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FOR IMMEDIATE RELEASE

Indiana Winemakers marketing to Marginal Wine Drinkers.

WEST LAFYETTE, Ind. - The Indiana Wine Grape Council released figures today showing a 18.9% growth in state wine sales from the Indiana wineries in 2000. According to Sally Linton, marketing specialist for the Council, wine consumption per capita is highest on the east and west coasts, but based on the 750 ml bottle, the midwestern states follow with Indiana consuming 8.65 bottles per adult annually. As a result, Indiana winemakers are altering their marketing approaches as they look at upcoming generations and the expanding consumption base.

Linton said there are three main wine consumption groups: The core wine consumer that drinks wine weekly or more often; the marginal wine consumer who drinks wine less than weekly, but at least every 2-3 months; and the non-drinkers of wine who drink beer and spirits, but not wine.

National wine research shows that the smallest group, core wine consumers, drinks the largest amount (86%) of table wine. Based on that research, the Indiana Wine Grape Council has decided to focus promotional efforts on the marginal wine drinker. Linton said 48% percent of marginal wine drinkers in the study regarded wine as a special occasion beverage and the goal now is to shift attitudes toward wine so that wine can become a more common, casual, everyday enjoyment.

Linton said the public will begin to see major promotional efforts this year. She cited Vintage Indiana, our state's newest major festival on June 9th at Military Park in downtown Indianapolis. "Vintage Indiana was created last year because of the increasing interest and demand for wines made in our state. This event offers consumers the chance to experience a variety of award winning Indiana

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wines in one central location. In addition to tasting, they will also be able to buy wine by the bottle and by the case to take home,” Linton said. There will be over 100 other events at Indiana wineries this year she said including grand openings, wine dinners and educational courses.

Vintage Indiana will feature some of Indy’s favorite foods and an entertainment stage with live music. There will be a fenced off Kid Zone for the kiddies to enjoy and a designated driver program with free non-alcoholic beverages for those who will be driving the day of the event. Anyone who wants to learn some new wine and culinary tips can visit the Wine and Food Experience Pavilion that will offer interactive sessions throughout the day.

Advance tickets are \$12 at all participating wineries and at Marsh Supermarkets, or \$15 at the gate. Designated drivers tickets are \$8. Children ages 6-17 are \$5 and under five are free.

Additional information on Indiana wines and Vintage Indiana can be found by logging onto www.indianawines.org or by calling 1-800-832-WINE.