

Supplementary Materials

Understanding Australian wine consumers' preferences for different sparkling wine styles

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Table S1. Influence of Fine Wine Instrument segmentation and gender on preferences for different sparkling wine styles.

		Median					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	Male	7.0	7.0	6.0	6.0	6.0	5.0
	Female	7.0	8.0	6.0	7.0	7.0	5.0
No Frills	Male	6.0	8.0	5.0	6.0	6.0	5.0
	Female	7.0	7.0	5.0	7.0	7.0	5.0
Aspirants	Male	7.0	7.0	6.0	5.0	5.0	5.0
	Female	7.0	8.0	6.0	7.0	6.0	5.0
Enthusiasts	Male	8.0	7.0	7.0	7.0	7.0	7.0
	Female	8.0	7.0	7.0	7.0	8.0	7.0
		Mood Test Multiple Pairwise Comparison <i>P</i> value					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	Male vs Female	0.129	< 0.0001*	0.053	< 0.0001*	0.000*	0.193
No Frills	Male vs Female	0.075	0.002*	0.276	0.033*	0.002*	0.881
Aspirants	Male vs Female	0.023*	0.001*	0.312	< 0.0001*	0.002*	0.002*
Enthusiasts	Male vs Female	0.785	0.728	0.542	0.640	0.297	0.937

Data are medians and quartiles of 9 point Likert scale (1 = extremely dislike, 5 = neither dislike nor like, 9 = extremely like).

* *p* values at significance level of 0.05.

Table S2. Influence of Fine Wine Instrument segmentation and age on preferences for different sparkling wine styles.

		Median					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	<35 years	7.0	7.0	6.0	7.0	7.0	5.0
	35–55 years	7.0	7.0	6.0	6.0	6.0	5.0
	>55 years	7.0	8.0	6.0	5.0	5.0	5.0
No Frills	<35 years	6.5	7.0	5.0	6.0	7.0	5.0
	35–55 years	6.0	8.0	6.0	6.0	6.0	5.0
	>55 years	6.0	8.0	5.0	6.0	5.0	5.0
Aspirants	<35 years	7.0	7.0	6.0	6.0	7.0	5.0
	35–55 years	7.5	7.0	6.0	6.0	5.0	5.0
	>55 years	7.0	8.0	6.5	5.0	5.0	5.0
Enthusiasts	<35 years	8.0	7.5	7.0	7.5	8.0	7.0
	35–55 years	8.0	7.0	8.0	7.0	7.0	7.0
	>55 years	7.5	8.0	6.5	5.5	5.5	6.0
		Mood Test Multiple Pairwise Comparison P-value					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	All age groups	0.024*	<0.0001*	0.397	0.003*	<0.0001*	0.000*
	<35 years vs 35–55 years	0.048*	0.038*	0.252	0.206	<0.0001*	0.006*
	<35 years vs >55 years	0.467	<0.0001*	0.232	0.001*	<0.0001*	<0.0001*
	35–55 years vs >55 years	0.011*	0.003*	0.880	0.021*	0.045*	0.113
No Frills	All age groups	0.263	0.004*	0.020*	0.761	0.019*	0.992
	<35 years vs 35–55 years	0.111	0.119	0.006*	0.479	0.040*	0.989
	<35 years vs >55 years	0.844	0.002*	0.058	0.846	0.008*	0.723
	35–55 years vs >55 years	0.322	0.013*	0.437	0.613	0.161	0.723
Aspirants	All age groups	0.050*	0.008*	0.362	0.007*	0.001*	0.004*
	<35 years vs 35–55 years	0.019*	0.023*	0.426	0.434	0.003*	0.017*
	<35 years vs >55 years	0.557	0.003*	0.155	0.002*	0.001*	0.002*
	35–55 years vs >55 years	0.108	0.341	0.463	0.013*	0.021*	0.251
Enthusiasts	All age groups	0.879	0.297	0.227	0.014*	0.007*	0.887
	<35 years vs 35–55 years	0.633	0.208	0.184	0.114	0.299	0.918
	<35 years vs >55 years	0.932	0.982	0.402	0.007*	0.058	0.650
	35–55 years vs >55 years	0.727	0.175	0.129	0.064	0.274	0.629

Data are medians and quartiles of a 9 point Likert scale
 (1 = extremely dislike, 5 = neither dislike nor like, 9 = extremely like).
 * *p* values at significance level of 0.05.

Table S3. Influence of Fine Wine Instrument segmentation and education on preferences for different sparkling wine styles.

		Median					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	High School	7.0	7.5	5.0	6.0	7.0	5.0
	Trade	7.0	7.0	5.0	6.0	7.0	5.0
	Undergraduate	7.0	7.0	5.0	6.0	6.0	5.0
	Postgraduate	8.0	7.0	5.0	6.0	6.0	5.0
No Frills	High School	5.0	8.0	5.0	6.0	7.0	5.0
	Trade	6.0	8.0	5.0	6.0	7.0	5.0
	Undergraduate	7.0	8.0	5.0	6.0	6.0	5.0
	Postgraduate	7.0	7.0	5.0	7.0	6.0	5.0
Aspirants	High School	7.0	7.0	5.0	6.0	6.0	5.0
	Trade	7.0	7.0	5.0	6.0	6.0	5.0
	Undergraduate	7.0	7.0	5.0	6.0	5.0	5.0
	Postgraduate	8.0	7.0	5.0	6.0	6.0	5.0
Enthusiasts	High School	8.0	8.0	7.0	7.5	8.0	7.0
	Trade	8.0	7.0	7.0	7.0	8.0	7.0
	Undergraduate	8.0	7.0	5.0	7.0	6.0	5.0
	Postgraduate	9.0	8.0	7.5	7.0	7.5	7.5
		Mood Test Multiple Pairwise Comparison P-value					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	All education levels	<0.0001*	0.676	0.258	0.492	0.013*	0.001*
	High school vs Trade	0.118	0.969	0.692	0.760	0.786	0.747
	High school vs Undergraduate	0.003*	0.677	0.618	0.337	0.005*	0.298
	High school vs Postgraduate	<0.0001*	0.283	0.207	0.698	0.379	0.001*
	Trade vs Undergraduate	0.142	0.687	0.906	0.183	0.004*	0.147
	Trade vs Postgraduate	0.000*	0.274	0.084	0.915	0.419	0.000*
	Undergraduate vs Postgraduate	0.018*	0.485	0.072	0.179	0.058	0.019*
No Frills	All education levels	0.148	0.803	0.351	0.561	0.620	0.177
	High school vs Trade	0.244	0.640	0.814	0.970	0.964	0.824
	High school vs Undergraduate	0.025*	0.461	0.635	0.920	0.399	0.456
	High school vs Postgraduate	0.016*	0.376	0.170	0.189	0.657	0.061
	Trade vs Undergraduate	0.394	0.761	0.794	0.948	0.330	0.340
	Trade vs Postgraduate	0.776	0.532	0.115	0.195	0.388	0.041*
	Undergraduate vs Postgraduate	0.682	0.782	0.088	0.235	0.814	0.223

Aspirants	All education levels	0.007*	0.426	0.858	0.331	0.322	0.074
	High school vs Trade	0.272	0.139	0.856	0.474	0.844	0.760
	High school vs Undergraduate	0.048*	0.423	0.875	0.365	0.606	0.237
	High school vs Postgraduate	0.001*	0.764	0.449	0.791	0.563	0.081
	Trade vs Undergraduate	0.309	0.449	0.979	0.068	0.608	0.090
	Trade vs Postgraduate	0.014*	0.190	0.513	0.273	0.661	0.019*
	Undergraduate vs Postgraduate	0.145	0.579	0.499	0.478	0.482	0.536
Enthusiasts	All education levels	0.197	0.435	0.487	0.352	0.002*	0.165
	High school vs Trade	0.545	0.311	0.681	0.611	0.934	0.530
	High school vs Undergraduate	0.777	0.236	0.840	0.133	0.001*	0.052
	High school vs Postgraduate	0.266	0.654	0.308	0.853	0.427	0.475
	Trade vs Undergraduate	0.688	0.948	0.495	0.343	0.001*	0.103
	Trade vs Postgraduate	0.066	0.288	0.560	0.680	0.356	0.120
	Undergraduate vs Postgraduate	0.090	0.192	0.142	0.106	0.011*	0.041*

Data are medians of a 9 point Likert scale (1 = extremely dislike, 5 = neither dislike nor like, 9 = extremely like).

* p values at significance level of 0.05.

Table S4. Influence of Fine Wine Instrument segmentation and household income (AUD) on preferences for different sparkling wine styles.

		Median					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	<50,000	7.0	8.0	5.0	6.0	6.0	5.0
	50,000-100,000	7.0	7.0	5.0	6.0	6.0	5.0
	100,001-150,000	7.0	8.0	5.0	6.0	6.0	5.0
	>150,000	8.0	7.0	5.0	6.0	6.0	5.0
No Frills	<50,000	6.0	8.0	5.0	6.0	6.0	5.0
	50,000-100,000	6.0	8.0	5.0	6.0	7.0	5.0
	100,001-150,000	7.0	8.0	5.0	6.0	6.0	5.0
	>150,000	7.0	7.0	5.0	6.5	7.0	5.0
Aspirants	<50,000	7.0	7.0	5.0	6.0	5.0	5.0
	50,000-100,000	7.0	7.0	5.0	6.0	6.0	5.0
	100,001-150,000	8.0	7.0	5.0	6.0	6.0	5.0
	>150,000	8.0	8.0	5.0	6.0	5.0	5.0
Enthusiasts	<50,000	8.0	7.5	7.5	8.0	8.0	7.5
	50,000-100,000	8.0	7.0	7.0	7.0	8.0	7.0
	100,001-150,000	8.0	8.0	5.0	7.0	7.0	5.0
	>150,000	9.0	7.0	7.0	7.0	7.0	7.0
		Mood Test Multiple Pairwise Comparison <i>P</i> value					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
All Segments	All income levels	<0.0001*	0.611	0.303	0.911	0.845	0.097
	<50,000 vs 50,000–100,000	0.053	0.273	0.067	0.931	0.759	0.124
	<50,000 vs 100,001–150,000	0.000*	0.633	0.228	0.839	0.831	0.553
	<50,000 vs >150,000	<0.0001*	0.653	0.643	0.554	0.558	0.018*
	50,000–100,000 vs 100,001–150,000	0.040*	0.259	0.661	0.755	0.949	0.381
	50,000–100,000 vs >150,000	0.001*	0.718	0.355	0.482	0.382	0.190
	100,001–150,000 vs >150,000	0.137	0.626	0.599	0.677	0.448	0.064
No Frills	All income levels	0.236	0.012*	0.356	0.783	0.973	0.019*
	<50,000 vs 50,000–100,000	0.702	0.019*	0.769	0.377	0.695	0.007*
	<50,000 vs 100,001–150,000	0.138	0.993	0.959	0.531	0.624	0.110
	<50,000 vs >150,000	0.293	0.017*	0.096	0.394	0.554	0.005*
	50,000–100,000 vs 100,001–150,000	0.066	0.031*	0.750	0.896	0.944	0.371
	50,000–100,000 vs >150,000	0.247	0.312	0.126	0.803	0.840	0.402
	100,001–150,000 vs >150,000	0.796	0.021*	0.106	0.748	0.854	0.161

Aspirants	All income levels	<0.0001*	0.434	0.039*	0.759	0.552	0.473
	<50,000 vs 50,000–100,000	0.004*	0.959	0.006*	0.595	0.630	0.777
	<50,000 vs 100,001–150,000	0.000*	0.533	0.411	0.698	0.627	0.548
	<50,000 vs >150,000	<0.0001*	0.156	0.504	0.818	0.502	0.147
	50,000–100,000 vs 100,001–150,000	0.143	0.505	0.102	0.319	0.286	0.686
	50,000–100,000 vs >150,000	0.004*	0.128	0.124	0.480	0.305	0.165
	100,001–150,000 vs >150,000	0.185	0.365	0.857	0.918	0.187	0.343
Enthusiasts	All income levels	0.229	0.877	0.328	0.149	0.424	0.438
	<50,000 vs 50,000–100,000	0.690	0.643	0.596	0.283	0.179	0.137
	<50,000 vs 100,001–150,000	0.951	0.730	0.119	0.021*	0.246	0.220
	<50,000 vs >150,000	0.103	0.599	0.197	0.466	0.157	0.779
	50,000–100,000 vs 100,001–150,000	0.632	0.523	0.217	0.129	0.378	0.932
	50,000–100,000 vs >150,000	0.039*	0.823	0.319	0.886	0.229	0.433
	100,001–150,000 vs >150,000	0.109	0.521	0.908	0.344	0.580	0.193

Data are medians and quartiles of a 9 point Likert scale

(1 = extremely dislike, 5 = neither dislike nor like, 9 = extremely like).

* p values at significance level of 0.05.

Table S5. Influence of Fine Wine Instrument segmentation on consumption occasions of different sparkling wine styles.

		Mood Test Multiple Pairwise Comparison <i>P</i> value					
		Champagne	Sparkling White	Sparkling Red	Sparkling Rosé	Moscato	Prosecco
Anniversary	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.041*	<0.0001*	0.000*	0.062	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
At home with food	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.001*	<0.0001*	<0.0001*	0.395	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
At home without food	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	0.000*	<0.0001*	<0.0001*	<0.0001*	0.092	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	0.001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Birthday	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.012*	<0.0001*	<0.0001*	0.121	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	0.000*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Breakfast	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	<0.0001*	<0.0001*	<0.0001*	0.000*	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
By yourself	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	<0.0001*	<0.0001*	0.000*	0.067	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Christmas	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.064	<0.0001*	0.000*	0.643	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	0.027*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
During the week	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	<0.0001*	<0.0001*	<0.0001*	0.074	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	0.002*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Funeral	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	<0.0001*	<0.0001*	<0.0001*	0.006*	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*

Girl's/boy's night out	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.001*	<0.0001*	0.000*	0.560	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Hot weather	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	<0.0001*	<0.0001*	<0.0001*	0.039*	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	0.001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Melbourne Cup	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.001*	<0.0001*	0.000*	0.056*	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
New Year	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.066	<0.0001*	<0.0001*	0.206	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	0.001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
On the weekend	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.033*	<0.0001*	0.000*	0.097	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Pub/club	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.012*	<0.0001*	<0.0001*	0.089	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Restaurant/café	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.003*	<0.0001*	0.001*	0.333	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Wedding	All Segments	0.000*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	0.004*	0.028*	<0.0001*	<0.0001*	0.034*	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	0.030*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
Work drinks	All Segments	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	No Frills vs Aspirants	<0.0001*	0.001*	<0.0001*	<0.0001*	0.013*	<0.0001*
	No Frills vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*
	Aspirants vs Enthusiasts	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*	<0.0001*

* p values at significance level of 0.05.