

## Theme of Discussion - Wine Drinkers:

1. ('i'm', 'big', 'wine'),4:
  - I'm a pretty **big wine** drinker.
  - I'm still not a **big wine** drinker, but I'm working on it.
  - I'm not a **big wine** drinker at all.
  - I'm far from a **big wine** drinker, but I know when something tastes good.
2. ('i'm', 'wine', 'expert'),4:
  - I'm not a **wine expert** but I do drink my share of chardonnay.
  - I'm no **wine expert** but it was fruit forward and not in an overpowering or sweet way.
  - I'm not a **wine expert** just like red **wine** and I really like this one.
  - I'm not a **wine expert** by any means.
3. ('i'm', 'wine', 'connoisseur'),3:
  - First, let me admit I'm not a **wine connoisseur** but I LOVE wine.
  - I'm not a **wine connoisseur** just someone who likes a great tasting **wine** and this one fits the bill – delicious.
  - I'm not a **wine connoisseur** by any means.
4. ('big', 'wine', 'drinker'),7:
  - I am not a **big wine drinker** but I absolutely LOVE this wine.
  - I am not a **big wine drinker** but this is sparkling and sweet and it tastes really good.
  - Not a **big wine drinker** but I received a bottle as a gift and really enjoy the 3 Girls wines.
  - I am not a **big wine drinker** and I saw on a **wine** review website that this was a great cab, so I got it.
  - I am not a **big wine drinker** due to the fact that I find most of them to be too bitter.
  - I'm not a **big wine drinker** at all.
  - Bought this for my father for Christmas who is a **big Wine drinker** and loves his Classic Rock.

**Insight:** your wine buyers are not big wine drinkers ... but they are working on it. You can try making “wine drinker starter package”.

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## Theme of Discussion - Describing their first taste:

1. ('first', 'time', 'wine'),4:
  - The **first time** I tried this **wine** was at the Landon Winery just north of Dallas.
  - After trying this Chard for the **first time** I now send it out to all my Wine Snob buddy's for gifts and they are pleasantly surprised
  - This is the **first time** that I ordered **wine** online and I wasn't disappointed.
  - This is the **first time** I bought **wine** online.
2. ('wine', 'first', 'taste'),2:
  - This is a **wine** that makes you sit up and take notice.
  - I've never actually poured out an entire bottle of **wine** after the **first taste** before, but I knew I couldn't bear this.
3. ('wine', 'first', 'time'),3:
  - I had this **wine** for the **first time** almost two years ago at Olive Garden and immediately fell in love with it!
  - I joined their **wine** club after trying the **wine** for the **first time** and am VERY sad that I now live in a state where I cannot continue to receive the shipments.
  - I discovered this **wine** for the **first time** this summer and wow.
4. ('first', 'taste', 'wine'),2:
  - This was my **first taste** of Texas **wine** and I must say that I was impressed.
  - On **first taste** this **wine** opens with an inky dark color and ripe scents of blackberry and plump cherries (I know, what does plumpness have to do with flavor?)

**Insight:** It could be a good marketing campaign to try to associate the campaign with that first tasting experience.

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## Theme of Discussion - Wine Club Members:

1. ('wine', 'club', 'members'),3:
  - We have been **wine club members** and enjoy stocking their wines for our friends to enjoy.
  - Wine **club members** get better pricing and free tastings.
  - We are **wine club members** and I love this Chardonnay.
2. ('wine', 'club', 'member'),7:
  - I've personally been a **wine club member** for the past 3 years and am delighted now to see them available on Amazon! Their cabs are terrific, the Estate and Freedom From the Press are two of my favorites to be enjoyed with family and friends, or a quiet evening by the fireplace.
  - I have had my friend order this **wine** for me before as she is a **wine club member** at this winery and it was really a nice touch to have with my turkey dinner. Now I can order directly from Amazon, which I just did and it arrived in a prompt fashion so it will be on the Thanksgiving Day table for all to enjoy!
  - at least that's what my taste buds taste... Hope they evolve to taste the rest of the flavors on your notes someday... Seriously folks, I've been a **wine club member** since the beginning and look forward to each release.

- Foxen **wine club member** for several years after visiting the small roadside “stand” in the mid-90’s.
  - I have been a Foxen **wine club member** for many years.
  - I have been a Foxen **wine club member** for years, and I have never had a bad bottle sent to me- ever.
  - I have been a foxen **wine club member** for several years now, and continued to be impressed with the quality of all their wines.
3. ('wines', 'tasted', 'been'),3:
- At some point we ventured out the road as far as Foxen and found a delightful little “shack” serving up some of the best **wines** we had **tasted** in California.
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4. ('wine', 'club', 'several'),3:
- I have been a member of the Foxen vineyard **wine club** for **several** years and I am never dissapointed with their wines and selections.
  - I've been a member of Foxen's Anchor **wine club** for **several** years and am a huge fan of their wines.
  - I have been receiving Foxen wines through the **wine club** now for **several** years.
5. ('tasted', 'been', 'club'),3:
- At some point we ventured out the road as far as Foxen and found a delightful little “shack” serving up some of the best wines we had **tasted** in California.
  - At some point we ventured out the road as far as Foxen and found a delightful little “shack” serving up some of the best wines we had **tasted** in California.
  - At some point we ventured out the road as far as Foxen and found a delightful little “shack” serving up some of the best wines we had **tasted** in California.
6. ('member', 'wine', 'club'),3:
- I'm a **member** of their **wine club** as it sometimes a bit difficult to get hold of bottles in the stores and it's a real treat getting the deliveries.
  - I have been a **member** of their **wine club** for years.
  - I have been a **member** of the Foxen **wine club** for about a year now.
7. ('been', 'wine', 'club'),5:
- I've personally **been** a **wine club** member for the past 3 years and am delighted now to see them available on Amazon! Their cabs are terrific, the Estate and Freedom From the Press are two of my favorites to be enjoyed with family and friends, or a quiet evening by the fireplace.
  - at least that's what my taste buds taste... Hope they evolve to taste the rest of the flavors on your notes someday... Seriously folks, I've **been** a **wine club** member since the beginning and look forward to each release.
  - We have **been wine club** members and enjoy stocking their wines for our friends to enjoy.
  - I have **been** a Foxen **wine club** member for many years.
  - I have **been** a Foxen **wine club** member for years, and I have never had a bad bottle sent to me- ever.

**Insight:** A lot of customers are a member of a wine club. You can try to advertise to them with a special deal for their club.

## Theme of Discussion - Where do you buy your wine?:

1. ('local', 'grocery', 'store'),6:
- My **local grocery store** (Meijer) carries Cupcake for \$9.99 a bottle and I would pay twice that.
  - Found it unexpectedly at a **local grocery store** and bought it immediately. Same quality , same memories, more pleasure.
  - Saw this at my **local grocery store** and thought it was worth the \$6 to try.
  - I picked up a bottle of this at a **local NC grocery store** based on a San Francisco Chronicle gold medal rating, and an excellent price.
  - I've never ordered wine online before because the selection at our **local grocery store** SUCKS!!
  - In California Look at your **local grocery store** where it's always on sale or at Bevmo and in the Chicagoland Area look at Binny's...
2. ('local', 'wine', 'shop'),4:
- I paid \$22 for this in a **local wine shop** and was seriously disappointed.
  - I bought it on sale at my **local wine shop** because my friends and I love The Walking Dead and all things zombies.
  - We usually buy Brunellos but have been trying more Rossos which our **local wine shop** calls “baby Brunello” on account of the fact that they're the same **wine** but aged for different lengths of time.
  - Knowing what the **local wine shop** and supermarket prices are helps....so this was indeed a Christmas Gift!
3. ('local', 'wine', 'store'),3:
- Luckily it is sold at a **local wine store** so I can buy it half the price.
  - I have got one at the **local wine store** in Central NJ for \$23.00 I will definitely get few cases here.
  - Look elsewhere chances are at your **local Chain wine store** or liquor **store** you will find it much cheaper.

**Insight:** It seems like not everyone has a smooth experience buying wine in grocery stores, but they are still hesitant to buy wine they don't know online.