



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
WINE MERCHANTS
CORNEY & BARROW LIMITED
LONDON



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HRH THE PRINCE OF WALES
WINE MERCHANTS
CORNEY & BARROW LIMITED
LONDON

CORNEY &
BARROW

INDEPENDENT WINE MERCHANTS-1780

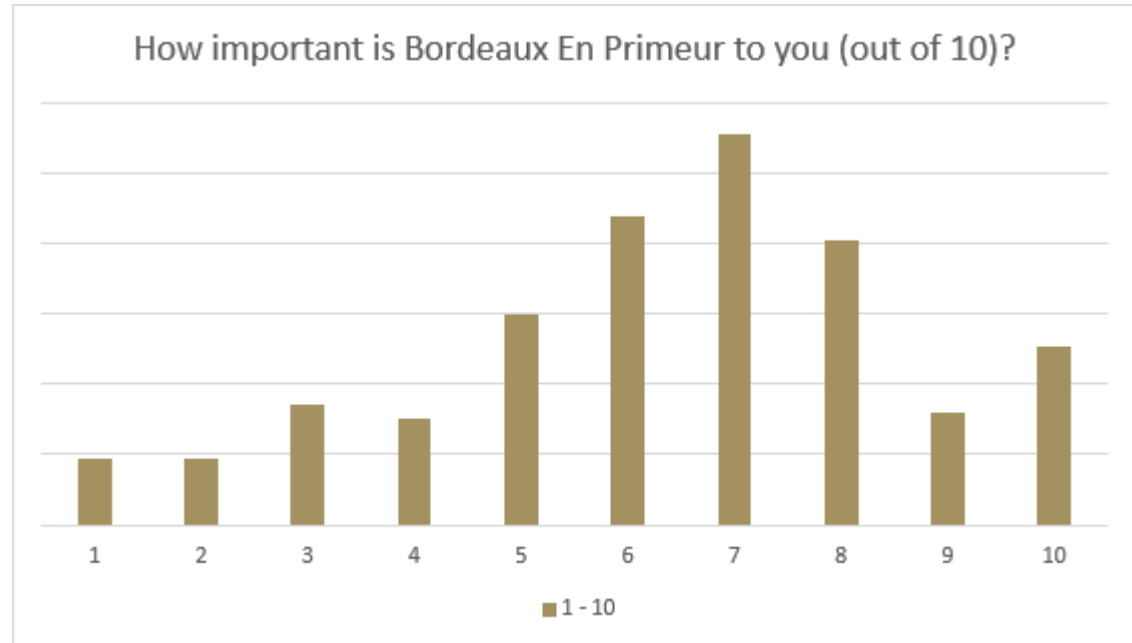
En Primeur Survey —

April '24

“Please, don’t shoot the
messenger”

1. How important is Bordeaux En Primeur to you (out of 10)?

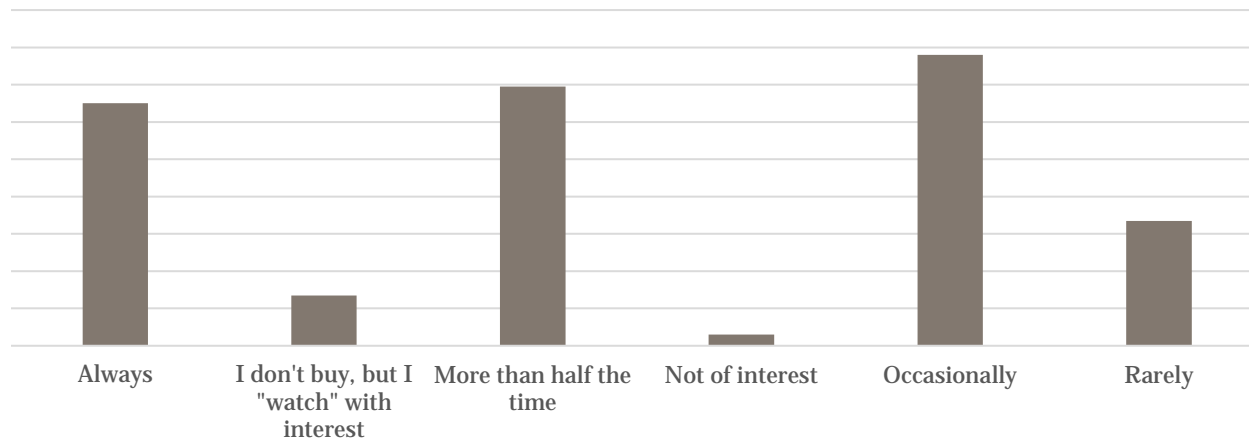
1	4%
2	4%
3	6%
4	6%
5	11%
6	17%
7	21%
8	15%
9	6%
10	10%



2. Do you buy En primeur Bordeaux?

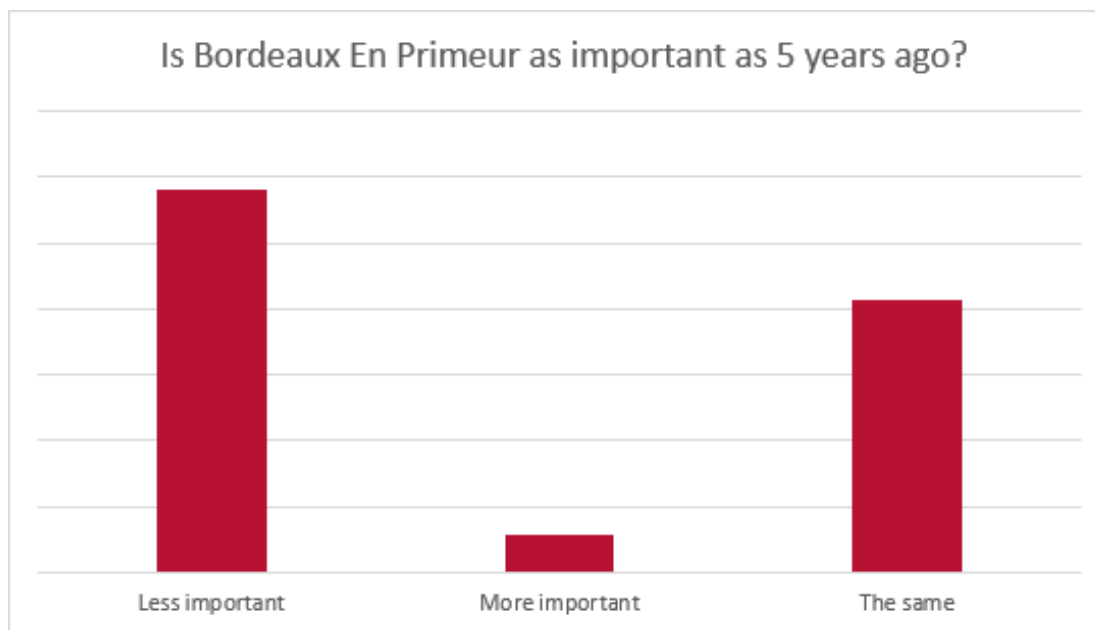
Always	25%
I don't buy, but I "watch" with interest	5%
More than half the time	26%
Not of interest	1%
Occasionally	30%
Rarely	13%

Do you buy En Primeur Bordeaux?



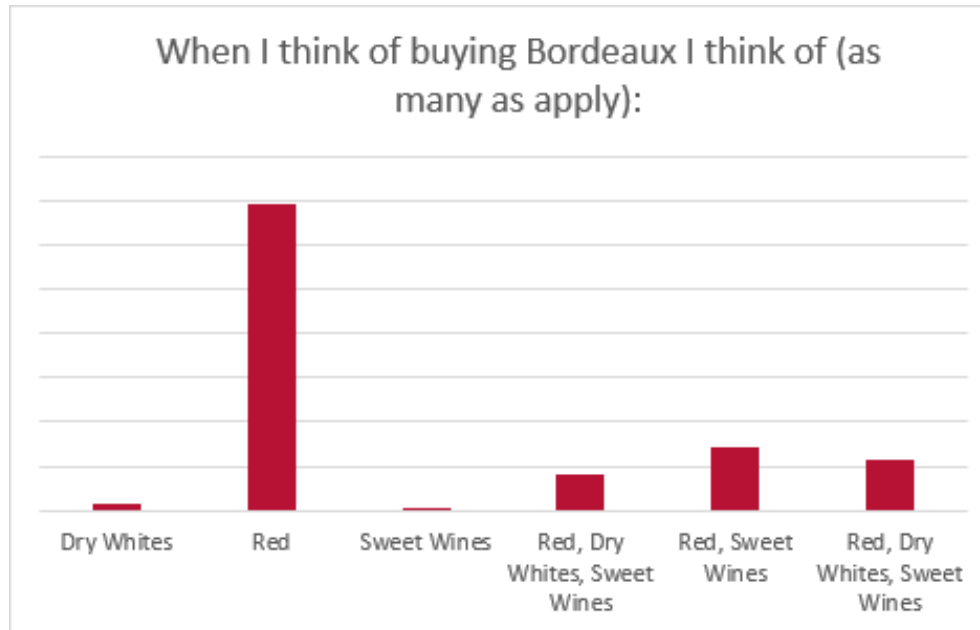
3. Is Bordeaux En Primeur as important as 5 years ago?

Less important	55%
More important	6%
The same	39%



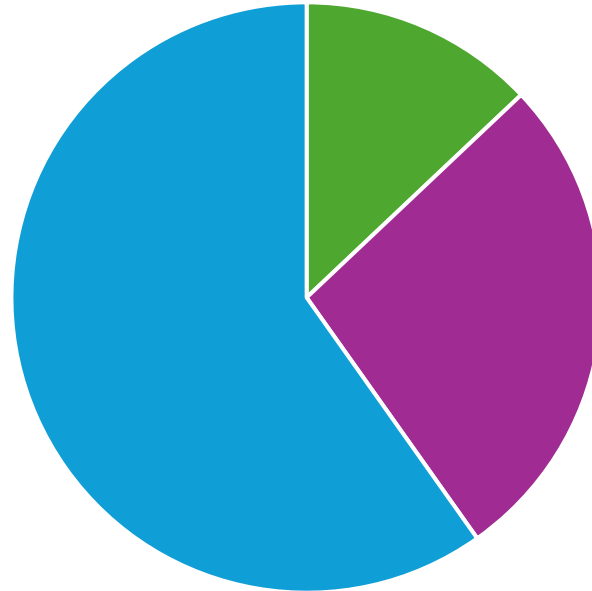
4. When I think of buying Bordeaux I think of (as many as apply):

Dry Whites	0.9%
Red	66%
Sweet Wines	0.1%
Red & Dry Whites	8%
Red & Sweet Wines	14%
Red & Dry Whites & Sweet Wines	11%



5. In what timeframe are you looking to drink the wines you buy during Bordeaux En Primeur?

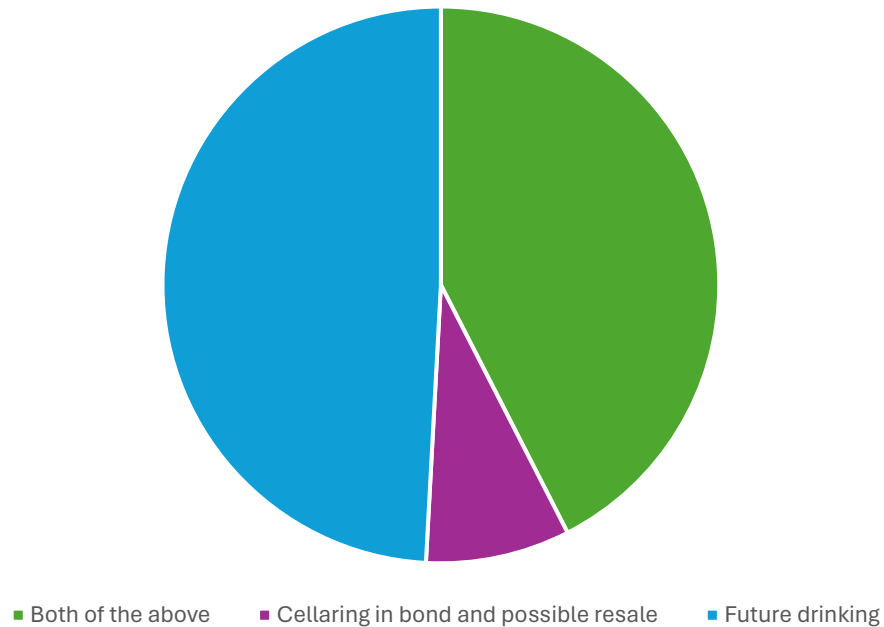
Imminently (0-5 yrs)	13%
Long term ageing / buying for the next generation (16+ yrs)	27%
Medium term ageing (6-15 yrs)	60%



- Imminently (0-5 yrs)
- Long term ageing / buying for the next generation (16+ yrs)
- Medium term ageing (6-15 yrs)

6. What is your main objective when buying Bordeaux En Primeur?

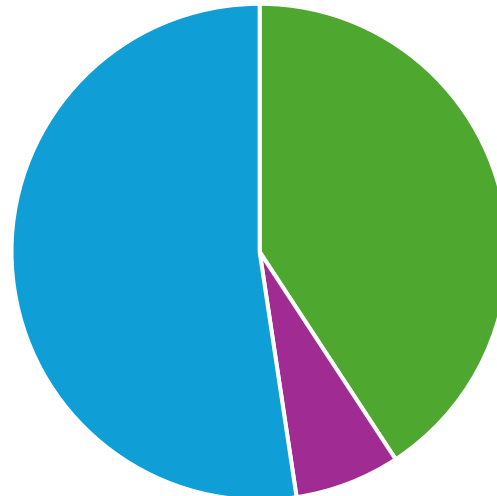
Cellaring in bond and possible resale	8%
Future drinking	49%
Both of the above	43%



7. When buying En Primeur, would the option of a pre-order mechanism be appealing?

No	41%
Yes	7%
Yes, within pricing parameters	52%

When buying En primeur, would the option of a pre-order mechanism be appealing?

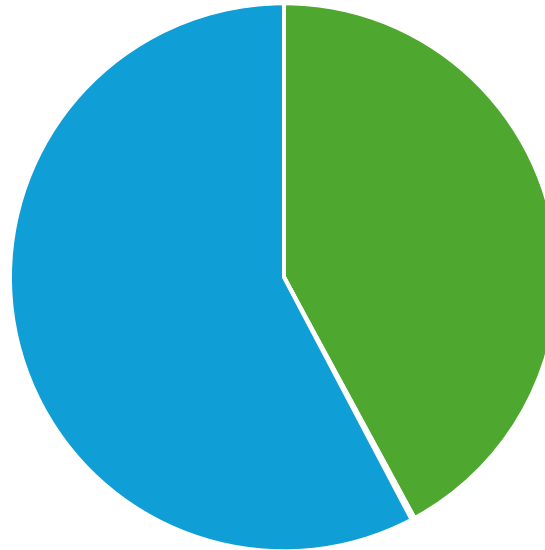


■ No ■ Yes ■ Yes, within pricing parameters

8. If you didn't buy En Primeur, would you:

Be more likely to buy the wine later	42%
Be sure to buy it later as convenient	0%
Probably not buy it later	58%

If you didn't buy Bordeaux En Primeur would you?

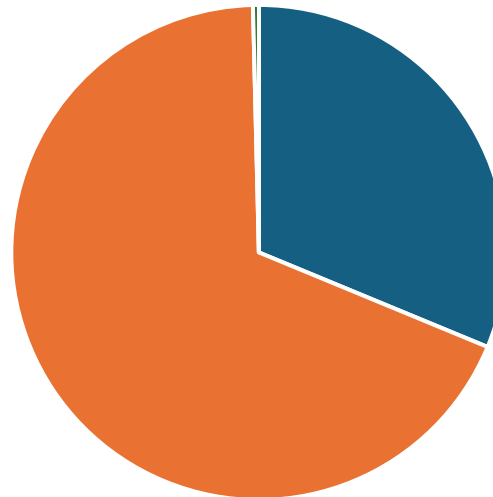


■ Be more likely to buy the wine later ■ Be sure to buy it later as convenient ■ Probably not buy it later

9. Do you feel the prices of Bordeaux En Primeur over the past ten years have been:

About right	31%
Too high	68%
Too low	1%

Do you feel the prices of Bordeaux En Primeur over the past 10 years have been:



■ About right ■ Too high ■ Too low

10. Do you feel the Bordeaux EP distribution system, in which wines are released by châteaux to négociants via courtiers, then offer to wine merchants in the relevant market is:

Overly complicated and therefore expensive for the end consumer	45%
Not something that concerns me – I just want to buy the wines	42%
A system which works well for both producers and customers	13%

