



**VIVINO**

**Consorzio Brunello di Montalcino**

# About Vivino

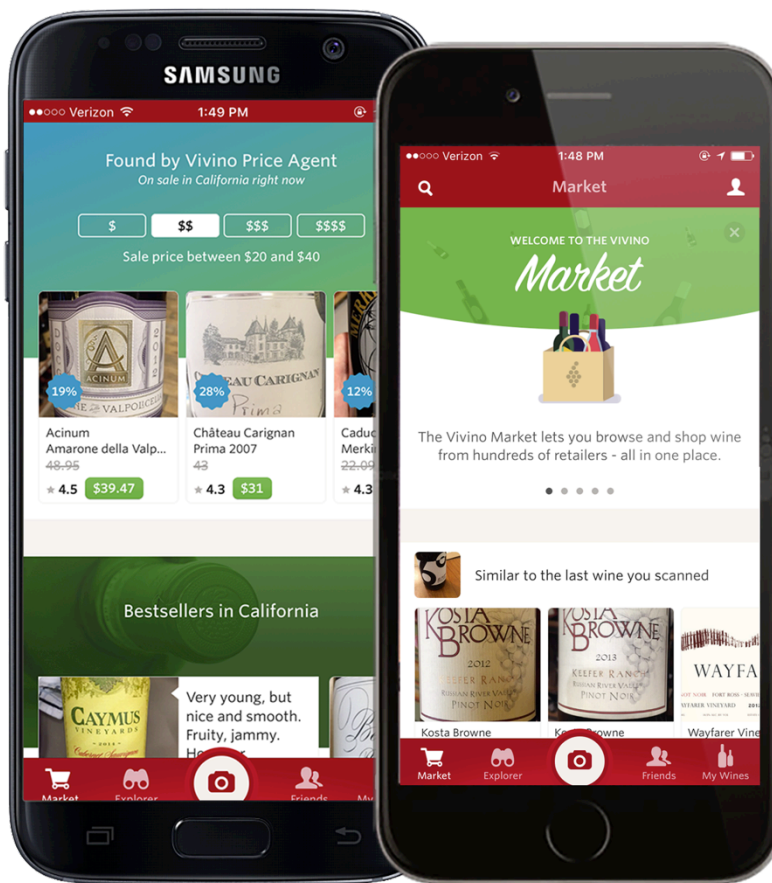


**23 million users globally**

**2 million users in Italy**

**500,000 scans  
every single day**

**World's largest  
wine library with  
10 million wines**



**All-time daily high of  
1.7 million scans on  
Christmas Day 2016**

**200,000 wineries  
featured**

**80,000 unique wines  
available for purchase  
in the U.S.**

Next: Most Popular Wine Styles in Italy

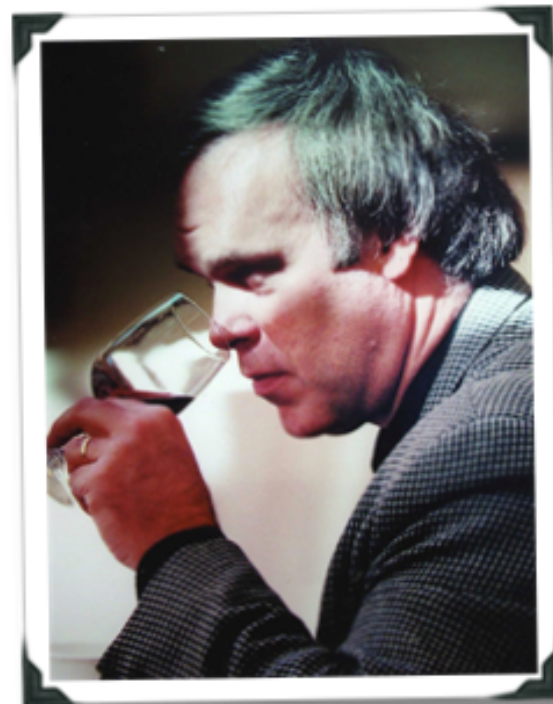


# The Vivino Rating System

# Democratizing Wine: Disrupting a Broken Rating System



- Only 25% of all wines rated by the experts
- Ratings are inconsistent with only one judge, and a rating can make or break wine sales
- Crowdsourced data is more consistent
- Obscure 50 to 100 point scale
- Well known and easy to understand 1 to 5 rating
- Vivino users rate nearly all wines





# The Vivino Rating: Is It Credible?



## Vivino Ratings vs. Robert Parker and Wine Spectator

How Vivino ratings compare to Robert Parker (RP) and Wine Spectator (WS) ratings. A 4.0 wine on Vivino is on average 90 points on RP, 89 points on WS.

VIVINO	3.8	3.9	4.0	4.1	4.2	4.3	4.4	4.5	4.6	4.7	4.8
ROBERT PARKER	89	90	90	91	91	92	92	93	93	94	95
WINE SPECTATOR	88	89	89	90	90	91	91	92	92	93	95

SOURCE: Based on over 800,000 ratings on over 5,000 wines on



vivino

# Vivino in Italy: Most Popular Wine Styles



Style	Italy	North	Central	South
Central Italy Red	13.6%	10.9%	19.6%	8.8%
Northern Italy Red	12.3%	<b>14.4%</b>	6.4%	6.5%
Southern Italy Red	9.1%	6.1%	5.8%	<b>22.4%</b>
Northern Italy White	8.5%	9.3%	6.0%	4.6%
Southern Italy White	6.0%	4.3%	4.3%	10.9%
Central Italy White	4.5%	3.3%	6.1%	3.1%
French Champagne	4.2%	5.0%	3.8%	2.9%
Italian Prosecco	2.7%	3.0%	1.8%	1.9%
Italian Barbera	2.5%	3.0%	1.3%	1.3%
Italian Barolo	2.1%	2.5%	1.5%	1.4%
Italian Chianti Classico	2.1%	1.7%	4.4%	1.3%
Italian Brunello	2.1%	1.7%	2.9%	1.5%
Italian Amarone	1.9%	2.1%	1.3%	1.5%
Italian Nebbiolo	1.9%	2.3%	0.9%	0.8%
Italian Chianti	1.6%	1.2%	2.6%	1.2%
Italian Bolgheri	1.5%	1.2%	2.9%	0.9%
Southern Italy Primitivo	1.4%	1.1%	1.0%	3.4%

Next: Brunello Consumption in Italy

# Brunello Consumption in Italy



June



December



Next: Brunello Consumption Globally

# Relative Brunello Consumption Globally



Next: Brunello Consumption Top Countries

# Relative Brunello Consumption Globally



Next: Best Rated Brunello Wines



# The World's Most Popular Brunello Wines



- 1. Castello Banfi Brunello di Montalcino**
- 2. Frescobaldi Campone Brunello di Montalcino**
- 3. Fattoria dei Barbi Brunello di Montalcino**
- 4. Biondi-Santi Brunello di Montalcino**
- 5. CastelGiocondo Brunello di Montalcino**
- 6. Col d'Orcia Brunello di Montalcino**
- 7. Leonardo Brunello di Montalcino**
- 8. Cecchi Brunello di Montalcino**
- 9. Piccini Villa al Cortile Brunello di Montalcino**
- 10. Il Grappolo Brunello Di Montalcino**

# Brunello Wines With the Most Growth



<b>Wine</b>	<b>Average Monthly Growth Rate, Past 12 months</b>
<b>Ciacci Piccolomini d'Aragona Brunello di Montalcino</b>	<b>+155.3%</b>
<b>Ruffino Greppone Mazzi Brunello di Montalcino</b>	<b>+130.0%</b>
<b>Melini Brunello di Montalcino</b>	<b>+113.9%</b>
<b>Rocca del Cardinale Brunello di Montalcino</b>	<b>+61.4%</b>
<b>La Gerla Brunello di Montalcino</b>	<b>+59.8%</b>
<b>Tenuta La Fuga Brunello di Montalcino</b>	<b>+48.4%</b>
<b>Val di Suga Brunello di Montalcino</b>	<b>+44.2%</b>
<b>Il Grappolo Brunello Di Montalcino</b>	<b>+39.8%</b>
<b>Donatella Cinelli Colombini Brunello di Montalcino</b>	<b>+39.2%</b>
<b>Col d'Orcia Poggio Al Vento Brunello di Montalcino Riserva</b>	<b>+33.3%</b>

Next: Most Popular Words to Describe Brunello

# Most Popular Words to Describe Brunello



tobacco  
leather earthy  
licorice cherry  
tannins  
complex  
elegant

# Descriptive Words That Correlate to a Higher Rating



Word	Index
Silk	+0.15
Velvet	+0.13
Supple	+0.13
Raisins	+0.12
Bold	+0.12
Graphite	+0.11
Cola	+0.06
Fruity	+0.06

Next: Descriptive Words That Correlate to Lower Rating

# Descriptive Words That Correlate to a Lower Rating



Word	Index
Green	-0.19
Herbal	-0.25
Musty	-0.29
Thin	-0.30
Sour	-0.40
Astringent	-0.46
Simple	-0.47



# Descriptive Words



## Higher Rating

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## Lower Rating

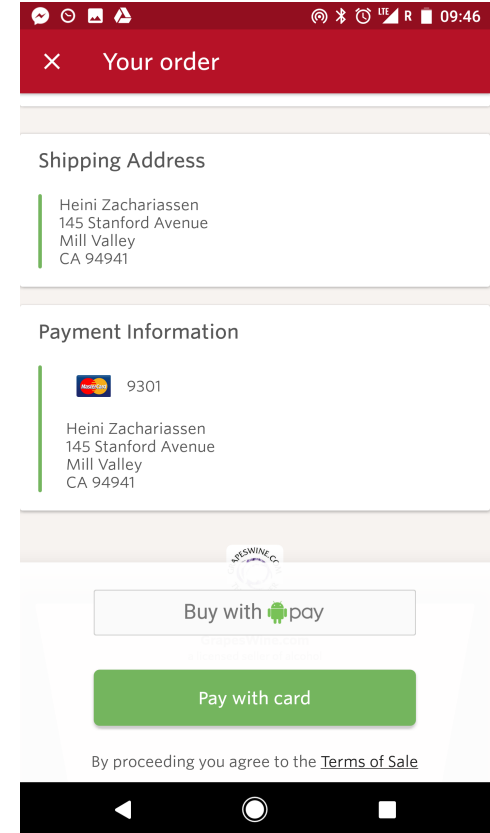
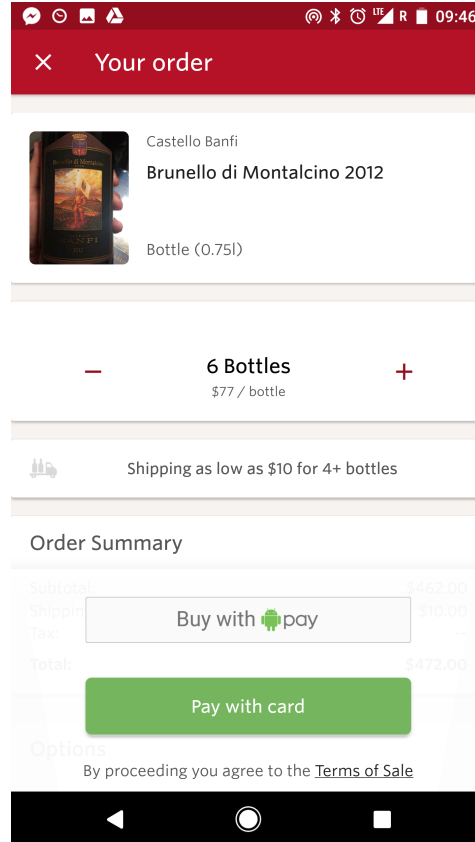
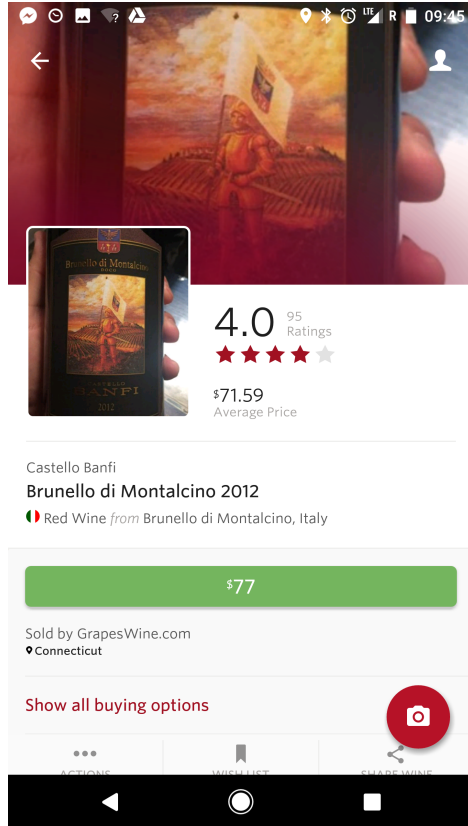
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Next: Price to Value Comparison

# Price to Value Comparison



# Buying wine in Vivino App





**Grazie Mille!**