The taste of champagne, 1800-1914 (and the implications for luxury marketing)

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Sillery in The Times, April, 1827

Moët label, 1861
Per capita consumption, 1860-1914

Consumers in luxury markets - 1

- Sales started to rise before major change in taxation accelerated growth among middle class consumers
- At that point elite consumers started to differentiate their taste by choosing drier wines which had the benefit of demonstrating their status and wealth
- The influence of those young men (and super-elite personalities such as the Prince of Wales) was vital in forming opinion

Consumers in luxury markets - 2

- Exploit existing habits (eg Sillery’s usage occasion and product characteristics)
- Importance of owning an occasion (no more vie de vagabonde)
- Higher price can drive higher sales
- Value of tapping new markets (women)
- Remember that what people say is not necessarily what they do

Brand owners - 1

- Spot and exploit trends in the market:
  - champagne with meals
  - 1874 vintage
- Dominate the top-end hospitality trade
- Manage and maximise brand image (concentrate your forces)
<table>
<thead>
<tr>
<th>Quartile</th>
<th>Degree Of Sparkle</th>
<th>Sweet/Dry</th>
<th>Colour</th>
<th>Body</th>
<th>Keyword 1</th>
<th>Keyword 2</th>
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<tbody>
<tr>
<td>1800-24</td>
<td>Still/Low</td>
<td>Dry (Still)</td>
<td>Amber Full</td>
<td></td>
<td>Sillery</td>
<td>Vinosity</td>
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<td></td>
<td></td>
<td>Sweet (Sparkling)</td>
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<tr>
<td>1825-49</td>
<td>Low/ Medium</td>
<td>Medium</td>
<td>Amber Full</td>
<td></td>
<td>Vinosity</td>
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<td>To Dry</td>
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<tr>
<td>1850-74</td>
<td>Medium/ High</td>
<td>Dry To Very Dry</td>
<td>Pale Full</td>
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<td>Sparkling/Dry</td>
<td>Natural</td>
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<tr>
<td>1875-1900</td>
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<td>Dry</td>
<td>Pale</td>
<td>Medium/Full</td>
<td>Elegant</td>
<td>Vintage</td>
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<tr>
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<td>Dry</td>
<td>White/Pale Amber</td>
<td>Medium/Light</td>
<td>Elegant</td>
<td>Premium</td>
</tr>
</tbody>
</table>

Thank you

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