

Article number

30121

List name

Wine & indulgence [D]

Number of items	Name	Price in EUR	Pricing unit
263,209	Total inventory	165.00	‰

Age group ranging from 40 to 65
- Of which approximately 80 % male
- Of which approximately 20 % female

Minimum invoice: Net, 60 % of the supplied volume, at least 5,000 addresses
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00

Wine and indulgence: two things that are inextricably linked for many people and are becoming an ever more significant part of life. Spending in this area is increasing year on year. Given the right occasion, people want to treat themselves.

The target group is prepared to spend money on good wines and food, such as special delicacies. They do not mind spending more for high quality goods and services, and also like to invest significantly more money in premium furnishings and holidays. They shop both in stationary retail and online, and the rate of returning customers is above average where buyers have been satisfied.

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