

Table 22.9. Segments identified among consumers of red wine

		Segment			
		1	2	3	4
	<i>Base size</i>	48	99	49	24
	<i>Additive constant</i>	19	39	18	54
	Segment 1: Variety seekers				
E06	A pale red wine with a light flavor of raspberries . . . so soft and sweet	29	-19	2	-14
E05	A heavy red wine with a warm plummy fruit flavor and a little bit of dryness	24	8	28	-27
E03	Deep red colored wine with a sweet complex fruity flavor and delicate flowery fruit aroma	20	0	11	-4
E09	Bubbly fresh and sweet with a hint of raspberry tart flavor	18	-19	3	-18
E04	Ruby red color with a black currant flavor and a hint of oak	16	4	26	-44
E07	A chilled light bodied red wine with a fresh fruity flavor	15	-6	5	12
E02	Pale pink colored wine with fizz and the flavor of fruit	11	-22	-10	-9
E01	Wine with a pale ruby color and a fruity taste	10	-5	3	9
E23	A great way to celebrate special occasions	10	3	10	0
E22	Relaxes you after a busy day	9	0	1	3
E08	Red wine with added antioxidants	6	-6	-3	-5
E29	From Gallo	-6	3	-4	-9
E32	Tastes great . . . without the taste of alcohol	-10	-4	-17	1
	Segment 2: Traditionalists				
E16	Dry, Sweet, Semi Sweet . . . whatever you're looking for	2	7	5	-7
E12	Made in the tradition of the greatest wine producers all over the world	1	6	8	2
E33	Multiserve containers . . . so you always have enough!	-1	-6	-13	6
E08	Red wine with added antioxidants	6	-6	-3	-5
E07	A chilled light bodied red wine with a fresh fruity flavor	15	-6	5	12
E35	Resealable single serve container . . . to take with you on the go	1	-7	-10	4
E34	Icy cold	-4	-9	-9	-7
E09	Bubbly fresh and sweet with a hint of raspberry tart flavor	18	-19	3	-18
E06	A pale red wine with a light flavor of raspberries . . . so soft and sweet	29	-19	2	-14
E02	Pale pink colored wine with fizz and the flavor of fruit	11	-22	-10	-9

(continued)