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New research sheds light on north american wine preferences in dining

Consumer insights into wine and dining revealed

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In the constantly evolving landscape of the hospitality industry, understanding consumer preferences is crucial for businesses aiming to thrive. A new study, conducted on behalf of Quench Magazine for the wine2wine Business Forum, offers fresh insights into North American dining habits, particularly focusing on the role of wine in the overall dining experience. The findings, set to be unveiled at the wine2wine

Business Forum in Verona on November 14, 2023, reveal notable trends in consumer behavior and preferences, particularly in relation to wine selections when dining out.

The study's findings are based on responses from a large sample size, ensuring a comprehensive overview of current trends. A significant 81.13% of respondents indicated that the food menu is the primary factor in choosing a restaurant, overshadowing the importance of the wine list, which only 9.43% of respondents prioritized. This preference underscores the primary role of culinary offerings in the dining decision-making process.



The Auditorium of wine2wine Business Forum during one of the past editions.

Interestingly, the study highlights a preference for simplicity and affordability in wine selections. A vast majority of consumers (95.83%) expressed a desire for wine lists featuring fewer than 100 labels, suggesting an overwhelming preference for more curated, less overwhelming options. Furthermore, 57% of consumers favored wines priced below $60, reflecting a demand for more accessible, budget-friendly wine options.

The survey also sheds light on the relationship between food and wine from the perspective of restaurant workers. Half of the respondents believe chefs often design menus without considering wine pairings, indicating a potential gap in the integration of culinary and wine experiences in the restaurant setting.

In terms of specific wine-related events, consumers showed a higher preference for winemakers' dinners (15.51%) and seated wine and food pairing events (18.18%), compared to wine classes (9.63%) and cooking lessons (7.49%). However, there is room for improvement in these events, as 40% of respondents felt that the pairings at wine and food events were not up to par.

The wine2wine Business Forum, celebrating its tenth consecutive year, provides a vital platform for industry professionals to delve into these findings and discuss their implications. Stevie Kim, General Manager of wine2wine, emphasizes the importance of such data, noting its potential to aid industry professionals in expanding their businesses internationally. Gurvinder Bhatia, Editor-in-Chief and Publisher of Quench Magazine, also highlights the significance of these results, particularly in light of the current challenges facing the hospitality sector.

These insights offer a valuable perspective for restaurateurs, wine producers, and hospitality professionals, providing a clearer understanding of consumer preferences and behaviors in North America. The complete program of the wine2wine Business Forum 2023 is available online, offering further resources and information for those interested in the evolving dynamics of wine and dining.