

PRESS RELEASE

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WINE PARIS & VINEXPO PARIS SURVEY**HOW IS THE HOSPITALITY INDUSTRY RECOVERING FROM THE CRISIS?**

Wine Paris & Vinexpo Paris has turned the spotlight on members of the hospitality industry who provided a creative response to the series of lockdowns by successfully offering patrons a new approach to takeaways, combined with wine and occasionally spirits.

After three lockdowns, industry members paint a fairly positive picture, having benefited from the support of customers glad to be able to continue to indulge in restaurant food at home. Last summer, when lockdown was lifted, their clientele returned, keen to reconnect with a staple of French lifestyle where wines and spirits play an important role. Their response provides a measure of optimism for the future.

*Survey conducted by Wine Paris & Vinexpo Paris between 5 and 9 July 2021**

■ LOCKDOWN: HOW THE CREATIVE DRIVE OF MANY RESTAURATEURS SOFTENED THE BLOW OF THE PANDEMIC.**Successfully rising to the challenge.**

- A majority of restaurants (60 %) introduced takeaway and/or delivery options.
- The new range allowed 72 % of them to create a loyal following among new customers.
- As proof of the initiative's success, 60 % of them continued to offer the same service post-lockdown, as compared with fewer than 10% offering takeaway services before the pandemic.

Novel solutions appealing to customers eager to reconnect with the pleasure of restaurant dining.

- A range of ready-made meals (80 %) was accompanied with wine (65 %) and spirits (17 %).
- Nearly 80 % of customers ordered wine or spirits to serve with a ready-made meal.
- Among the top 3 bestselling alcoholic drinks, red wine ranked first (62 %), followed in equal shares by rosé and white wines (30%), with Champagnes and sparkling wines faring much better than expected (25 %).

■ THE END OF LOCKDOWN COINCIDED WITH RENEWED OPTIMISM**As clients returned to restaurants.**

- 66 % and 65 % of restaurateurs respectively stated that couples and groups of friends were the first to return to restaurants. They expressed a long-awaited desire to socialise once again, like a breath of fresh air after months of closure.
- 80 % of them claimed that the wine and spirits range was a major asset for their reopening.
- The industry's proactive approach reaped rewards: 52 % of restaurateurs have noticed that there are more local customers than before the pandemic.

Confirmation of value creation by wines and spirits.

- Consumption of alcoholic drinks generates a significant share of revenue for restaurants. 71% of restaurateurs stated that red wine makes a major contribution to their revenue from alcoholic drinks. 64 % of them claimed that white wine and in equal shares (33 %) rosé wines, Champagnes and sparkling wines play an important part in their bottom line.
- Wine by the glass has made a major come-back; 83 % of restaurateurs claimed that it is once again the most popular choice of format, ahead of bottled sales. Interestingly, the share of cocktails as a preferred drink (24 %), proves the need for festive drinks, in moderation.
- For 44 % of restaurateurs, post-pandemic consumption as a share of revenue is virtually on a par with pre-crisis figures, which can only be good news for the return of the French lifestyle.

Recovery tinged with optimism.

- A majority of restaurateurs claimed that the recovery was good (34 %) or even very good (16 %), whereas 47 % refer to it as average. The note is fairly encouraging however, considering the climate.
- 31 % of them estimate that it will take them 3 to 6 months to return to business as usual.
- And 46 % take an optimistic or even very optimistic view of the second half of 2021.

*Self-administered questionnaires. Survey conducted among a panel of 1,000 industry members - traditional restaurants, gourmet restaurants, hotel restaurants, chain restaurants, brasseries, cocktail bars and cafés.

For more information, visit wineparis-vinexpo.com

About WINE PARIS & VINEXPO PARIS

WINE PARIS (created by COMEXPOSIUM under the guidance of 13 French wine marketing boards) is the merger of VinoVision and Vinisud, an initiative by all of the founding, partner wine marketing boards. It was further enhanced in 2020 when it partnered with VINEXPO, the creator of international events for the wine and spirits trade. Founded in 1981 by the Bordeaux-Gironde chamber of commerce and industry, Vinexpo is celebrating its 40th anniversary in 2021 and has gained unique market insight, along with an extensive network of influential distributors worldwide.

About VINEXPOSIUM

Owned jointly (50/50) by global events organiser Comexposium and Vinexpo Holding (owned by the Bordeaux-Gironde Chamber of Commerce and Industry, CCIBG), Vinexposium is the world's leading organiser of wine and spirits trade events. Vinexposium brings together an extensive range of high-performance events catering to different market segments through its portfolio of iconic, recognised events: Wine Paris & Vinexpo Paris, Vinexpo America, Drinks America, Vinexpo Hong Kong, Vinexpo Bordeaux, Vinexpo Shanghai, WBWE Amsterdam, as well as Vinexpo Explorer and World Wine Meetings.

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