

Table 22.10. Segments identified among consumers of white wine

		Segment		
		1	2	3
	<i>Base size</i>	66	120	26
	<i>Additive constant</i>	26	39	23
Segment 1: Variety seekers				
E03	A lightly carbonated pale white wine with a hint of raspberries . . . so soft and sweet	33	-19	11
E06	Golden colored wine with a sweet complex fruity flavor and delicate flowery fruit aroma	22	-3	9
E04	A light bodied white wine with a fresh, fruity flavor	20	1	10
E05	Pale yellow colored wine with a smooth creamy texture and the flavor of green apples, melon and hazelnut	18	-22	13
E08	Bubbly fresh and very sweet white wine, with a hint of citrus lemon, lime, and melon flavors	17	-15	18
E01	Wine with a pale yellow color and a fruity flavor	14	-3	10
E07	Golden yellow colored wine with a dry flavor of grape and berry with a hint of oak	11	-12	-4
E09	Bubbly fresh and sweet with a hint of lemony tart flavor	9	-18	5
E12	Made in the tradition of the greatest wine producers all over the world	7	8	11
E11	Goes down smooth and easy	6	3	-5
E20	When you think about it, you have to have it . . . and after you have it, you can't stop drinking it	6	-2	-12
E32	Tastes great . . . without the taste of alcohol	-9	-4	-7
E29	From Gallo	-9	-2	9
Segment 2: Traditionalists				
E16	Dry, Sweet, Semi Sweet . . . whatever you're looking for	0	11	10
E12	Made in the tradition of the greatest wine producers all over the world	7	8	11
E10	Hits the spot on a hot summer day	-2	6	-6
E15	100% natural	0	6	4
E25	A wonderful experience . . . shared with family and friends	2	6	10
E07	Golden yellow colored wine with a dry flavor of grape and berry with a hint of oak	11	-12	-4
E08	Bubbly fresh and very sweet white wine, with a hint of citrus lemon, lime, and melon flavors	17	-15	18
E09	Bubbly fresh and sweet with a hint of lemony tart flavor	9	-18	5
E03	A lightly carbonated pale white wine with a hint of raspberries . . . so soft and sweet	33	-19	11
E05	Pale yellow colored wine with a smooth creamy texture and the flavor of green apples, melon and hazelnut	18	-22	13

(continued)