



**Thesis title: An approach to segmenting wine consumers for the Villa Oeiras brand for the United States market**

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**Confidential:**  Yes  No

**Abstract (max 300 words)**

**Topic position & objectives:**

This study was an approach to find a market in the United States, to sell Adega do Casal Manteiga's brand Villa Oeiras, which is a white fortified wine with the Carcavelos appellation. Fortified wines represent 8% of the U.S. market and there aren't many studies about American fortified wine consumers. Furthermore, it is a difficult wine style to sell due to the lack of knowledge from the wine consumers and the salesperson. Moreover, the winery lacks the knowledge on their client's demographics. To approach the topic of this study, the objectives were to review bibliographies and to create surveys to gather data on potential Villa Oeiras' clients. The data found and gathered were then used to suggest a potential segment.

**Methods:**

Two surveys were created. One was aimed towards a public that is familiar with the Carcavelos fortified wine and one was towards all U.S. citizens. The surveys were distributed in a wine store, during a tasting and online. Once all of the data was collected, Multiple Correspondence Analyses was performed to create clusters. The clusters were analyzed to find profiles that represent potential clients for Carcavelos fortified wine in the United States market.

**Results:**

The potential clients had the following characteristics:

- Either male or female;
- Aged from late 20's to mid 30's (older Millennials);
- Obtained at least a bachelor's degree;
- Have a minimum household income of 35 000\$/year;

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- Status tend to be either married or living with a significant other;
- Frequent wine drinkers that occasionally consume fortified wines;
- Identify themselves as enthusiastic wine consumers.

### **Main conclusions:**

The results weren't significant due to the low number of participants but there were similarities with past survey studies involving wine consumption. When analyzing the U.S. fortified wine market, the Villa Oeiras brand does have a potential to successfully launch as the import for Portuguese fortified wines have been increasing. Plus, as the younger Millennials grow older, their wine consumption can potentially increase with age and experience. They are also the generation that is expected to be the fastest growing wine consumer segment.

### **Keywords (5):**

**Fortified wine, Carcavelos, Consumption, MCA, United States**