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## **A Comparison of Wine Drinking Behaviours in Young Adults in the UK and France**

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### ***Abstract***

***Purpose:*** This paper presents an exploratory study investigating similarity and differences in interaction with and attitudes towards wine amongst young adults in the UK and France. The UK is not a wine producing country yet wine consumption is rising. In France along with other major European wine producing countries wine consumption is declining. The aim of this research is to better develop our understanding of how young adults in different European countries interact with wine; why and when they would choose to buy and consume wine in preference to other alcoholic drinks.

***Design/methodology:*** Focus groups were held in the UK and France. The participants were young adults aged between 18 and 30 who drank wine.

***Findings:*** The results suggest that in only in one wine consumption situation do young adult wine consumers in the UK and France behave in the same way; their acceptance of the synergy between wine and food. In other environments the consumption of wine in bars, pubs and clubs differs including gendered differences. Whilst many of the individual findings are supported by previous nationally based research this study also clearly suggests international cultural similarities and differences in interaction with wine.

***Practical implications:*** These findings indicate a need for a Pan-European study to confirm how attitudes towards wine and wine consumption behaviours are changing,

*converging and or diverging, in the young adult population within Europe. This would enable both the hospitality industry and wine trade to better understand, provision and market to the latest generation of wine consumers.*

Key Words: International Study, France, UK, Young Adults, Drinking Behaviours, Wine

## **1- INTRODUCTION**

Young adults are sometimes described as those between the ages of 18 and 30 (Ritchie *et al.* 2009a; Ritchie, 2011) and sometimes as Generation Y, born between 1977 and 1999 (Lancaster and Stillman, 2003; Olsen *et al.*, 2007; Charters *et al.*, 2011). They will become the next generation of wine consumers. In some instances, as in the UK, this already appears to be happening (Peskest, 2006) in that wine consumption is rising amongst this age group (Key Note 2009). Paradoxically in other European countries, such as France, wine consumption is falling whilst beer consumption is rising (Cornibear, 2007; Couderc *et al.*, 2008; Ritchie, 2009). In both France and the UK it is the 45 - 65 age group which drinks the most wine per capita (ONIVINS, 2005; Key Note 2009). This is also a larger demographic group than the current 18 to 30 age group (Office of National Statistics (ONS) 2010; ONIVINS, 2005). Therefore even though wine consumption may be rising in the UK it will be consumed by a smaller number of people whilst in France both the amount consumed and the number of consumers is falling. This phenomenon is of particular concern in France which, along with Italy is one of the biggest wine producing countries in the world.

Traditionally it has been accepted that drinking to get drunk has been more of a north European behaviour and moderate drinking (Heath, 1995), especially the consumption of wine during meals, a southern European one. If social alcohol related behaviours are changing particularly amongst young adults, as has been suggested (Jarvinen and Room, 2007), understanding how and why is important because of the economic and social implications. Economically, wine producing countries such as France, Spain, Italy or Australia need to be able to identify future wine consumers. Concurrently, from a societal perspective, the UK Government would like to encourage the development of traditional moderate southern European drinking behaviours, whilst southern European governments would like to prevent the arrival of traditional northern European drinking cultures.

The aim of this paper is to begin a comparison of public social drinking behaviours (what, where, with whom and why) using young adults in France and the UK. Public social drinking behaviour (Ritchie, 2009) is taken to be where alcohol is consumed in the presence of others. This usually takes place in pubs, bars and restaurants but may also occur in the home when others are present, such as during a dinner party or BBQ. This paper is concerned with the use of alcohol, particularly wine, to facilitate social interaction in differing groups of young adults from a comparative international perspective. It is not concerned with private or abusive drinking behaviours. The work presented in this paper is exploratory because it is a preparatory study for a larger research project involving other major European wine producing countries such as Italy and Spain.

## **2- LITERATURE REVIEW**

### **2.1- The Development of Drinking Cultures**

Much has been written about the use of food (e.g. Bell and Valentine, 1995: Beardsworth and Keil, 2000: Korsmeyer, 2005: Shepherd and Raats, 2006: Jones, 2007) to demonstrate hospitality and facilitate social interaction. Much less has been written about drink, specifically wine (Bourdieu, 1977: Barr, 1995: Demossier, 2004: Charters, 2006: Olsen *et al.*, 2007: Ritchie, 2009), and its use as social facilitator or the impact of national culture upon ritual, socially acceptable drinking behaviours. Additionally there is only a very small amount of international research into the positive socio-cultural aspects of public drinking behaviours, drinking cultures and, or interaction with wine (Heath, 1995: Lochshin *et al.*, 2001: Jarvinen and Room, 2007: Smith and Mitry, 2007: Ritchie *et al.*, 2010 Charters *et al.*, 2011) as opposed to very large numbers of studies into alcohol related harms (see the Alcohol Education Research Council, ONS or National Health Service data bases for example).

As Heath (1995) and Jarvinen and Room (2007) show drinking cultures in young adults differ widely in Europe, particularly with regard to perception of the suitability of a type of drink and social acceptance of particular public drinking behaviours. However Jarvinen and Room's (2007) study also suggests that, like interaction with other commodities, some convergence in European drinking cultures is beginning to take place. Young adults in the traditional wine production / consumption countries such as France, Spain and Italy are drinking more from a wider range of alcoholic drinks and in non-meal environments. At the same time young adults in less traditionally wine consuming countries, such as the Nordic countries and the UK, are increasing their wine consumption both with and away from the meal situation. Jarvinen and Room's work suggests that these changes in behaviour started in the 1990s although Ritchie (2009: 2011) suggests that changes in interaction with wine started earlier in the UK, from the 1970s and 1980s when wine was made more accessible by its introduction into supermarkets in the UK.

Barr (1995), Demossier (2004), Charters (2006), Olsen *et al.* (2007) and Ritchie (2009) all discuss historical and current use of wine to demonstrate hospitableness and social inclusiveness. They identify the very strong links between food and wine, so that in all the adult populations studied wine is the beverage of choice in all public meal experiences as well as many private ones. Additionally Olsen *et al.* (2007) and Ritchie (2009) identified other but similar usages/ cultures amongst younger adult groups in the USA and UK. In younger adult groups alcohol consumption *per se* is commonly used to relax and reduce social inhibitions particularly at the start of an evening. Because of the unit size, as Ritchie (2009:2011) points out, a bottle of wine is also used to demonstrate inclusiveness and sharing, particularly amongst women, unlike beer which is a single purchase or consumption unit. Resulting from this Ritchie (2011) also suggests that the increased number of women in the UK work force may be part of the reason for the increase in wine consumption in the UK (Mintel, 2010). Women may be using wine both to demonstrate equality in round buying in pub culture (Fox, 2004) and also to demonstrate social inclusiveness in public consumption situations. Olsen *et al.* (2007) also highlighted an increased consumption of wine in non-meal venues amongst younger adults as opposed to older populations in the USA.

## 2.2- Impact of the Media

Beardsworth and Keil (2000), Shepherd and Raats (2006) and Olsen *et al.* (2007) all discuss the importance of reference groups upon the development of social cultures/ behaviours. They show that the primary reference groups for children are usually the family but that peer/ friendship groups and work norms become of increasing significance in adulthood. Additionally various authors (e.g. Smith and Foxcroft, 2007; Olsen *et al.*, 2007; Gunter *et al.*, 2008; Coyne and Ahmed, 2009) show that young adults are also significantly influenced by media. Gunter *et al.* (2008) and Coyne and Ahmed (2009) suggest that whilst their interaction with alcohol is influenced by many subconscious media-related factors, direct advertising is the least effective and perceived reference groups the most positive. For example Gunter *et al.* (2008)s' study showed that TV advertising for alcohol had more effect upon young adults than other types of media. However, what made the adverts most attractive was not the drink being marketed *per se* but the use of humour and showing people having fun, socialising with friends. Young adults saw themselves as growing into the situations depicted in the adverts i.e. having a cool, fun time in pubs, clubs and restaurants with other attractive people. Coyne and Ahmed's (2009) study of alcohol in TV soaps supports this view; that the use of alcohol on TV suggests that it is a normal, fairly risk free, social facilitator used by both men and women, particularly in pubs and bars, to enhance social situations.

One result of this media influence is upon the image of wine. It is generally seen as a sophisticated drink (Olsen *et al.* 2007; Ritchie, 2009) to be consumed in the public situations which many young adults aspire to. This sets both real and perceived boundaries to interaction with wine, i.e. the image of sophistication versus the act of pre-loading (Olsen *et al.* 2007; Ritchie, 2009; Ritchie *et al.* 2009a). Ritchie *et al.* (2009b) suggested that a further subconscious media impact upon wine consumption is both the drinking vessel and the gender of the drinker/s shown. For example in adverts in the UK for beer, especially real ale, the drinker will inevitably be male and will also always be holding a pint not a half pint glass. When wine, particularly sparkling wine, is advertised it will be implied or the actors shown to be drinking from glasses and be in female or mixed gender groups.

## 3- METHOD

This research project's purpose was to investigate public social drinking behaviours; particularly interaction with wine. Therefore it was decided that a qualitative approach would be taken for the primary data collection. Of necessity public social consumption requires the presence of others thus focus groups, with their in-depth interactive discussion, were deemed to be the most appropriate method. Two focus groups have been undertaken; one in Cardiff (UK) and one in Dijon (France). This was both for pragmatic reasons (the authors are based in these cities) and because both have large and varied adult populations ranging from those who work in manufacturing, the arts and government to large university populations. Additionally both cities have particular drinking traditions which reflect traditional national consumption patterns. Dijon is situated in the heart of the Burgundy region and therefore has a strong wine consumption

culture. Cardiff and its ‘valleys’ hinterland has a heavy industry heritage and is a heartland of Welsh rugby, therefore it is closely associated with beer drinking cultures. The authors believe that changes away from traditional drinking cultures identified in either city are likely to be strong indicators of more widespread national change.

Both focus groups were run on university premises. Although previous work (Meiselman, 2006) has suggested that research, especially sensory qualitative research, conducted under laboratory conditions does not produce the same results as those obtained in the field, since this was an exploratory study it was felt that the focus groups could be held on university premises. As Ritchie (2009: 2011) points out, other studies undertaken with care in an academic setting (e.g. Johnson and Bastian, 2007) have resulted in participants having a similar demographic profile to participants in similarly constructed focus groups in environments chosen by the focus group participants themselves. However, Ritchie *et al.* (2009a) show that the social alcohol related consumption behaviour of students is not representative of young adult populations as a whole, although often generalised to be so. Therefore whilst the data collection was undertaken in an academic / laboratory environment care was taken to try to ensure that neither the student nor academic population was overrepresented (see table 1).

	Total	UK	France
<b>Participants</b>	18	7	11
<b>Gender</b>			
Male	9	5	4
Female	9	2	7
<b>Age Range</b>			
18 – 21	1	1	0
22-24	7	3	4
25-27	6	0	6
28-30	4	3	1
<b>Work status</b>			
Student	8	2	6
Part time Student/ Full Time Employment	1	1	0
Full Time Employment	7	3	4
Researcher	2	1	1

**Table 1. Profile of Focus Group Participants**

Table 1 also shows the profile of the participants in the focus groups, most of whom were single and only one of whom had children. Highest education levels ranged from A level/ baccalaureate or equivalent to one PhD. Those who described themselves as researchers were separated out from both student and employment populations because whilst they may be considered to be studying they also have to operate within an employment contract. As previously discussed self selecting participants in qualitative wine-orientated focus groups often have above average education levels (Johnson and Bastian, 2007: Ritchie 2009; 2011) and the 18 to 30 age group usually has a student population which is

higher than other adult populations. Thus the demographic profile of the participants is considered to be sufficiently representative for an exploratory study.

During the focus groups the participants were asked questions in relation to what types of alcoholic beverages they consume, in what environments and their view of culturally acceptable behaviours. Specifically they were asked when, where and why they might drink wine in preference to other alcoholic and non- alcoholic drinks, and about socially acceptable or not acceptable wine related behaviours.

A blind tasting was incorporated into the focus groups; this was for three reasons. First, it was used to replicate a social situation in which alcohol consumption behaviours might normally be discussed as far as is possible in a research situation, i.e. sitting around a table and having a drink. Second, previous research by various authors (e.g. Charters, 2004; Meiselman, 2006) suggests that the use of tasting in this type of research usually stimulates more accurate recall of actual behaviour/occasion relationships and thus enables richer data collection than if a theoretical situation is maintained. The third reason for incorporating a blind tasting was to stimulate discussion about how image influences intention to consume. As previously discussed (e.g. Smith and Foxcroft, 2007) this age group is particularly susceptible to advertising and imagery. Furthermore Charters *et al's.*(2011) work suggests that the use of identical imagery helps to highlight cross-cultural diversity, whilst blind tasting provides a naïve base upon which to build understanding of both consensus and diversity.

Three tasting samples were used; one beer, one wine and one premixed alcoholic beverage since these products are the most popularly consumed types of alcoholic drink in the UK and France amongst this age group. ISO tasting glasses were used in both focus groups and the total tasting sample amounted to three quarters of one unit of alcohol (10mls.). The recommended intake of alcohol in the UK is one to two units of alcohol per day for women and two to three for men. To ensure uniformity across the focus groups the same brand of alcohol was used in each country; therefore they were well known top selling international brands. When the samples were tasted blind the participants were asked to briefly write down their immediate reactions. When the drinks were revealed they were asked how the brand name now influenced their perception of the drink. This generated discussion in the areas of image, taste and perceptions of taste, confidence, comfort, appropriateness, exclusivity, self image and social wine usage.

Both focus groups were videoed and recorded to aid transcription. Both were transcribed into the authors' language. After checking the French transcription was translated verbatim into English so that a full analysis could be undertaken. The comparative analysis of both transcripts was in English because of the level of language skills of the authors.

The authors agree with Meiselman (2006) in believing that academic / laboratory conditions often influence the results of a qualitative study. However they also argue that since the research presented in this paper is at the pilot / exploratory stage, testing the discussion topic, differing national reactions to the blind tasting and the proposed

transcription / translation process, the use of an academic / laboratory environment was appropriate for this stage of the project. Further research will be undertaken in the field and the participants profile more finely balanced to prevent bias in the final study.

#### 4- RESULTS

Participants were asked when, where and with whom they first started drinking alcohol. Given the significance and history of the wine industry in France it is not surprising that most of the French participants recollected being “*taught to drink, but reasonably and in good quality*”(Fr). Usually this was via aperitifs at the start of a meal and or wine with a meal. The exceptions were the two participants with connections to Normandy who recollected being introduced to cider first, again in a family environment, and one participant from the Basque region where beer and spirits dominate the alcohol consumption culture. Thus all participants recollected being introduced to alcohol consumption, predominantly wine, through family reference groups and usually via a meal experience. They were not forced to drink alcohol but there was an expectation of moderate and considered consumption, “*try to enjoy it: don’t drink it anyhow*” (Fr). Drinking wine during a family meal environment often started at around twelve or thirteen years of age. However several of the French participants commented that drinking in the family environment was “*very limited. They gave me what they wanted*” (Fr). As a result two participants drank very little until they were eighteen whilst the nine others, at around the age of fifteen, started to “*deliberately drink*” (Fr) with peers /friends privately away from the family and meal environment. Therefore, reflecting the work of Demossier (2004) and Jarvinen and Room (2007), they developed two sets of alcohol consumption cultures: one traditional, meal centric, wine based and public; one experimental, non-traditional, non-food based and initially private. This had led to a current predominantly non-gendered culture of drinking wine with meals and beer in bars, plus spirits later on in the evening. The French participants said that they would habitually go to a bar at the end of the day with colleagues for one or two drinks to wind down, and that they would be normally be drinking beer (lager) in 330ml glasses. At the weekend they would meet up with their families and alcohol consumption would be based around food and wine. This reflects both a single lifestyle where people often live in limited or mixed accommodation, encouraging socialising outside the home, and the two drinking cultures that they had learned as adolescents.

In contrast, but reflecting other studies (Plant and Miller, 2007; Ritchie *et al.*, 2009a; Ritchie, 2011), only two participants in the UK focus group recalled being introduced to the drinking culture norms of their social groups by their parents. For both, like the French participants, this instruction had been as part of the socialising aspect of the meal experience. All other participants said that their parents did not habitually or ever drink wine or alcohol with a meal, especially in a private home environment. This is despite wine now being consumed by most of the UK adult population on a regular basis (Key Note, 2009). Instead the UK participants, reflecting the private behaviour of the French participants, said that it was peer and or older sibling pressure which had introduced them to alcohol consumption cultures. As a result their early experiences of drinking were deliberate, heavy, usually beer or spirits and, unlike the French participants, always



cheap. This, along with the actual price differentials (Key Note, 2009), may explain why they referred to the expense of drinks in the on-trade (pubs, bars, clubs and restaurants) and the importance of price in their buying decisions. The UK participants acknowledged that this was often at the expense of quality especially in nightclubs. The French participants also discussed the relative cost of drinks in the on and off-trades but unlike the UK participants they were prepared to pay the same in both and so expected better quality from off-trade purchases. This may reflect that the French participants were on average older than the UK participants and had begun to moderate their attitudes towards alcohol, especially wines as Ritchie (2011) noted or it may also reflect a different cultural attitude towards the purchase and consumption of alcohol *per se.*: the French participants habitually had a social drink at the end of the day before going home; the UK participants habitually drank heavily at home before going out.

Although not as deliberately socialised (Beardsworth and Keil, 2000; Demossier, 2004; Olsen *et al.*, 2007) into wine consumption with meals in a family environment as the French participants had been the UK participants all concluded that wine was the proper accompaniment to food/meal particularly when dining in public or for a formal occasion; “*if I’m in a restaurant ...it’s a socially done thing isn’t it?*”(UK). However unlike their French counterparts but reflecting previous UK based research (Ritchie 2009; 2011) they might also choose wine as a drink of preference in non-meal situations. This may reflect both the relatively recent adoption of wine as a normal accompaniment to a meal in private situations (Key Note, 2009) and the physiological impact of routine wine buying from supermarkets along with other groceries that Ritchie *et al.* (2010) discusses.

Reflecting Ritchie (2011) the older UK participants said that their drinking behaviour had changed and that they tended to consume less *per se* but of better quality across the range of their drinks. This pattern of less but better quality was confirmed by all in the French focus group who were on average slightly older than the UK participants and had been drinking in public situations for longer. It also reflected the drinking culture, moderate and considered, which the French participants had been taught by their family reference groups and most had initially rebelled against privately. However, agreeing with Jarvinen and Room (2007) but unlike older traditional behaviours, this did not mean drinking every day and with every meal, public or private. In this respect the French participant’s behaviour was different from that of their parents and part of the reason for an overall reduction in wine consumption in France. One reason given by both groups for a reduction in alcohol consumption and the resulting moderating of drinking behaviours was the impact of work, starting full time employment. Reflecting Ritchie *et al.*’s (2009a) findings, in both focus groups participants commented upon the fact that once you start work you have to be able to go to work and work effectively. Curiously therefore, work reduces the number of occasions when alcohol can be consumed whilst at the same time enabling the purchase of better quality and thus more pleasant experiences.

Reflecting previous studies (Ritchie *et al.*, 2009a, 2009b; Ritchie, 2011) amongst UK young adults participants in both groups pre-loaded, “*pre-partied*” (Fr), drank before going out, primarily because of the cost differential. This occurred particularly when the participants were intending to go to a club, or other late night venue, which all perceived

as selling expensive drinks. This behaviour was discussed even amongst the older participants who rarely went to clubs; because they could afford a better quality drink in the off-trade they would buy there and then reduce their consumption when they got to the club. In the UK focus group and confirming previous work (Ritchie, 2011) the females would usually pre-load on wine because of the sharing aspect of wine; you bring a bottle and share with friends. For males it was more likely to be beer. The participants in the French group did not specify what they drank to pre-load, "*pre-party*": however, in the absence of food, even for female participants it was unlikely to be wine.

The French experience of a beer in a bar at the end of a working day suggested that bar culture was sitting and talking / socialising. UK participants agreed with the concept of friendly socialising in pubs where seating is available, however this is not the case in all pubs and bars aimed at young adult audiences in the UK. Reflecting the work of Gunter *et al.* (2008), Coyne and Ahmed (2009) and Ritchie *et al.* (2009b) the UK participants suggested that in this traditional type of pub males would usually drink beer because ordering a glass of wine would be unacceptable. Agreeing with Ritchie's (2011) findings male UK participants commented upon the single unit nature of a beer as opposed to wine; a bottle of wine can be shared with friends particularly girlfriends, a pint of beer cannot. Older UK male participants commented that partnership was one of the main reasons for their increased consumption of wine. There are no wine bars and few cocktails bars in Cardiff so acceptable pub behaviours were discussed by this group rather than pub and bar behaviours. In the UK neither pre-loading nor partnership sharing necessarily involved food as well as wine consumption.

All the UK participants agreed that females could and would consume a range of drinks, this included glasses of wine and sharing a bottle of wine in single or mixed sex groups. Interestingly there was some perception by females in the French group that drinking a glass of beer (lager) was not really drinking alcohol whereas spirits and wine both definitely were. Perhaps, reflecting media images in France or traditional drinking cultures, this perception may have arisen because although many similar brands are available in both countries in France the normal serving unit is a 330ml glass, equivalent to approximately 1 unit of alcohol, whilst in the UK a pint is often equivalent to 3 units. In both countries a 175ml glass of wine may well equate to 2.5 units.

The wine chosen for the tasting was one of the more popular brands amongst French student groups - it being easier to buy wine from a variety of international sources in the UK than France. However none of the French students recognised the wine or brand and none commented when the brand was revealed. This was surprising considering the high sales in student accommodation areas and bars. As expected the participants in the UK were unfamiliar with the brand but felt that it tasted like the type / quality of wine they were familiar with, which it was chosen to replicate. Most participants in both groups were much more surprised by the brand of beer. None correlated the taste to the brand in the blind tasting and many liked it unseen but would not have bought that brand. Expecting to be able to identify the beer may reflect the much smaller number of internationally available beers brands in comparison to wine brands and the difference in marketing budgets available to both.

As previously discussed various authors (e.g. Smith and Foxcroft, 2007; Gunter *et al.*, 2008; Coyne and Ahmed, 2009) have shown that this age group are particularly influenced by marketing and the media. However, in this study one UK participant commented that “*everything like Carlsberg, Heineken, all that kind of stuff tastes pretty much the same*”(UK); therefore, whilst she might note the advert, when it came to purchase, price and situation would be the final decider for a particular drink or brand. Reflecting Gunter *et al.* (2008) and Coyne and Ahmed’s (2009) findings the French participants commented upon the influence, representation of alcohol and alcohol consumption in films. The French participants believed that behaviour observed in films and television programmes was more influential than straight forward advertising.

## **5- CONCLUSION AND RECOMMENDATIONS**

Both the UK and France have long histories of wine consumption. However whilst in France wine consumption has been common throughout the adult population in the UK wine consumption was much more restricted to elite populations or formal ritualistic consumption situations such as restaurant meals; beer was the common drink of the adult population. As this paper has shown this is now changing with wine consumption increasing throughout the adult population in the UK whilst beer consumption falls. Conversely in France wine consumption is falling and beer consumption rising particularly amongst young adult populations. This indicates that interaction with alcohol is changing and new wine drinking cultures emerging.

The aim of this study was to investigate convergence and divergence in current wine cultures and behaviours amongst young adults in the UK and France. It has found that interaction with wine at meals, particularly formal meals is the same; it is the beverage of choice. However whilst the French participants were proactively socialised into this behaviour by their parents it was not as obvious how the UK participants developed the same cultural belief. Previous studies have suggested that it may be family reference groups if wine is habitually drunk in the home (Olsen *et al.*, 2007) but where there is no tradition of regular wine consumption with meals in the home other studies suggest it may be the influence of work based reference groups (Ritchie, 2011).

One other common behaviour was also identified: that of preloading, particularly before going out to a late night venue. In this instance the main influence was the price differential between the on and off trade, shop price versus club price. Amongst the older participants there was also agreement that this enabled better quality drinks to be bought and consumed than would be available in a club. However there was a gender difference in what was likely to be consumed. In the UK focus group, and reflecting other UK based research, it would be most likely that the female participants would drink wine to preload and the male participants beer. In the French group the suggestion was that it would be beer for both genders.

One significant area of different cultural interaction with wine was in non-meal situations. The UK participants described a variety of non-meal situations where wine

could be consumed. This was particularly evident in sharing, socially inclusive situations. However, reflecting both images constantly shown in the UK media and the masculine tradition of beer drinking in pubs, the young adult male participants were very unlikely to choose wine in a pub unless they were in a group which included females. Amongst the French group there was no discussion of wine consumption in non-meal situations as has become so common in many anglophile countries. This may reflect the influence / inheritance of traditional French wine consumption cultures; it also suggests a marketing opportunity for the wine trade.

Two focus groups cannot be taken to be representative of wine drinking cultures amongst young adults in the UK, France or Europe. However as has been shown many of the behaviours identified in this study do reflect the findings of other research, thus establishing their validity particularly in relation to the UK focus group. The authors' note that much of the research referred to in the paper has an anglophile bias. Within the international wine 'community' the anglophile countries tend to be considered to be new wine counties, having a much shorter tradition of wine production and or consumption cultures than many European countries. It would be inappropriate to attribute behaviours identified in one cultural tradition, new world wine producing countries, to populations with differing, much older cultural traditions in relation to wine. However, the authors believe that this paper has value in that the findings, themes developed in this exploratory study concur with both anecdotal and limited prior research in suggesting that public drinking behaviours in young European adult populations are changing. Therefore the results confirm the need for further research to fully develop our understanding of current wine related behaviours in young adult populations across a range of cultural traditions and countries.

The themes which further research should investigate include how social wine related behaviours are developed in young adult populations; the difference in wine cultures within pubs and bar in the UK; how the introduction of food into all pubs and the development of gastro pubs in particular is influencing wine consumption behaviours in informal dining situations such as pubs within the UK and the use of wine in café society cultures in France; why wine consumption away from non-meal situations does not appear to have developed in France and if this is similar in other traditional wine producing countries within Europe. This research would enable a better understanding of the next generation of wine consumers. From a marketing perspective it would identify potential new markets for the wine trade. From a societal perspective it would help to identify positive social drinking behaviours which could inform government strategies in relation to reducing or preventing the development of abusive drinking behaviours including via positive marketing images.

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