

BUY & TRY

Walmart's Private-Label Wine: Winemakers Selection

Retail-auditing and insights firm Field Agent enlisted 15 wine-drinkers at least 21 years of age to purchase one of 10 Winemakers Selection labels at their local Walmart Supercenter, which they then tasted and reviewed inside their homes. Some of their feedback is below.



When would you drink the Winemakers Selection wine you purchased?

Sangiovese

"I would probably have this with a meal like...steak or lasagna."

Julie W., Texas

Chianti Reserva

"I would drink this wine while relaxing at home."

Karen W., Illinois

Cabernet Franc

"I would love to pair this wine with certain foods. I think it would go great with a steak or any other beef dish."

John K., Virginia

Red Blend

"I would drink this wine as I relax in my bubble bath listening to nice music."

Vanessa P., Alabama

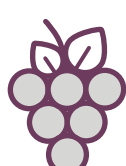


Describing Winemakers Selection

Words used by participants to describe the wine they purchased



SWEET AFFORDABLE FLAVORFUL SMOKY
YELLOW FRUITY CLEAN NOT-BITTER CLEAR
L-BODIED SMOKY FULL-BODIED RED FRUIT
T CLEAR NOT-TOO-SWEET LIGHT CLEAN S



How does Walmart's Winemakers Selection compare to more expensive wine labels?

"It does not taste like a very cheap bottle of wine at all. It tasted like a more expensive wine."

John K., Virginia

"If I did a side by side tasting, I would be hard pressed to guess that this wine was sold at Walmart. It's surprisingly delicious!"

Kimberly K., Kansas

"It certainly ranks up with the mid-class wines."

Joe F., North Carolina

"I think this wine is just as good as the expensive brands. You get more bang for your buck."

Vanessa P., Alabama

Rate your personal experience with the Winemakers Selection wine you purchased today

Where 10 is "extremely pleased" and 0 is "not at all pleased"

