

To: American Culture Task Force
From: Cynthia Carson
Re: Notes from the May 10th meeting

Priority II- American Culture: Make wine an integral part of the American Culture

The meaning of culture is critical to the understanding and outcome of this priority.
CULTURE is defined as: The customary beliefs, social forms, and other material traits of a defined group which differentiate them from others.

5-Year measurement for this priority:

Practice/behavior:	10% increase in the number of "Core" wine drinkers
Knowledge:	To be benchmarked and increase determined through research
Beliefs about wine:	To be benchmarked and increase determined through research

10-Year measurement to be 20% increase in the number of "Core" wine drinkers -- other measurements to follow.

Enroute Objectives (revised (5/10/2000))

1. Expand the acceptable wine occasions across the demographics of alcohol-consuming segments

Strategies

1. Understand and respond to consumer preferences and their decision making process related to wine and its competitive beverages
2. Build alliances with allied industries and market segment influentials
3. Expand consumer perceptions about wine to make it entertaining, fun, approachable and accessible
4. Establish consistent, nonjudgmental messages about wine in a manner that supports consumer preferences

2. Establish and communicate a positive identity for the American wine community

Strategies

1. Define and align the industry behind a common identity for the wine community (Address the idea of taking the wine community's leadership as responsible corporate citizens to the next level)

2. Deliver relevant messages advancing a unified identity with key leadership groups capable of shaping public opinion on issues affecting wine's image
(Re. health community, address the issue of providing objective information on the health effects of wine with the medical community and the media)
3. Define and deliver relevant messages advancing the unified identity with both consumers and non-consumers of wine
4. Provide information, tools, and content that enable local wineries to further the public identity of the American wine community

Revised 5/10/2000

Year One Outcomes/Assignments for American Culture

1. Expand the acceptable wine occasions across the demographics of alcohol-consuming segments

Strategies

1. Understand and respond to consumer preferences and their decision making process related to wine and its competitive beverages

Action Steps:

Determine what are appropriate measures of knowledge and beliefs to indicate wine is part of American culture by bringing together market researchers, industry with related experience, sociologists, psychologists, anthropologists and like as appropriate to agree on knowledge and beliefs that would be indicators of wine being part of the American culture. Determine benchmarks of where we are today (including the consumption measurement).

Σ John Gillespie to drive this effort with involvement from committee members.

2. Build alliances with allied industries and market segment influentials

Action Steps:

Define and prioritize allied groups most important to build alliances with to assist in achieving our objectives.

Some initial thought include in this order those who:

- Σ Have direct contact with consumers in the sale of wine
- Σ Have direct involvement in the distribution of wine
- Σ Deal with food products associated with wine
- Σ Disseminate information that influence consumers decisions (including wine.com folks)

Σ John Gillespie to drive this effort with involvement from committee members.

3. Expand consumer perceptions about wine to make it entertaining, fun, approachable and accessible

Action Steps:

Promote industry support of Wine Market Council's efforts in achieving this strategy. At the July 6th WineVision meeting communicate the efforts of Wine Market Council and their relevance to this priority. Encourage financial support and membership.

Σ Jon Moramarco and Jerry Lohr to share responsibility

4. Establish consistent, nonjudgmental messages about wine in a manner that supports consumer preferences

Action Steps:

A. Create the messages (review industry's code of advertising as a possible model)

B. Identify points of dissemination of the information

C. Determine vehicles to deliver the messages

Σ Tim Hanni to be the driver with Mark Chandler. Involvement to include Kim Ledbetter-Bronson. Simon Siegl to be a key person in step B.

2. Establish and communicate a positive identity for the American wine community

Strategies

1. Define and align the industry behind a common identity for the wine community
(Address the idea of taking the wine community's leadership as responsible corporate citizens to the next level)

Action Steps:

A. Develop benchmark -- How do target audiences (consumers and key influencers) see the wine industry and how does the wine industry see itself

B. Assess positive and negative attributes of the industry

C. Select and refine attributes. Involve the industry to start the process of buy-in

D. Develop the common identity

Σ Bill Juckett to drive along with Tim Hanni and Jerry Lohr. (Women for Wine Sense might be a good resource)

2. Deliver relevant messages advancing a unified identity with key leadership groups capable of shaping public opinion on issues affecting wine's image
(Re. health community, address the issue of providing objective information on the health effects of wine with the medical community and the media)

Action Steps

Identify key leadership groups and develop plans to deliver messages (using current delivery systems as appropriate)

Σ Responsible person to be determine the first of 2001 and plan developed the by June 2001

3. Define and deliver relevant messages advancing the unified identity with both consumers and non-consumers of wine

Action Steps:

Prioritize consumer audiences and develop plans to deliver messages

Σ Responsible person to be determine the first of 2001 and plan developed the by June 2001

4. Provide information, tools, and content that enable local wineries to further the public identity of the American wine community

Action Steps:

A. Define what information, tools, and content will be helpful (including issues in local area)

B. Identify applications

C. Create and make available materials(assess any already available)

Σ Tim Hanni to drive this effort teaming with Mark Chandler and Simon Siegl

DEADLINE: Each person as the driver of an action step needs to have an outline developed with any needed resources identified by June

16th. Please provide to Cynthia Carson.

Attached is a list of the committee members in attendance for easy access to your colleagues. We will be clarifying the involvement of those not in attendance and sending a complete membership list in the next few weeks. Please feel free to contact Cynthia Carson , facilitator, if you have any questions regarding the process (949-495-8616 or ccarson29@aol.com -- make WineVision the topic).

Revised 5/10/2000