

# SOUTH AMERICA'S EDGE ON SUSTAINABILITY



## SUSTAINABILITY SWAYS CONSUMER ATTITUDES

More and more consumers are gravitating to products that offer 'better-for-you' benefits

**48%**

of US alcohol drinkers are influenced by a company's sustainability initiatives

*IWSR 2022 Industry Analysis*

**+400%**

Natural, Organic, Sustainable, NSA and Vegan wines on Drizly

*Drizly BevAlc Insights, 2021*



Red Wine tops lists of "healthiest" alcohols from registered dietitians

*Byrdie, 15 Healthiest Alcohols*



Sustainable products & environmental impact is a top priority for Gen-Z and Millennial consumers

*Drizly BevAlc Insights, 2021/2022*



- Sustainably produced wine has the highest future purchase consideration amongst consumers
- 52% of consumers say they would pay more for sustainable

*The Wine Institute, 2021 / NielsenIQ 2022*

## NATURAL WELLNESS FROM THE ANDES



**80%** of Chilean wine exported to the US market is certified sustainable

**Chile is the only country to stay phylloxera free!**

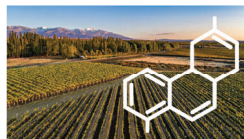
Chile's geographical barriers (Andes, Atacama desert, Patagonia, & Pacific Ocean) provided a natural barrier allowing original rootstock vines to thrive to this day.

**Eco-friendly wine practices date back centuries**

Chile's warmer, arid climate is a natural deterrent to pests & disease, and have helped alleviate the need for pesticides.

**Increased polyphenol count in Argentine Malbec**

The high-elevation & increased UV exposure of Mendoza increases the presence of polyphenols, the antioxidant rich compounds often thought to contribute to wine's healthful benefits.



**Phylloxera fighting microbes in Mendoza soil**

The Catena Institute have identified beneficial microbes in Mendoza soil. The microbes have been found to protect vines from pests, like phylloxera. The discovery further promotes the idea of eliminating pesticides to protect these helpful microbes.



## CONSUMERS & RETAILERS ARE REACHING FOR SUSTAINABLE WINES

**+17.5%**

nielsen increase in spending volume across US consumers in the F&B category for sustainably certified products (2021 vs. 2020, NielsenIQ)

**60%**



of Drizly retailers see the sustainable, organic & natural wine category as a top sales driver (2021 Retailer Survey)

