



Miss Vickie's Potato Chips and Rosemount Estate Wine Survey Findings

To celebrate the 25th Anniversary of *Miss Vickie's*, the brand has partnered with Rosemount Estate to awaken the palates of Canadians by introducing them to a new and unique concept – 'wine and chip pairings'. Knowing how popular potato chips and wine are on their own, the *Miss Vickie's* brand has set out to uncover the perspectives of Canadians around a new pairing of the two.

To launch this 25th Anniversary campaign, the *Miss Vickie's* brand commissioned a national survey* to understand the consumption behaviours of Canadians when it comes to two of their favourite things – potato chips and wine.

Key findings from the survey include:

- Almost half of the Canadian population surveyed says they eat potato chips at least a few times a month or more (46%)
- Canadians are more likely to pair their favourite potato chips with pop, followed by beer and then wine (Pop 53%, Beer 34% and Wine 19%)
- However, over 60% of the Canadian population say they pair a glass of wine with a snack like potato chips at least once to a couple of times a month (61%)
- Canadians are more likely to consume wine than beer a few times a month or more (Wine 40% vs. Beer 36%)
- Women are more likely than men to consume wine over beer a few times a month or more (Beer, men vs. women: 53% vs. 20% / Wine, men vs. women: 40% vs. 41%)
- Women are more likely to pair their favourite potato chips with wine than beer, vs. men who prefer the opposite (Beer, men vs. women: 46% vs. 23% / Wine, men vs. women: 13% vs. 25%)
- Over 60% of Canadians would choose red or white wine over rosé when pairing with an unflavoured potato chip (62%)
- Three-quarters of the Canadian population would spend under \$20 on a bottle of wine to pair with a snack like potato chips (76%)

* The survey was conducted by Harris/Decima via teleVox, the company's telephone omnibus, from April 3rd to 16th, 2012. A total of 2,006 Canadians were surveyed. Results are considered accurate +/- 2.2%, 19 times out of 20.



So what do these numbers tell us?

While Canadians enjoy snacking on potato chips, it isn't much of a surprise that when given the choice to pair with pop, beer or wine, Canadians are inclined to choose pop. However, what's interesting is that the survey reveals that over 60% of the Canadian population is already in the habit of pairing their wine with a snack like potato chips on a regular basis (and choosing wine over beer with the same frequency)!

It is this behaviour that lends itself to a curiosity and interest that Canadians may have in heightening their 'wine and chip' pairing experience. The *Miss Vickie's* potato chip and Rosemount Estate wine pairings have been created to appeal to those who prefer a variety of red and white wines, and are also in line with the spending habits of Canadians on such a purchase, as each pairing falls within a very reasonable and accessible price range.

Other interesting findings from the survey:

Canada by Region

- Canadians from the Atlantic region and Quebec are more likely than the rest of Canada to consume potato chips a few times a month or more (Atlantic Region/Quebec: 54%)
- Residents of British Columbia are least likely to consume potato chips once a week as compared to the rest of Canada (9% vs. 68%)
- Quebecers are much more likely to consume a glass of wine a few times a month or more compared to the rest of Canada (52% vs. 37%)
- Canadians from Ontario (22%) and Alberta (24%) are more likely to pair their favourite potato chips with wine compared to Manitoba/Saskatchewan (9%) and British Columbia (11%)
- Quebecers are much more likely to pair an unflavoured potato chip with a rosé wine over any other Canadian province (18% vs 9%)
- Canadians from British Columbia are more likely to pair red wine with an unflavoured potato chip than any other province (37%)

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Demographics – Gender, Age, Income, Marital Status

- Men are more likely than women to consume potato chips on a more regular basis (a few times a month or more - 52% vs. 40%)
- Whether male or female, Canadians are just as likely to enjoy a glass of wine whether it be a few times a month or more (Men 40% vs. Women 41%)
- Canadians with an average income of \$80K+ are more likely to consume wine a few times a month or more in comparison to those with a household income of less than \$80k (55% vs. 34%)
- Married Canadians (46%) are more likely to consume wine once a week or more in comparison to Canadians who are single (27%) or divorced/widowed (36%)
- Canadians with an average income of \$80K+ are more likely to consume wine a few times a month or more than beer (Wine 55% vs. Beer 48%)
- Canadians aged 65+ are more likely to consume their favourite potato chips with wine over any other age bracket (33%)
- Canadian men and women are just as likely to spend the same amount of money, \$20 and under, on a bottle of wine to pair with a snack like potato chips (Men 77% vs. Women 75%)
- Canadians who are married are more likely to spend less than \$20 on a bottle of wine to pair with a snack like potato chips than those who are single (Married 79% vs. Single 70%)

Occasions

- 34% of Canadians would serve a bottle of wine with their favourite potato chips to family and friends while only 17% would serve to their future mother-in-law and only 15% to a first date

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