

**Table 22.10.** Segments identified among consumers of white wine (*cont.*)

		Segment		
		1	2	3
Segment 3: Impressionables				
E31	Imported from France	5	3	23
E08	Bubbly fresh and very sweet white wine, with a hint of citrus lemon, lime, and melon flavors	17	-15	18
E30	From Kendal Jackson	-4	2	17
E05	Pale yellow colored wine with a smooth creamy texture and the flavor of green apples, melon and hazelnut	18	-22	13
E23	A great way to celebrate special occasions	3	5	12
E03	A lightly carbonated pale white wine with a hint of raspberries . . . so soft and sweet	33	-19	11
E12	Made in the tradition of the greatest wine producers all over the world	7	8	11
E24	Looks great, smells great, tastes delicious	3	1	11
E16	Dry, Sweet, Semi Sweet . . . whatever you're looking for	0	11	10
E01	Wine with a pale yellow color and a fruity flavor	14	-3	10
E25	A wonderful experience . . . shared with family and friends	2	6	10
E04	A light bodied white wine with a fresh, fruity flavor	20	1	10
E06	Golden colored wine with a sweet complex fruity flavor and delicate flowery fruit aroma	22	-3	9
E29	From Gallo	-9	-2	9
E28	From Northern California	3	5	7
E36	With the safety, care and quality that makes you trust it all the more	-4	1	6
E10	Hits the spot on a hot summer day	-2	6	-6
E32	Tastes great . . . without the taste of alcohol	-9	-4	-7
E02	White wine with added antioxidants	-3	-3	-7
E18	So refreshing . . . you have to drink some more	4	2	-10
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

Data courtesy of It! Ventures, Inc.