

THE WINE-IN-A-CAN MARKET REPRESENTS A SIGNIFICANT NEW CATEGORY

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This is believed to be the first quantitative study focused on the drivers and motivations of consumers of wine-in-a-can, a market which is experiencing growth rates of over 50%. The research findings of our survey of nearly 1,000 people aged 21-88 uncovered:

WHAT

- **Wine-in-a-can represents a significant new wine category that is finding a permanent, positive place in the overall wine market.**
- Wine-in-a-can packaging **adds sales to the existing market** – it **doesn't cannibalize** sales from bottled wine.

WHY

- Top five drivers: 1) **Convenience**, 2) **Occasion expansion**, 3) **Sustainability**/cost savings, 4) Quality and 5) Visual image/branding. This [video link](#) is an example of all 5 drivers: [I have a release to use this video of Margene Weiss (my sister), on her boat at a recent jazz concert in Buffalo, NY].
 - **Convenient** to open, carry, single serve portion control (no storing). Usage convenience - take where inconvenient or illegal to take bottle, such as beach/pool, outdoors/camping, etc. No need to cut foil, use a corkscrew to remove the cork, bring glasses, deal with a bottle, deal with the remainder if not all consumed. Portion control - waiters/bartenders, single-serve consumption. Can matches when serving beer - chilling, image, etc. More variety due to small package size, rather than lots of big bottles.
 - Occasion expansion refers to **new locations or events** where offering wine-in-cans **is more practical** as opposed to glass bottles ([boating](#), camping, tailgating, etc).
 - Aluminum cans are **100% recycled; infinitely**. Millennials especially are passionate about sustainability, and rank this high. Aluminum can means it's less expensive to package and ship; easier to stock and stack, less breakage, easier and flexible to package in singles, 4-pack, 6-pack, case. Costs of 15-20% less are acknowledged, with one winery claiming 40% savings.
 - Wineries noted that wine in a can maintains quality better since **no light or oxygen gets inside**. Even better, since without leftovers those aspects never come into play.
 - **360 degree shrink-wrapped or digitally-printed-on-can**. Plus potential for printing on boxes if 3, 4, or 6-pack. Very "Instagrammable"

WHO

- **Gen Z, Millennials, Gen X, and Baby Boomers are all buying wine in cans at the same level**, although Gen Z and Millennials have a higher awareness and trial activity.
- Gen Z and Millennials tend to be **unpretentious and casual** about their wine consumption (**#PinkysDown**) and identify with image and the taste.
- **Neither males nor females, nor different educational backgrounds** were statistically different in any way across awareness, trying/tasting, or the purchasing of wine in a can.

WHERE

- Our research includes a **database** of over **500** wine-in-a-can offerings, from nearly **200 winemakers** covering **22 states** and **18 countries**, and is growing daily.
- For example, Texas brands include:
 - Austin's **Infinite Monkey Theorem** #Monkeyonabender,
 - **Fiesta** in Lometa,
 - **Messina Hof**,
 - **Yes We Can's** Sway brand,
 - **Kiepersol** – Flight brand (5 pix below)



Texas Wine in Can Brands

HOW

- This research suggests that **a shift in focus** by winemakers is recommended, **from targeting the person (demographic characteristics), to targeting the occasion/situation & convenience**.
- Convenience and occasion expansion **trumps wine knowledge** and demographic segmentation.
- Interestingly, **even though 60% of respondents were aware of wine-in-cans, only 40 percent of them could remember a brand name**, suggesting wineries have not developed a strong image such that consumers recall the brand name, even if they are aware of this type of packaging.

DETAILS

The study utilized a mixed methods approach; secondary data collection and analysis and primary data collected with two surveys, and actual respondents totaling nearly 1,000. The second survey included over 20 open-ended and multiple choice/closed-ended questions plus a 4 question subjective wine knowledge scale, to ascertain awareness, tasting, purchasing practices, gender, education, and generation, among other variables. Frequencies and correlation data were analyzed; Chi Square and ANOVA and cluster tests performed.

For more details and a copy of the 65-page study contact Dr. Robert Williams, Jr. at Susquehanna University: williamsrl@susqu.edu