

Market research

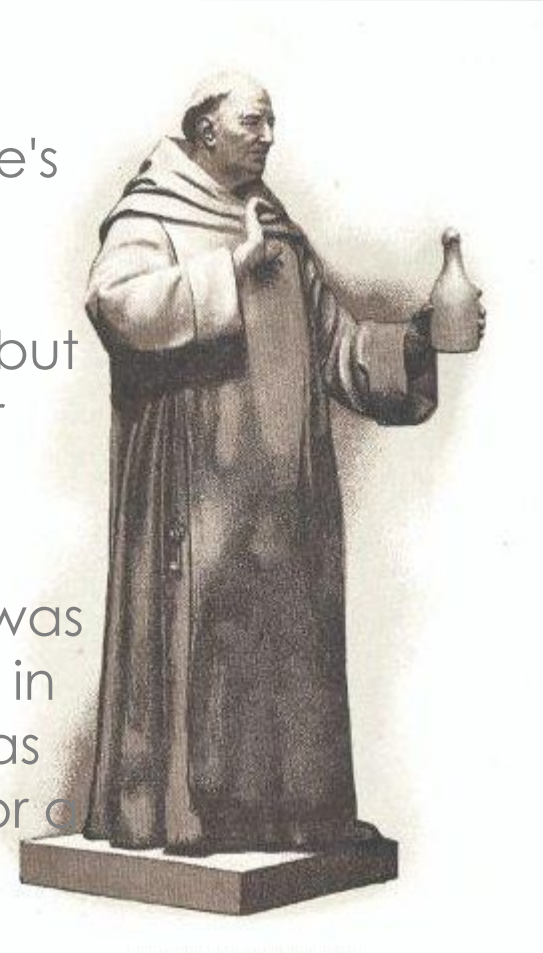
Dom Pérignon



Who we are?

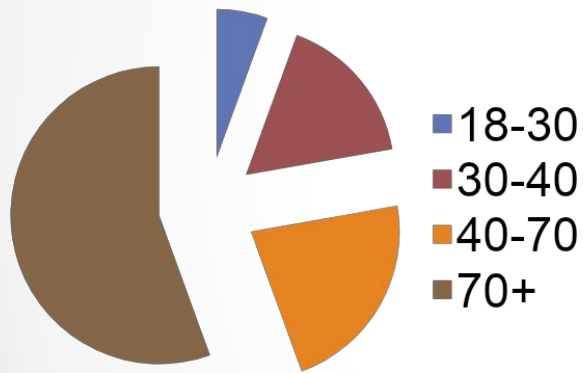


- **Dom Pérignon** is a **luxury** brand of vintage Champagne produced by the Champagne house Moët & Chandon and serves as that house's prestige champagne. It is named after Dom Pérignon, a Benedictine monk who was an important quality pioneer for Champagne wine but who, contrary to popular myths, did not discover the champagne method for making sparkling wines.
- The first vintage of Dom Pérignon was 1921 and was only released for sale in 1936, sailing to New York in the liner *Normandie*. The brand, not exploited, was given by Champagne Mercier to Moët in 1927 for a wedding between the two families.

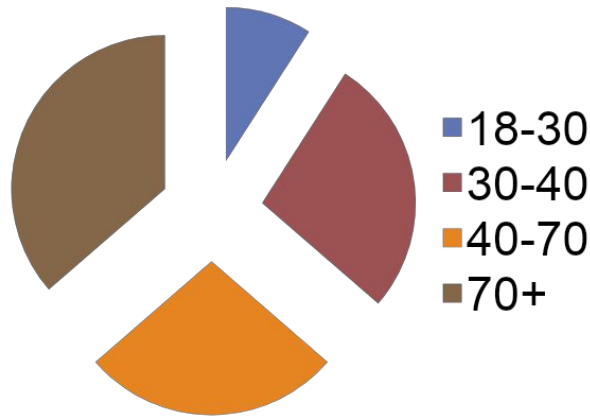


Age breakdown of costumers

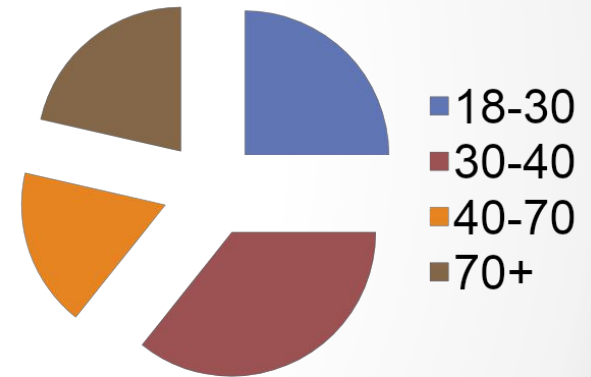
1940



1970



2010



Recent market research

| Question | Agree | Disagree | Don't know |
|--|-------|----------|------------|
| Dom Pérignon is over-rated | 5 | 60 | 35 |
| Dom Pérignon is high quality brand | 80 | 15 | 5 |
| Dom Pérignon is made for my generation | 40 | 40 | 10 |
| I'd like to have Dom Pérignon's production | 80 | 5 | 15 |

Dom Perignon, the prestige cuvée; brand new wine

This wine is aimed to impress you with its taste. The prestige cuvée is champagne, which refers not just to the elite, but to the exclusive appearance of sparkling wines. Possessing a strength of 12.5%, which is a rather large figure compared to the standard strength of 7.5-8%, the wine does not have sugar or contains it in a minimum amount. Trying this product, you will feel a pleasant, sweetish taste, mixed with vanilla, spices and fruits. Champagne leaves behind an incredible aftertaste with a hint of saltiness. And the price for a bottle of this art is – 550\$. But we are sure that it is worth it.



Advertising

- At first we will hold a closed testing, where we will invite popular tasters, who will share their thoughts about our products.
- Another part of our plan is to send bottles to famous rappers: Lil Pump, Lil Peep(oh,wait a second), Gucci Mane, Big Baby Tape etc. And make them to post photos with bottles of our luxury wine on Instagram.
- Thirdly our company will collaborate with top designers and we will make sets for wine , made of leather and other luxury materials. And add in these sets expensive and crystal glasses, revealing the flavors of those places where the best grapes of France ripen, ready to become the best sparkling drink in the world.



Where you can buy Dom Pérignon?

You can not buy our wines in regular 24/7 Alco market. Dom Pérignon can be bought only in luxury Wine Shops, but there is a chance, that there can not be our production. Why? Because our champagne creates such a high demand, that people offer bigger prices to buy it.

If you want to book a degustation, you have to be a member of a Dom Pérignon club or to fill the form on our website <https://www.domperignon.com> and wait our reply on your e-mail adress.

