

CRAFT BREWS ARTISAN WINES GASTROPUBS CRAFT DISTILLING WINE BARS CRAFT BREWS MIXOLOGY GASTROPUBS ARTISAN WINES WINNING WINE BARS MIXOLOGY ARTISAN WINES CRAFT BREWS WINE BARS MIXOLOGY CRAFT DISTILLING

# CONSUMER SHARE OF MIND

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Food and beverage producers have new opportunities to win consumer share of mind thanks to the New American Food Movement. From pantry to plate, many everyday consumers are acting increasingly like professional cooks, with more sophisticated ingredients, products, and tools at their disposal.

Food has become a form of self-expression much like a fabulous pair of fashionable shoes, or anything vintage. Just as the label “fashionista” evokes an entire lifestyle, so, too, does the term “foodie.” The terms are not mutually exclusive, of course.

These passionate foodies are looking to build authentic relationships with their favorite food and beverage products through new physical and virtual social outlets. This means that producers are finding new ways to reach consumers.

Check out the marvelous YouTube video called Samphire’s My Little Porkie ([www.youtube.com/user/samphireshop](http://www.youtube.com/user/samphireshop)). These guys know how to build community and tell their “locally grown” story. There are untapped new opportunities to strategic-partner with

other brands to win consumer share of mind. American Express’ Pairings’ Channel is a great example of how integrated marketing among strategic partners builds a community that reaches passionate consumers ([www.youtube.com/americanexpress/](http://www.youtube.com/americanexpress/)). One such Pairings’ offer to AMEX fans, Three Masters - One Night, includes: Chef John Besh’s new cookbook, wines from Genevieve Janssens at Mondavi and tickets to a Dave Matthews concert. The wine is purchased through the AMEX wine club and AMEX is the only way you can purchase tickets for a Dave Matthews concert. AMEX is where you can buy discount air and hotel to attend these events. It is building community and relationships.

**What are you doing to win consumer share of mind through your direct and retail sales strategies?** In this post-recession era, specialty food and beverage producers have a lot more global competition than before and will need to put together more thoughtful plans to build better differentiated, more profitable, and sustainable businesses. The good news is you have more resources available to differentiate your products and brands so you can be more successful with a

consumer looking for your wares.

Scion Advisors is helping food and beverage producers develop integrated go-to market strategies, and plans that leverage these new market trends to drive consumer awareness and sales.

### 10 trends to follow

Here are TEN fast-growing new trends to consider as you build your sales and marketing programs this summer:

1. **Gastropubs** – Every major city is now host to this hybrid breed of pub, which mixes a wide selection of often-artisanal beers and spirits with high-quality house-made comfort food and a casual, community-oriented atmosphere. (Check out: Where to Go Next: Gastropubs, [www.foodandwine.com/articles/where-to-go-next-gastropubs](http://www.foodandwine.com/articles/where-to-go-next-gastropubs)).

2. **Craft Brews** – Cask ales from craft brewers are now offering limited releases and are being aged in cellars in restaurants like wine. Restaurants are beginning to pair specialty cask beers with menus in one of the least known but rapidly growing areas of interest in beverage right now. Especially popular are the Belgian beers and lambics, both at retail and on-premise. Seasonal offerings are at an all-time high in popularity, fueling the locavore movement.

3. **Wine Bars** – It is being said, “Wine bars are the coffee bars of the 21st century.” Starbucks took this trend literally (see Why Starbucks’ Wine-Bar Attitude Works, [www.bnet.com/blog/retail-stores/why-starbucks-8217-new-wine-bar-attitude-works/1752](http://www.bnet.com/blog/retail-stores/why-starbucks-8217-new-wine-bar-attitude-works/1752)). Wine Bar concepts are exploding around the country with multiple bottle lists, themes (such as only South African, Italian, California, or Estonian-based wine lists), large numbers of wines by the glass.

Fifty to 100 offerings are quite common in many new wine bars. Themes that get people’s attention from “Oak or Stainless” Chardonnays, to “Funky Reds” are popping up on lists to get consumers to have fun while they are getting educated. The same trend is hitting beer and teas.

4. **Artisan Wines** – Reminiscent of Europe, all 50 states produce wine today in the U.S., and as quality lev-

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els continue to improve, we are seeing more local wines on lists in urban markets, and more demand to have wines consumed locally that have a lower carbon footprint. Sommeliers are encouraging trials with tastes and local farmer ingredient-driven menus for pairing.

Wine is becoming more approachable and less stuffy, with high-end wine in keg showing up in many restaurants. Consumers are becoming less dependent on traditional influences, as key influencers such as Robert Parker retire and alternative rating systems become more robust, such as Cellartracker.com or the many Top 100 Wine Forums that keep cropping up. Social media and bloggers are making it easy for consumers to talk about their favorite wines and lifestyle around wine.

5. **Mixology** – Seasonality in ingredients is not just for the menu any more. Seasonal farmer's market-based cocktails are exploding on the scene in the world of mixology. Urban mixologists are championing small spirits producers across the country, creating a market and demand completely unexpected. New specialized content sites are helping to propagate this movement (check out [www.Liquor.com](http://www.Liquor.com)).

6. **Craft Distilling** – From the Blue Ridge Mountains to the San Francisco Bay Area, mom and pop distilleries are

all the rage, with over 100 independent spirits producers in North America (up from five in 1990). Small-batch spirits appeal to consumers seeking diverse and unique flavors (check out Square One Organic Spirits at [www.squareoneorganicspirits.com](http://www.squareoneorganicspirits.com)).

Obscure, once forgotten spirits and liqueurs — such as Absinthe, Crème de Violette, and Swedish Punch — are coming back due to high demand from the creative cocktailians mixing it up across the U.S.

7. **Natural Condiments, Preserved Foods, and Heirloom Produce** – These locally sourced and homegrown foods are made using traditional cultivation and preservation methods, bringing consumers closer to the sources of their food and appealing to eco-minded people seeking to go green. (Check out: the amazing Baker Creek Heirloom Seeds catalogue at [www.rareseeds.com](http://www.rareseeds.com)).

For people on the go, getting nutrients and energy boosts is a global phenomenon, as high-quality, certified organic, raw, kosher, superfoods such as Goji berries and raw cacao are made more available. (Check out: Navitas Natural at [www.navitasnaturals.com](http://www.navitasnaturals.com)).

8. **Handmade Ice Creams, Gelatos, and Sorbets** – Using old-fashioned

methods and organic and local ingredients, new American ice cream innovators offer extraordinary ranges of flavors of a familiar favorite. (Check out: sorbet “category maker” Ciao Bella, [www.ciaobellagelato.com](http://www.ciaobellagelato.com)).

9. **“Safe” Butchery, Charcuterie, and Fish** – “Rock star butchers” are raising interest in meat, hosting meat cutting classes and demonstrations while placing an emphasis on locally sourced and heritage options. (Check out: Chef Bertolli's Fra'Mani at [www.framani.com](http://www.framani.com) or Clean Fish at [www.cleanfish.com](http://www.cleanfish.com)).

10. **Traditional Eastern Teas Meet West** – Tea sommeliers are working the floors of tea salons in urban areas. Teas are showing up in cocktail infusions and in hot toddies. Ready-to-drink teas are more popular than ever with all sorts of healthful flavorings from green tea to ginger, to pomegranate, to white and red teas. Chefs are cooking with tea for savory and sweet items on the menu. (Check out: Mighty Leaf Tea at [www.mightyleaf.com](http://www.mightyleaf.com), Guayaki at [www.guayaki.com](http://www.guayaki.com), and Republic of Tea at [www.republicoftea.com](http://www.republicoftea.com)). ■

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