

WHO ARE THESE PEOPLE?

UNDERSTANDING ZILLENNIAL
VALUES & LIFESTYLES

Winery Webinar Series

3



*Consistent with its Code of Advertising Standards, **Wine Institute** is committed to ensuring wine is promoted responsibly to those adults who choose to consume it. We offer insights and tools to help our members promote their wines to consumers of legal drinking age. Our members are required to market wine to adults in a responsible and appropriate manner. This commitment includes the responsible content and placement of all communications concerning wine.*

Note that all research, data analysis and communications referenced in the following presentation have been developed with an audience of 25–45-year-old adults self-described as existing consumers and/or purchasers of alcohol beverages.

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THE PROBLEM:

Wine is struggling for relevance



"...don't feel part of the wine club...don't want to join if it stays the same."

WMC: Young Adults & Multiethnic Consumers, 2024



Digital Natives see, shape and relate to the world in a radically different way



Wine is not in their world — we don't show up where they spend their time

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THE SOLUTION:

**Change how we engage to
build life-long relationships
with wine**

- Show up where they are
- Talk about things they care about
- Engage influencers and creators
- Show how wine fits into their world
- Help them find their wine

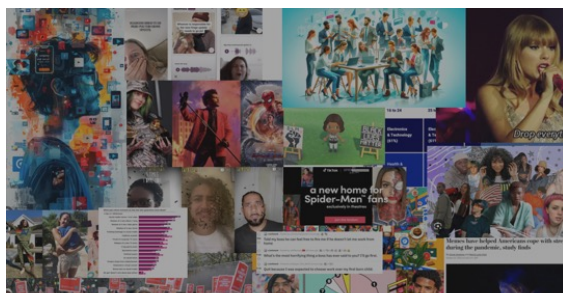


3 INSIGHTS DRIVE THE STRATEGY

#1

**WINE LACKS
"CULTURAL ENERGY"**

**Breakthrough!
Participate in their world,
their conversation**

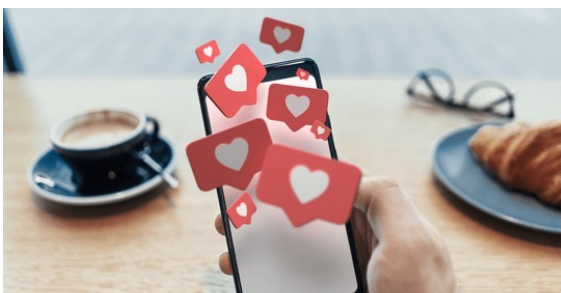


Modern marketing is meme driven

#2

**WINE NEEDS
"COMMUNITY VALIDATION"**

**Engage and inspire the
communities that shape
attitudes and preferences**



**Connect Content Creators with
Wine's Creators**

#3

**ZILLENNIALS HAVE
"CONNECTION AMNESIA"**

**Be a champion for face-to-
face social socializing**

It's not that we have stopped communicating with friends. In fact, we're all in constant contact, if that is what you would call it



**When did we become so bad at
friendship?**

Source: The Guardian, 2019

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UNDERSTAND OUR AUDIENCE TO REACH THEM

Insights inform engagement strategies

World-Class Connection Strategists:

- Specialize in demographics, lifestyle, media habits
- How social lives and media habits intertwine

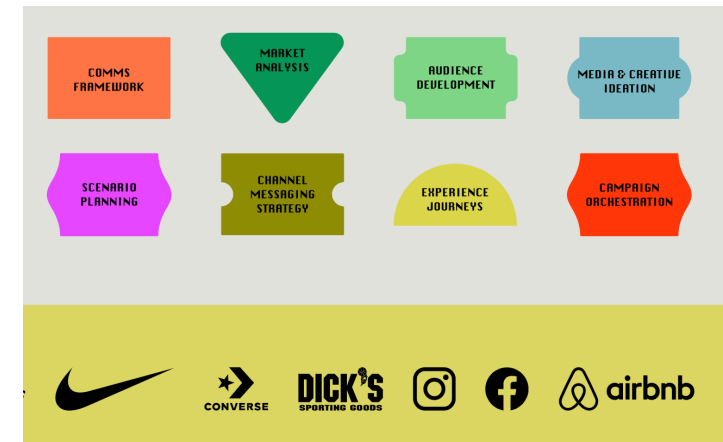
Use U.S. data as a model

- You.Gov database is 26MM, covers every continent
- 9.7MM Zillennials in our bullseye

VITORIA



WE BUILD BRANDS AND CREATE COMMUNICATION STRATEGIES THAT WIN ATTENTION FOR GOOD COMPANIES.



Zillennial Demographics – US model

Urban, diverse and educated consumer base.

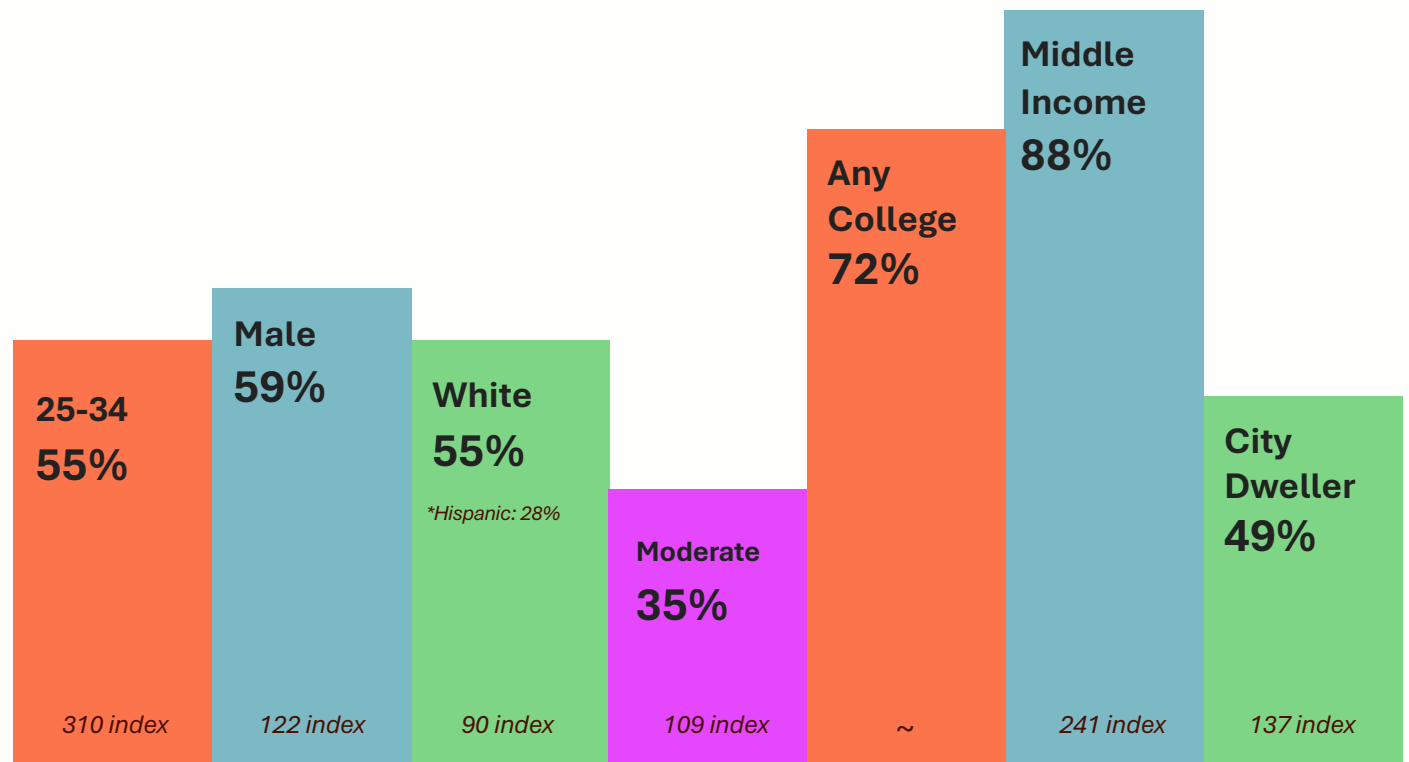
Zillennials consist of Millennials and Gen Z aged 21-45, with a focus on the 25-40 age group.

Male skew and tends to live in geographically diverse urban or suburban areas.

Racially diverse, with significant Hispanic representation alongside a White majority.

Mostly middle-income and well-educated, with many holding a 4-year degree.

This profile suggests a young, urban, diverse, and educated consumer base for wine.



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CULTURALLY-SAVVY EXPERIENCE-SEEKERS

Value immersive social engagement – digital & “real life”



URBAN
DWELLER



TRAVELER



SOCIAL
LIFESTYLE



EXPERIENCE
SEEKER

CONTENT
CREATORS



FOODIES



OUTDOORSY



FESTIVAL
GOER



VALUE
CONSCIOUS



COMEDY
LOVER



TASTE-
MAKER



EDUCATED

STYLE
CONSCIOUS



POP
CULTURISTA



EVER
CURIOUS



ACTIVE
LIFESTYLE



Lifestyle Interests of Zillennials

A culturally engaged, experience-seeking audience that values digital and “real life” engagement with their passions.



They are Food and Beverage obsessed

FOOD & DRINK CULTURE

Zillennials show an **exceptionally strong connection to food and drink culture**, with 85% expressing interest (index 187) — the highest engagement across all interest categories. They're active participants in culinary experiences, from cooking at home (60%, index 152) to being avid restaurant goers (76%, index 158). Their enthusiasm extends to food-focused events, with **food festival attendance (324)** showing one of the highest category indices vs gen pop. This suggests a group that sees food and drink as both a **hobby and a social connection point**.

Notable Brands

RESY

bon appétit

EATER

sweetgreen

CHEF'S TABLE



Secret Food Tours

TRADER JOE'S

OpenTable®

**WHOLE
FOODS
MARKET****TASTY**BLUE BOTTLE
COFFEE

Current Trends



Aesthetics & ASMR

The **visual and auditory experience matters**. Gen Z enjoys the soothing elements of food preparation, such as chopping and sizzling sounds, which create a relaxing ASMR effect.



Authenticity & Relatability

Gen Z prefers influencers who come across as genuine and relatable. Influencers who highlight **budget-friendly ingredients**, add **humor and speak freely** about their likes/dislikes.



Recipes & Education

Approach **cooking as a social adventure**, exploring quick meals to ambitious projects across global cuisines. Prefer **peer-driven experiences** — gathering with friends, sharing on social media and casual cooking communities.

Demand authenticity in travel experiences, locally and abroad

TRAVEL & EXPERIENCES

Travel and experiences represent a core passion point, with 72% expressing **travel interest (index 202)**. This manifests across multiple types of experiences, from cultural venues like museums (48%, index 136) and **art galleries (35%, index 153)** to entertainment destinations like **cinemas (69%, index 192)** and live music venues (50%, index 167). Festival attendance is particularly notable, with strong over-indexing for food festivals (24%, index 324) and **music festivals (23%, index 261)**. Their interest in foreign cultures (32%, index 212) and local events (47%, index 153) suggests an audience eager to explore and experience new things.

Notable Brands



COACHELLA

AWAY

Current Trends

Local Discovery

Rejecting traditional tourist experiences for **authentic local immersion**. They seek out **local haunts, hidden gems** and spots that offer genuine cultural experiences.

Experiential Access

Prioritize **unique, behind-the-scenes experiences**. Less interested in standard tours, instead seeking out exclusive access and opportunities to learn directly from locals.

Community Driven

Community-sourced recommendations and discoveries. Young travelers rely on **social proof**, seeking validation and recommendations from their **trusted networks**.

Entertainment comes from “Creators” as much as media

ENTERTAINMENT & POP CULTURE

Entertainment consumption spans both traditional and digital formats, with TV/movie viewing leading at 81% (index 133), but supported by strong gaming engagement (64%, index 166) and music interests (64%, index 162). Their **entertainment preferences are notably social and experiential**, with high participation in live events like **comedy shows (47%, index 205)** and concerts (50%, index 167). Digital entertainment consumption is particularly strong, with 64% engaging in online entertainment (index 175), suggesting an audience that seamlessly blends digital and physical entertainment experiences.

Notable Brands



Current Trends



Creator Economy

Views **creators as their primary form of entertainment**, prefer individual content creators over traditional media. They develop strong relationships with creators and expect more **authentic, unfiltered** content.



Cross Platform

Engage with content across multiple platforms, expecting to seamlessly flow between mediums. Entertainment might start as a TikTok trend, become a Netflix show, spawn a podcast and create real-world events.



Immersive Experiences

Crave **entertainment that breaks the fourth wall** and allows them to step inside their favorite content. From elaborate pop-ups, to gaming environments that blend physical and digital elements.

Aesthetics matter more than ever

STYLE & DESIGN

Style consciousness is evident across multiple categories, with fashion and design interest at 44% (index 236) and beauty engagement at 44% (index 221). This group shows strong retail engagement, with 55% frequenting **shopping venues (index 194)**. Their style interests extend beyond personal fashion to broader aesthetic appreciation, including **design (44%, index 236)** and visual arts. The high indices across these categories suggest an audience that values aesthetic experiences and **personal expression through style**, making them particularly receptive to visually engaging content and experiences.

Notable Brands



Current Trends

Aesthetic Fluidity

Move fluidly between different aesthetic identities, treating personal style as a form of self-expression that changes daily.

Social Discovery

Style discovery happens through digital channels taking style cues from content creators rather than traditional fashion authorities. fueling commerce and livestream social shopping.

Values Driven

Style choices are deeply tied to personal values. Prioritize brands that align with their ethics. Extends beyond products to include how brands communicate, who they partner with, and their broader impact.

CREATORS SHAPING CONVERSATIONS

Expand wine's range of tastemakers into Zillennial interests

FOOD & DRINK CULTURE

David Chang
(@davidchang) - 1.8M IG

Joshua Weissman
(@joshuaweissman) - 2.1M IG

Molly Baz
(@mollybaz) - 663K IG

Jeremy Scheck
(@scheckeats) 478K IG

TRAVEL & EXPERIENCES

Oneika Raymond
(@oneikatraveller) - 102K IG

Jack Morris
(@doyoutravel) - 2.7M IG

Kiersten Rich
(@theblondeabroad) - 585K IG

Jeremy Jacobowitz
(@brunchboys) - 515K IG

ENTERTAINMENT & POP CULTURE

Benito Skinner
(@bennydrama7) - 1.4M IG

Ziwe
(@ziwef) - 628K IG

Peggy Gou
(@peggygou_) - 3.3M IG

Jamie xx
(@jamiexx) - 448K IG

STYLE & DESIGN

Matilda Djerf
(@matildadjerf) - 2.9M IG

Wisdom Kaye
(@wisdm8) - 1.2M IG

Olivia Culpo
(@oliviaculpo) - 5.2M IG

Victoria Barbara
(@victoriaabarbara) - 1.1M IG



INFLUENCERS CAN BE TUNED BY MARKET



ERIC CHONG

First Master Chef of Canada,
Partner of [B&D](#) & [aKin](#)

59.6K IG Followers



ALMA ASINOBI

Digital creator, go-to travel girlie for tips,
hotels, guides

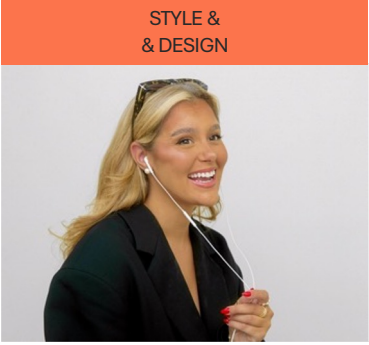
77.3K IG Followers



ALESSIA CARA

Established R&B artist upcoming album,
[Love & Hyperbole](#)

4.8M IG Followers



NAT DOUMKOS

Influencer that offers range of content
inspired by daily life

61.4K IG Followers



SAI BALAJI

Digital creator spanning local food, travel,
and lifestyle

140K IG Followers



VICTORIA HUI

Fashion, travel, beauty, and parenthood
content creator

100K IG Followers



CARLOS JUICO

Viral sensation and co-host of [Jumpers](#)
[Jump Podcast](#)

165K IG Followers



NOLAN WHITE

Content creator, writer, and creative
consultant

230K IG Followers

WHAT WORKS WELL:

Honesty, authenticity, inspiration and education.



[Desmond Scott](#) was known for family pranks, lifestyle content and interior design before rebranding as a personal chef for his wife and family. Before having his own channels, his wife [Kristy Scott](#) would post meals he made for the family.



[Tineke Younger](#), known as "Tini," is a rising TikTok chef who gained fame with her viral [mac and cheese recipe](#), racking up over 100 million views. She caught the attention of Gordon Ramsay, competing on his show *Next Level Chef*, where she placed eighth out of 18 contestants. Tini's approachable cooking style and willingness to teach her audience helps her stand out.

Meaningful and memorable brand experiences.

Brand experiences can create lasting value by going beyond simple product sampling to forge meaningful moments with consumers. By offering unique, shareable moments that integrate with their lifestyle interests and passions, these experiences build deeper brand affinity while fostering community engagement.

Whether through educational components, cultural connections, or interactive elements, experiential marketing allows brands to become part of consumers' stories and memories, transforming traditional marketing touchpoints into genuine lifestyle experiences that resonate long after the event ends — especially with Zillennials

Attitudes About Consumer Experiences

“Brands need to find innovative ways to market themselves and their products”
(88% / 124)

“I seek experiences that will make great content for my social media”
(66% / 230)

“For brands to be successful today they must connect with consumers in real life”
(89% / 123)

“Prefer a meaningful connection with brands over a short term connection that will fade away” (76% / 164)

CASE: GOOGLE HOME MINI DONUT TRUCK





The world is becoming one big WiFi zone. It's available in bars, restaurants, trains, airports, supermarkets.. There's even WiFi on Mount Everest. Result? People are constantly online. Time for a break.

So we created a Free No-WiFi Zone. In a radius of 5 meters, we blocked all signals so people could escape e-mails, updates, tags or likes. Instead, they could enjoy a good old newspaper or a hardcover book. Some even had a real conversation. Whilst eating a Kit Kat of course.

Have a break, have a 

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SUMMARY: ZILLENNIAL VALUES & LIFESTYLES

VALUES

#bestlife

Accessible experiences
Take care of each other
Fun, positivity, optimism
Welcoming, inclusive

LIFESTYLE

Experience seekers

Food & beverage
Travel
Entertainment
Style conscious

VALUES & INTERESTS: 6 TO-DOS



Make wine a part of how they live their #bestlife

Align your brand with one or more of the four interests



Share your behind-the-scenes stories and images

Authenticity and access is prized



Start connecting with their creators

Follow, learn, contribute, then sign them up



Keep it real

Raw, relaxed, relatable content connects best



Feed peer-to-peer influence with share-worthy experiences

Make your brand experiences more shareable



Make design a priority

Even a traditional brand can be presented in a fresh way

QUICK THINGS YOU CAN DO TODAY

Getting started

- Ask yourself which of the Zillennial interest areas you are most interested in
- Identify 2 influencers in this space and follow, learn, contribute to the conversation on one of their social media feeds

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UP NEXT...





4. ZILLENNIAL MEDIA HABITS:
Understanding how to reach them

Winery Portal Webinar Series



Thank you!

