



Quality vs. Quantity: Italian and American Wine Consumption Trends Diametrically Opposed During Economic Downturn

Study of Wine Drinkers Commissioned by Marchesi de' Frescobaldi Shows Italian Consumers Committed to Quality Wine, While US Study Reveals Americans Looking to Less Expensive Wines during the Recession

Milan, Italy (PRWEB) June 12, 2009 -- Marchesi de' Frescobaldi unveiled research results at a press conference in Milan today that show Italian wine consumers are continuing to purchase high quality wine during the economic downturn. Although the alcoholic beverage industry has been weakened by the recession, Italian wine drinkers choose to reduce quantity rather than quality when making a wine purchase. This new research, commissioned by one of Italy's leading winemaking families and conducted by the prestigious Istituto Per Gli Studi Sulla Pubblica Opinione (IPSO), shows that the wine drinking habits of Italians differ greatly from American habits in this recession.

According to IPSO, 70% of Italian consumers continue to buy the same quality of wine they've always purchased, while 38% of consumers are reducing the quantity of wine purchased. The Frescobaldi family, which commissioned the study, has been a leading wine producer in Tuscany for over 700 years and continues to be on the forefront of trend analysis and innovation. "The wine industry has not been immune from the recession, and this important study allows us to finely calibrate our marketing approach in Italy," said Leonardo Frescobaldi, President of Marchesi de' Frescobaldi.

In direct contrast, research conducted by The Nielsen Group indicates that American consumers are much more likely to purchase less expensive and discounted alcoholic beverages on special offer during the downturn, and purchase the same amount they always have. The report shows that 50% of U.S. wine and spirits consumers have changed their shopping habits and are actively seeking out sale items, choosing quantity over quality.

The IPSO and Nielsen studies reveal a very different consumer and vastly differing buying habits during the sluggish economy in Italy and the U.S. While more than 75 percent of U.S. consumers do not plan to change their newly adopted spending habits post-recession, Italian wine consumers have proven resilient--savoring great wine as they've done for centuries. "Our family has produced high quality wine for over 30 generations and weathered many economic downturns," said Mr. Frescobaldi. "We are buoyed by the recent findings, which simply reaffirm Italy's love of great wine."

IPSO Research is available to press upon request (in Italian language)

About Marchesi de' Frescobaldi

Marchesi de' Frescobaldi, the leading wine producer of Tuscany and one of the most historic and respected wine companies in the world, combines centuries of tradition with progressive winemaking techniques and practices. Founded in the 14th century and a supplier of wines to the royal courts of Europe for generations, Frescobaldi is still a family-owned company today. Comprised of nine distinct estates totaling approximately 1,100 hectares, Frescobaldi only makes wines from grapes grown in its own vineyards. The company continually upgrades and modernizes its grape growing and winemaking operations while maintaining a relentless focus on quality, producing unique wines that express the individuality of each unique terroir from which they are produced.

About Istituto Per Gli Studi Sulla Pubblica Opinione (IPSO)

Istituto Per Gli Studi Sulla Pubblica Opinione (IPSO) is a social-economic public opinion research institute managed by Professor Renato Mannheimer, Italy's leading sociologist, at the University of Milan. IPSO was founded in the early 1980s by a diverse team of skilled educators hailing from universities around the country. IPSO focus on high quality, scientific and incisive research for media, press, state institutions, political organizations, trade unions, the service industry and non-profit organizations.

<http://www.frescobaldi.it/it/home.htm>