

MARKETING PLAN FOCUSING ON THE 4 P'S OF THE MARKETING MIX
FOR A WINE BAR IN THE CITY OF SAN LUIS OBISPO

Presented to the
Faculty of the Agribusiness Department
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EXECUTIVE SUMMARY

Wine is a large industry expanding into new markets and open to new ideas. A popular idea was to open wine bars, where individuals could come experience the world of wine without any prior knowledge. Wine bars have been growing and not all have managed to stay successful and meet the demands of consumers. To discover consumers' preferences, primary research was conducted in the city of San Luis Obispo. The tool used was a survey of 168 respondents. The research was done to determine the feasibility of a wine bar in San Luis Obispo and if so, how to market the bar in San Luis Obispo.

When the survey was complete, it proved the hypothesis to be correct, that more than 60 % of consumers will show an interest in a wine bar in San Luis Obispo. A vast majority of the individuals wanted to learn more about wine and wine tasting. The respondents said that there was a good chance they would go to a new wine bar in town. With this information proving the feasibility to market a wine bar, more conclusions were drawn from the survey to discover more ways to attract consumers

CHAPTER ONE

INTRODUCTION

Wine has been a very profitable and large industry in the United States. Looking at California, the wine industry has been expanding in production and consumption. Many individuals are looking to move into the industry and spread the knowledge of wine. It is estimated that wine, grapes, and grape products, in the United States contributes to more than \$162 billion annually to the American economy (Wine Institute Consumer Research, 2005). Revenues from sales of US wine are \$9.8 billion for the retail and restaurant sector. The market for wine is highly competitive, and has grown by 13.7% in volume and 15% in dollars since 2002 (MKF 2004). This growth shows great potential for entrepreneurs in the wine industry. Individuals looking at the wine market must respond to this, and seek out available opportunities. The current economic situation has made it harder for profit in wine, but there are still markets to exploit.

Market trends for wine are changing and marketing strategies must be changed as well to effectively reach the wine market. Americans are increasingly seeking opportunities to socialize in small groups and at meals, settings that are especially well complemented by wine (Wine Institute Consumer Research, 2005). These trends will determine how to market to the changing preferences of wine consumers today.

Demographics have changed in the consumption of wine in the United States. The baby boomers have led wine consumption growth and have had an impact on their children's perspective on wine. These children, considered the millennial generation, are

the largest generation in America's history and have increasingly switched from beer to spirits and wine (Casswell 2005). The millennial generation has a certain affinity and regard for the baby boomer generation because they were raised with a large amount of parent involvement that has affected the decision-making and buying habits. The millennial generation promises to be the biggest and most influential demographic group since their parents (Washington State University 2005).

The increase and change in wine consumption has influenced a growth in the wine industry and the consumers' perception of wine. Wine consumers are savvy about information and are confident consumers who are open to new experiences, desires, and intangibles. Wine drinkers also look most often to personal recommendations as their source of information (The Wine Institute 2005). For the wine industry to adapt to this changing market, the innovation of new products and services must be introduced into the market.

Wine bars are increasing in number, and have started to change their look and atmosphere. Similar to the range of different bars in San Luis Obispo wine bars have also tried to differentiate themselves from the normal tasting room style. The wine bars in the 1970's were top notch, fancy, intimidating businesses that were predominantly visited by wine connoisseurs. The wine bars opening today have wine as their priority but exclude the intimidating atmosphere. Some have an easygoing atmosphere and later hours to accommodate other consumers. A wine bar can be considered as any place that is serious about its wine list and offers a place to drink wine without having to buy a full meal (Priol 2000). The goal of a wine bar is to demystify the wine. A large benefit to the consumer is broadening the customers' wine knowledge (Priol 2000). Wine bars also

offer the consumer wine, while socializing. A wine bar can also provide its customers with an environment where they can feel comfortable ordering wines and accepting recommendations. They have the opportunity to overcome intimidation and like all bars have the ability to greatly differ from one wine bar to the next.

The multitude of options in opening a wine bar creates a need for marketers to know what consumers needs and wants. Consumers' wants and needs must be determined so the wine bar will appeal to the greatest amount of wine consumers. Many new wine bars are opening up but only a few are doing well. San Luis Obispo County is a key player in the wine industry today with eighty different wineries in total. This region has the demographics and consumer preferences that could allow a wine bar to be a very successful business.

Problem statement

Based on a consumer profile determined through a consumer survey and focusing on the marketing mix, is there potential to market a wine bar in San Luis Obispo?

Hypothesis

More than 60 % of consumers will show an interest in a wine bar in San Luis Obispo. By developing a marketing plan focusing on the marketing mix for the wine bar, the data will show the target market and consumers' wants and needs in a wine bar.

Objectives

- 1) To conduct a survey to determine the interest in a wine bar in San Luis Obispo.
- 2) To gain market knowledge about the consumers' wants and needs for a wine bar in San Luis Obispo.
- 3) To develop a marketing plan focusing on the marketing mix for a wine bar that will best attract and appeal to a defined target market in San Luis Obispo.

Justification

With local and California wine sales remaining very strong, there is a new market for wine bars throughout the county. There is a higher potential for the wine bars in specific locations demanding premium quality wines, like San Luis Obispo. San Luis Obispo has the market and demographics that would allow a wine bar to be successful and profitable. If started, local wineries could work with the wine bar and both could benefit from the partnerships.

The analysis will show the marketing tools necessary to attract consumers and if there is a significant interest in a wine bar in San Luis Obispo. With wine being such a profitable and popular beverage, wine bars could benefit San Luis Obispo's economy. New wine bars opening will support wineries both nationally and internationally. The information gathered in this report will ultimately benefit wine producers by giving them an additional place to sell their wine if the wine bar is established in San Luis Obispo.

CHAPTER TWO

LITERATURE REVIEW

Marketing Plan and Marketing mix

The marketing plan is described as, an arranged structure to guide the process of determining the target market for a product or service, detailing the target market's need and wants, and then fulfilling these better than the competition (Hieging 2003). The goal of a successful marketing plan is to determine and satisfy the wants and needs of the producer and consumer. A successful marketing plan for a new business should focus on the certain aspects such as target market, competition, and strategies, which are all components of the marketing mix.

Before a marketing plan is written it is necessary to define the target market and understand its needs (Kassel, 1999). An in-depth target market is achieved by performing a market segmentation which is the process of dividing a market into meaningful, relatively similar, and identifiable segments or groups (Zikmind, 1999). This allows the marketing researcher to analyze the needs of a specific customer segment. In addition from the resulting data it allows the marketing team to focus on these specific needs.

Tools like surveys, focus groups, and interviews are conducted to decide the appropriate target market. Once a target market is established a business can determine

services to provide, spell out marketing and promotional strategies, identify and understand the competition and establish marketing goals that are quantifiable (Kassel, 1999). Due to the markets ever changing nature, a marketing plan must be able to adapt to changes unplanned for.

A marketing plan can mean success or failure when starting a new business. The marketing mix is the fundamental component of the marketing plan. Since the marketing mix has been introduced, marketing has been transformed from a rather restricted and practical oriented set of models, to an established research field resting on solid theoretical ground (Hakansson, 2005). The marketing mix refers to a company's product, price, promotion, and place. All components must be done properly or the business will struggle.

The product refers to the product or service the business will provide and its primary source of income. Price refers to the cost of the product or service the business is selling. If the price is for a service, then it is priced at the value the business feels the service is worth. If the price is for a product, then it is priced at the rate that will gain revenue compared to its total cost. Promotion is the necessary advertising to promote the product or service. Place determines where the product or service should sell and where the target market is defined. The marketing mix plays a beneficial role in developing a competitive advantage against other businesses (Hakansson, 2005)

Consumer Surveys

Customer surveys are used to find specific information about what a consumer

wants to produce or what service they need. A great deal of data can be extracted from surveys because specific questions can be asked. Compiled together this is market research and will be the primary data used in determining the needs of customers. The most widely used method of reactive marketing research involves asking questions by means of a questionnaire survey, which is indeed a ubiquitous and highly flexible instrument (McDonald, 2002). Surveys are highly flexible instruments because of the abundance of different kinds of information that can be obtained through surveying. Consumer surveys are important in that they give an overall description of what consumers want that they cannot find elsewhere. For a winery and wine bar, the survey will determine whether or not there is an interest, what demographic group is most interested, and what that group wants in the business.

Wine Bars

Wine has managed to be a stable industry providing opportunities for other ventures. Wine bars are described as bars or restaurants that focus on the wine they serve. Business owners and entrepreneurs have developed wine bars for number of reasons, mainly the popularity and growth of interest in wine. The boom of a new wine bar is driven in particular by young people's enthusiasm for wine and by a rise in wine popularity across all age groups because of greater availability and affordability (Finnerty, 1999). Wine bars are a popular place to relax and enjoy wine, usually having other entertainment as well. Key markets continue aggressive exploration of the wine bar category (Hayes, 2005). The Grape wine bar and seller is a nine-unit wine shop based in

Atlanta. Using The Grape wine bar as a case study, this article looks into the unique characteristics a wine bar should offer to attract customers. “The Grape” has positioned their concept as a destination for those who seek a non-intimidating wine experience (Hayes, 2005). “The Grape” uses the attribute, uniqueness as their main focus for attracting customers away from their competitor and toward their wine bar.

Wine bars developed because restaurant owners have noticed an increasing interest in wine and have used it as an opportunity to expand their business. Owners of wine bars are using the public’s desire to learn about the wine industry as a starting point to lure customers into their hip wine bars. Wine bars finally are becoming more plentiful as Americans overcome intimidation (Walkup, 1999). Restaurants are adding wine bars to existing restaurants or opening restaurants that include wine bars. Each wine bar has a unique concept and feature to attract customers. Restaurant owners are using wine bars to attract more customers in order to increase revenues for their business. The partner and wine bar director of Bascar, Debbi Zachareas, said “My goal is to make wine fun and approachable.” (Walkup, 1999) Although described as high maintenance and too much work, Bin 36 had a first year sales of more than \$6 million. 45 percent coming from wine and alcohol and 5 percent from retail bottled wine and related merchandise (Walkup, 1999). Each wine bar has different amounts of wines available and focuses on different aspects of the wine industry, but each is dedicated to making wine more accessible. Due to the unlimited opportunities owners have when creating an idea for a wine bar and winery, it is important that they first find out what consumers want and what would attract them into the business.

San Luis Obispo

The city of San Luis Obispo is located on the central coast, halfway between San Francisco and Los Angeles. The population in 2008 according to the City of San Luis Obispo was 44,697. San Luis Obispo County residents have a median family household income of \$60,903 and a per capita income of 32,500. There are two institutions of higher education, California Polytechnic State University and Cuesta Community College. These schools combined have 30,877 students enrolled. San Luis Obispo is described as having “clean air, low crime rates, excellent schools, and no major traffic problems” (City of San Luis Obispo 2009).

The Downtown Association serves retail, professional and service members with promotional event and business development opportunities. The City of San Luis Obispo and surrounding areas attract many tourists per year. SLO was bestowed national acclaim for its prize winning wines and premium vineyards. Over eighty wineries in SLO welcome visitors for wine tastings. SLO’s unique blend of history, culture, commerce and entertainment make SLO’s downtown one of the most attractive, interesting and economically vibrant downtowns in America (City of San Luis Obispo, 2009). Opening a wine bar in SLO appears to be a very feasible plan because of SLO’s demographic, size, and economy. Further research about the wants of SLO’s residents and visitors will determine whether or not a wine bar will actually be a successful business opportunity.

CHAPTER THREE

METHODOLOGY

Procedures for Data Collection

To obtain information to determine if a wine bar would be a successful business in San Luis Obispo, a survey was conducted. The survey, performed in San Luis Obispo to gather data for the marketing plan. Primary data collected from a sample size of 168 individuals. Random sampling was used in order to reduce any bias in the survey. The survey was administered during the winter quarter of 2010 at random times during the day to avoid bias results. The data collected determined the potential of the wine bar and its consumers. Questioning individuals revealed certain behaviors of the consumer that will prove or disprove the hypothesis for this research.

The survey shows current consuming habits as well as interest in learning about wine. In addition, it shows how likely people are to come to a wine bar in San Luis Obispo and the attributes, features, and services consumers hold to be most important. The survey shows the demographics of the target group.

See page 30 for a sample survey, which will be used to obtain the information and objectives previously stated.

Procedures for Data Analysis

Once the survey data of 168 individuals is collected, the information will be entered into Excel. Once the information is in Excel, statistical tests can be performed. Intro Stats, by De Veaux, Velleman and Bock will be used as the source for statistical testing. A comparison of target and non-target markets will be made by cross tabulating survey questions. As well as comparing percentages and use of graphs and charts to determine the best course of action for the marketing plan.

The results gathered from the tests give an accurate description of the individuals interested in a wine bar, its features and demographics of its consumers. The results combined with logical conclusions show who, and how a wine bar should be marketed. The statistical findings help develop the marketing mix for the wine bar and its feasibility in the market by showing demographics and who is likely to be a consumer.

Assumptions

This study assumes that the San Luis Obispo economy remains stable and the population remains at the same growth it is now. The study also assumes that local wineries will cooperate and work with the wine bar in order to maximize profits. The marketing data used to create the marketing mix, was derived from this study, and the survey has no biases. In addition, the business plan for the wine bar has already been created and has determined costs and prices of products.

Limitations

The survey data gathered was only on 168 individuals, and this data is the basis for the analysis. Although the methodology might help other studies and cities throughout the United States, the data is only valid for San Luis Obispo.

CHAPTER FOUR

DEVELOPMENT OF THE STUDY

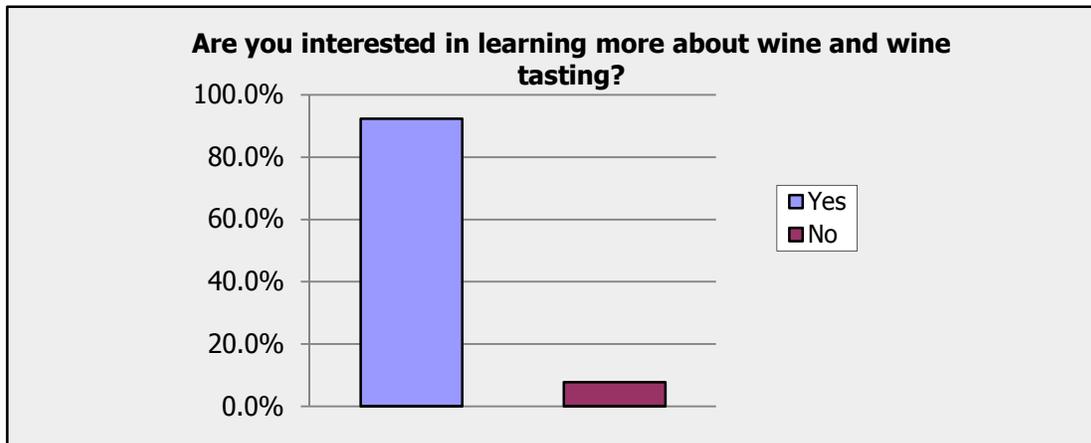
Analysis

The following charts and percentages will show the outcome of the survey and how conclusions were derived. The first question was looking at whether or not the individual is interested in learning more about wine and wine tasting? Over ninety percent of individuals wanted to learn more about wine.

Table 1. Interest in learning about wine

Answer Options	Response Percent	Response Count
Yes	92.3%	155
No	7.7%	13

Figure 1. Interest in learning about wine

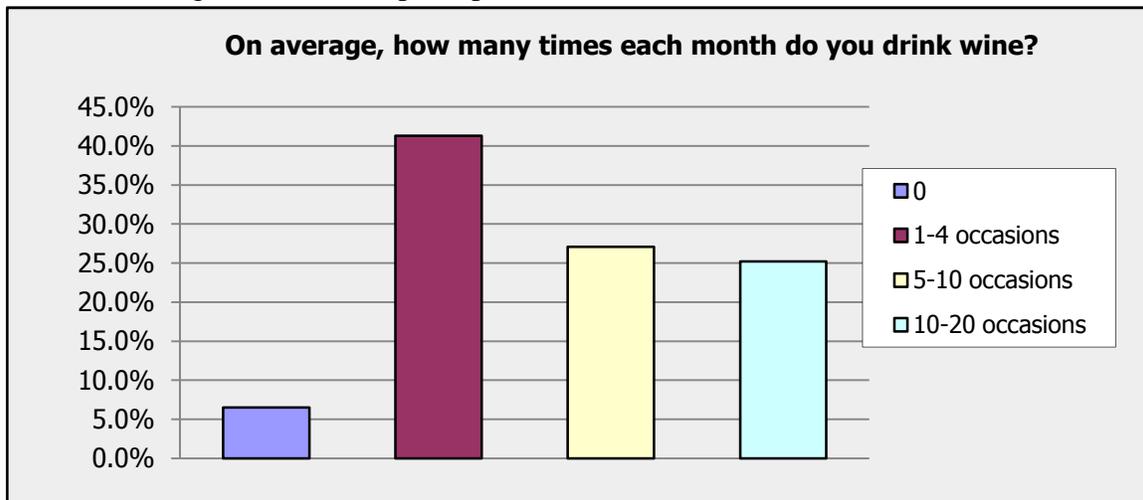


The next questions deals with on average, how many times each month do you drink wine? The majority of individuals drink wine 1-4 times month and with very few people not drinking any wine.

Table 2. Average wine consumption per week

Answer Options	Response Percent	Response Count
0	6.5%	10
1-4 occasions	41.3%	64
5-10 occasions	27.1%	42
10-20 occasions	25.2%	39
answered question		155

Figure 2. Average wine consumption per week

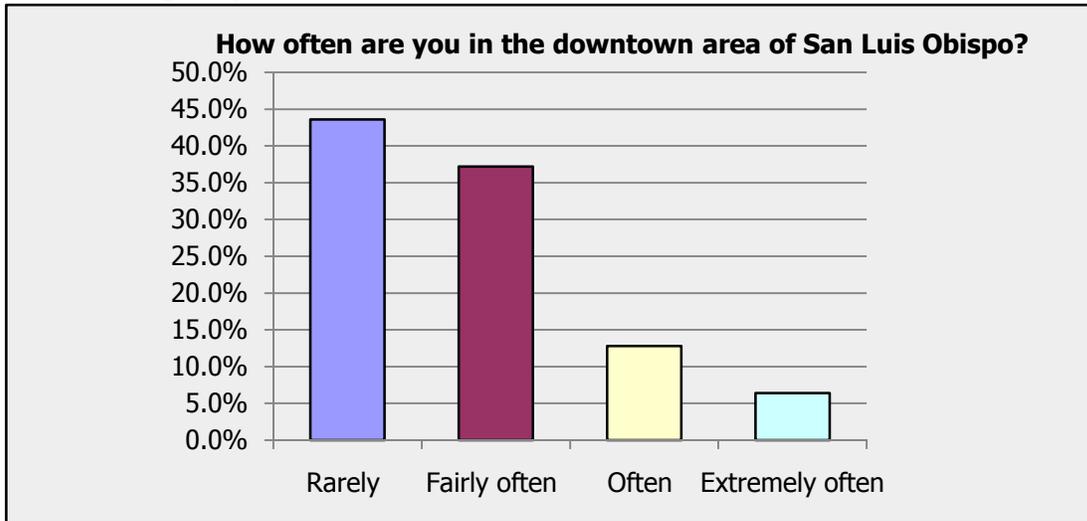


When the individuals were asked "how often are you in the downtown area of San Luis Obispo," the majority of respondents were downtown over 2 times a week.

Table 3. Frequency in the downtown area of SLO

Answer Options	Response Percent	Response Count
Rarely (0-1 time a week)	43.6%	68
Fairly often (2-3 times a week)	37.2%	58
Often (4-5 times a week)	12.8%	20
Extremely often (6 or more time a week)	6.4%	10
answered question		156

Figure 3. Frequency in the downtown area of SLO

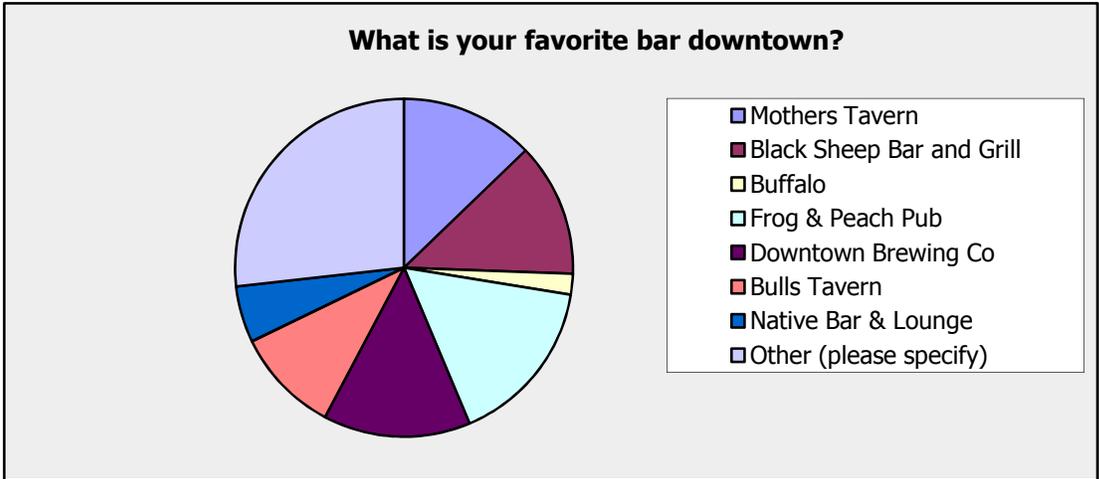


When looking at the respondents favorite bar, the results were spread around but the highest voted bar was Mothers Tavern and Black Sheep. The other category had many different bars that total to a very low count on the individual bar. The highest voted bar in the other category was Korbel at Blue.

Table 4. Favorite bar in SLO

Answer Options	Response Percent	Response Count
Mothers Tavern	12.8%	19
Black Sheep Bar and Grill	12.8%	19
Buffalo	2.0%	3
Frog & Peach Pub	16.1%	24
Downtown Brewing Co	14.1%	21
Bulls Tavern	10.1%	15
Native Bar & Lounge	5.4%	8
Other (please specify)	26.8%	40

Figure 4. Favorite bar in SLO

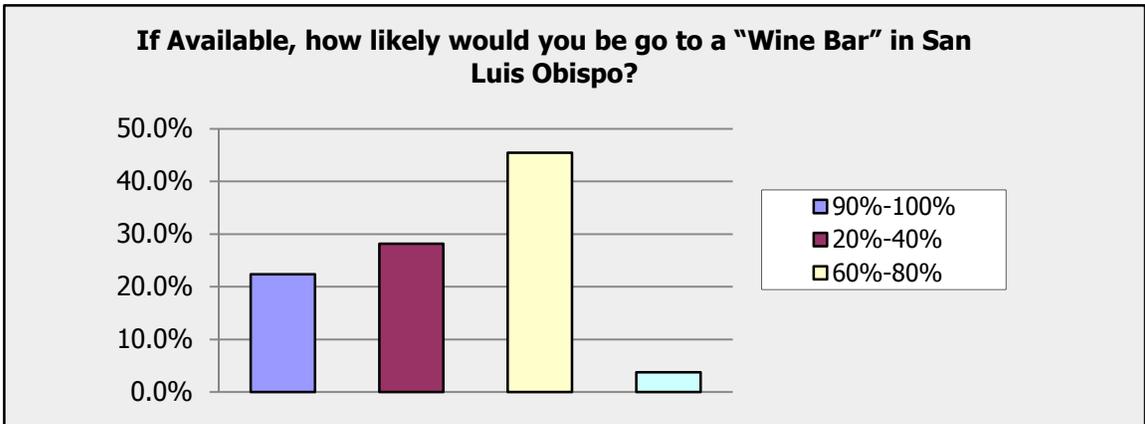


When asked “the likelihood of going to a new wine bar,” respondents said the likelihood of them going was a good possibility at forty five percent.

Table 5. Likelihood of going to new wine bar

Answer Options	Response Percent	Response Count
Almost certain (90%-100%)	22.4%	35
Little possibility (20%-40%)	28.2%	44
Good possibility (60%-80%)	45.5%	71
No chance (0%chance)	3.8%	6
Answered question		156

Figure 5. Likelihood of going to new wine bar



The most appealing aspect to respondents when asked was a place to try new wines then followed by locally produced wines.

Table 6. Most appealing aspects

Answer Options	Response Percent	Response Count
Locally produced wines	27.6%	43
Place to try new wines	39.1%	61
Greater selection than other bars	14.1%	22
Lower Priced wines	19.2%	30
Answered question		156

Figure 6. Most appealing aspects

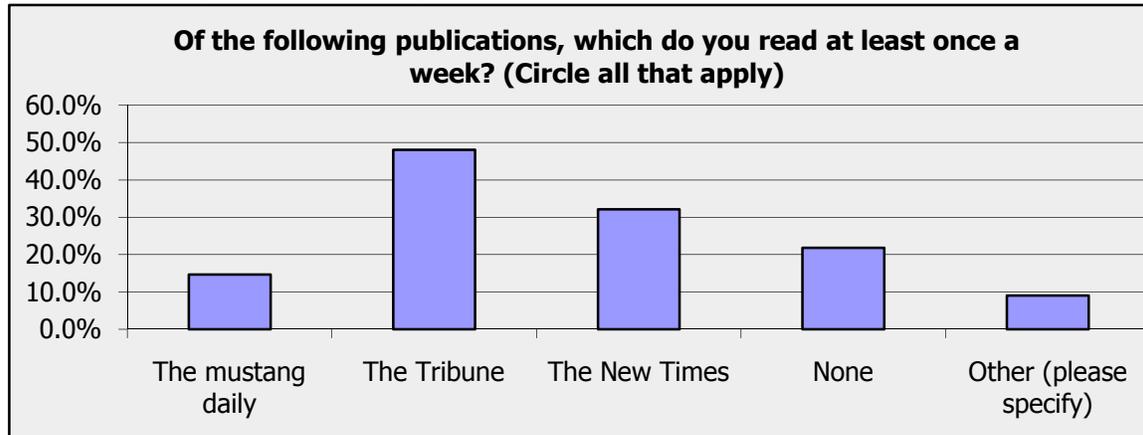


When looking into what publication to market in the respondents picked The Tribune as the main publication read at least once a week.

Table 7. Most publication read per week

Answer Options	Response Percent	Response Count
The Mustang Daily	14.7%	23
The Tribune	48.1%	75
The New Times	32.1%	50
None	21.8%	34
Other (please specify)	9.0%	14

Figure 7. Most publication read per week

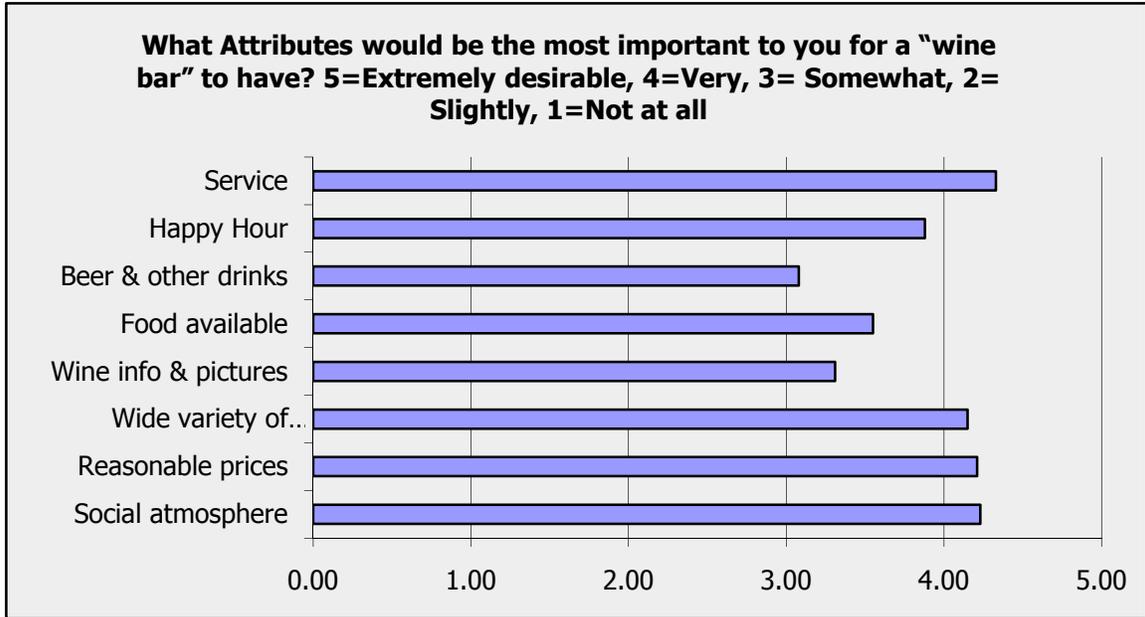


When looking at specific attributes the respondents ranked service first followed closely by social atmosphere and reasonable prices.

Table 8. Wine bar attributes

Answer Options	Rating Average	Response Count
Social atmosphere	4.23	157
Reasonable prices	4.21	157
Wide variety of wines to taste	4.15	157
Wine info & pictures	3.31	156
Food available	3.55	155
Beer & other drinks	3.08	157
Happy Hour	3.88	156
Service	4.33	156

Figure 8. Wine bar attributes

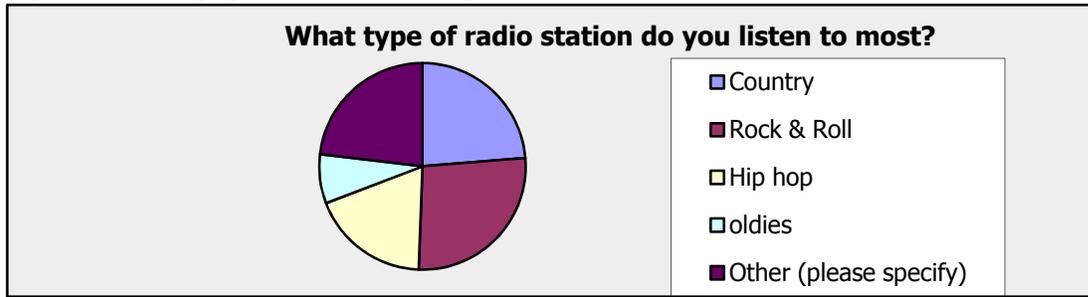


When asking respondents "what radio station they listen to most?" They picked rock and roll, and country was second.

Table 9. Most popular music/radio genres

Answer Options	Response Percent	Response Count
Country	23.7%	37
Rock & Roll	26.9%	42
Hip hop	18.6%	29
oldies	7.7%	12
Other (please specify)	23.1%	36
Answered question		156

Figure 9. Most popular music/radio genres

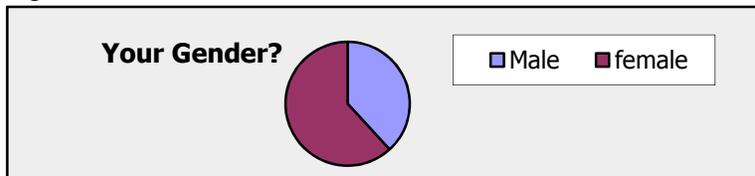


The gender breakdown for the survey respondents was sixty percent female and forty percent male.

Table 10. Gender

Answer Options	Response Percent	Response Count
Male	38.2%	60
female	61.8%	97

Figure 10. Gender

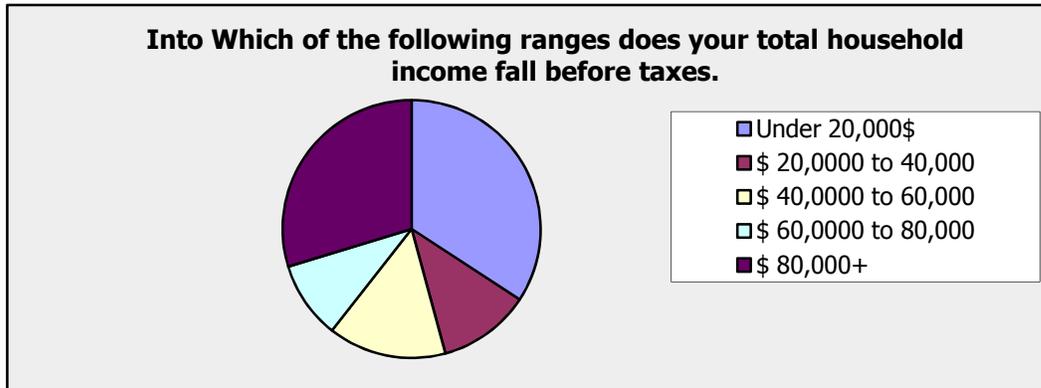


Looking at the income for the respondents the majority fell under twenty and over eighty thousand.

Table 11. Income

Answer Options	Response Percent	Response Count
Under 20,000\$	34.2%	53
\$ 20,000 to 40,000	11.6%	18
\$ 40,000 to 60,000	14.8%	23
\$ 60,000 to 80,000	9.7%	15
\$ 80,000+	29.7%	46

Figure 11. Income



When looking at the age range for the respondents over sixty percent fell into the range of twenty-one to twenty-two and second was forty-six to fifty-five at fifteen percent.

Table 12. Age breakdown

Answer Options	Response Percent	Response Count
21 to 25 years	65.8%	104
26 to 35 years	5.7%	9
36 to 45 years	3.2%	5
46 to 55 years	14.6%	23
56 to 65 years	7.6%	12
66+	3.2%	5

Answered question 158

Here is a summary of the significant data, the majority of respondents were females, and income ranges were above \$80,000 and under \$20,000. Over 90% of individuals were interested in learning more about wine and wine tasting, and they drink wine each month. Over 55% of individuals go downtown at least twice per month. The

top bar picked in San Luis Obispo was Frog & Peach, and over 95% of respondents said they would go to a Wine Bar. The most appealing aspect in a wine bar was a place to try new wines. The top publication read was the tribune and most popular music was Rock and Roll. The respondents prefer service and social atmosphere as the most important attributes. The majority of respondents fell in the age range of 21 to 25.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

Wine is a large industry expanding into new markets and open to new ideas. A popular idea was to open wine bars, where individuals could come experience the world of wine without any prior knowledge. Wine bars have been growing and not all have managed to stay successful and meet the demands of consumers. To discover consumers' preferences, primary research was conducted in the city of San Luis Obispo. The tool used was a survey of 168 respondents. The research was done to determine the feasibility of a wine bar in San Luis Obispo and if so, how to market the bar in San Luis Obispo.

When the survey was complete, it proved the hypothesis to be correct, that more than 60 % of consumers will show an interest in a wine bar in San Luis Obispo. A vast majority of the individuals wanted to learn more about wine and wine tasting. The respondents said that there was a good chance they would go to a new wine bar in town. With this information proving the feasibility to market a wine bar, more conclusions were drawn from the survey to discover more ways to attract consumers.

Conclusion and Recommendations

Based on the result of the survey, it is evident that there is a good amount of consumer interest in a wine bar in San Luis Obispo. The survey showed that the majority of respondents drink wine every month and wish to learn more about wine and wine tasting. Only four percent of the respondents said that there was no chance that they would go to a wine bar. Another issue is not many of the respondents said they are in the downtown area that often each month. Getting individuals downtown will be the challenging part, but there is interested in wine bars.

When the respondents were asked which bar in SLO was their favorite; Down Town Brew, Frog and Peach, Mothers, and Blue were some of the top selected bars. These bars have a great social atmosphere and offer music and drink specials. Blue tends is a higher priced location while Frog offers less expensive options. With the interest in both bars, a wine bar has the option to find a middle ground in price and appearance. These bars tend to be easy to approach and enter without feeling any pressure or attitudes. The combination of these bars would result in the best outcome. Live music is a common at Frog and Downtown Brew, which attracts new individuals into the bar. Live music could be used in the wine bar to attract new individuals who might only come for the music and stay for some drinks. Word of mouth is the best form of advertising so having music and attractions will help spread the knowledge and attributes of the wine bar. The bars chosen by individuals lacked outside patio seating but have more inside space, so a two-story building is recommended. A small upstairs area similar to Mothers where there is a smaller, more intimate crowd, that could socialize and a larger open area downstairs where larger group can mingle and entertainment could be staged.

When looking at the most appealing aspects respondents wanted a place to try new wines as well as try locally produced wines. This is a great opportunity for local and new wineries to get their labels out. The wine bar can work with local producers and can offer special local varietals. Establishing certain nights that wine from specific locations from the County of San Luis Obispo can be tasted and learned about. The wine bar can also host industry nights and allow networking to take place among individuals in the wine industry as well as those getting into the industry. This would only help the wine industry in San Luis Obispo and the introduction of new people into the wine business.

Each person has their own personal option in what attribute they wish a bar to have. The respondents from the survey showed that service was the most important aspect. This can be a focus point in our advertising, great service. The next highest attribute is a good social atmosphere. People wish to have a great time and the aid of wine and music can help individuals “break the ice” and meet new people or enjoy time with friends and family. Reasonable prices and a wide variety of wine was next on the attribute ranking. Promoting a service first bar with special throughout the week to attract more people into the bar whom might not be able to afford the highest quality of wine. By having a large variety you can cater to each individual wants and needs. On the other end of the ranking respondents did not think that wine pictures, specific information, and happy hour were as important as the other attributes listed.

Moving into advertising individuals where asked what publications they read most often. The highest percentage was The Tribune followed by The New Times. With this information we can look to promote the wine bar through these newspapers and reach a larger audience. Another channel of advertising is through the radio, on stations played

in San Luis Obispo. Respondents selected Rock & Roll and Country as their most popular radio stations. Since the majority of individual on the survey responded in favor of a wine bar we can reach them through these radio stations and lower the cost of advertising from trying to put adds on every station.

The majority of individuals who responded to the survey were female, at sixty percent. Since the numbers are similar in gender, advertizing to both genres will be important to attract both sexes. The respondents' income range had a larger difference. Sixty percent had income under twenty thousand and over eighty thousands. With this large difference in income, promoting the options of wines and prices will be necessary to meet the wants of all the consumers. The age range of the respondents played into the results of the income question, for majority of respondents were in the age group of twenty-one to twenty-five. This can aid the idea of industry nights and allowing younger individuals who want to gain more knowledge of wine and meet established people in the industry.

Figure 12.

SURVEY

My name is Kurtis Wurster and I am doing survey on consumer interest in a wine bar in San Luis Obispo for my senior project at Cal Poly. Your time and cooperation would be greatly appreciated.

If you are **under 21** please **do not** fill out the survey.

WINE BAR SURVEY

1. Are you interested in learning more about wine and wine tasting?
 - a. Yes
 - b. No

If you choose No, you're done and thank you for your time.

2. On average, how many times each month do you drink wine?
 - a. 0
 - b. 1-4 occasions
 - c. 5-10 occasions
 - d. 10-20 occasions
3. How often are you in the downtown area of San Luis Obispo?
 - a. Rarely (0-1 time a week)
 - b. Fairly often (2-3 times a week)
 - c. Often (4-5 times a week)
 - d. Extremely often (6 or more time a week)
4. What is your favorite bar downtown?
 - a. Taste
 - b. Black Sheep Bar and Grill
 - c. Frog & Peach Pub
 - d. Bulls Tavern
 - e. Mothers Tavern
 - f. Buffalo
 - g. Downtown Brewing Co
 - h. Native Bar & Lounge
5. If available, how likely would you be go to a "Wine Bar" in San Luis Obispo? ("Wine Bar" would offer wine by the glass or samplers, notes about each wine and opportunity to meet people with similar interest.)
 - a. Almost certain (90%-100%)
 - b. Good possibility (60%-80%)
 - c. Little possibility (20%-40%)
 - d. No chance (0%chance)
6. If a wine bar were to open in Downtown SLO, what aspect would be **most** appealing to you? (Please circle one)
 - a. Locally produced wines
 - b. Greater selection than other bars
 - c. Place to try new wines
 - d. Lower Priced wines
7. Of the following publications, which do you read at least once a week? (Circle all that apply)
 - a. The Mustang Daily
 - b. The Tribune
 - c. The New Times
 - d. None
 - e. Other_____

8. What Attributes would be the most important to you for a “wine bar” to have?
(For each attribute rate level of importance 1 to 5)
5=Extremely desirable, 4=Very, 3= Somewhat, 2= Slightly, 1=Not at all

- a. Social atmosphere_____
- b. Reasonable prices_____
- c. Wide variety of wines to taste_____
- d. Wine info & pictures_____
- e. Food available_____
- f. Beer & other drinks_____
- g. Happy hour_____
- h. Service_____

9. Which type of radio station do you listen to most?

- a. Country
- b. Oldies
- b. Rock and Roll
- c. Hip Hop
- c. Other_____

10. Are you

- a. Male
- b. Female

11. Into which of the following ranges does your total household income fall before taxes? (Please circle only one)

- a. Under \$20,000
- b. \$20,000 to \$40,000
- c. \$40,000 to \$60,000
- d. \$60,000 to \$80,000
- e. \$80,000+

12. In which of the following ranges does your age fall?

- a. 21 to 25 years
- b. 26 to 35 years
- c. 36 to 45 years
- d. 46 to 55 years
- e. 56-65 years
- f. 66+

Thank you for your time.

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