

2018

Crackin' Open a Cold Barefoot Moscato with the Gals: A market campaign proposal

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Recommended Citation

Miller, Emily, "Crackin' Open a Cold Barefoot Moscato with the Gals: A market campaign proposal" (2018). *Senior Honors Projects*. Paper 660.

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Crackin' Open a Cold Barefoot Moscato with the Gals: A Branding Campaign

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May 2018
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1.0 Executive Summary

Barefoot Wine is one of the most well-recognized wine brands and is especially known for its sweet taste and affordable price. It is not marketed to a specific audience -- only to be a casual, fun wine.

Millennials drank 42 percent of all wine consumed in the US in 2015, and Pew Research center data suggests that the number of people aged 21+ is growing (Wine Market Council, 2016; 2016). As this population grows, so does the opportunity for Barefoot Wine to target this group with marketing and advertising campaigns. Therefore, a marketing campaign was crafted toward college-aged females -- aged 21-29 -- with the goal of expanding Barefoot Wine's current market appeal.

To develop this campaign, I conducted primary and secondary research to identify how to market Barefoot Wine to a new target audience. Millennials have a median income of \$33,000, with almost \$500 of that spent on alcohol annually, making them the right target audience for a budget wine brand campaign (Josephson, 2018; Renter, 2017). This campaign includes: a) a reasoning for the proposal, including a synthesis of the company's history, and a SWOT (strengths / weaknesses / opportunities / threats) analysis of this company itself and its closest competitors; b) a description of the target audience, completed through research of population trends, marketing spending, and consumer habits; c) an outline of campaign goals, specifically the reasoning behind the target audience and the means of growth the campaign will bring to the company; d) a timeline for the campaign, including strategies for studying growth; and lastly e) the budget required.

The title of the campaign is "Crackin' Open a Cold Barefoot Moscato with the Gals." It emphasizes the informality and versatility of the wine and how it can be enjoyed any time of the year. The target audience was divided further into four different groups of women: college women, working women, young moms, and athletic women. A 30-second TV commercial was proposed with clips of each group of women enjoying the wine, and a social media campaign was also rolled out, with the above commercial.

The specific goals of the campaign, as outlined in the proposal, are to increase sales by 10 percent and increase social media engagement by 15 percent by the end of the 16-month campaign. The campaign is split seasonally, calling for four different commercials to be aired during the corresponding season. The campaign will run from Nov 1, 2018 to April 1, 2020 and is budgeted to cost approximately \$466,000.

2.0 Context

2.1 History

Barefoot Wine was established in 1965, when Davis Bynum created “Barefoot Bynum Burgundy” in his garage in California. The name is said to reference how Bynum would crush grapes barefoot to make wine. In 1986, Michael Houlihan and Bonnie Harvey renamed the company “Barefoot Cellars” and created the footprint logo. This was the company’s first attempt at branding and left an impression on fans because of the casual name and quirky persona. In 1990, Randy Arnold joined the team and became the first Barefoot ambassador to support causes and people – otherwise known as Barefooters. These groups of people represent Barefoot worldwide by giving back to the community in charity events, local causes and non-profit partnerships. In 1995, the company greatly expanded its wine selection: when Jen Wall joined the organization in that year, Barefoot had four wines to choose from. This number has quickly grown to over 30 flavors. In 1998, the company introduced Barefoot Bubbly, a champagne style wine used for celebrating. In 2013, the organization released Barefoot Refresh, a fruity spritzer marketed toward for outdoor celebrations. In 2005, the company expanded to be under E. & J. Gallo Winery, taking the brand to six continents and making it one of the world’s most recognized wine brands (Barefoot Wine, 2018).

2.2 SWOT Analysis

2.2a Strengths

Barefoot Wine has a few key strengths that lend a hand to its success. One of these is its price – being an affordable wine makes it a popular choice among consumers. Its size, often 1.5 L bottles, also contributes to its affordable status. Barefoot makes a point to fit with the culture it emanates – the company claims to have made wine “fun and affordable,” and based on market research, it has succeeded. Another strength of the organization is its openness: the website provides the history and story of Barefoot, creating a brand of communication and dialogue. Barefoot was the first wine brand to provide its company phone number on the bottle of wine, instead of in a directory or on a website, to allow and encourage direct communication with customers (Reiss, 2014). Another key strength of Barefoot is the variety of wine it showcases. There are 30 different flavors of wine, including reds, pinks, whites, bubbly and refresh. This is the most flavor variety out of any wine brand, which contributed to Barefoot earning the most profits out of any other wine brand in 2017. In 2017, Barefoot Wine profits were \$672.66 million. (Statista, 2017). The unique flavors also leave a lasting impression on consumers, as the company has produced wine from vineyards on four continents (Veseth, 2013). Lastly, Barefoot Wine does extensive work with nonprofits, as explained with its “Barefooters.” The group of do-gooders began in its early years with donating wine and volunteering at events, and the organization has grown into momentous donations and distinct volunteerism (Reiss, 2014).

2.2b Weaknesses

Unfortunately, Barefoot Wine has flaws in its business model as well. One major issue is the company’s branding for campaigns – specifically, the New Year’s campaign was poorly promoted and lacked consumer awareness. Barefoot Wine was the official bubbly of Times Square New Years Eve 2017, with

a monumental campaign in which some company employees drove an old-style bus across the country, but in a convenience sampling survey (see: 3.2), 91.1 percent of those surveyed stated that they were unaware of Barefoot Bubbly being the official bubbly of Times Square New Years Eve. This leaves room for a strengthening of specific campaigns. Similarly, the organization's social media has room for improvement, as its Twitter only has 3K followers. Although its Instagram has 32K followers, there was rarely a mention of specific campaigns on it, so connecting and strategically promoting on the two platforms would increase awareness of the brand and its campaigns.

2.2c Opportunities

Barefoot Wine has multiple opportunities it could embrace to increase its consumer following and engagement. The first, as explained above, is increasing the awareness of marketing campaigns and using social media to promote the brand. Doing so would increase following and views for the ads. Secondly, because Barefoot has dominated the affordable wine market, there is a chance it could embrace a strategic business opportunity and branch out into a second market of more expensive and quality wines to attract the more prestigious wine drinkers who already know of Barefoot but do not drink it because of its reputation. The wine industry is a reliable industry and profits have increased throughout the years. For example – California wine shipments to the U.S. reached an estimated retail value of \$34.1 billion in 2016, up 4.6 percent. The state shipped an all-time high of 238 million cases to the U.S. in 2016, up 2 percent from the previous year, and millennials have reached drinking age and are beginning to purchase wine (Wine Institute, 2017). Similarly, wine profits in 2014 were 9 percent of total revenue of the industry, while in 2010 the profits were 3.4 percent. There was a steady increase in profits over these four years, showing that the wine industry is very reliable and that Barefoot has the opportunity to expand its variety (AgMRC 2015).

2.2d Threats

There are two key threats that may affect Barefoot Wine in the coming years. The most prominent issue to pay attention to is climate change, creates problems associated with California wildfires and grapes. In terms of the wildfires, the spread of the flames is now contributing to crop loss in the vineyards. The harvests are tainted by exposure to smoke, ruining the vines and the fields they grow in. This also affects the taste of the wine themselves, as the grapes become almost “smoked” and any grapes that are salvaged leave a lingering taste in the wine. Removing this taste requires an extensive and expensive process (Vartabedian, 2017). Global warming is also significantly affecting California's grapes. As temperatures increase worldwide, more regions are exposed to droughts and water shortages more frequently. Higher temperatures also increase the life cycle of plants and animals, shifting the ripening phase to warmer periods in the summer, which will affect grape composition, in particular with respect to aroma compounds – essentially, the taste of the grape. The taste of the grape is also affected by increased water stress, which changes the composition of the fruit. Climate change also implies that extreme climatic events, such as hail and flooding, are likely to increase (van Leeuwen and Darriet, 2016). Specific competitors are also key threats for Barefoot Wine. Yellowtail wine, a similarly priced but slightly classier wine made \$369 million in profits in 2017 and has a relatively respectable name. Franzia, a boxed wine popular for its cheap price, is similar to Barefoot in affordability and taste. It made \$340.69 million in profits in 2017. Lastly, Shutter Home, a third well-known wine brand, made 267 million in profits in 2017, but has a comparably more expensive price than Barefoot, Yellowtail, and Franzia.

3.0 Research Results

To conduct market research for this campaign, I relied on secondary sources such as consumer studies and industry outlooks created by market research organizations. Through this research, I realized a gap in the marketing that Barefoot Wine could embrace: it brands itself as a casual, fun wine, but not to a specific audience. Because of this, I decided this campaign could focus on one of its most loyal audiences, college females, in order to generate a relationship between itself and its publics. Therefore, I conducted a survey with the target audience to ensure an accurate and engaging campaign.

3.1 Background market research information

3.1a Audience Consumer Habits

First, I conducted research on target audience market dynamics and patterns. It was revealed that in recent years, the amount of people entering the 21+ range has been decreasing by tens of thousands annually, specifically in 2012-2016. However, recent studies suggest this trend is about to shift. There are a little more than 25 million people aged 18-24 in the United States in 2018, and starting in 2020, the numbers will begin to increase (Praxis Strategy Group, 2018). The average salary for Americans aged 20-24, as analyzed in the year 2018, is approximately \$27,500 per year, where for the ages 25-34, it is almost \$40,000 (Josephson, 2018). A study conducted by Nerdwallet revealed that millennials spent, on average, \$461 on alcohol in 2016 (Renter, 2017).

3.1b Industry Outlook

In 2017, the Silicon Valley Bank conducted research to create the 2018 outlook for the wine industry. It concluded a few major forecasts for the industry:

- \$12-25-dollar wines will grow in demand, as will high-end wines with established brands
- Consumption trends shift from retiring wine-loyal baby boomers being replaced by millennials who are less affluent
- Millennials are most present in the \$8-12 red blend category of wine (McMillan, 2018)

3.2 Primary market research information

A survey was conducted to determine the alcohol consumer habits of young women aged 21-29. The survey was distributed to a convenience sample by postings in different Facebook groups. One hundred twenty-three people were surveyed. Of that group, 72.4 percent were between the ages of 21-24. The second highest percentage was the ages 25-29, which consisted of 10.6 percent. Just 17 percent of the respondents were over the age of 30. These numbers supported the proposed target audience of females aged 21-29, giving justification to using the results from the rest of the survey.

A huge majority of the respondents – 79.5 percent – use Instagram, and 45.9 percent use Twitter. Those numbers indicated that a campaign surrounding social media engagement would not be to waste.

Figure 1 is a screenshot of a question asked in the survey and a collection of responses. The majority of respondents stated that they drink wine at any occasion it's presented to them, with common answers being specifically at dinner, at the end of the day, watching TV, in celebrations, and with friends. Many of the respondents' drink wine in casual atmospheres already, so catering Barefoot Wine advertisements for these audiences in these situations is justified.

On what occasions do you choose to drink wine?

104 responses



Figure 1

When it comes to wine preferences, many of the respondents were on the same page in terms of what they consider important (see Figure 2). 77 percent consider price when choosing wine, and 62.3 percent consider the quality of the flavor. 30 percent compare bottle sizes to determine what brand they buy. Surprisingly, only 6.6 percent consider the brand's story – so that would not be something to emphasize in a new campaign. Because so many respondents consider price important, the affordability of Barefoot Wine should be highlighted in the campaign.

What is important to you when choosing a wine brand? (check all that apply)

122 responses



Figure 2

When asked about their thoughts on Barefoot Wine, respondents had a few different terms and phrases that came to mind (See Fig 3). Many of the answers were “cheap,” “casual,” and “sweet,” and quite a few mentioned the logo of a bare foot. Other common answers included references to college girls, party wine, and an affordable taste. These findings indicated a justification for the target designing the campaign around this topic. A large number of respondents thought of the affordable price of Barefoot wine (37) and many countered its price with its quality (8) – so the emphasis on the affordability of the wine in the campaign is justified. The title was created because so many respondents thoughts of Moscato (8) and girls (3). These findings give insight into what to emphasize in a new campaign-- the affordability, the versatility, and the informality.

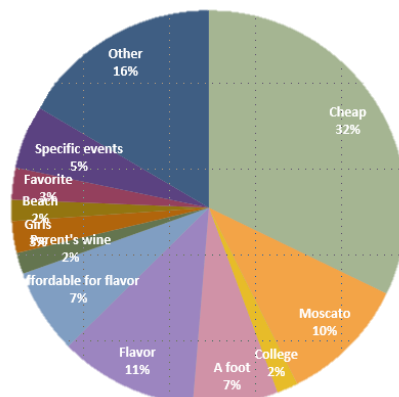


Figure 3

In an influential finding, 91.1 percent of survey-takers were not aware of Barefoot Wine's New Year's Eve campaign (see Fig. 4). This number emphasized how little of a following Barefoot Wine's most recent campaign had, even if over 96 percent of respondents had heard of Barefoot Wine and 89.4 percent have drunk it before or drink it regularly.

Were you aware of Barefoot Wine's New Years Eve campaign, where the organization's bubbly wine was the Official Bubbly of Times Square New Years Eve?

123 responses

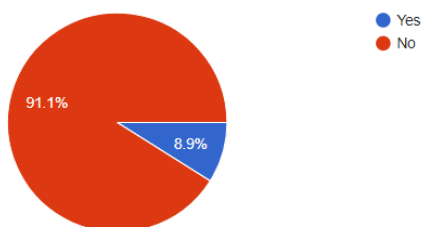


Figure 4

The majority (42.6 percent) of respondents spend between \$26-50 on alcohol monthly, and 26.2 percent spending between \$0-25. This finding indicates that highlighting the affordable price of Barefoot Wine would encourage consumers to buy it more often and maximize the alcohol they get for the cost they pay.

Key takeaways from primary research:

1. Social media engagement is a popular platform for millennial-based campaigns
2. There is no specific situation where people choose to drink wine – it's a versatile drink. Many of the situations respondents cited were casual
3. Most of the respondents consider the price of the brand the most important aspect of their purchasing decisions. Quality was the next important aspect of the decision, followed by size of the bottle

4. The price of Barefoot Wine is the most memorable for respondents, although the quality of the wine is influential as well
 5. Barefoot's social media presence can increase significantly, because the target audience is active on multiple platforms, knew of the wine brand, and didn't know of one of its most recent campaign
 6. Most respondents spend less than \$50 on alcohol monthly, and approximately \$500 annually, so highlighting affordability of the brand would benefit the campaign
-

4.0 Campaign Introduction

Welcome to Barefoot's 2019 Campaign: Crackin' Open a Cold Barefoot Moscato with the Gals.

This campaign will focus solely on push marketing. In this campaign, the target audience has been identified as young women, specifically aged 21-29. Barefoot will organize the campaign around women hanging out in a casual atmosphere with their girlfriends, celebrating the end of the day or the beginning of the night. The majority of the responses on the survey indicated that Barefoot wine is drunk casually: such as at the end of a day, with dinner, or when out with friends, which is why the campaign is aimed toward younger women in groups of friends.

This campaign will focus on different characteristics of women's personalities:

1. Young moms. These women will be getting together with friends, at dinner and at home watching TV
 2. College girls. These girls will be pregaming, at home playing games and talking, or cramming for exams and presentations
 3. Working women. These women will be celebrating the end of a presentation, the end of a long day on their feet, or working from home
 4. Sporty women. These women will be celebrating their team winning a game, on TV and in person
-

5.0 Marketing Strategies and Design

For this campaign, the design suggested is an emphasis on young women hanging out with their girlfriends. The first step is to create a commercial highlighting the informality of the brand, the affordability of the wine, and the versatility of the situation in which women are drinking the wine. These women will be different in personality, physical appearance, and interests, but Barefoot Wine will be what brings them all together at the end of the day. The 30-second commercial will flash between multiple scenarios of women enjoying the wine together, emphasizing that Barefoot Wine is the ideal alcoholic beverage when considering its price, size, and flavor. The commercial will be aired nationally on three distinct TV shows in order to garner attention from a wide and diverse audience.

The next step is to establish a stronger social media presence for Barefoot Wine throughout an image and video focused digital operation. The same commercial described above will be used, either with clips of specific groups to emphasize one audience, the entire video to highlight the variety of situations the wine can be enjoyed, or still images from the video to garner attention toward the product.

This will be posted on Barefoot's social media pages, where content can be promoted onto non-follower's pages with target cost model payments (explained in 9.2). Barefoot will also sponsor popular bloggers to promote the wine on their channels. Twenty female Instagram influencers will be sponsored:

1. Lauren Bushnell (The Bachelor winner season 20)
2. Lauren Himle (The Bachelor season 20)
3. Catherine Giudici (The Bachelor winner season 17)
4. Ashley (The Bachelor season 22)
5. Brittane (The Bachelor season 22)
6. Erika Bolrin (Fashion influencer)
7. Aleali May (Fashion influencer)
8. Belle Brita (Wine influencer)
9. Rebecca Grafton (Fitness influencer)
10. @onceuponawine (Wine influencer)
11. Hannah Harden (Fashion influencer)
12. Chanel Pel (Style influencer)
13. Crystal Barlow Jenson (Family and kids influencer)
14. Ashley Loving (Kids influencer)
15. Broke Betches (Dating and comedy)
16. Carly Manning (OK State Cheerleader)
17. Jude Schimmel (WNBA)
18. Rachel Ritlop (Millennial blogging)
19. Josh Ostrovsky ("The Fat Jewish")
20. Aimee Song (Fashion influencer)

These specific influencers were chosen because of their impact on the target market and their ability to promote Barefoot Wine in the setting to which it is advertised in throughout this campaign.

There are a few basic principles when it comes to marketing alcoholic beverages online that agencies must consider before creating a campaign. Barefoot Wine's 2019 campaign follow specific guidelines for digital wine marketing. The first of these is that the communication is intended for adults of legal purchase age. The ads in this campaign will be focused on two specific social media channels and TV channels, all of which fall under the guideline that more than 28.4 percent of the audience is of legal age (Wine Institute, 2013). Specifically, 82.3 percent of Twitter users are over the age of 25 (Statista-Twitter Analysis, 2016) and 79.5 percent of Instagram users are over the age of 25 (Statista-Instagram Analysis, 2016). These two forms of social media require an age confirmation by the user before they follow the account, which will eliminate the risk of engaging with an underage user (Wine Institute, 2013). Following these guidelines ensure that Barefoot Wines will avoid a lawsuit throughout this campaign.

There will be a standard set up in each commercial: All girls will be sitting at the same table, each with a glass of wine and a few bottles between them. The scene will have a window behind it so viewers can see the season, with contextual items, suggesting their interests, surrounding them. Each of these specific items will differ based on season and by group of women targeted.

In the **spring ad**, the background window will be open, with bright flowers and a sunny sky. There will be rain boots by the front door and flyers advertising contextual events for each individual woman. The women will be in spring colors and will be drinking Barefoot Bubbly.

- Young moms: Organizing their kids summer camps and trips
- College girls: Decorating graduation caps
- Working: Starting new projects
- Sporty: Watching baseball on their laptops



In the **summer ad**, the window will be open and there will be beach bags sitting by the door. The women will be in tank tops and shorts and drinking white wine.

- Young moms: Watching their kids play outside
- College girls: Post-beach trip celebration
- Working: Practicing a presentation
- Sporty: Celebrating the end of a soccer game



In the **fall ad**, the window will be closed and the leaves will be changing. There will be light jackets hanging on the wall and “back to school” notices taped on the wall. The women will be in flannel shirts and jeans and drinking rose.

- Young moms: Going through their kid’s “Back to School” packets
- College girls: Organizing planners or pregameing for the bar
- Working: Celebrating a new client
- Sporty: Watching football all decked out in gear



In the **winter ad**, the window will be closed and there will be snow on the ground. There will be boots by the door and jackets hanging on the wall. The women will be in sweaters and leggings and drinking red wine.

- Young moms: Watching kids playing outside
- College girls: Being trapped inside because of blizzard, playing games at table
- Working: Working from home on laptop, in PJs
- Sporty: Organizing March Madness brackets



6.0 Measuring strategies

There are a view distinct goals and methods for measuring success throughout this campaign.

The specific **goals** for the campaign are:

1. Increase sales per week of Barefoot Wine by 10 percent
2. Increase awareness for Barefoot's social media pages, generating
 - 15 percent increase of followers on Twitter (12,500 new followers)
 - 15 percent increase of followers on Instagram (5,000 new followers)

To **measure response**, the following steps will be taken:

1. Monitor Barefoot’s sale numbers per week nationally before, during, and after the campaign
2. Monitor Barefoot’s social media engagement, noting the numbers of new followers, tags, posts, etc. before, during, and after the campaign. Utilizing Google Analytics, we can note the number of visitors per day to our website, how they got to the site (social media, referral, direct search), what pages they are visiting and how long they stay on the site

7.0 Timeline

Because this campaign will be updated and released seasonally, there will be four specific start and end dates for each campaign.

- The spring campaign will run from February 16 – May 15
- The summer campaign will run from May 16- August 15
- The fall campaign will run from August 16- November 15
- The winter campaign will run from November 16 – February 15

The campaign will start in the spring season because of the suggested “fresh start” that comes along with spring. The campaign planning will begin in November 2018 of the previous year in order to create the ads themselves and generate enough primary information to monitor changes in revenue and social media engagement. Ad design for the next campaign will begin at the start of the previous season’s campaign. The analysis of the impact of the final seasonal campaign will end on April 1, 2020. The same actresses can be used for each seasonal campaign. The set and video crew can also remain for the entire campaign. These groups will be hired by December 1 – before the spring campaign.

8.0 Campaign Budget

8.1 The Numbers

1. Social Media:	\$10,000
1a. Influencers	(\$5,900)
1b. Fee to promote	(\$4,000)
2. Commercial production	\$415,000
2a. Actress Salary	(\$32,000)
2b. Hair and makeup	(\$4,800)
2c. Channel Fee	(\$315,000)
3. Agency Fee	\$40,000
Total:	\$466,000

8.2 The Explanation

Union groups for commercial actresses require a minimum of \$600 for the shooting itself, plus \$600 for the first airing, plus additional fees for each additional airing. Therefore, each actress will be paid \$2,000 total for the four commercials, and with four actresses, the total fee is \$32,000.

Hair and makeup will cost total of \$4,800, while paying \$600 per artist per day. With two artists, and production spanning four days, this number is justified.

The social media aspect of the budget is the most complex. There are a few key parts to this promotion, adding up to \$10,000 of the budget. The first of these parts is paying social media influencers to promote the product on their pages. A study done by Influence.co said the average influencer on Instagram charges \$271 per post. In this campaign, Barefoot will have 20 people posting, so the total cost for this promotion is \$5,420. Along with this aspect is giving free bottles of wine to the promoters to use in their pictures. Two bottles per influencer at \$12 a bottle means these free bottles will cost \$480. Lastly, promoting the advertisements onto non-followers pages will cost \$4,000. Twitter charges a \$2,000 flat rate. We will be using a target cost model and paying per new follower on the account. We will not be charged for interaction or engagement with the tweet. There will be a daily automatic bid -- Twitter will automatically enter the campaign into daily bids with the lowest bid possible. Because a campaign goal is to increase Twitter followers by 15 percent, it would be an increase of over 12,500 followers, so the campaign is budgeting 16 cents per new follower. For Instagram, we will also be using a target cost model of \$2,000. In this, we will pay per impressions – the number of times the ad appears on the feed of a person who doesn't already follow the account – and will be paying a daily amount (from the \$2,000) to do so. The ad will appear every day from February 16, the first day of the spring campaign, to April 1 of the following year, the last day that data will be analyzed. We will be using the daily amount instead of a lifetime budget (the two options Instagram offers) as to ensure the money is spent evenly throughout the four seasons of the campaign – which is also known as standard delivery.

9.0 Conclusion

Barefoot Wine has branded itself as a fun, casual, affordable wine, which lends to its immense success as a well-established and popular wine brand. However, there is also ample room for Barefoot Wine to target specific audiences within its advertisements and branding strategies.

This pitch outlines a justified and well-researched campaign proposal to tackle this opportunity. The primary and secondary research, along with a company analysis, point toward the prospect of catering to the female millennial audience. This 16-month seasonal campaign will attract young women to the many different flavors of Barefoot Wine by highlighting the affordability, fun flavors, and versatility of the wine.

The goals for this campaign are to increase wine sales and the organization's social media. To sustain these sales and engagement, Barefoot Wine should maintain an active and engaging social media and consider future ads targeting different audiences.

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