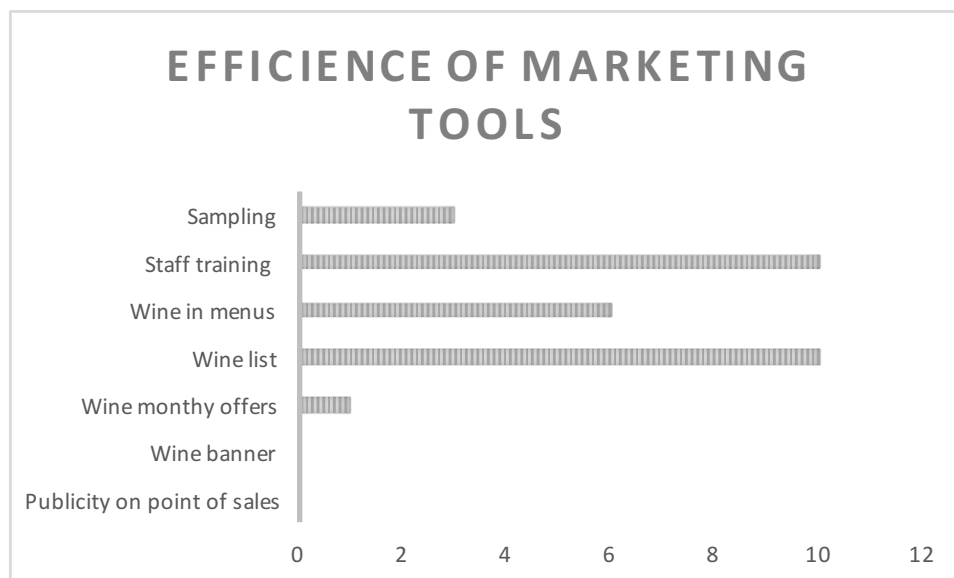
The first question to answer was “Do you think that marketing/promotion can be helpful for sale wines?”. The answer to this question below:



*Figure 8 Percentage of restaurants interviewed using marketing tools*

In the figure 8 the answers about the helpfulness of marketing in restaurant according to professionals are presented. 20% of professionals answered “No” to this question, compared to 80%, the majority who thinks that it can be helpful to sell wine. There is a clear majority of people who think that marketing can be helpful to sell wine and may be increase wine sales.

Answer to question “What marketing tools do you think the most efficient for wine sales?”



*Figure 9 Efficiency of marketing tools according to restaurants' perceptions*

As presented in figure 9, the two main marketing tools that have no success according to the restaurant professionals are the publicity on point of sales and the wine banner. In other words, the printed publicity for wine. The wine monthly offer didn't have a great success too, with only 10% vote.

The possible answer to this question are presented on the left of the graph in figure 9 and show the percentage of answer for the person interviewed. “Staff training” and “Wine list” get 100% vote, then, 60% answered as well “Wine included to menus”, 30% voted for the “Sampling” strategy.

Answer to the question “What promotion tools are you using?”

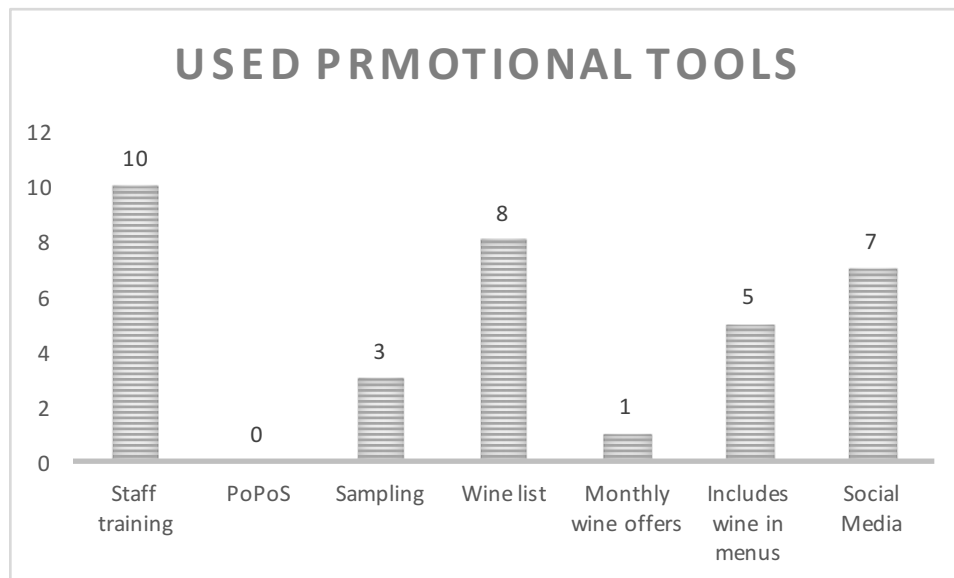


Figure 10 The promotion tools used by the restaurants

PoPoS: Publicity on point of sales

For this question, the respondents answered about what they are doing in their establishment, which is completed the figure 10 above. They had the same possibilities of answers as for previous question, and this question is personal. According to the results, 100% of the restaurants interviewed used the “Staff training” in order to sell wine, 80% have a wine list to present to their wine demanding customers, 70% are present on social media to promote first their establishment and then their services. Then, half of them “include wine in their menus”, 30% are using the sampling to push the “wine purchase” to their customer and 10% are doing some “wine monthly offer”. To finish, not different as the previous table, 0% of the restaurants wanted to and done the publicity on point of sales to increase wine sales.

### 3.3 How wine import companies can play a role in the wine promotion of restaurants?

First, regarding the chapter 8 in the book “The Role of a National Importer”, they have studied the role of the relationship between the different actors to supply wine. In this article it is said that wine importers play a key role on the market as they are an essential intermediary between producers – wineries and restaurant - merchant (Moulton, Spawton, Bourqui, & Lapsley, 2001). Indeed, the importer’s job is to purchase wine in order to supply it afterwards. Taking part in the communication campaign or strategy for the seller (restaurant) can be a key factor to increase its own sales. Helping restaurants can take part of distribution agreements. These are the details needed to implement effective distribution strategies (Moulton, Spawton, Bourqui, & Lapsley, 2001) to get a win-win partnership. Thus, in the same article a research has shown that what contributed to the financial success of the restaurant as well as a positive impact on

customers' satisfaction regarding wine is a good wine list combined with helpful wine service. Services given by trades working for the wine importers that created their portfolio with quality wines that are willing to succeed in the market (Sirieix, Remaud, Lockshin, Thach, & Lease, 2011). Indeed, the Gultek et al. (2006) research shown that the attitude towards wine-service training has a positive relationship with the amount of wine sold. Finding that restaurants have trained employees, tend to have more demands for wine and relatively more wine ordered. Moreover, the research has shown that wine promotion and recommending food wine pairing increase as well the wine ordered (Sirieix, Remaud, Lockshin, Thach, & Lease, 2011).

In this case wine importers have the most relevant services to propose as they have direct insight with the producers and a true knowledge on the wine they supply.

In order to answer this sub-question, a second part with a survey directly interviewing professionals' marketers and trade manager in wine imports company had given direct answer and confirm the previous found in the desk researches. This was done through interviews presented directly to professionals. 10 people were targeted for this survey but only 5 answers were received. The results come from 5 wine professionals from the imports side of the business. Answers are presented below.

For the first question "Do marketing can improve the wine sales in restaurant", it targeted the applicability of marketing in a real way and if it has worked for the own business or the restaurants' professionals interviewed; 100% of the people interviewed answered "yes" to it. Showing a strong agreement to say that marketing can be a real asset to push wine sales in restaurants. Then for the second question, professionals had to answer which marketing tools they thought were useful to sell wine. "Sampling", "Wine list", "Monthly wine offers" and "Includes wine in menus" are the most relevant according to those professionals with 60% for each. Then "Publicity on point of sales" and "Social Media" came in second position with 40%. According to the result of the survey in the previous sub-question the "Wine banner" is not interesting for Importers and Restaurants professionals as it has never been named.

Answer to question "What can do wine importer to help their customers?"

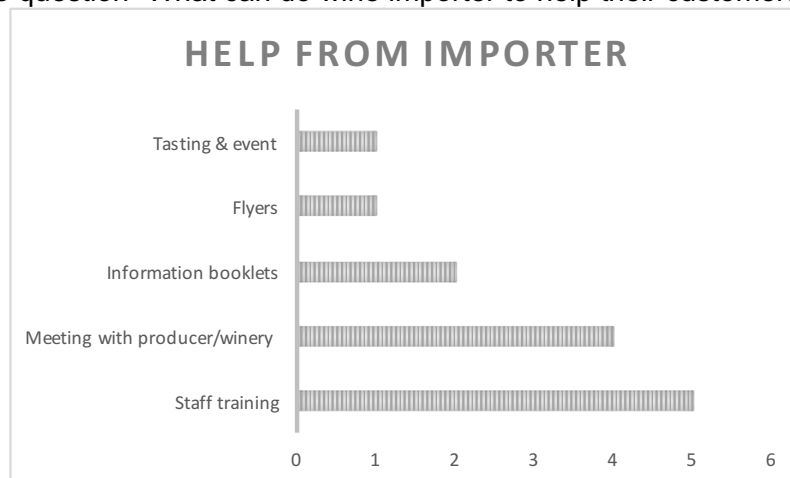


Figure 11 Possible help from importers to restaurants

In the figure 11 the principal "marketing tools", services that a wine importer can add to its customers are shown. "Staff training" is the most useful and relevant service with 100%. Then, "Meeting with producer/winery" with 80% is relevant according to the people interviewed as it is a



way to get insight wine knowledge too. “Information booklets” with 40% and “Tasting & events” plus “flyers” seems to be the less relevant for the professionals with only 20%.

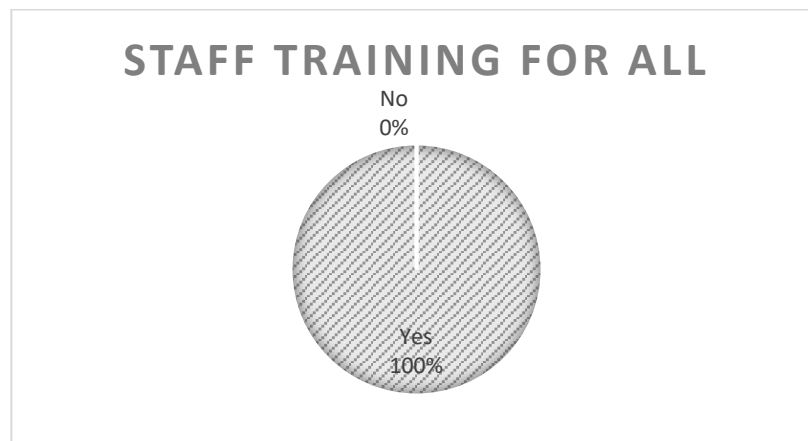
Answer to question “Do you think meeting between producer and restaurant is feasible for all demands?”



*Figure 12 Feasibility of meeting between producer and restaurants*

According to figure 12, 60% of the professionals answered that it is possible, the rest who didn't agree, said that it depends of the circumstances and all agreed to said that it should depend on the way to do it, so maybe not for all, but it is feasible. Meaning that a strong majority is in favor of those meetings.

Answer to question “Do you think staff training is feasible for all the restaurants?”



*Figure 13 Feasibility of staff training in restaurant*

The figure 13 shows that 100% responded “yes” to this question; meaning that all the professionals interviewed agreed that adding a training for restaurant staff is feasible and will help.

Answer to the question “Do you think that printed document with information is feasible for all the restaurant that may wanted it”

## PRINTED PUBLICITY DOCUMENT FOR RESTAURANT



*Figure 14 Answer related to the question about publicity (printed document) for restaurants*

The figure 14 shows that the majority (80%) agrees with the fact that printed document is feasible, against 20% who think it is not. For this question, the majority is still in favor of using marketing tools and in this case printed document with information regarding the wine sold by the importer to the restaurant.

### 3.4 Which marketing communication tools can be implemented in fine dining restaurants to encourage wine consumption?

First, regarding the article “The (r)evolution of wine marketing mix: From 4Ps to 4Es” (Festa, Cuomo, Metallo, & Festa, 2016), they have studied the wine sector which is developing with a very interesting market dynamics, understanding the “old-world” countries which still have a product orientation, whereas ‘new-world ones” having a market orientation. They started their studies from the 4Ps model (product, price, promotion and place), developing a theoretical framework specially for the wine marketing mix. Furthermore, ending on proposing the 4Es formula (expertise, evaluation, education and experience) based on a certain knowledge of tools used to promote wine and create this dynamic in the market in order to get insight in the marketing management process for wine (Festa, Cuomo, Metallo, & Festa, 2016). In this article, the marketing-mix of the product is based from tangible assets to intangible assets in order to find marketing tools (Festa, Cuomo, Metallo, & Festa, 2016).

A second article studied that the marketing communication is for and foremost a “way how to provide selected information to customers”, under the most selected efficient forms (Holubčík & Falát, 2017). This article ended its studies saying that “a well set marketing communication can presume the increment in the number of its customers which is often a significant factor of increase in sales”. It is by using “selected marketing communication channel and tool to transform marketing idea into a final form which address to customers (Holubčík & Falát, 2017).

Moreover, the article “Influence of the Integrated Marketing Communication on the Consumer Buying Behavior” (Olimpia & Mihaela, 2015), they have studied influence of the integrated marketing communication on consumer buying behavior. They have considered the relationship between integrated marketing communication, identify tools used for the collection, processing and analyzed data from literature reviews and international databased (Olimpia & Mihaela, 2015). This article highlighted different way of communication such as advertising, sales promotion, direct marketing, public relations and online communications. All those tools in order

to create a profitable customer relationships and create value of the product/brand by ensuring consistency of the message transmitted through the mix of communication quoted before (Olimpia & Mihaela, 2015).

Includes in those way of communications, the emergence of information and communication technologies and the internet in particular has influenced the way companies are managed and compete, taking part of the marketing tools category as “public relation an online communication”.. Indeed, according the article “Maturity and development of high-quality restaurant websites” (Daries, Cristobal-Fransi, Ferrer-Rosell, & Marine-Roig, 2018) consumers are increasingly using the Internet as a source of information regarding product and services. Based on this article, the website content has been found to be “one of the main factors contributing to repeat visits” to a business. Customers are using the information available on the website. Moreover, this tool has the capacity to interact with customers. Following in table 2, the information available with method and definitions of the functional dimension of a website:

*Table 2 Method and definitions of the functional dimension of a website*

| Dimension         | Definition   |
|-------------------|--|
| Information       | Easy for users to find what they are looking for                                   |
| Interactivity     | Mechanism which allow communication through different web and web 2.0 tools        |
| e-Commerce        | For some website, used to secure web transactions                                  |
| Additional values | Allow to keeping up with new technology such as mobile phone, mobile app, computer |

A website that can continuously evolve depends of the business and add level of complexity and functionality reflecting the evolution of the business to increase the reach of its customers toward the information shown (Daries, Cristobal-Fransi, Ferrer-Rosell, & Marine-Roig, 2018).

Likewise, social media surfing on the new “internet technology” and increasing their popularity as a platform of communication. Firstly, used as a private data shared, it is for a short term now used as professional account to share data. It is now used from both the brand and consumer perspective, impacting factors including brand recall, relationship building, brand personality perceptions, sense of community and product performance perceptions (Dolan & Goodman, 2017).

With the expending involvement on customer in online reviews and social media, research and investigations have shown that more the business have an online presence on social media, more the establishment is frequented so on the sales increased. Thus, business can with this trends present and show new product, in this case wine in restaurant to push customers’ consumption (Kim, Li, & Brymer, 2016). Several studies have shown the same effects with the use of social media such as the article “Effects of social media on firm value for U.S. restaurant companies” (Kim, Koh, Cha, & Lee, 2015). In this article a study explores the relationship between a restaurant firm’s social media activity and firm value. Results shown that social media have become significant in restaurants’ communications with existing and potential customers, with financial consequences and evidence in the sales increase. However, even if social media had become a strong professionals way of communication, they are limited to general information and it is complicated for trade professionals to target very specifics items (Kim, Koh, Cha, & Lee, 2015).

According to other studies, used directly in restaurant from a direct exchange, other marketing tools, calling this time “direct marketing”, that help to sell wine is the wine list. Indeed, according to the article “Attitudes towards wine-service training and its influence on restaurant wine sales” (Gultek, Dodd, & Guydosh, 2006). With many types of wine available in restaurants, customers feel more comfortable having a wine list and inform them personally on the product available than directly ask to the waiters. Moreover, the study realized in this article that sales are also facilitate with good wine advice from trained professionals. Indeed, with the complex nature of wine, the varieties and brands available along with varying tastes, consumer are interested with an approach that will lower the risk of purchase and will have less concerns by making the wrong choice (Gultek, Dodd, & Guydosh, 2006).

Plus, regarding the direct exchange from a restaurant industry perspective, the business opportunity regarding wine sales is the “wine by-the-glass consumption”. The single-serve wine by the glass or the sampling as strategies offers. Which have been so far largely underutilized. While, more single-serve options in restaurant could result in restaurant by an increasing sales as well as selling expensive wine faster. This method of marketing is part of a motivational process model used to reduce the risk perception involvement of the customers, itself related to the information-related to wine toward the consumer behavior. Which results according to the article “Restaurant and wine by-the-glass consumption” to a rise up of the wine and expensive wine (Bruwer, Perez Palacios Arias, & Cohen, 2017).

Always in the direct marketing used, another study shown that staff training is a key factor for the business. Indeed, the study shown that without wine training in restaurant the percentage of wine sales remain low, while with wine training, the sales percentage increase, moreover, with a large quantity of wine training for the restaurant staff, the sales largely increased. According to this study the wine sales increased about 30% (Gultek, Dodd, & Guydosh, 2006).

## 4 DISCUSSION OF RESULTS

This research thesis started from a knowledge gap related to the wine trade sector in the United Kingdom. Literature review and specific agencies reports confirmed a restaurant crisis in the UK restaurant sector. Moreover, other reports had shown a decreasing wine sales in the United Kingdom restaurants because of the changes in consumer behavior. Indeed, wine consumption dropped when compared to beer and spirits. With the changes in consumer behavior plus the rising of the “off-trade” consumption for beverages, the “on-trade” sector is facing a crisis, especially for wine. Therefore it was important to find solutions in order to face the crisis and find solutions in order to make the wine sales in the restaurants increase again.

### 4.1 What are customers looking for in terms of alcoholic beverage when they go to restaurant ?

The aim of this sub-question was to get insight knowledge of the consumer behavior in the “on-trade” sector regarding the restaurant. The wishes of the customers in term of alcohol when it goes to restaurant. In order to get those information, desk researches was first used to get scientific knowledge on the question. For that, report from agencies specialized in wine and spirit were targeted as mentioned in the Materials and Method chapter. Moreover, a survey was done; the aim was to target 10 professionals from 10 different restaurant across London. The questions was made in order to get insight knowledge about the consumer behavior. The researches way were chosen in order to get the most relevant and up to date results in order to find applicable results for the wine trade professionals. Then the results were analyzed and sorted.

The chosen research methods are stratifying: first desk research have provided relevant information, which is the same for the survey with 10 professionals targeted and 10 survey answered. However, regarding the desk research, there was a miss of scientific data for this subject which was not excepted. Meaning that according to the plan there were unexpected difficulties to find relevant and accepted data on the scientific data based provided in the Materials and Method chapter. Then regarding the survey, it was a qualitative research targeting more the quality of the information than the quantity, which was not a difficulties because answers permitted to respond the sub-question, but it could be more interesting to get more than 10 answered for the questions. Indeed, regarding the number of professionals and the area, the results could have been influences by the location and it could have been more accurate to target the whole country instead of the London area only. However, some unexpected difficulties came out to target the professionals as they did not answer or didn't want to the survey, the period targeted to conduct the survey was longer than expected.

It was found that wine has become for many, a social part of the customers' lifestyle; showing an increasing incorporation of wine into regular consumption behavior. Indeed, 61% of the UK population consume wine on a regular basis; plus 31.9% of the wine sold in the UK is sold in the “out-of-home”, meaning in the “on-trade” sector. However, nowadays beer is more consumed compare to wine with 35.8% of consumption in the “on-trade” sector compare to 32.5% for wine; behind spirits in general without targeting a specific type or restaurant. According to the interview, if the results of the best-selling beverage are crossed compared with the age question, results shown that the age of the population plays a role on the beverage consumption. Restaurants where the population is younger are the one where beer is the most consumed according to volume; the one where the population is older will tend to have more spirits and cocktails sold and

to conclude the restaurants where people which frequent it are between 35 to 50 are the restaurant who sold more wine by volume.

Targeting the fine dining restaurants, with the following criteria sorted: money, age, beverage:

Table 3 Correlation between beverage, money and age

| Beverage per age | Average Money Spend |
|------------------|---------------------|
| Beer             | 20                  |
| 30               | 20                  |
| Spirit           | 55                  |
| 30               | 55                  |
| Wine             | 275                 |
| 30               | 42,5                |
| 40               | 140                 |
| 50               | 92,5                |

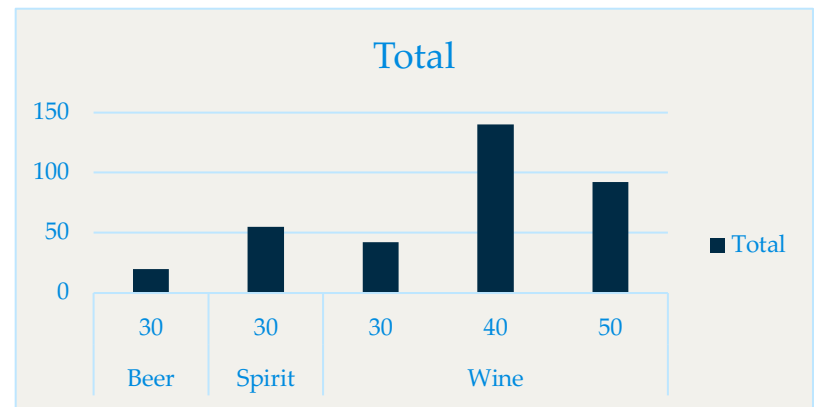


Figure 15 Correlation between beverage chosen, age and alcohol

In those table 3 and figure 15 are presented the crossed results about the average age, the beverage and the money spend. All those data are crossed to show the relation between the age, the beverage chosen and the money spend for this beverage. Showing that there is a correlation between the age, the beverage chosen and the money spend. Indeed it shown than younger the customer is, less money to spend in beverage more beer will be chosen. This relation between money, age and beverage can be the starting point for restaurant where sales are decreasing; meaning that indeed sales are decreasing but there is a generation that still enjoy consuming wine in restaurant. The problem is so maybe in the target group more than in the restaurant itself. Moreover, as it is presented in table 1 with the mean realized for the age, plus the interview it has been shown that on a regular basis the customer are people between 25 to 55 years old for a fine dining restaurant. And this has also shown that they are for the majority regular wine drinker as wine have been sorted as the best-seller in term of alcohol beverage in those restaurant according to the professionals. Thus, those interview shown that the average money spend in the alcohol make a difference in the beverage consumption. Indeed, people whose have less to spend in alcohol will choose beer or spirit over wine than people whose have more to spend and the problem comes more from the target group than the beverage trends. Plus to go further crossed results shown that people spend more money in alcohol during dinner.

Results from the interviews shown as well, if results from the income and the sales rise are crossed that 60% of professionals think that people do not drink less wine than before as their wine sells remain the same or increased; however, the limit of this results is clear. According to professionals and with the Brexit coming, the exchange rates is increasing in a bad way for the pound. Meaning that the product price is rising and the product become more expensive to purchase for the customers. In this way professionals cannot have a clear point of view on their wine sales about volume and value because of the rising cost of the product.

Regarding the interview and the Methodology generate to build the survey, unexpected results came out of the interviews. Asking for the amount of wine sales should gave the idea of the volume

of wine sold and so gave results on the increasing or decreasing wine consumption. However, professionals have no idea of the real volume consumption because, since the Brexit announcing the pound exchange rates is dropping resulting on an increasing price of the product by, producer, suppliers and so a buying price more expensive than before. Meaning that usually, wine sales increase for restaurant, not because of the consumption but because of higher product price. In this way the research have been influenced by unexpected external factors which have limited the results for this question.

Regarding the way of conducted this research, the survey could have been advanced to target on one hand the beverage consumption and on the other hand the sales case; it should have targeted more restaurant professionals. Indeed, conducted a quantitative research instead of a qualitative could have bring more point of view in order to get a more accurate ideas of the customer behavior. To conclude, the results are similar of what was expected regarding desk research and the first part of the interview talking about the consumer behavior but unexpected results in the second part of this one have a bit falsify the results.

#### 4.2 What are the promotional possibilities in terms of wine marketing for restaurants?

According to the Material and Method chapter, the sub-question 2 should be answered, firstly by a survey presented to restaurant professionals, then by desk research using data science such as Google Scholar and Science direct. The research went well and permitted to collect literature reviews as forwarded in the methodology. The interview were given directly to the professionals, proposing always pre-answer (answer to cross if agreed with) with always to possibility to make comments for added value. The interview were based on qualitative research and targeted 10 professionals. For the second part of the results, literature reviews were found targeted marketing tools information.

Marketing is based on a simple way to disseminate information and professionals agreed with the fact that it is an important and useful tool for the business. Moreover, it is the information and the tool chosen that will make it works or not. According to the customer, it is the perceived risk that have to be flighted and what is important to the customer in each purchase decision is both extrinsic and intrinsic aspect of a product. Plus, to cross compare the results from the professionals' interviews about the percentage agreed about the use of marketing tools and then the marketing tools chosen, understanding all others answered which are not strictly a "yes" as a "no" (results shown in table 4 below). It is show that 80% of professionals strictly answered yes to the fact that using marketing tools can increase sales, while 100% chose at least one marketing tools proposed during the interview, saying that it indeed can help regarding customers behavior, plus those results shown that even if professionals answered "no" to the questions asking about the usefulness of marketing in restaurant regarding wine, 100% of the restaurant interviewed are using at least on marketing tools.

*Table 4 The Usefulness of marketing according to professionals compared with the used of marketing tools*

| <b>Restaurant</b>  | <b>R1</b> | <b>R2</b> | <b>R3</b> | <b>R4</b> | <b>R5</b> | <b>R6</b> | <b>R7</b> | <b>R8</b> | <b>R9</b> | <b>R10</b> |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| <i>Usefulness of marketing tools</i>                       | Yes       | Yes       | Yes       | Yes       | No        | Yes       | No        | Yes       | Yes       | Yes        |
| <i>Number of marketing tools used in the list provided</i> | 4         | 3         | 3         | 3         | 2         | 3         | 4         | 5         | 4         | 1          |



A mean of the number of marketing tools used by the restaurants interviewed have been made showing that the restaurant used a mean of 3.2 marketing tools in the list provided in table 5 below:

Regarding those results, the restaurants 4 which don't think that marketing tools can be useful in restaurant used more marketing tools than the mean realized for all the restaurants.

*Table 5 List of Marketing tools proposed*

|                             |
|-----------------------------|
| Staff training              |
| Publicity on point if sales |
| Sampling                    |
| Wine list                   |
| Monthly wine offer          |
| Includes wine in the menus  |
| Social Media                |

Results have shown that the information provided to customer and targeting the right one is important in marketing to increase sales. Plus the appropriate tools used is as well a key factor to help sales. Crossing the results from the survey and the ones from the researches, the information services is relevant, such as staff training, wine list and having a wine selection in the menu are the most relevant and used to increase the sales as it low the perceived risk from the customer. Plus to low this risk perception it has been show that the sampling or the wine by-the-glass is well working to results in a wine purchase action as it will reassure the customers. Moreover using the social media channels according to scientific researches is a relevant and "up to date" way of communication for customers.

According to the methodology forwarded before starting the research, the plan have been followed; started with the interview and followed by the desk research. Interview have given great up to date data from professionals, which is the most relevant value to this research in order to find what tools are already implemented and have some idea of what should be useful for this business. Which have given a starting point to the desk research, orienting the key words used. Moreover accurate data bank have been chosen at the beginning which have given good insight knowledge of the customer decision process, bringing then on relevant marketing factors and tools to use.

However, even if conducted the interviews first have helped the way of making the research, done the desk research first could have helped the interviews. Indeed, the results from the desk researches gave a stronger idea of what is really implement from scientific research. This is why it could have been more interesting to create the interviews from the knowledge gathered from the research instead of what have been done. Plus, in this way, instead of 3 questions on this part of the interview, it could have been more interesting to go further in the interview in order to get more details and more specific information such as "how do they have implemented the tools they are using and the findings".

To conclude, the interview could have been improved by changing the order of the researches. However, non-unexpected results or limitations stand out from this research and the results are similar to what was stated in the theory regarding the interviews and the desk research findings.



#### 4.3 How wine import companies can play a role in the wine promotion of restaurants?

The goal of this sub-question was to determine the role of the wine importer toward its trade customers (restaurant) in the way of a strong partnership with a cooperative work. This was to determine how an importer can help restaurant to increase wine sales.

The results of this research bring to the conclusion that indeed the wine imports company can play a key role on a restaurant's sales by bringing the "wine knowledge". Importer taking part of the communication campaign/strategy can be a key factor to restaurants' personals sales. The well-known of the product is very important for customers as it have been shown in the second sub-question with the staff training "marketing tools". Indeed, the importer is a king of "messenger" between the producer and the restaurant for all the product knowledge. When the importer choose its product, it will discuss and negotiate; the producer present its product, its vine, vineyard, terroir and way of making its wine. This is all those knowledge that will miss the restaurant even if a wine can have some particularity according to its region known. In this way of "sharing information" and according to the professionals interviewed, the company can provide training, meeting with producer and event to "train" restaurant professionals on their wine as an importer has keys roles as it is a kind of matchmaker between producers and trade sectors. Plus, by crossing the results from the question of the survey, the "staff straining" marketing communication tools is the tool that always came first in percentage of vote. Meaning that this is the most relevant services to increase sales for the people interviewed all along all the surveys.

In the chapter Materials and Method, the plan was to first realize interview with a survey and target 10 marketing professionals working in wine imports company, then doing desk research from data bank such as Google scholar and Science Direct with key words in order to get information and answer the sub-question. Regarding only the results, the methodology employed permitted to answer the sub-question and found how an importer can play a role in restaurant wine's sales. But regarding the methodology, only 5 interview where conducted instead of the 10 plan at the beginning, moreover the interviews came from marketing professionals (3) and the two others from sales person or customer service person. So a limit came out with different jobs which conduct to different point of view. The answers were limited and the blend of jobs, point of views can make the results not as optimal as they should have been. What can be to improve is go directly to marketing professionals with questions instead of a survey by mail or phone and targeted different company instead of one. Moreover, if it has to be done again, in order to have more specifics results and go further in those results; create two different survey, one for marketing person and the other for trade person could be more accurate and relevant in order to specify the results regarding the job and compare the two different interviews' results which is not possible here as they are mixed.

However, the desk research went well with different scientific researches founded as it was said in the Materials and Method chapter. In general data was enough reliable. But like in the sub-questions two, even if the impact is not as big as in the other sub-question, it could have helped to start by the desk research and finishing by the survey. Regarding the methodology, non-unexpected results were found but the interviews methodology were may be too limited as only 5 survey were collected.

#### 4.4 Which marketing communication tools can be implemented in fine dining restaurants to encourage wine consumption?

The objective of this sub-question was to find marketing tools implementable in restaurant in order to push people to consume wine. This sub-question was only answered by desk researches.

Research shown the dynamic of the wine business, created with the evolution of the marketing mix with the 4Ps and 4Es factors. Moreover, the marketing communication is for and foremost a “way how to provide selected information” to customers. In this way it can provide and become an important factor of sales’ increase toward certain information tools and channels. Indeed, in the different literature reviews founded to answer this sub-question, it have been proven that marketing is a key factor of sales and it is implemented with marketing tools under different way. Using advertising, sales promotion, direct marketing, public relation and online communication. Meaning that for a company (in this case restaurant); using internet and especially a web site to share specific information or social media channels help to reach customer. Trained the staff (waiter, waitress etc.) improved sales and help the customer to make a purchasing choice. Moreover, the data collected shown that other useful marketing tools can be in having a wine list to present, includes wine in menus in order to low the perceived risk of purchase of the customers and push him to consume. As it is writing in the results “staff training” is helpful, according to the literature review, if the amount or training (knowledge bring inside a restaurant team) and the sales, more training are done, more the wine sales improve as the figure 18 below shows:

Indeed, if the results of sales increased are cross compared with the quantity of staff training, as it is shown in the study the percentage in rising up:

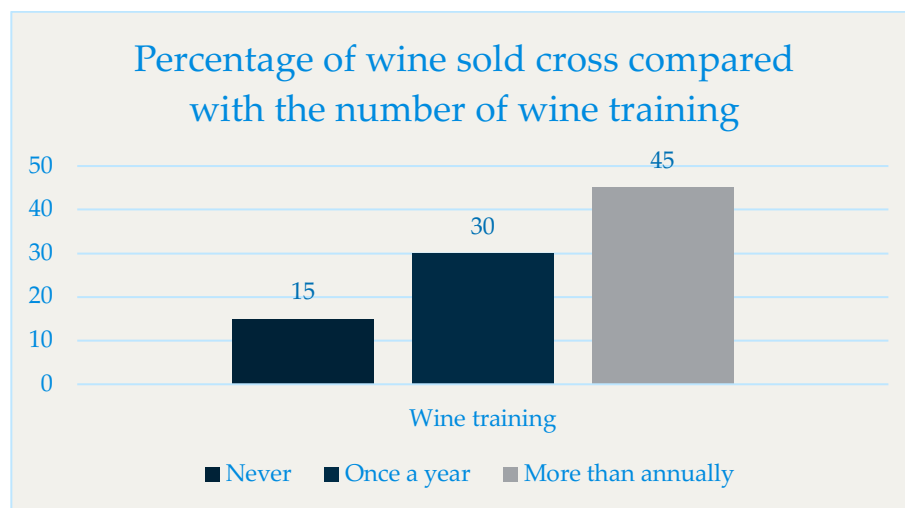


Figure 16 Amount of wine-service training offered and percentage of wine sold as a percent of total alcohol sales

In this figure 16 are cross compared the different results about the wine-training and the total amount of wine sold according to the quantity of training offered. As it is shown in this figure, the results are largely significant showing that more service-training are done, more the average sales are rising up for the restaurant.

According to the Materials and Method in chapter two, desk research from data bank were done using literature reviews article from Google Scholar and Science direct. The research were well conducted by founded many data on literature reviews regarding marketing tools linked to wine sales in restaurant. However, following the previous sub question in which “printed publicity” were mentioned, those are not in the last sub-question as no literature reviews were found on it.

May be, what should be improved next time is that the way of research can be more open and not just with Google Scholar and Science direct.

Even so, the data are enough reliable and linked with the answer of the interview conducted in the other sub-questions. The results are relevant and linked to the main subject with many data founded, giving many “plan” to increase sales. The research could expect to found some data related to “printed publicity” on point of sale but were not, which is a kind of unexpected results, however it can be explained as those marketing tools are not relevant enough to deserve research of implementation.

According to the researches they could have been influenced by the results founded in the other sub-questions in order to find relevant and linked scientific data but the results are similar to what was found during the interview as well as what was expected in the Materials and Method chapter.

## 5 Conclusions and recommendations

### 5.1 Conclusions

The United Kingdom is one of the smallest producers in the European Union but one of the largest wine importer in the world. As a matter of fact, leading by the off-trade consumption, still growing, the United Kingdom wine market is one of the most dynamic with a wide range of worldwide product diversity. The United Kingdom on-trade wine consumption is suffering of the rising economy of the off-trade wine consumption and represent only 12% of the total wine sales in the United Kingdom. Plus, the recent crisis brings by the competition, the changes behaviour of the customers and the rising diversity of the off-trade consumption of alcohol and particularly wine is an important problem for restaurants for few years now. It is important to find solutions to face this wine sales drop to stop it and increase wine sales in restaurant. Plus, the wine business in the United Kingdom have to use a strong marketing mix in order to compete with the competitors and stand out from others.

The aim of this research was to find relevant results to answer the main question: "What marketing communication tools wine importers and fine dining restaurants can use in order to increase the sales of wine in the on-trade sector in the United Kingdom?"

To answer the main question, sub-question were created to get insight results of the problematic then answered to finally answered the main question.

To understand what customer are looking for in term of alcoholic beverage and who are the restaurants' customers was the starting point. Based with the relevant results, the customer of fine dining restaurant is someone between 25 and 55 years old; as the scale between the age is big, the customer will have different taste and income. It has been proven that younger the customer is, more beer will be consume because of the amount of money he will have to spend, while older he will be, more income will be spend for wine. Fine dining restaurant still interested customer for the wine consumption event if studies shown a small preferences for beer with 35,8% consumption compare to 32,5% for wine. Targeted only fine dining restaurant, wine is still the best seller in term of alcoholic beverage and customers are looking for advice according to personal wine criteria. Plus, it also have been proven that people with more knowledge in wine will have more specifics demand and criteria according to the wine characteristics.

Having insight knowledge on the customer behaviour it is important to know then what are the promotional possibilities in term of wine marketing for restaurants. The aim is to reduce the perceived risk of the customer in the act of purchase to push him to consume wine. Indeed, marketing is based on the shared of information and what is important to the customer is the extrinsic and intrinsic characteristic of a product because this is where he feel uncomfortable because of a lack of knowledge. Implementable and relevant marketing tools that can be used are so in the "informative service" and "channels of communication"; the way of communicate the information is important to use a relevant one. As relevant tools in informative service: staff training, added a wine selection in the menu and proposed a wine list for customers will permit a shared of information. Plus to reduce the perceived risk of the wine, proposed a wine by-the-glass service will secure the customer and permit to people that have less income to be tempted. Internet is a channel to share information toward social media or a web-site; information can be shared in a comfortable way for the customer.

In order to get knowledge about wine, restaurants can use the help of the importers, the aim was so to understand how a wine imports company can play a role in the wine promotion of restaurants. Importers are an essential intermediary between producers and restaurants as it can share information related to the products sales for restaurants. In order to share the information, the importers can, according to the results, organised events regarding wine, training, share informative booklets or flyers as well as organise meeting between producers or winemaker and restaurants in order to share relevant and specifics wine information with the goal to increase the specific knowledge toward the product to the restaurant.

Then founded which marketing tools can be implemented in fine dining restaurants to encourage wine consumption was the final goal. The aim was to select relevant communication tools or channels. Results brings to advertising, sales promotion, direct marketing and communication channels. Bring on specifics marketing communication tools to implement such as using a web site or social media as communication channels, good and specific advice service, possibility for customer to consume the wine by-the-glass or try it before purchase with the sampling and have access to a wine list and have wine directly includes in the menus.

To conclude and get answer for the main question, few marketing communications tools can be used in order to increase the sales for restaurant. Marketing tools are displayed by category with the same goal of advertise. Indeed, direct marketing such as provided good advices and be able to help the customer in making its choice with training and information shared by the importer to the restaurant. Reduce the risk perceived by the customer by provided a wine list, includes wine in menus or proposed a sampling service as well as a wine by the glass to reach more customers. Then informative channels such as a web site or social media with relevant information shared as a way of communication. All those direct or indirect communication tools are way to communicate wine information to the customers and push them to purchase wine in the on-trade sector and increase the wine sales for fine dining restaurants.

## 5.2 Recommendations

This research was realised in order to help the restaurant that face the crisis and get an insight into relevant and applicable tools that could help businesses to reach customers in purchasing wine.

Following, the list of recommendations:

For the restaurants:

- Increase the knowledge of restaurants' employee toward wine by using the knowledge of the importer in order to get training and specifics information regarding the wine sold in the restaurant. With the aim of providing, following to the trainings more information and be able to give good advice to the customers.

The "training" for restaurant by the importer can take different forms. First the wine professionals of the restaurant like the head-sommelier for example should submit to event organized by the importer (to present its wine) and taste, ask for question, make notes. The restaurant can also directly ask to the importer to meet the producer or the winemaker, get training from them, plus get more information about the product they buy from them. As the importer is directly in communication with the domaine of production, it should provide the training for the restaurants. Plus, and to be relevant, training has to be done more than once a year to be useful. For example, the sommelier of the restaurant has to be trained for each new wine in the list, submit to trade event at least twice a year. What can be relevant is to change the training, with event, meeting with producer, training on particular wine, ask for information which gave him at least four training possibilities per year, obviously it will as well depends of the partnership the restaurant entertain with its importer.

- Using “direct marketing tools” in order to communicate with the customers by providing a wine list, proposed menus with wine included, proposed monthly wine offer and a wine by-the-glass consumption or sampling to reach more customers and increase the expensive wine sales.

To make the customer feeling well informed and comfortable, the marketing tools like a wine list or includes wine in the menu will permit to inform him/her about the wine available in the restaurant as well as the possible pairing wine and dishes. Proposed a monthly wine offer will encourage the customer to consume a wine that he/she, might not chose without this offer. Finally, proposed a wine by-the-glass consumption will allow the customer to consume different wine during the dinner or consumed more expensive wine without obligatory buy the entire bottle; plus the sampling will allow the customer to taste the wine before purchase a wine, used for the bottle purchase, the customer will make its own idea about the wine before take its decision. Those two marketing tools are part of a strategy to reduce the perceived risk that customer face during the purchase act for wine in the on-trade sector.

In order to be efficient, those marketing tools should be implement by the restaurant and for all the customers as a way of secure the customer, incite him/her to consider or do consume wine and create a loyal community.

- Using channels to share information such as a website or social media

Internet is the new way of communication for the XXI<sup>th</sup> century. People are always connected and Internet has become the first information channels. Almost all the companies get a personal web-site which is the “showcase” of the company, used as a bank of information. Less used then the web-site, the social media known a large development the ten past years and more and more companies used then as informative showcase too.

Use a web site for a restaurant can provide information to a customer like the opening days and hours, the menus, the wine list and the monthly offers for example to reach the customer.

Same for the social media such as a Facebook page where the same web-site information can be provided. Others social media like Instagram are used to share visual to incite the customer, shared dishes, wine can create a consume desire to the customer.

Those are innovative way of communication that have known a large flight the past ten years and every companies have done the same. This is why now every restaurant own their personal web-site with information (opening days and hours, wine list, menu). It can disclose information to their competitors but this is not interesting to do the same for a restaurant where the goal is to be different and stand out from the others.

For the importers

- Propose meeting with producer or winemaker to restaurants

Importer can organise “producers tours”. The aim is to welcome producers by little group for example and organized meeting. Meeting can be during event or the producer / winemaker can submit with the trade to restaurant in order to bringing together the sommelier and the producer with the aim of an exchange between the three actors of this business. The added value is to share information that will be profitable for the restaurant to provide specifics information for their customer, plus the importer can also take advantage of the information for a future negotiation. In general more the restaurant will be able to sale wine, and more it will order wine in term of quantity, which is also profitable to the producer, for its sales, it notoriety and the communication on its products. The added values of this point will be for the third parties.

- Shared information such as booklets or flyer

Booklets and flyer are marketing communication tools used to share information, they are a way of communicate, called “publicity”. Those document are used to provide information on a product, an event etc. By giving informative booklets or flyer, importer will provide relevant information on product, region, domaines without organized meeting, it can be done when the restaurant will

received the wine ordered. This could be done per region, per producer, per wine, per cuvée or per vintage. Which is a simple way to provide information to the restaurant.

- Organized event around wine and invite the restaurants in order to share wine knowledge

The importer can organized event to present wine. Events can concern wine from a country, a region, a vintage or a specific producer. This is the way to gather a certain number of wine in the same place and invite the whole customers. In one year, the importer can organized different event targeting different subject and invite customers (restaurants), this is the way to share information on the wine to the restaurants as an indirect way to trained the sommelier and increase their sales. Compared to the meeting between producer and restaurant, this is also a gained time for both parties, mostly for the importers which can have difficulties to devote a lot of time for “trained” the restaurants. .

The relevance of the results are in the fact of a cooperative work and partnership between importers and restaurants with the same goal of increasing sales in both way and reach the customer to push to consume wine in the on-trade sector and reduce the perceived risk. Indeed, according to the research the main problem for customer in making a purchase choice in restaurant was the perceived risk they feel when it comes to make a choice. This risks came mainly to the knowledge gap about wine. The marketing tools founded are all in the same way to share information to the customer in order to secure him and answer the questions it might have. This way, results have the same goal to increase the wine sells in restaurant by inform and secure the customer to push him to the consumption, reduce its perceived risk and help the restaurants professionals.

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## Appendix 1: Restaurant list for interview

All those restaurants were chosen because they are located in the central London, thus, they all are part of the category of Fine Dining Restaurant, open all the day and proposing lunch and dining meals with more than 20 wines on the menu.

### **Social Eating House – General Manager Sarah Drake**

The restaurant is inspired by the buzz surrounding the resurgence of Soho, the restaurant is a place for diners to enjoy the key elements of the current London dining scene in an informal and social setting. The restaurant is awarded a Michelin star in 2013. The restaurant deliver a contemporary and diverse bistro menu to sampler menus, moreover, the restaurant have a wine list with more than 100 references. The menu are from middle to high price.

### **Cabotte - Virgile Degrez, Restaurant Manager**

Wine Bar & Restaurant, founded by two Master Sommeliers with restaurant experience. Exquisite French cuisine paired with a unique wine list. French traditional dishes and modern twists, with seasonal and very best ingredients. Medium to high price menu (30 to 60 pounds).

More than 100 wine references in the wine list

48 Gresham Street, EC2V 7AY, London

### **River Café – Christophe**

The River Café is a restaurant specialized in Italian cuisine. It was owned and run by chefs Ruth Rogers and Rose Gray until Gray's death in 2010; since then, Rogers has been the sole owner and has run the restaurant. The restaurant has wine from 18 different Italian region. Medium price (20 to 40 pounds).

Thames Wharf, Rainville Rd, London W6 9HA

### **New Street Wine Shop – Tanguy Martin, Sommelier and Manager of the Wine Shop**

Positioned between Shoreditch, and the fast-paced financial district, New Street Wine offer more than 500 wines designed to suit all palates and budgets; from the indigenous grapes varieties of Eastern Europe to some impressive Premier Cru and Grand Cru from Burgundy, the selection is vast and excellent.

New Street Wine, 16 New Street, EC2M 4TR

### **Compagnie des Vins Surnaturels Seven Dials**

The place where customers can eat different dishes for a cheap to medium price between 10 to 25 pounds and taste different wine, or participate to wine tasting.

8-10 Neal's Yard London WC2H 9DP

### **Carousel - Wieteke Teppema (wine professional and previously sommelier)**

Split across two buildings and five floors, the revolving creative hub is home to a carefully curated programmed of chef residencies, art exhibitions and all rounds awesome experiences - morning, noon and night. Big name chefs from all over the world comes, wild life drawing, terrarium building, pasta making, live acoustic sessions, paper flower workshops etc. Everything to avoid that two days there are ever the same. Medium to high price menu (30 to 80 pounds).

Located on: 71 Blandford Street, Marylebone, London, W1U 8AB.

### **The Lighterman**

The place is a pub, dining room and bar on Granary Square in King's Cross. The restaurant offering a stunning views across Granary Square and the Regent's Canal. The restaurant

proposed a modern British menu with European influences for breakfast, lunch and dinner; it proposed sustainable produce at the forefront of the menus. The menus are affordable under 30 pounds and offer a wine list with more than 50 references.

First Floor, 105 Crawford Street, London W1H 2HT

### **Beach Blanket Babylon – Brett**

Restaurant and bar, proposing menus for medium price between 20 to 40 pounds with more than 20 wine on the wine list. Propose a bar, a dining room, a club, some private dining room and event organization.

Called by professionals 'a restaurant with lofty propositions'.

Location: Beach Blanket Babylon, 45 Ledbury Road, Notting Hill, London, W11 2AA.

### **Hawksmoor Guildhall – Nacho Campo (Wine professional and executive chef)**

The restaurant provides breakfast, lunch and dinner with steak specialty, joined by a wide range of sustainable seafood from around the British coast. There is also a private room for larger groups and beef tasting. The menus are medium to high prices (20 to 55 pounds) with high range wines.

Location: Hawksmoor Guildhall, 10 Basinghall street, London EC2V 5BQ.

### **London Shell Co.**

London Shell Co. is a restaurant on a 'peniche', it serves the finest British seafood whilst guests enjoy a journey (lunch or dinner) along the historic Regent's Canal in Central London. This restaurant was launched in December 2016 by Harry and Leah Lobek, with Chef Stuart Kilpatrick. They have a strong focus on British ingredients and menu changing with season. Medium to high prices menus (20 to 55 pounds) with more than 30 wines on the wine list.

Location: London Shell Co., The Prince Regent, Sheldon Square, London W2 6PY.

## Appendix 2: Restaurant questionnaire

### Customer

1. What is the average age of your customers?
  - a. 18 to 25
  - b. 25 to 35
  - c. 35 to 45
  - d. 45 to 55
  - e. More than 55
2. What is the best-seller in those beverage categories?
  - a. Beer
  - b. Wine
  - c. Spirits / Cocktail
  - d. Water, soft drinks
  - e. Other
3. At which moment of the day do they consume alcohol?
  - a. Lunch
  - b. Pre-drinks
  - c. Dinner
  - d. Digestifs
4. What is the average spend for alcohol beverage per person?
  - a. Less than 20
  - b. 20 to 35
  - c. 35 to 50
  - d. more than 50
5. Do you think that people drink less wine that they used to?
6. If yes to the previous question – What is the reason for the decreasing consumption?
  - a. Less income for customers
  - b. More attraction for vegan wine
  - c. More attraction for organic wine
  - d. Customers are lost with all the wine choices
7. Are your customers looking for an advice in term of alcoholic beverages?
8. What are the criteria of your customer when they are choosing to drink wine?
  - a. Wine region
  - b. Grape variety
  - c. Name of the wine
  - d. Price
  - e. Colour
  - f. Vintages
  - g. Food pairing
  - h. Wine organoleptic profile
  - i. Because the sommelier advises one particular wine
  - j. Other
9. Do you notice an evolution on your wine sales?
  - a. Increase sales
  - b. Decreasing sales
  - c. Sales remains similar

## Promotion

10. Regarding wine, do you think that marketing/promotion can be helpful for sales?
11. What marketing tools do you think the most efficient for wine sales?
  - a. Publicity on point of sales
  - b. Wine banner
  - c. Wine of the month offer
  - d. Wine list to present to the customers
  - e. Include wine glass in the menu
  - f. Increase wine staff training
  - g. Sampling
12. If you use promotional tools, what are them?
  - a. Staff training
  - b. Publicity on point of sales
  - c. Sampling
  - d. Wine list
  - e. Monthly wine offer
  - f. Includes wine in the menus
  - g. Social Media
  - h. Others

***Results of this questionnaire in Appendix 4***

## Appendix 3: On-Trade Professional questionnaire

1. Do you think that marketing can improve the wine sales in restaurant?
2. According to you, what can be the promotional tools that can incite the customer to consume wine in restaurant?
  - a. Publicity on point of sales
  - b. Sampling
  - c. Wine list
  - d. Monthly wine offer
  - e. Includes wine in menus
  - f. Social Media
  - g. Wine Banner
3. What can do a wine importer to helped their customers (restaurant)?
  - a. Staff training
  - b. Meeting with winemaker or producers
  - c. Booklets with information on domains, wineries or vineyards
  - d. Flyer with wine information
4. Do you think that meeting between producers and restaurant is feasible for all demands of the customers?
5. Do you think that staff training is feasible for the restaurants?
6. Do you think that printed document with information is feasible for all the restaurant that may wanted it?

Interviews with Flint Wines Ltd. team:

Caroline Brangé – On-trade Sales manager  
Gianluca Cirillo – On-trade Sales manager  
Gearoid Daveney - Master sommelier and sales manager  
Jason Haynes – Director  
Same Clarke – Director  
Mélanie Brandy – Marketing manager  
Emily Jackson – Marketing Manager

***Results of this survey in Appendix 5***



## Appendix 4: Results of the survey for restaurants' professionals

### Restaurant 1:

Marketing tools restaurants' are using to sale wine

29/12/2018 13:51

## Marketing tools restaurants' are using to sale wine

In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

What is the restaurant name, your name and your job title ?

Social Eating House - General Manager Sarah Drake

What is the average age of your customers ?

- ☐ 18 to 25
- ☒ 25 to 35
- ☐ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

- ☐ Beer
- ☒ Wine
- ☒ Spirits / Cocktails
- ☐ Water, soft drinks
- ☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☒ Lunch

☒ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

☐ less than 20

☒ 20 to 35

☐ 35 to 50

☐ more than 50

☐ Autre : \_\_\_\_\_

Do you think that people drink less wine than they used to?

☐ Yes

☒ No

☐ Autre : \_\_\_\_\_

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

- ☐ Less income for customers
- ☐ More attirance for vegan wine
- ☐ More attirance for organic wine
- ☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

- ☒ Yes
- ☐ No
- ☐ Autre : .....

What are the criteria of your customer when they are choosing to drink wine?

- ☒ Wine region
- ☒ Grape variety
- ☐ Name of the wine
- ☒ Price
- ☒ Colour
- ☐ Vintages
- ☒ Food pairing
- ☐ Wine organoleptic profile
- ☒ Because the sommelier advise one particular wine
- ☐ Autre : \_\_\_\_\_

Do you noticed an evolution on your wine sales ?

- ☐ Increase sales
- ☐ Decreasing sales
- ☒ Sales remains similar
- ☐ Autre : \_\_\_\_\_

Regarding wine, do you think that marketing/promotion can be helpful for sales?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☒ Include wine glass in the menu

☒ Increase staff wine training

☐ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

☒ Staff training

☐ Publicity on point of sales

☐ Sampling

☒ Wine list for customers

☐ Monthly wine offer

☒ Includes wine in the menus

☒ Social Media

☐ Autre : \_\_\_\_\_

---

# Marketing tools restaurants' are using to sale wine

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What is the restaurant name, your name and your job title ?

---

What is the average age of your customers ?

- ☐ 18 to 25
- ☐ 25 to 35
- ☒ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☐ Lunch

☐ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

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☐ more than 50

☐ Autre : \_\_\_\_\_



Do you think that people drink less wine than they used to?

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☒ No

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☐ More attirance for vegan wine

☐ More attirance for organic wine

☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

☒ Yes

☐ No

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- ☐ Vintages
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- ☐ Because the sommelier advise one particular wine
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☐ Wine list to present to the customers

☒ Include wine glass in the menu

☒ Increase staff wine training

☒ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

- ☒ Staff training
  - ☐ Publicity on point of sales
  - ☒ Sampling
  - ☐ Wine list for customers
  - ☐ Monthly wine offer
  - ☒ Includes wine in the menus
  - ☐ Social Media
  - ☐ Autre : \_\_\_\_\_
-

# Marketing tools restaurants' are using to sale wine

In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

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- ☒ 45 to 55
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What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

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What is the average spend for alcohol beverage per person ?

☐ less than 20

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☐ more than 50

☐ Autre : \_\_\_\_\_

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☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What are the criteria of your customer when they are choosing to drink wine?

- ☐ Wine region
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- ☐ Colour
- ☐ Vintages
- ☐ Food pairing
- ☐ Wine organoleptic profile
- ☒ Because the sommelier advise one particular wine
- ☐ Autre : .....

Do you noticed an evolution on your wine sales ?

- ☒ Increase sales
- ☐ Decreasing sales
- ☐ Sales remains similar
- ☐ Autre : .....



Regarding wine, do you think that marketing/promotion can be helpful for sales?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☒ Include wine glass in the menu

☒ Increase staff wine training

☐ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

☒ Staff training

☐ Publicity on point of sales

☐ Sampling

☒ Wine list for customers

☐ Monthly wine offer

☐ Includes wine in the menus

☒ Social Media

☐ Autre : .....

---

## Marketing tools restaurants' are using to sale wine

In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

What is the restaurant name, your name and your job title ?

The River Cafe

What is the average age of your customers ?

- ☐ 18 to 25
- ☐ 25 to 35
- ☒ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☐ Lunch

☐ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

☐ less than 20

☐ 20 to 35

☒ 35 to 50

☒ more than 50

☐ Autre : \_\_\_\_\_

Do you think that people drink less wine than they used to?

- ☒ Yes
- ☐ No
- ☐ Autre : \_\_\_\_\_

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

- ☐ Less income for customers
- ☐ More attirance for vegan wine
- ☒ More attirance for organic wine
- ☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

- ☒ Yes
- ☐ No
- ☐ Autre : \_\_\_\_\_

What are the criteria of your customer when they are choosing to drink wine?

- ☒ Wine region
- ☒ Grape variety
- ☐ Name of the wine
- ☒ Price
- ☐ Colour
- ☐ Vintages
- ☒ Food pairing
- ☐ Wine organoleptic profile
- ☐ Because the sommelier advise one particular wine
- ☐ Autre : \_\_\_\_\_

Do you noticed an evolution on your wine sales ?

- ☒ Increase sales
- ☐ Decreasing sales
- ☐ Sales remains similar
- ☐ Autre : \_\_\_\_\_

Regarding wine, do you think that marketing/promotion can be helpful for sales?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☐ Include wine glass in the menu

☒ Increase staff wine training

☒ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

☒ Staff training

☐ Publicity on point of sales

☒ Sampling

☒ Wine list for customers

☐ Monthly wine offer

☐ Includes wine in the menus

☐ Social Media

☐ Autre : \_\_\_\_\_

---



# Marketing tools restaurants' are using to sale wine

In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

What is the restaurant name, your name and your job title ?

\_\_\_\_\_

What is the average age of your customers ?

- ☐ 18 to 25
- ☒ 25 to 35
- ☐ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☐ Lunch

☐ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

☐ less than 20

☐ 20 to 35

☒ 35 to 50

☐ more than 50

☐ Autre : \_\_\_\_\_

Do you think that people drink less wine than they used to?

- ☒ Yes
- ☐ No
- ☐ Autre : \_\_\_\_\_

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

- ☒ Less income for customers
- ☐ More attirance for vegan wine
- ☐ More attirance for organic wine
- ☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

- ☒ Yes
- ☐ No
- ☐ Autre : \_\_\_\_\_

What are the criteria of your customer when they are choosing to drink wine?

- ☐ Wine region
- ☐ Grape variety
- ☐ Name of the wine
- ☒ Price
- ☐ Colour
- ☐ Vintages
- ☐ Food pairing
- ☐ Wine organoleptic profile
- ☐ Because the sommelier advise one particular wine
- ☐ Autre : .....

Do you noticed an evolution on your wine sales ?

- ☐ Increase sales
- ☐ Decreasing sales
- ☒ Sales remains similar
- ☐ Autre : .....

Regarding wine, do you think that marketing/promotion can be helpful for sales?

☐ Yes

☐ No

☒ Autre : Depends

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☐ Include wine glass in the menu

☒ Increase staff wine training

☐ Sampling

☐ Autre :

If you use promotional tools, what are them ?

☒ Staff training

☐ Publicity on point of sales

☐ Sampling

☐ Wine list for customers

☐ Monthly wine offer

☐ Includes wine in the menus

☒ Social Media

☐ Autre : \_\_\_\_\_

## Marketing tools restaurants' are using to sale wine

In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

What is the restaurant name, your name and your job title ?

The Lighterman

What is the average age of your customers ?

- ☐ 18 to 25
- ☒ 25 to 35
- ☐ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☒ Beer

☐ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☐ Lunch

☒ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

☒ less than 20

☐ 20 to 35

☐ 35 to 50

☐ more than 50

☐ Autre : \_\_\_\_\_



Do you think that people drink less wine than they used to?

☐ Yes

☐ No

☒ Autre : Less maybe but paying more for better quality

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

☐ Less income for customers

☐ More attirance for vegan wine

☐ More attirance for organic wine

☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

☐ Yes

☐ No

☒ Autre :  
Not really. Depends on their level of knowledge/ the type of experience they're looking for

What are the criteria of your customer when they are choosing to drink wine?

- ☐ Wine region
- ☒ Grape variety
- ☐ Name of the wine
- ☐ Price
- ☐ Colour
- ☐ Vintages
- ☐ Food pairing
- ☐ Wine organoleptic profile
- ☐ Because the sommelier advise one particular wine
- ☒ Autre :  
They often mention regions but think they're grape varietals (e.g. Chablis, Rioja)

Do you noticed an evolution on your wine sales ?

- ☐ Increase sales
- ☐ Decreasing sales
- ☐ Sales remains similar
- ☒ Autre : Fluctuates throughout the year depending on seasonality

Regarding wine, do you think that marketing/promotion can be helpful for sales?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☒ Include wine glass in the menu

☒ Increase staff wine training

☐ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

- ☒ Staff training
  - ☐ Publicity on point of sales
  - ☐ Sampling
  - ☒ Wine list for customers
  - ☐ Monthly wine offer
  - ☒ Includes wine in the menus
  - ☐ Social Media
  - ☐ Autre : \_\_\_\_\_
-

# Marketing tools restaurants' are using to sale wine

In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

What is the restaurant name, your name and your job title ?

Cabotte restaurant, General Manager

What is the average age of your customers ?

- ☐ 18 to 25
- ☐ 25 to 35
- ☒ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☒ Lunch

☒ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

☐ less than 20

☐ 20 to 35

☒ 35 to 50

☒ more than 50

☐ Autre : \_\_\_\_\_

Do you think that people drink less wine than they used to?

☐ Yes

☒ No

☐ Autre : \_\_\_\_\_

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

☐ Less income for customers

☐ More attirance for vegan wine

☐ More attirance for organic wine

☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What are the criteria of your customer when they are choosing to drink wine?

- ☒ Wine region
- ☒ Grape variety
- ☒ Name of the wine
- ☒ Price
- ☐ Colour
- ☒ Vintages
- ☒ Food pairing
- ☐ Wine organoleptic profile
- ☐ Because the sommelier advise one particular wine
- ☐ Autre : \_\_\_\_\_

Do you noticed an evolution on your wine sales ?

- ☒ Increase sales
- ☐ Decreasing sales
- ☐ Sales remains similar
- ☐ Autre : \_\_\_\_\_



Regarding wine, do you think that marketing/promotion can be helpful for sales?

☐ Yes

☒ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☒ Include wine glass in the menu

☒ Increase staff wine training

☐ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

- ☒ Staff training
  - ☐ Publicity on point of sales
  - ☐ Sampling
  - ☒ Wine list for customers
  - ☐ Monthly wine offer
  - ☒ Includes wine in the menus
  - ☒ Social Media
  - ☐ Autre : \_\_\_\_\_
-

## Marketing tools restaurants' are using to sale wine

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What is the restaurant name, your name and your job title ?

London Shell Co. Harry Lobek. Owner

What is the average age of your customers ?

- ☐ 18 to 25
- ☐ 25 to 35
- ☐ 35 to 45
- ☒ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☐ Lunch

☐ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

☐ less than 20

☐ 20 to 35

☒ 35 to 50

☐ more than 50

☐ Autre : \_\_\_\_\_

Do you think that people drink less wine than they used to?

☐ Yes

☐ No

☒ Autre :

I don't really know. I think really depends on where your working. But mainly no.

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

☐ Less income for customers

☐ More attirance for vegan wine

☐ More attirance for organic wine

☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

☒ Yes

☐ No

☐ Autre :

What are the criteria of your customer when they are choosing to drink wine?

- ☒ Wine region
- ☒ Grape variety
- ☐ Name of the wine
- ☒ Price
- ☒ Colour
- ☐ Vintages
- ☒ Food pairing
- ☐ Wine organoleptic profile
- ☒ Because the sommelier advise one particular wine
- ☐ Autre : \_\_\_\_\_

Do you noticed an evolution on your wine sales ?

- ☒ Increase sales
- ☐ Decreasing sales
- ☐ Sales remains similar
- ☐ Autre : \_\_\_\_\_

Regarding wine, do you think that marketing/promotion can be helpful for sales?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☐ Include wine glass in the menu

☒ Increase staff wine training

☒ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

☒ Staff training

☐ Publicity on point of sales

☒ Sampling

☒ Wine list for customers

☐ Monthly wine offer

☒ Includes wine in the menus

☒ Social Media

☐ Autre : \_\_\_\_\_

---



## Marketing tools restaurants' are using to sale wine

In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

What is the restaurant name, your name and your job title ?

Compagnie des vins surnaturels, Florie Tap, Manager

What is the average age of your customers ?

- ☐ 18 to 25
- ☐ 25 to 35
- ☒ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : \_\_\_\_\_

At which moment of the day do they consume alcohol ?

☐ Lunch

☐ Pre-drinks

☒ Dinner

☐ Digestifs

☐ Autre : \_\_\_\_\_

What is the average spend for alcohol beverage per person ?

☐ less than 20

☒ 20 to 35

☐ 35 to 50

☐ more than 50

☐ Autre : \_\_\_\_\_

Do you think that people drink less wine than they used to?

☐ Yes

☒ No

☐ Autre : \_\_\_\_\_

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

☐ Less income for customers

☐ More attirance for vegan wine

☐ More attirance for organic wine

☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What are the criteria of your customer when they are choosing to drink wine?

- ☐ Wine region
- ☒ Grape variety
- ☐ Name of the wine
- ☒ Price
- ☒ Colour
- ☐ Vintages
- ☐ Food pairing
- ☐ Wine organoleptic profile
- ☒ Because the sommelier advise one particular wine
- ☐ Autre : .....

Do you noticed an evolution on your wine sales ?

- ☒ Increase sales
- ☐ Decreasing sales
- ☐ Sales remains similar
- ☐ Autre : .....

Regarding wine, do you think that marketing/promotion can be helpful for sales?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☒ Wine of the month offer

☒ Wine list to present to the customers

☐ Include wine glass in the menu

☒ Increase staff wine training

☐ Sampling

☐ Autre : \_\_\_\_\_

If you use promotional tools, what are them ?

☒ Staff training

☐ Publicity on point of sales

☐ Sampling

☒ Wine list for customers

☒ Monthly wine offer

☐ Includes wine in the menus

☒ Social Media

☐ Autre : \_\_\_\_\_

---

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In order to get graduated from the International Agribusiness Bachelor, I am doing a thesis research about the wine marketing and consumption in restaurant in the UK. I am doing this survey about wine consumption in restaurant to be able to answer some question for the main thesis. I need professionals answer to get the most relevant idea of the situation and answer properly to the crisis problematic for restaurant. Thank you!

What is the restaurant name, your name and your job title ?

Hawksmoor, Ignacio Campos, Wine Manager

What is the average age of your customers ?

- ☐ 18 to 25
- ☐ 25 to 35
- ☒ 35 to 45
- ☐ 45 to 55
- ☐ 55 and more

What is the best-seller in those beverage categories ?

☐ Beer

☒ Wine

☐ Spirits / Cocktails

☐ Water, soft drinks

☐ Autre : .....

At which moment of the day do they consume alcohol ?

☒ Lunch

☒ Pre-drinks

☒ Dinner

☒ Digestifs

☐ Autre : .....

What is the average spend for alcohol beverage per person ?

☐ less than 20

☐ 20 to 35

☐ 35 to 50

☐ more than 50

☒ Autre : don't know .....



Do you think that people drink less wine than they used to?

☐ Yes

☒ No

☐ Autre : \_\_\_\_\_

If you answered yes to the previous question - What is the reason for the deceasing consumption ?

☐ Less income for customers

☐ More attirance for vegan wine

☐ More attirance for organic wine

☐ Customers are lost with all the wine choices

Are your customers looking for an advice in term of alcoholic beverages?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What are the criteria of your customer when they are choosing to drink wine?

- ☒ Wine region
- ☐ Grape variety
- ☒ Name of the wine
- ☒ Price
- ☒ Colour
- ☐ Vintages
- ☐ Food pairing
- ☐ Wine organoleptic profile
- ☐ Because the sommelier advise one particular wine
- ☐ Autre : \_\_\_\_\_

Do you noticed an evolution on your wine sales ?

- ☒ Increase sales
- ☐ Decreasing sales
- ☐ Sales remains similar
- ☐ Autre : \_\_\_\_\_

Regarding wine, do you think that marketing/promotion can be helpful for sales?

☒ Yes

☐ No

☐ Autre : \_\_\_\_\_

What marketing tools do you think the most efficient for wine sales ?

☐ Publicity on point of sales

☐ Wine banner

☐ Wine of the month offer

☒ Wine list to present to the customers

☒ Include wine glass in the menu

☒ Increase staff wine training

☐ Sampling

☒ Autre : social media \_\_\_\_\_

If you use promotional tools, what are them ?

- ☐ Staff training
  - ☐ Publicity on point of sales
  - ☐ Sampling
  - ☐ Wine list for customers
  - ☐ Monthly wine offer
  - ☐ Includes wine in the menus
  - ☒ Social Media
  - ☐ Autre : \_\_\_\_\_
-

## Appendix 5: Results from the marketing professionals interview

| Questions / Name – job   | Marion Goncalves – Design & Publishing Executive  | Mélanie Brandy – Marketing Manager  | Gianluca Crillo – Sales Trade manager, Italian Specialist | Francesca Ames – Customer services and sales support      | Emily Jackson – Communication Manager               |
|--|---|---|---|---|---|
| Do you think that marketing can improve the wine sales in restaurants                          | Yes   | Yes   | Yes   | Yes   | Yes   |
| What can be the promotional tools that can incite the customer to consume wien in restaurant ? | Wine list, Monthly wine offer, Includes wine in menus, social media                           | Publicity on point of sales, wine list, monthly wine offer, social media                | Sampling, includes wine in menus                          | Publicity on point of sales, sampling, monthly wine offer | Sampling, wine list, includes wine in menus         |
| What can do a wine importer to help their customer (restaurant)?                               | Staff training, meeting with winemaker or producer, booklets with information, tasting events | Staff training, Meeting with winemaker or producer, booklets and flyer with information | Staff training  | Staff training, meeting with winemaker or producer        | Staff training, meeting with winemaker and producer |
| Do you think a meeting between producer and restaurant is feasible for all demands ?           | No  | Yes   | No  | Yes   | Yes   |
| Do you think that staff training is feasible for all restaurants?                              | Yes   | Yes   | Yes   | Yes   | Yes   |
| Do you think that printed document with information Is feasible for all                        | Yes   | Yes   | No  | Yes   | Yes   |

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| the<br>restaurant<br>that may<br>wanted it? |  |  |  |  |  |
|---|--|--|--|--|--|