



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Terroir Consulting
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Terroir Consulting is a wine research and development firm located in Kelowna, BC.
Primary Target Clients	Wineries, Grapegrowers, Wine Service Providers, Regional / Provincial Wine and Grapegrowing Associations, Wine Marketing Cooperatives and Wine Export Associations.
Areas of Expertise Related to Market Research Services	Our team specializes in custom development planning and marketing research. This includes online quantitative research; qualitative work including ethnographic, interviews, and focus groups; workshops; sensory evaluation; marketing planning; and strategic business planning.
Number of Years Providing Market Research Services in B.C.	Strategic planning, organizational development, marketing and research services in British Columbia for 22 years. Previously operated dba Cross Country Consultants.

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR

EXAMPLE 1

Project Title	Strategic Prioritization, Stakeholder Research and Marketing Planning
Client Type	Industry Association
Type of Market Research Conducted	Interviews, focus groups, secondary research and analysis of statistics, consumer behaviours, competitors, and other market information.
Scope of Market	Working with the association to research stakeholder priorities for a certification

Research Services Provided	program designed to increase market share and grow sales.
<i>EXAMPLE 2</i>	
Project Title	Wine Label Impact on Willingness-to-Pay
Client Type	Wine Producer
Type of Market Research Conducted	Online quantitative survey
Scope of Market Research Services Provided	An online quantitative survey was created and distributed to a client database, resulting in 164 completions. The results were evaluated to determine the impact of different wine labels on willingness to pay, anticipated taste of the wine, and the perceptions that drove these attitudes and behaviours.
<i>EXAMPLE 3</i>	
Project Title	Wine Business Market Research and Strategic Merger Planning
Client Type	Wine Service Provider
Type of Market Research Conducted	Secondary market research, competitive analysis, internal assessments, internal interviews, executive business coaching
Scope of Market Research Services Provided	The client was exploring a merger with another company, which would involve market expansion, new product development and repositioning with competitors.
<i>EXAMPLE 4</i>	
Project Title	Understanding the Sensory Experience of Wine
Client Type	Wine Producer
Type of Market Research Conducted	In-depth semi-structured interviews
Scope of Market Research Services Provided	Ten semi-structured interviews were conducted with wine drinkers so that they could elaborate on the variables of the wine label that influence their sensory experience and provide context on why this is the case.
<i>EXAMPLE 5</i>	
Project Title	Strategic Plan and Service Portfolio Development
Client Type	Industry Society
Type of Market Research Conducted	Interviews with consumer and internal stakeholders, analyzed consumer surveys from the last three years, facilitated the creation of a five-year strategic plan.
Scope of Market Research Services Provided	Based on previous organizational structure development with the consultant, the non-profit was positioned to develop its five-year strategic plan and portfolio of event and service offerings.