

Table 22.9. Segments identified among consumers of red wine (cont.)

		Segment			
		1	2	3	4
	<i>Base size</i>	48	99	49	24
	<i>Additive constant</i>	19	39	18	54
Segment 3: Impressionables					
E05	A heavy red wine with a warm plummy fruit flavor and a little bit of dryness	24	8	28	-27
E04	Ruby red color with a black currant flavor and a hint of oak	16	4	26	-44
E23	A great way to celebrate special occasions	10	3	10	0
E12	Made in the tradition of the greatest wine producers all over the world	1	6	8	2
E15	100% natural	2	2	6	-1
E30	From Kendal Jackson	-2	4	6	-4
E27	It quenches THE THIRST	0	-2	-7	0
E34	Icy cold	-4	-9	-9	-7
E02	Pale pink colored wine with fizz and the flavor of fruit	11	-22	-10	-9
E35	Resealable single serve container . . . to take with you on the go	1	-7	-10	4
E33	Multiserve containers . . . so you always have enough!	-1	-6	-13	6
E32	Tastes great . . . without the taste of alcohol	-10	-4	-17	1
Segment 4: No frills					
E11	Goes down smooth and easy	2	1	3	10
E21	Simply the best	4	3	2	8
E36	With the safety, care and quality that makes you trust it all the more	-5	2	-3	6
E33	Multiserve containers . . . so you always have enough!	-1	-6	-13	6
E34	Icy cold	-4	-9	-9	-7
E16	Dry, Sweet, Semi Sweet . . . whatever you're looking for	2	7	5	-7
E13	Premium quality	-1	5	5	-8
E02	Pale pink colored wine with fizz and the flavor of fruit	11	-22	-10	-9
E29	From Gallo	-6	3	-4	-9
E06	A pale red wine with a light flavor of raspberries . . . so soft and sweet	29	-19	2	-14
E09	Bubbly fresh and sweet with a hint of raspberry tart flavor	18	-19	3	-18
E05	A heavy red wine with a warm plummy fruit flavor and a little bit of dryness	24	8	28	-27
E04	Ruby red color with a black currant flavor and a hint of oak	16	4	26	-44

Data courtesy of It! Ventures, Inc.