

Trabajo Fin de Grado

LAS FERIAS COMO HERRAMIENTA DE MARKETING:

El caso de bodegas San Valero en "Vintage Wine Festival"

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1. MARCO TEORICO

1. Tema

El tema que en este trabajo se va a tratar son las **ferias como elemento de comunicación**, para ello analizaremos cómo han evolucionado a lo largo del tiempo, las características y ventajas principales, las diferentes estrategias de atracción de visitantes y realizaremos un breve análisis desde la oferta y la demanda.

Una vez desarrollado, continuaremos analizando el caso particular de bodegas San Valero en la feria de vinos de Londres llamada "Vintage Wine Festival "que se desarrolla una vez al año.

2. Evolución de las ferias

El análisis de la evolución de las ferias nos permitirá tener una visión evolutiva del concepto ferial desde sus orígenes, con ello asentaremos el conocimiento de su actividad y desarrollaremos razones en cuanto a su mantenimiento y creación de valor a lo largo del tiempo.

Los orígenes de las ferias datan de finales de los **años 70**, donde se realizaban mercados temporales que eran lugares donde se realizaban simples transacciones comerciales. Poco después, aún a finales de los años 70, la feria se convirtió en un espacio de comunicación integral en las que se realizaban actividades diversas como la venta, publicidad, relaciones públicas, promociones e investigaciones de mercado. Todo ello empezaba a hacer de las ferias un vehículo para acortar el ciclo de sus ventas, esto es debido a que gracias a la feria los pasos para realizar una venta se acortan, se agilizan las identificaciones de las necesidades del consumidor, la comparación de alternativas y finalmente la toma de decisiones.

A principios de los **años 90**, las ferias ya eran una herramienta multiusos de marketing en la que se buscaba generar conocimiento y tener una imagen corporativa donde se formaba y se motivaba al grupo humano que conformaba el equipo de la feria. A mediados de los 90, las ferias seguían evolucionando y se convirtieron en toda una red de negocio donde la especialización y las relaciones micro y macro eran la base de la estrategia competitiva de la organización.

En los **comienzos del siglo XXI**, emergió un concepto, las llamadas comunidades en las que no solo se establecían relaciones micro y macro, sino también relaciones sociales, oportunidades de convivencia y la realización de nuevos conocimientos, todo ello enfocado a crear un entorno propicio para la creación de una cadena de valor capaz de considerar a todos los agentes y de permitir definir servicios de valor generando así una ventaja competitiva. (Berné Manero & García Uceda, Las ferias profesionales: Creación de valor desde la red de negocio y la comunidad)

3. Las ferias como herramienta de marketing

Sin duda, la feria es una herramienta de marketing muy importante, ya que sirven como un gran escaparate comercial que hace de ellas un medio de comunicación muy potente con una vertiente publicitaria, ya que es un medio de presentación privilegiado, y con una vertiente de estrategias de ventas, ya que suponen la exposición de la oferta de la organización a un gran número de clientes potenciales, acelerando el proceso de venta y facilitando la creación de relaciones óptimas ofertademanda.

A todo ello se le debe de sumar el periodo y el espacio en el que se realizan. En todo este entorno confluyen todas las variables de marketing. En el entorno ferial, la empresa puede presentar a los visitantes sus productos-servicios, su precio, su distribución, su publicidad, su promoción y su fuerza de ventas, todo ello con el fin último de cumplir sus objetivos de mercado.

Estos objetivos deben estar bien diseñados y ser específicos en relación con los objetivos de marketing

de la empresa con el fin de preparar la feria de manera consecuente.

Con todo, las ferias actúan como un marketing diferenciado, con una política de imagen global con la que darse a conocer al exterior. En este momento hablamos de ferias internacionales, las cuales actúan como una herramienta de marketing estratégico de promoción, ventas y de estudio de mercado.



Ilustración 1. Las ferias como herramienta de marketing.

En definitiva, todo ello debe de estar apoyado y cimentado en la empresa y en sus valores desarrollándolo a través de una fuerza de ventas competente y siempre en la lengua de origen de todos los medios de comunicación.

La simplicidad no existe en la planificación y en el desarrollo de las ferias, no es un asunto fácil. Es por ello que se debe de realizar una pre-lista y seguir las pautas paso por paso para no olvidar ningún paso y conseguir la máxima efectividad. (Muñiz, s.f.)

4. Ventajas y desventajas en la realización de una feria

En primer lugar, las ferias ofrecen un gran número de <u>oportunidades y de ventajas</u>, entre ellas cabe destacar:

El cliente.

Es el elemento más importante, porque es quién visita en primer lugar la instalación ferial y en segundo lugar visita el stand de la organización en el evento ferial, esto significa que está dispuesto a realizar una compra porque está interesado en lo que se le ofrece.

El producto.

Es sin duda alguna el protagonista de la exposición, su presentación debe cuidarse de manera que la exposición resulte eficiente y efectiva, no en vano, la exposición es en directo a clientes potenciales.

El coste de cada contacto.

Esta es una ventaja clara porque la utilización de la feria como instrumento de comunicación de la organización ofrece un bajo coste por cada contacto con un cliente potencial. En pocos días se puede conseguir una elevada cifra de venta, incluso entre los clientes más difíciles por la oportunidad que supone el contacto directo con ellos.

La generación de nuevos contactos.

Dar a conocer nuevos productos, potenciar la marca y reforzar el contacto con los clientes habituales. El instrumento ferial permite no sólo seguir una estrategia de mantenimiento de clientes, sino de adquisición de nuevos clientes.

La generación de relaciones con otros miembros del circuito de creación de valor añadido, grupos de interés (stakeholders). En las ferias se une la oferta y la demanda, dando lugar, además de poder conocer a los clientes actuales como a los potenciales, conocer a los competidores, con el fin de observar sus acciones y tomar así acciones pertinentes posteriormente.

Acciones de relaciones públicas con los medios de comunicación y de investigaciones de mercado donde se analicen las motivaciones de los clientes, sus necesidades reales y costumbres, caractericen las actitudes hacia los productos expuestos por la empresa y se determinen sus limitaciones económicas y culturales, entre otros datos de interés.

En segundo lugar cabe citar algunas de sus <u>desventajas</u>. Si una empresa no está preparada para la realización y el desarrollo eficiente de la feria puede sufrir desventajas relativas a:

La relación coste - rentabilidad.

En algunos casos se producen grandes cantidades de producto a bajos costos pero para ello hay que llegar a un nivel de venta mayor que en ocasiones no se suceden y pueden dar lugar a pérdidas importantes en dinero y tiempo.

No cubrir con el nivel mínimo de rentabilidad.

Una feria es un lugar muy competitivo y si cierta empresa no tiene el nivel exigido puede perder clientes minimizando así las ventas y la confianza de los compradores.

Los resultados.

Las consecuencias de la asistencia a ferias no incluyen resultados instantáneos sino que necesitan un periodo de tiempo y un ejercicio continuo de investigación de mercado, desarrollo de producto y servicio al cliente pertinente. Cabe apuntar que de esta desventaja se puede obtener y se debe saber convertirla en una oportunidad para la organización. (Correal, 2011)

5. Feria "Vintage Wine Festival"

La feria "Vintage Wine Festival" es una feria del vino realizada por un club llamado "Direct Wines" que compra los vinos que se van a exponer al público. En este evento se muestran 300 vinos de 20 países.

Este certamen se celebró los pasados días 15 y 16 de Abril en Londres siendo el 37 certamen del "Vintage wine festival", un acontecimiento donde estaban presentes los mejores vinos de todo el mundo, con ello me propuse acompañar a grupo BSV al evento y poder realizar una investigación del perfil del consumidor de vino británico y de su conocimiento acerca de esta bodega y de sus vinos.

La finalidad de este evento es que se den a conocer diferentes vinos de todo el mundo con el fin de exponerlos a consumidores finales, estos consumidores finales son los socios del club que dan puntuaciones a los diferentes vinos quedándose con los vinos que más les gustan y pudiendo realizar pedidos con promociones para beneficiarse de precios más competitivos que en supermercados.

Ilustración 2. Vintage Wine Festival

Este año se esperó una asistencia de 1800 personas que se repartirán en dos días de dos turnos cada uno donde los consumidores podrán tomar nota y beneficiarse de sus promociones.

6. Tipología de las ferias.

En este aparatado se va a desarrollar un marco teórico sobre las diferentes tipologías en las que se puede enmarcar una feria, existen diferentes criterios para poder clasificar una feria, los primeros criterios que debemos atender es la **periodicidad** de la feria, puede ser establecida, temporal o ambulante, además de periódica o anual.

Otros criterios que debemos atender a la hora de clasificar una feria es el **grado de especialización**, pudiendo ser general o monográfica. En cuanto a la **tipología del visitante** puede ser una feria pública genérica, dirigida a profesionales o mixta.

Atendiendo al **ámbito geográfico** podemos clasificarlas en regional o local, nacional e internacional, otro criterio que debemos tener en cuenta es el **contenido** de la feria, se dividen en tres grupos, grupo A (Equipo-consumo, equipo, consumo), grupo B (según el sector de actividad) y grupo C (artesanía, arte, animal...).

En cuanto al **tamaño** de la feria podemos clasificarlas en pequeña, mediana y grande. El último criterio que debemos atender para clasificar la feria es según su **complementariedad**, si es una feria paraguas, recíproca o inversa y world wide web. (Berné Manero & García Uceda, El valor desde tipologías de ferias e implicados)

7. Tipología de la feria "Direct Wines.

En primer lugar, una feria es un evento que se realiza periódicamente o anualmente y ambulante o temporal que tiene varios caracteres, el primero de ellos es un carácter cultural debido a que lo que pretenden con ello es comunicar una imagen positiva a sus mercados promoviendo la cultura, es social ya que reúne a multitud de gente, en sí se entiende como un evento realizado por gente para gente y por último es económico debido a que su objetivo es la estimulación comercial que en definitiva tiene la finalidad de lucro y de generar ganancias.

Para analizar la tipología de la feria la clasificaremos a partir de varios puntos, el primero de ellos es el grado de especialización, en este caso es una feria monográfica debido a que está especializada en un producto de un mismo sector productivo, en este caso el vino es el protagonista de la feria.

El siguiente criterio para analizar la tipología de una feria es la tipología del visitante, es este caso es una feria dirigida al público genérico ya que no cabe lugar a visitantes profesionales.

El tercer criterio que debemos tener en cuenta a la hora de analizar la tipología de una feria es el ámbito geográfico, en el caso de la feria de "Direct Wines" es de ámbito internacional ya que están expuestos y representados más de 300 vinos procedentes de todo el mundo.

En cuanto al contenido de la feria pertenece al grupo B ya que está dirigida a un sector específico de actividad, en este caso vinícola, por último, en cuanto al tamaño de la feria podría tratarse de una feria de mediano tamaño.

2. EL CASO DE BODEGAS SAN VALERO EN LA FERIA "VINTAGE WINE FESTIVAL"

1. Bodegas San Valero "Grupo BSV"

Bodegas San Valero y grupo BSV, es una bodega situada en Cariñena (Zaragoza) cimentada en tres pilares básicos:

La tradición, comenzó como cooperativa a finales de 1944 reuniendo a 60 viticultores de la comarca de Cariñena lo que la posiciona como uno de los máximos referentes de la Denominación de Origen Cariñena y sin lugar a duda, como la cooperativa con mayor tradición de Aragón. Hoy día cuenta con más de 700 socios en activo que son propietarios de unas 3500 hectáreas de viñedos. En la



actualidad Bodegas San Valero y Gran Ilustración 3. Bodegas San Valero y grupo BSV

Ducay conforman el grupo BSV.

La Innovación, los métodos de elaboración del vino combinan el saber hacer tradicional con las técnicas enológicas más modernas, en un continuo proceso de mejora.

BSV es de las pocas bodegas en España que controla el ciclo completo desde la cepa hasta la copa, es decir, la cosecha de la uva hasta llegar con el vino embotellado a la boca del consumidor, lo cual garantiza el control de calidad y presentación adecuada del producto.

La calidad, el grupo BSV está avalado por las normas de calidad más exigentes: ISO 9001, FIS y BCR. Además en 2006 obtuvo el premio PILOT a la excelencia logística otorgado por el gobierno de Aragón.

Grupo BSV exporta el 60% de la producción, es en este mercado donde registra sus mayores cifras de ventas.

En estos últimos años han crecido las ventas de 8 millones de botellas a los más de 13 millones que en la actualidad se registran.

Los vinos de Grupo BSV están presentes en la mayoría de los países de la unión Europea y fuera de ella se encuentran presentes en Canadá. EE.UU, China, Japón e India. Parejo a esta evolución de las ventas ha ido incrementando su facturación consiguiendo en 2013 más de 22 millones de euros.

La demanda crece día a día tanto en el ámbito Nacional como Internacional consiguiendo un continuo proceso de evolución, la apuesta de futuro realizada por el grupo y el saber hacer de 75 años de andadura darán una mayor proyección de estos vinos.

Bodegas San Valero elabora sus vinos bajo la denominación de origen Cariñena. Esta denominación fue la primera en constituirse en 1932 y ocupa el valle del rio Ebro.

La zona de Cariñena se caracteriza por un clima de tipo continental con inviernos fríos, veranos calurosos y bajos índices de pluviometría. La viticultura está marcada también por el efecto del cierzo.

La D.O. Cariñena abarca catorce municipios del sur de la provincia de Zaragoza: Aguarón, Aladrén, Alfamen, Almonacid de la Sierra, Alpartir, Cosuenda, Encinacorba, Longares, Mezalocha, Muel, Paniza, Tosos y Villanueva de Huerva. (Bodegas San Valero y grupo BSV, s.f.)

2. Los productos expuestos por bodegas San Valero

Bodegas San Valero asistirá a la feria con tres productos y con el objetivo de generar expectación / atracción para que por un lado clientes actuales que conozcan y se interesen por el producto afiancen las relaciones, y por otro lado para contactar con potenciales clientes con el fin de que nos conozcan mejor facilitando la toma de contacto con ellos y siendo susceptibles de iniciar una relación con nuestros productos.

Los 3 productos que bodegas San Valero expuso en la feria son 3 vinos, un vino joven, un crianza y un

gran reserva, todos ellos tintos.

Para conocer mejor los productos expuestos por bodegas San Valero en la feria vamos a desarrollar

sus notas de cata, para ello definiremos los vinos a través de diferentes criterios, estos criterios son la

variedad de uva, el color, el aroma, el sabor y en cuanto a la temperatura de servicio. (Domeque

Sanz)

Bombero Joven

Variedad: Garnacha 100%

Color: Rojo cereza intenso con tonos violáceos.

Aroma: Intenso, en su serie frutal destacan los frutos rojos junto a frutas maduras con

recuerdo a pasas.

Boca: Presenta una entrada fresca con una marcada evolución en boca, tanino bien

conjuntado, sin aristas y de largo final en boca.

Tª servicio: 15-16 º C

Bombero gran reserva

Variedad: Garnacha 100%

Color: Atractivo color rojo rubí, bien cubierto con ribetes teja.

Aroma: Buena intensidad con gran complejidad y elegancia, recuerdos de especias y frutos

bien maduros con fondo de madera bien integrada.

<u>Boca:</u> En boca es suave, sedoso y elegante con un post-gusto largo y persistente.

Tª servicio: 16-16ºC

La Cantera crianza

Variedad: Cariñena 100%

Color: Bonito color rojo cereza con buena capa y tonos violáceos.

Aroma: Aroma de buena intensidad, con notas de frutos rojos y gran frescura, en definitiva

muy rico en nariz.

Boca: Encuentro sabroso, con paso amplio y buen esqueleto y equilibrado, tanino elegante

que tiende a desarrollar en el final de boca con gran estructura, un vino largo e intenso.

Tª servicio: 15-16 ª C

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3. Acciones llevadas a cabo por bodegas San Valero en la feria

Bodegas San Valero se situó en el stand 57 de la feria, la distribución de los stands se repartían por países, la zona española fue una de las mejores zonas debido a la diferenciación de la zona respecto a los demás, estuvo decorada con banderas y caracteres españoles para una mejor visualización de los asistentes a la feria.

El stand era simple pero con espacio para poder realizar una buena exposición de los diferentes vinos, disponía de una mesa rectangular de 1,80 m. de largo y 90 cm. de ancho, un toldo para cubrir la mesa con caracteres españoles, un mapa para la distribución de las diferentes bodegas que conformaban la zona española y una escupidera para una vez degustado el vino poder retirarlo allí.

En cuanto al **material** de las mesas, bodegas San Valero dispuso de botellas de agua y pan tostado para poder limpiar la boca en cada degustación, además bodegas San Valero dispuso de queso y jamón como atractivo para los asistentes y para un mejor maridaje de los vinos.

Para la correcta exposición de los vinos, bodegas San Valero ideó una correcta ordenación entre los tres vinos expuestos, en primer lugar debía de situarse un vino joven con el que abrir boca a los asistentes, este fue el Bombero Joven, a continuación se situó el vino La Cantera Crianza y por último el Bombero Gran Reserva, todo ello estaba pensado para ir catando los vinos por pasos para una correcta degustación, todos estos vinos fueron expuestos junto a sus debidas notas de cata para que el asistente pudiera tomar nota de ellos y poder conocer sus características.

En cuanto al **equipo** que conformaba BSV en la feria, estaba compuesto como podemos observar en la ilustración número 4 por, José Antonio Ruiz a la izquierda, presidente de bodegas San Valero y grupo BSV, Gregorio Javier Domeque, enólogo y director técnico de bodegas San Valero y grupo BSV, Javier Sierra, director de exportación de bodegas San Valero y grupo BSV y Beth como representante y coordinadora del área española en la feria.



Ilustración 4. Equipo de trabajo de bodegas San Valero y grupo BSV.

Un último detalle realizado por bodegas San Valero fue obsequiar a los asistentes con un llavero hecho de corcho y con los motivos grabados de la botella de vino Bombero para el recuerdo de los asistentes, además estos llaveros fueron producidos por personas discapacitadas de la localidad de Cariñena, donde se encuentra la bodega.



Ilustración 5. Obsequio bodegas San Valero

3. INTRODUCCION A LA INVESTIGACIÓN

El protagonista de la investigación que vamos a realizar a continuación es el vino, este producto es considerado uno de los mayores placeres de nuestra gastronomía y de la gastronomía internacional ya que es el perfecto acompañante a los mejores platos de todo el mundo.

Los motivos por los que he decidido realizar la investigación sobre este producto es porque el vino ha ocupado un lugar preferencial en las mesas de todo el mundo, tanto en casa como en el restaurante, en casa de amigos y familiares, eventos...

La frecuencia de consumo, las preferencias organolépticas, los atributos más relevantes que hacen realizar la compra de un vino son puntos muy relevantes para las bodegas y es ahí donde voy a centrar toda la atención del trabajo, por otra parte analizaré el caso de grupo BSV con sus tres vinos expuestos en la feria y cómo han valorado esos vinos los asistentes a ella, además me propongo conocer los motivos de no tener conocimiento de la bodega o no ser consumidor sus productos.

Para ello, es necesario contar con la información pertinente. Para su obtención, hemos elegido la técnica de **la encuesta personal directa** y escrita a través de un cuestionario realizado cerca del stand ocupado por bodegas San Valero en la feria, esta es una **técnica cuantitativa** con la que podemos obtener un porcentaje más alto de respuestas, siendo el rechazo menor, la información es más exacta y se puede hacer un muestreo probabilístico mejor.

1. Problema de investigación

Con este trabajo pretendemos poder conocer mejor al consumidor de vino británico, conocer sus gustos, sus preferencias de vino, frecuencias de consumo, sus motivadores de compra...

Una vez analizado al consumidor potencial británico de vino pretendo descubrir el grado de conocimiento que tiene la población Británica acerca de bodegas San Valero en general y de sus vinos expuestos en particular, para ello realizaremos una investigación de campo a través de encuestas personales en el stand de bodegas San Valero en la feria.

2. Objetivos

El objetivo general de nuestra investigación es analizar la frecuencia de consumo, preferencias y atributos más relevantes en un vino para el consumidor británico asistente a la feria "Vintage Wine Festival" celebrada los pasados días 15 y 16 de abril en la ciudad de Londres y obtener información sobre el conocimiento o desconocimiento de estos sobre el grupo BSV.

Los objetivos específicos son:

- 1. Valorar los atributos principales de un vino que hacen motivar al consumidor británico a realizar la compra. Con este objetivo pretendemos profundizar más en aspectos motivadores para realizar la compra con el fin de obtener conclusiones relevantes para bodegas San Valero.
- 2. Identificar el tipo de vino preferido y por lo tanto más consumido entre los asistentes a la feria. Con este objetivo descubriremos el tipo de vino más consumido/preferido por la población asistente a la feria con el objetivo de proporcionar información a la bodega.
- **3.** Conocer la frecuencia de consumo de vino semanal entre los asistentes a la feria. Con este objetivo descubriremos un aspecto importante como es la frecuencia en el consumo con vista siempre a proporcionar información útil a la bodega.
- 4. Considerar si el asistente a la feria tiene conocimiento o desconocimiento de grupo BSV. Con este objetivo descubriremos el grado de conocimiento de BSV en el consumidor con el fin de proporcionar conocimiento a la bodega para futuras acciones de marketing si lo creen conveniente.
- 5. Descubrir la valoración de los diferentes vinos expuestos por BSV por sus consumidores y en caso contrario que aspectos hacen no ser consumidor de sus vinos. Con el último objetivo pretendemos obtener la valo0ración de los diferentes vinos expuestos en la feria por BSV con el fin de proporcionar información útil para futuros eventos.

3. Metodología

Tipo de diseño y técnica de obtención de la información

El tipo de investigación que vamos a llevar a cabo tiene un carácter descriptivo dirigido a obtener información con potencial análisis a través de un proceso estructurado. De esta forma, los datos recogidos serán de tipo cuantitativo.

La técnica que utilizaremos para la recogida de información será la encuesta personal directa. Para la elección del tipo de encuesta he tenido en cuenta una serie de criterios.

- La versatilidad: creo conveniente que las encuestas de este tipo nos ayudaría mejor a la hora de adaptarnos a las necesidades de recogida de información.
- Control de la muestra: también, tendría una mayor capacidad para llegar de forma efectiva y
 eficiente a las unidades maestrales seleccionadas, ya que las encuentras online no garantizan
 la representatividad de la muestra.

Las principales ventajas de este tipo de encuesta (personal directa) según su representatividad es que la tasa de respuesta será más elevada, el control de la muestra será mayor y será bastante difícil que la encuesta se deje a medio contestar una vez empezada.

4. Plan de muestreo

Nuestra población objeto de estudio comprenderá tanto hombres como mujeres en edades superiores a los 18 años de nacionalidad británica segmentándola a través de su sexo, edad y ocupación.

La investigación reúne a 200 individuos, en un **muestreo no probabilístico por cuotas**, donde tendremos segmentada a la población objeto de estudio atendiendo a criterios como su nacionalidad (toda la población es británica), por su edad y ocupación.

Los elementos que forman nuestra muestra comprenderán las edades de entre 18 o más años siendo la mitad de ambos sexos. Dentro de cada elemento de este muestreo existirán distintas distribuciones.

Las distribuciones serán similares atendiendo únicamente al sexo del individuo y a la nacionalidad, en el caso de la edad, hemos preferido analizar a un mayor número de individuos con edad comprendida entre 36 a 60 años ya que creemos que la experiencia sumaria un grado a la investigación.

En cuanto a la ocupación sigue un mismo patrón que la edad siendo dispares la ocupación actual de cada individuo.

5. Ficha técnica

Diseño y dirección técnica	Universidad de Zaragoza
Tamaño de la muestra	200 encuestas
Tipo de muestreo	Muestreo no probabilístico por cuotas
Error muestral	No se considera al tratarse de un muestreo por cuotas
Selección de la última unidad de muestreo	Encuesta personal en el evento
Puntos de muestreo	En el espacio dedicado a vinos españoles
Fechas de realización del trabajo de campo	15 y 16 de abril en Londres
Equipo de trabajo de campo	Javier Domeque Gimeno
Cuestionario	16 preguntas

6. Diseño del cuestionario

Introducción

Buenos días/tardes, soy un alumno de Marketing e Investigación de mercados de la Universidad de Zaragoza en España. Estoy realizando una investigación de mercados sobre hábitos y preferencias en el consumo de vino y le agradecería que contestara a esta encuesta. La información me proporcione será utilizada con fines puramente académicos, garantizándole la confidencialidad de la misma.

Cuerpo

La encuesta consta de 16 preguntas, de las cuales 4 preguntas son de clasificación, 6 son comunes para todos los entrevistados, 1 para los desconocedores de grupo BSV, 4 para los consumidores de vinos BSV y por último, 5 son para los no consumidores de vinos BSV.

Hemos planteado preguntas de varios tipos, en unas utilizado escalas de likert para que el consumidor puntúe múltiples aspectos de forma numérica, preguntas de selección múltiple y de única respuesta. La mayoría son de respuesta cerrada.

Datos de clasificación e identificadores

- Nacionalidad
- Sexo
- Edad
- Ocupación actual

Despedida

Muchas gracias por su participación, buenos días/tardes.

7. Preguntas del cuestionario

El diseño del cuestionario está pensado y dirigido para consumidores finales no profesionales asistentes al evento, las 4 primeras preguntas son para poder clasificar a los individuos atendiendo a su nacionalidad, sexo, edad y ocupación.

Las 6 preguntas siguientes son comunes para para todos los entrevistados en las que analizaremos la frecuencia de consumo semanal, tipo de vino que más consume y preferencias entre vinos fuertes y vinos suaves, todas estas a través de preguntas de respuesta única, después, los motivadores de compra a través de una pregunta de elección múltiple y por último una pregunta de escala de Likert con el fin de valorar de 1 a 7 (siendo 7 muy importante) las diferentes cualidades organolépticas que más importancia dan los consumidores de vino.

La siguiente pregunta de elección única es para clasificar a los individuos conocedores o no conocedores de bodegas san Valero y su D.O Cariñena, argumentando en caso de no ser conocedor de BSV en el siguiente punto a través de una pregunta de elección múltiple con el fin de obtener los motivos .

En la última parte de la encuesta, queremos conocer a los consumidores o no consumidores de los vinos de BSV a través de una pregunta de elección única, en caso de no ser consumidor nos dirigimos a la siguiente pregunta de elección múltiple con el fin de obtener los motivos de no ser consumidor y

una posterior con el fin de obtener resultados acerca de la compra y recomendaciones a otros con una pregunta de elección única.

Por último, tanto si son consumidores como si no los son, tenemos 3 preguntas de escala de Likert valorando los diferentes vinos expuestos por BSV y una última pregunta de valoración general de BSV, la escala de Likert se reparte de 1 a 7, siendo 7 la valoración más positiva.

La encuesta está compuesta por 16 preguntas en total, está pensada para una respuesta rápida y sencilla con el fin de no originar rechazos por parte de los individuos encuestados y que la información obtenida sea de máxima utilidad para el encuestador.

8. Cuestionario consumidor final

- 1. Nacionalidad
- 2. Sexo
- Masculino
- Femenino
- 3. Ocupación
- Estudiando
- Trabajando
- Parado
- Jubilado
- 4. Edad
- 18 -35 años
- 36-60 años
- + 60 años

5.	Seleccione una única respuesta según sea su frecuencia de consumo de vino
•	Diariamente
•	Varios días a la semana
•	Fin de semana
•	Ocasionalmente
6.	¿Qué tipo de vino consume frecuentemente?
•	Tinto
•	Blanco
•	Rosado
•	Espumoso
7.	Seleccione los aspectos de mayor valoración a la hora de realizar una compra
•	Denominación de origen
•	Precio
•	Variedad de uva
•	Diseño de la botella
•	Recomendaciones y premios
•	Marca
0	
8.	Ordene de 1 a 7(siendo 1 ninguna importancia y 7 toda la importancia) la importancia las
_	siguientes cualidades organolépticas.
•	Sabor
•	Olor
•	Color
9.	Seleccione una de las dos opciones según sus preferencias

• Vinos fuertes y de mucho cuerpo

• Vinos suaves y fáciles de beber

- 10. ¿Conoce la denominación de origen cariñena y grupo BSV?
- Si (siga el cuestionario a partir de la pregunta número 12)
- No (conteste a la pregunta número 11 y deje el cuestionario
- 11. Si no la conoce, ¿Por qué no la conoce?
- Nunca he oído hablar de ella
- No me interesan sus vinos
- Poca presencia en el mercado
- otras razones

- 12. Valore de 1 a 7 (1-> no me gusta... 7-> Excelente) los siguientes vinos expuestos por grupo
 - Bombero Joven 2015

BSV

- Bombero Gran Reserva
- Cantera Reserva 2007
- 13. Valore de 1 a 7 los vinos de grupo BSV(1-> no me gusta... 7-> Excelente)

4. ANALISIS EMPÍRICO

1. Depuración de datos

Tras la obtención de los datos, se procede a la depuración de la información como una medida de control para evitar problemas en los resultados.

A continuación, vamos a desarrollar el proceso que voy a seguir para la depuración de los resultados obtenidos.

En primer lugar realizamos tablas de frecuencias de cada una de las variables objeto de estudio, con el fin de identificar posibles valores erróneos.

Después de identificar los valores erróneos en las correspondientes tablas de frecuencias, procedimos a identificar la ubicación de los casos a los que pertenecen dichos errores. Para ello se procede a seleccionar la variable en la que se detecta el valor erróneo, con el fin de buscarlo y corregirlo.

Posteriormente centramos nuestro análisis en los valores perdidos o "missing". Como no se han obtenido "missing", la muestra total sigue siendo de 200 encuestas.

Por último y tras una revisión de la base de datos y de los primeros resultados procedemos al análisis correspondiente a los objetivos marcados.

Para comenzar con la depuración de datos, vamos a realizar una análisis gráfico, de cómo han variado los perfiles de los encuestados tras la realización del proceso de depuración. Para ellos, vamos a tener en cuenta las variables de clasificación (sexo, edad y ocupación), ya que nacionalidad es irrelevante ya que todos son británicos

En primer lugar, cómo podemos observar en la ilustración número 1, podemos ver el reparto de la edad de los encuestados correspondiendo a 50% hombre y 50% mujeres ya que era mi intención tener un reparto equitativo del sexo en la muestra objeto de estudio.

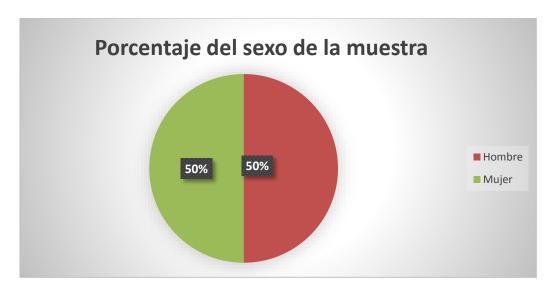


Gráfico 1.Porcentaje del sexo de la muestra

En segundo lugar, como podemos observar en la ilustración número 2 y tras realizar frecuencias con la edad de los encuestados obtuvimos un 46,50% correspondería a los encuestados de 36 a 60 años de edad, seguido por los mayores de 60 años con un 30% y terminando con un 23,50% para los encuestados con edades comprendidas entre 18 a 35 años de edad.

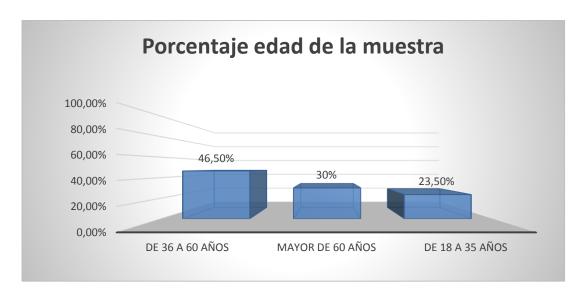


Gráfico 2. Porcentaje edad de la muestra

Por último, realizando frecuencias a la ocupación de los encuestados y observando la ilustración número 3, obtuve los siguientes porcentajes correspondiendo un 69,50% para los encuestados que actualmente están trabajando, un 16% para los jubilados, un 13% para los encuestados que están actualmente estudiando y por último, con un 1,50% para los encuestados que están desempleados.



Gráfico 3. Porcentaje ocupación de la muestra

2. Resultados Generales

A continuación vamos a obtener **los resultados del programa SPSS**, para ello vamos a realizar tablas de contingencia con los datos introducidos y las diferentes preguntas realizadas, para una mayor organización y comprensión de datos y resultados voy a estructurarlos en 4 bloques diferentes.

El primero de ellos y el más extenso será el de consumidor británico de vino, en este apartado analizaremos y obtendremos resultados a partir de realizar frecuencias y tablas de contingencia en caso de analizarlo además partiendo de la edad y de la ocupación en algunos casos.

El segundo bloque corresponderá con los consumidores de vino que no conozcan Bodegas San Valero y su denominación de origen Cariñena, obteniendo el porcentaje de no conocedores y porque no la conocen.

En el tercer bloque analizaremos a los no consumidores británicos de BSV, donde daremos los aspectos menos valorados de los vinos expuestos por BSV y las correspondientes calificaciones de dichos vinos.

Por último obtendremos resultados sobre el consumidor británico de BSV, donde analizaremos que valoraciones han dado a grupo BSV y que vinos han sido mejor calificados atendiendo a sus gustos.

3. Resultados específicos del consumidor británico de vino

Para analizar el tipo de consumidor británico de vino nos centraremos en:

- 1. Frecuencia semanal de consumición de vino.
- 2. El tipo de vino que consume más frecuentemente.
- 3. Los principales motivadores que le impulsan a realizar una compra.
- 4. Las cualidades organolépticas mejor valoradas.
- 5. Preferencia entre un vino fuerte y con cuerpo a un vino suave y fácil de beber.

1. Frecuencia semanal de consumición de vino.

Para ello hemos preguntado a los encuestados como es su frecuencia semanal en cuanto a consumición de vino se refiere, las respuestas que propuse fueron diariamente, varios días a la semana, los fines de semana, ocasionalmente o nunca.

Los resultados obtenidos a través del análisis de frecuencias fueron que, con un 44% de un total de 200 encuestados consumen vino con un frecuencia de varios días a la semana, en segundo lugar con un 25% de los encuestados los fines de semana, con un 21% consumen vino con una frecuencia diaria, el 10 % consumen vino ocasionalmente y como era lógico debido a que todos los asistentes son consumidores de vino el 0% corresponde a la respuesta de nunca se bebe vino.

Estos resultados reflejan que en la muestra seleccionada hay un consumo general de vino moderado donde las frecuencias más repetidas son varios días a la semana y fin de semana.

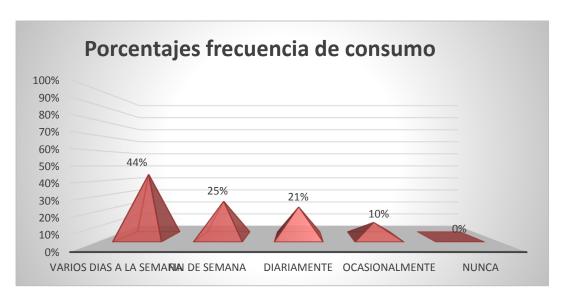


Gráfico 4.Porcentajes de consumo

En el gráfico número 5 podemos apreciar la frecuencia de consumo de vino semanal por edades, destaca que de 18 a 35 años de edad consumen vino los fines de semana principalmente, que de 36 a 60 años de edad consume vino varios días a la semana y que conforme aumenta la edad del encuestado la frecuencia de consumo aumenta siendo diariamente con más de 60 años de edad. Dato que viene a confirmar el escaso consumo en jóvenes pero que aumenta conforme aumenta la edad del encuestado.

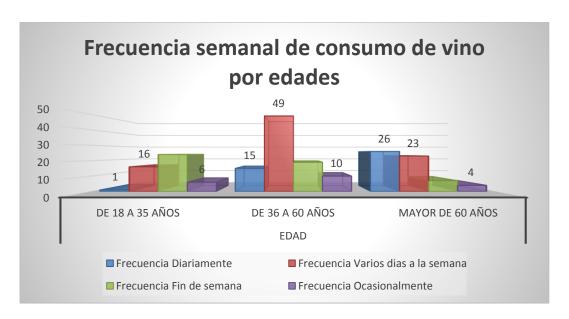


Gráfico 5.Frecuencia semanal de consumo de vino por edades

En el gráfico número 6, podemos apreciar la frecuencia de consumo de vino semanal según la ocupación del encuestado, podemos ver que si el encuestado es estudiante la frecuencia de consumo semanal es baja ya que se consume más los fines de semana, si el encuestado es trabajador el consumo aumenta siendo varios días a la semana, el consumo de un desempleado es muy bajo ya que en la muestra también había pocos desempleados y por último, si es jubilado el consumo aumenta siendo de varios días a la semana.

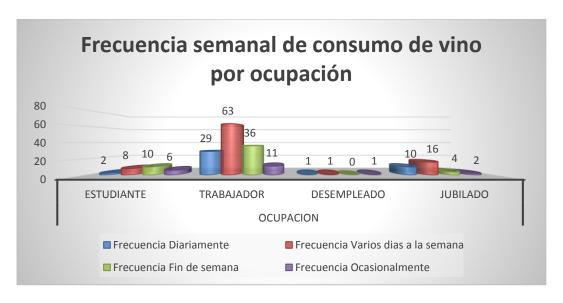


Gráfico 6.Frecuencia semanal de consumo de vino por ocupación

2. El tipo de vino que consume más frecuentemente.

Para esta pregunta se preguntó qué tipo de vino consumían con mayor frecuencia o qué tipo de vino les gustaba más, las respuestas que dimos fueron vino tinto, rosado, blanco y espumoso.

En primer lugar depuramos los datos realizando frecuencias para poder obtener los resultados generales sobre las diferentes frecuencias de consumo para posteriormente poder concretar mediante tablas de contingencia cruzándolas junto con la edad de los encuestados.

Los resultados obtenidos fueron muy tajantes respecto al vino más consumido o preferido, con un 68% de los 200 encuestados respondieron que el vino tinto el más consumido, seguido del vino blanco con un 26% de las respuestas, en tercer lugar se sitúan los vinos espumosos con un 5% y por último el vino rosado con un 1 % de las respuestas de los encuestados.

Estos datos vienen a confirmar el predominio del vino tinto respecto de los gustos de la muestra seleccionada de consumidor británico de vino asistente a la feria. Este era un aspecto que nos llamaba la atención de antemano ya que además bodegas San Valero asistió al evento con tres vinos tintos con diferentes caracteres en cuanto a la elaboración del vino y su tiempo de fermentación.



Gráfico 7. Porcentajes del tipo de vino más consumido

En el siguiente gráfico podemos ver el tipo de vino consumido según la edad del encuestado, el vino blanco y tinto son los más consumido a una edad de 36 a 60 años, el vino rosado de 18 a 35 años y con más de 60 y el vino espumoso es el más preferido entre los más jóvenes.

En definitiva, seguimos con la misma tendencia como es obvio tras los datos obtenidos anteriormente respecto al predominio por el gusto del vino tinto en general y por rangos de edad.



Gráfico 8.Tipo de vino consumido según la edad

3. Los principales motivadores que le impulsan a realizar una compra.

Para la siguiente pregunta propuse diferentes respuestas con marcador múltiple, las respuestas aportadas fueron denominación de origen, precio, variedad de uva, diseño de la botella, recomendaciones y premios y por último la marca.

Los resultados obtenidos entre los 200 encuestados siendo una pregunta de respuesta múltiple fueron, 168 marcas como motivador principal para realizar una compra para la Denominación de origen, 165 marcas para la variedad de uva, 126 marcas para recomendaciones y premios, 80 marcas para la importancia del precio, 70 marcas para el diseño de la botella y 34 marcas de 200 posibles para la marca.



Gráfico 9.Número de motivadores obtenidos

4. Las cualidades organolépticas mejor valoradas.

Para la siguiente cuestión realizamos una escala Likert donde los encuestados podían valorar de 1 a 7, donde 1 era peor valoración y 7 mejor valoración para las diferentes cualidades organolépticas, estas cualidades fueron el sabor, el aroma y el color del vino.

Las respuestas obtenidas fueron, con un 62,5% que el sabor es definitivamente importante, seguido de un 33,5% para muy importante y 3,5% para importante, mientras que el 0,5% fue para poco importante.



Gráfico 10. Valoración total del sabor

En el caso del aroma, un 40% para muy importante, un 28,5% para definitivamente importante, un 18,5% para importante, un 8% para importancia relativa, un 4,5% para poco importante y un 0,5% para muy poco importante.



Gráfico 11. Valoración total del aroma

Por último, la valoración al color del vino fue de un 34,5% para muy importante, un 32,5% para definitivamente importante, un 10,5% para importancia relativa, un 10% para importante, un 6% para poco importante y muy poco importante y por último un 0,5% para nada importante.

En definitiva, la cualidad mejor valorada fue el sabor de los vinos.

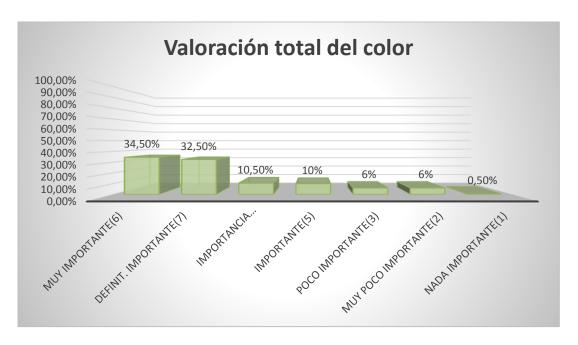


Gráfico 12. Valoración total del color

5. Preferencia entre un vino fuerte y con cuerpo a un vino suave y fácil de beber.

En este último punto descubriremos que preferencias tienen los 200 encuestados respecto al vino a beber, las respuestas que aporté fueron, por un lado un vino fuerte y con cuerpo, por el otro lado un vino sueva y fácil de beber.

Convendría recordar las notas de cata de los vinos expuestos por bodegas San Valero en la feria, todos ellos con cuerpo aunque bien equilibrados en boca, con finales largos e intensos y con tonos de fruta madura.

Como podemos ver en el gráfico número 13 y tras las respuestas que obtuvimos nos muestran que un 67,5% de los encuestados muestran una mayor preferencia ante vinos fuertes y con cuerpo a vino fáciles de beber sumando éstos un 32.5% en las encuestas realizadas.

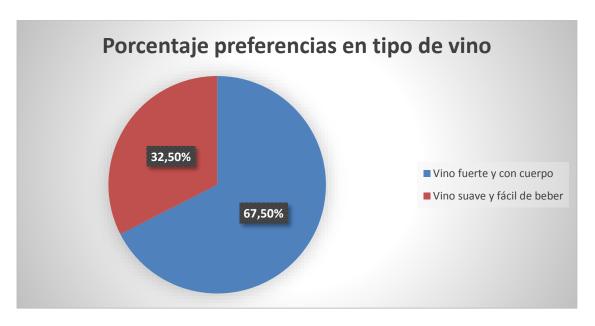


Gráfico 13. Porcentaje preferencias en tipo de vino

Para finalizar este apartado, podemos realizar un **perfil del tipo de consumidor británico** que asistió y respondió a la encuesta realizada, este tipo de consumidor responde al perfil de un hombre o mujer trabajador/a de 36 a 60 años de edad que consume vino varios días a la semana y que sus preferencias son consumir un vino tinto, fuerte y con cuerpo y que se centra sobre todo en analizar su denominación de origen, la variedad de uva y el sabor del vino cómo principal cualidad organoléptica.

4. Resultados específicos en la valoración de no conocedor y no consumidor de vino de bodegas San Valero

Para ello realizamos una pregunta a los encuestados, les preguntamos si conocían las bodegas San Valero y grupo BSV además de su denominación de origen, los resultados que obtuvimos fueron que un 71% de los 200 encuestados conocían bodegas San Valero mientras que el 29% no lo conocían, el 100% de los no conocedores aportaron además que el motivo era que no habían oído nunca hablar de esa bodega.



Gráfico 14.Conocimiento de BSV

Tras saber el grado de conocimiento el siguiente paso era descubrir de entre ese 71% (corresponde a 142 encuestados) que conocían las bodegas cuantos eran consumidores de sus vinos.

En la encuesta preguntamos si eran consumidores de los vinos de bodegas San Valero, los resultados obtenidos nos reflejan que el 83.8 % (corresponde a 119 encuestados) de los encuestados eran consumidores de los vinos, mientras que el 16,2% (corresponde a 23 encuestados) no lo eran.

El grado de conocimiento de bodegas San Valero no es bajo, 7 de cada 10 personas conocían la bodega y sus vinos, mientras que 3 de cada 10 personas la desconocían, el siguiente paso será saber de entre esas 7 personas que la conocen, cuántos son consumidores de sus vinos y cuantos no son consumidores de sus vinos.

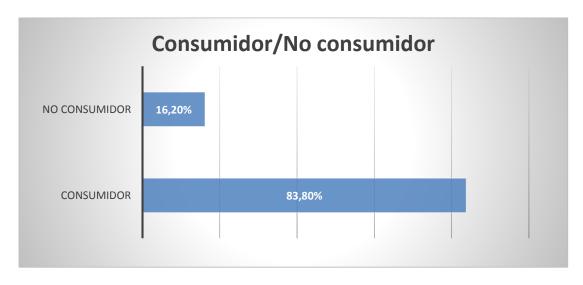


Gráfico 15.Consumidor/ No consumidor de BSV

Una vez conocido el porcentaje de no consumidores, nos propusimos a poder descubrir los motivos de no consumirlos, para ello realizamos una pregunta con varias respuestas pudiendo el encuestado macar todos los motivos que él quisiera, tras esa pregunta de selección múltiple y tras el debido análisis los resultados obtenidos fueron, que el 38% de los conocedores de BSV no consumen esos vinos debido a que no le gustan las cualidades organolépticas, estas son sabor, aroma y color de los vinos, que el 36% no los consumen debido a una mala Denominación de Origen, que el 24% no los consumen debido a la variedad de uva utilizada para elaborarlos y por último y siendo muy poco significativo, un 2 % no los consumían por el alto precio de sus productos.



Gráfico 16. Motivos de no consumir

En cuanto a las diferentes valoraciones de los no consumidores de los vinos de BSV, obtuvimos los siguientes resultados como se pueden apreciar en los gráficos número 17, 18, 19 y 20 que corresponden a valoración del no consumidor del Bombero joven, Bombero gran reserva, Cantera crianza y valoración general respectivamente.

En general podemos apreciar unas valoraciones bajas de los diferentes vinos y en valoración general, los votos más frecuentados son dentro de la escala de Likert para, gusta poco (3) y para normal (4) correspondiendo como hemos dicho a puntuaciones relativamente bajas.

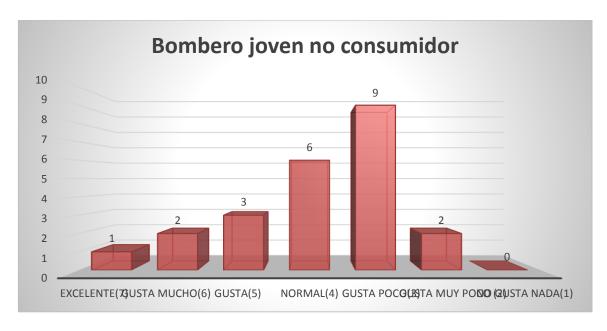


Gráfico 17. Valoración Bombero Joven por el no consumidor

Como podemos observar en el gráfico nº 17 sobre la valoración del Bombero joven por los no consumidores, las valoraciones más repetidas fueron me gusta poco (3) con 9 votos seguida por normal (4) con 6 votos, con 3 votos gusta (5), con 2 votos se encuentras dos valoraciones, una es gusta mucho (6) y la otra es gusta muy poco (2), por último el excelente solo se votó una vez y no gusta nada no obtuvo ningún voto.



Gráfico 18. Valoración de Bombero gran reserva por el no consumidor

En cuanto al Bombero gran reserva se obtuvieron resultados similares a los votos del Bombero joven siendo los votos más repetidos gusta poco (3) con 8 votos y normal (4) con 6 votos.



Gráfico 19. Valoración de Cantera crianza por el no consumidor

Cantera reserva obtuvo 10 votos a la valoración de gusta poco (3) con 10 votos, normal (4) con 7 votos, gusta muy poco (2) con 3 votos, gusta (5) con 2 votos y gusta mucho (6) con 1 voto, en general sigue la misma tendencia que en los demás casos.

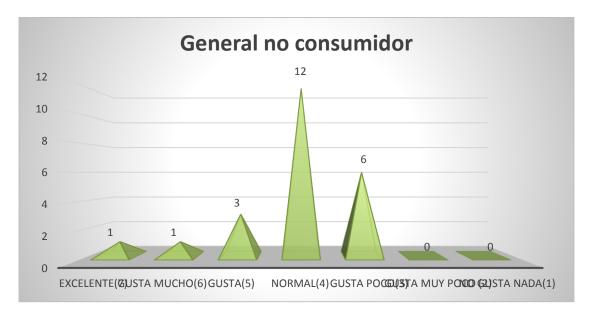


Gráfico 20. Valoración General por el no consumidor

En cuanto a la valoración general la tendencia de más votos cambia hacia una valoración normal (4) con 12 votos, seguida con 6 votos gusta poco (3) y obteniendo con 3 votos a la valoración gusta (5) y con un voto para gusta mucho (6) y excelente (7).

Por último, apuntar que tanto las valoraciones de los diferentes vinos expuestos por Bodegas San Valero en el evento como la intención de realizar una futura compra o recomendación a terceros obtuvimos resultados negativos.

Para ello realizamos tablas de contingencia y los resultados obtenidos fueron que de 23 encuestados no consumidores solo 1 estaba dispuesto a realizar una futura compra y recomendarlo en caso satisfactorio mientras que el resto fueron tajantes en sus respuestas.

Además las valoraciones de los diferentes vinos como en la valoración general de Bodegas San Valero las puntuaciones fueron todas menores a 4 de una escala de Likert de 1 a 7, siendo 7 la valoración más positiva y 1 la más negativa.

Finalmente, realizamos tablas de contingencia para poder realizar un **perfil del no consumidor de vino** de Bodegas San Valero, este perfil responde a un hombre mayor de 60 años jubilado o trabajando que consume vino varios días a la semana y que consume vino blanco habitualmente, siendo sus preferencias el sabor del vino, la denominación de origen y la variedad de la uva.

5. Resultados específicos en la valoración del conocedor y consumidor de vino de bodegas San Valero

En este apartado obtendremos resultados de intención de compra y recomendaciones a terceros por parte de los encuestados que conocen y son consumidores de bodegas San Valero.

Para ello realizaremos frecuencias en las escalas de Likert de las valoraciones de 1 a 7 sobre los diferentes vinos expuestos por BSV en el evento, además obtendremos resultados sobre la valoración general de bodegas San Valero.

El primer paso a seguir es obtener resultados sobre las valoraciones de los consumidores al Bombero joven, como podemos observar en el gráfico número 13, los resultados obtenidos son favorables y positivos, 47 votos como excelente, 53 votos para "gusta mucho", 14 votos para "gusta", 4 votos para "me parece un vino normal" y un voto para "gusta poco".

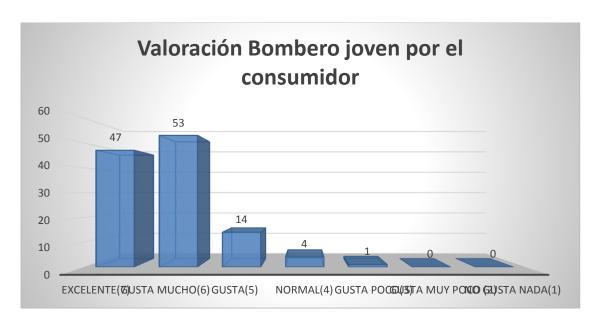


Gráfico 21. Valoración Bombero joven por los consumidores

El siguiente vino a analizar por los consumidores era el Bombero gran reserva y los resultados obtenidos fueron más favorables, 52 votos para un vino "excelente", 45 votos para "gusta mucho"; 18 votos para "gusta", y 4 votos para "un vino normal".

Sin duda la valoración del Bombero Gran reserva es mucho más favorable ya que ha obtenido mayor número de "excelente" y ningún consumidor ha votado en negativo.



Gráfico 22. Valoración Bombero Gran reserva por los consumidores

En el gráfico número 23, podemos observar las valoraciones del vino Cantera reserva por los consumidores, los resultados obtenidos son, 31 votos para "excelente", 57 votos para "me gusta mucho", 26 votos para "gusta", 1 voto para "gusta poco" y 1 voto para "gusta muy poco".

Los resultados obtenidos para este vino quizás sean los más desfavorables aunque en general los votos son muy positivos.



Gráfico 23. Valoración Cantera crianza por los consumidores

Por último, analizaremos los votos obtenidos para la valoración general de BSV, para ello hemos realizado tabla de contingencia para poder diferenciar los votos de los consumidores y no consumidores y poder representar los votos de los consumidores de bodegas San Valero.

Los resultados obtenidos son, 31 votos para "excelente", 75 votos para "gusta mucho", 10 votos para "gusta", 2 votos para "normal", 1 voto para "gusta poco" y ningún voto para los dos aparatados más negativos.

En general, los votos acerca de la valoración general de los vinos de BSV se sitúan sobre el 6 de media por lo que las valoraciones han resultado ser muy positivas como podemos apreciar en el gráfico número 24.



Gráfico 24. Valoración general por los consumidores

6. Conclusiones tras el análisis

Una vez realizado el análisis nos proponemos sacar las pertinentes **conclusiones obtenidas** con el fin de proyectarnos una imagen del tipo de consumidor analizado en la muestra y obtener solución para los objetivos que nos propusimos al iniciar esta investigación.

Para ello vamos a desarrollar las conclusiones objetivo por objetivo:

Valorar los atributos principales de un vino que hacen motivar al consumidor británico a realizar la compra.

Para obtener solución a este objetivo debemos concretar cuáles han sido los resultados obtenidos en la muestra en cuanto a motivadores de compra y cualidades organolépticas que más valoran los encuestados, tras los datos obtenidos tenemos que los motivadores mejor valorados y que incentivan a realizar la compra son la Denominación de Origen y la variedad de la uva, mientras que la cualidad organoléptica más atractiva para el encuestado es el sabor de vino.

2. Identificar el tipo de vino preferido y por lo tanto más consumido entre los asistentes a la feria.

En cuanto al vino preferido y por tanto más consumido entre la población objeto de estudio fue el vino tinto que con un 68% fue el más elegido por los encuestados.

3. Conocer la frecuencia de consumo de vino semanal entre los asistentes a la feria.

Un aspecto que nos interesaba mucho era la frecuencia de consumo de vino por nuestros encuestados, y los datos obtenidos fueron que en general con un 44% la frecuencia más repetida fue de varios días a la semana, seguido de fin de semana con un 25%, un 21% para diariamente y un 10 % para ocasionalmente siendo nunca un 0% por lo que decidimos eliminarlo a la hora de analizar la frecuencia por edades.

Por edades, la frecuencia más repetida en consumo de vino diario fue en los mayores de 60 años, en el fin de semana para el rango comprendido entre 18 y 35 años y varios días a la semana para el rango entre 36 a 60 años de edad.

4. Considerar si el asistente a la feria tiene conocimiento o desconocimiento de grupo BSV.

Los resultados obtenidos para este objetivo fueron que un 71% de los 200 encuestados conocían el grupo BSV y sus vinos mientras que el 29% no lo conocían.

Además de ese 71% que la conocían, el 83,80 % eran consumidores mientras que el 16,20% no lo eran.

5. Descubrir la valoración de los diferentes vinos expuestos por BSV por sus consumidores y en caso contrario que aspectos hacen no ser consumidor de sus vinos.

Para dar solución a este apartado comenzaremos con las valoraciones de los consumidores de los vinos de BSV dentro de nuestra muestra, para ello debemos recordar que de una muestra inicial de 200 encuestas obtuvimos que 119 encuestados eran consumidores, el siguiente paso es conocer las valoraciones de los diferentes vinos y en general de esas 119 encuestas.

En primer lugar comenzaremos por la valoración del vino Bombero Joven que obtuvo un total de 47 votos a un vino excelente, 53 votos como un vino que gusta mucho, 14 votos como un vino que gusta, 4 votos como un vino normal y un solo voto como un vino que gustó poco.

En el caso del vino Bombero Gran Reserva, obtuvo 52 votos como un vino excelente, 45 votos como un vino que gusta mucho, 18 votos como un vino que gusta y 4 votos como un vino normal.

En el caso del vino Cantera Reserva, obtuvimos 31 votos como un vino excelente, 57 como un vino que gusta mucho, 26 votos como un vino que gusta, 3 votos como un vino normal y 1 voto como un vino que gusta poco y otro voto como un vino que gusta muy poco.

En definitiva el vino que gustó más al consumidor fue el vino Bombero Gran Reserva que con 52 votos para un vino excelente se coronó como el mejor vino expuesto por BSV en la feria.

Para concluir con este primer sub-objetivo, expondremos los resultados con una visión a la valoración general al ejercicio de BSV por los 119 consumidores de nuestra muestra, obtuvimos 31 votos como unos vinos excelentes, 75 votos como unos vinos que gustan mucho, 10 votos como unos vinos que gustan, 2 votos como unos vinos normales y un voto para unos vinos que gustan poco.

El otro sub-objetivo que nos marcamos en este apartado era conocer los motivos de no consumir por los 23 no consumidores de los vinos de BSV, los resultados obtenidos a partir de nuestro análisis fueron con un 38% por las cualidades organolépticas (color, sabor y aroma), un 36% por la Denominación de origen y procedencia del vino, un 24% por la variedad de la uva y con un 2% por aspectos relacionados con el alto precio.

5. ANEXOS

1. Frecuencias realizadas en sexo, edad, ocupación, frecuencia de consumo, tipo de vino consumido, motivadores de compra y preferencias en el tipo de vino.

Tabla de contingencia Edad * Sexo

Recuento

11000001				
		Se		
		Hombre	Mujer	Total
Edad	De 18 a 35 años	23	24	47
	De 36 a 60 años	52	41	93
	Mayor de 60 años	25	35	60
Total		100	100	200

Sexo

			_	Porcentaje	Porcentaje
		Frecuencia	Porcentaje	válido	acumulado
Válidos	Hombre	100	49,8	50,0	50,0
	Mujer	100	49,8	50,0	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

Edad

				Porcentaje	Porcentaje
		Frecuencia	Porcentaje	válido	acumulado
Válidos	De 18 a 35 años	47	23,4	23,5	23,5
	De 36 a 60 años	93	46,3	46,5	70,0
	Mayor de 60 años	60	29,9	30,0	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

Ocupación

Ocupación							
				Porcentaje	Porcentaje		
		Frecuencia	Porcentaje	válido	acumulado		
Válidos	Estudiante	26	12,9	13,0	13,0		
	Trabajador	139	69,2	69,5	82,5		
	Desempleado	3	1,5	1,5	84,0		
	Jubilado	32	15,9	16,0	100,0		
	Total	200	99,5	100,0			
Perdidos	Sistema	1	,5				
Total		201	100,0				

Frecuencia

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado	
1/41:-1	Dissipator		-			
Válidos	Diariamente	42	20,9	21,0	21,0	
	Varios dias a la semana	88	43,8	44,0	65,0	
	Fin de semana	50	24,9	25,0	90,0	
	Ocasionalmente	20	10,0	10,0	100,0	
	Total	200	99,5	100,0		
Perdidos	Sistema	1	,5			
Total		201	100,0			

Tipo de vino consumido

ripo de vino consumido						
				Porcentaje	Porcentaje	
		Frecuencia	Porcentaje	válido	acumulado	
Válidos	Vino blanco	52	25,9	26,0	26,0	
	Vino tinto	136	67,7	68,0	94,0	
	Vino rosado	2	1,0	1,0	95,0	
	Vino espumoso	10	5,0	5,0	100,0	
	Total	200	99,5	100,0		
Perdidos	Sistema	1	,5			
Total		201	100,0			

Frecuencias respuesta múltiple motivadores de compra

	•	Resp	ouestas	Porcentaje de	
		Nº	Porcentaje	casos	
motivadores	D.O	168	26,1%	84,0%	
	Precio	80	12,4%	40,0%	
	Variedad uva	165	25,7%	82,5%	
	Diseño botella	70	10,9%	35,0%	
	Recomendaciones y	126	19,6%	63,0%	
	premios		11		
	Marca	34	5,3%	17,0%	
Total		643	100,0%	321,5%	

a. Agrupación

Preferencias en el tipo de vino

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	Fuerte y con cuerpo	135	67,2	67,5	67,5
	Suave y fácil de beber	65	32,3	32,5	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

2. Análisis por frecuencia en cualidades organolépticas

Sabor

Cualidades Organolépticas

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	poco importante	1	,5	,5	,5
	Importante	7	3,5	3,5	4,0
	Muy importante	67	33,3	33,5	37,5
	Definitivamente importante	125	62,2	62,5	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

• Aroma

Cualidades Organolépticas

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
	<u>.</u>	Troduction			
Válidos	muy poco importante	1	,5	,5	,5
	poco importante	9	4,5	4,5	5,0
	Importancia significativa	16	8,0	8,0	13,0
	Importante	37	18,4	18,5	31,5
	Muy importante	80	39,8	40,0	71,5
	Definitivamente importante	57	28,4	28,5	100,0
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

• Color

Cualidades Organolépticas

		Frecuenci a	Porcentaj e	Porcentaje válido	Porcentaje acumulado
Válidos	Nada importante	1	,5	,5	,5
	muy poco importante	12	6,0	6,0	6,5
	poco importante	12	6,0	6,0	12,5
	Importancia	21	10,4	10,5	23,0
	significativa				
	Importante	20	10,0	10,0	33,0
	Muy importante	69	34,3	34,5	67,5
	Definitivamente	65	32,3	32,5	100,0
	importante				Į.
	Total	200	99,5	100,0	
Perdidos	Sistema	1	,5		
Total		201	100,0		

3. Análisis a través de tablas de contingencia a través de la edad

Tabla de contingencia Edad * Frecuencia

			Varios días a la	uencia		
		Diariamente	semana	Fin de semana	Ocasionalmente	Total
Edad	De 18 a 35 años	1	16	24	6	47
	De 36 a 60 años	15	49	19	10	93
	Mayor de 60 años	26	23	7	4	60
Total		42	88	50	20	200

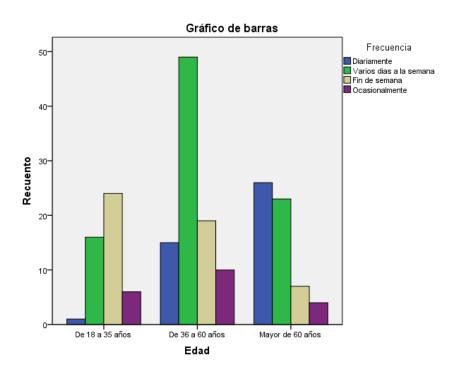


Tabla de contingencia Edad * Tipo de vino consumido

			Tipo de v	ino consumido		
		Vino blanco	Vino tinto	Vino rosado	Vino espumoso	Total
Edad	De 18 a 35 años	14	26	1	6	47
	De 36 a 60 años	24	65	0	4	93
	Mayor de 60 años	14	45	1	0	60
Total		52	136	2	10	200

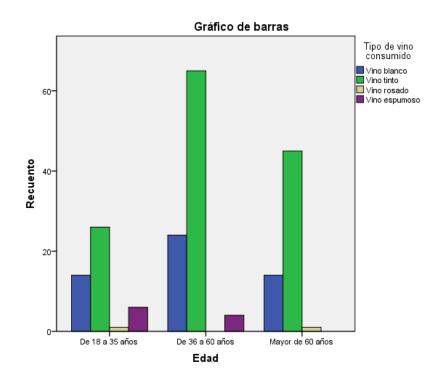


Tabla de contingencia Edad * Preferencias en el tipo de vino

Necuello								
		Preferencias er	n el tipo de vino					
		Fuerte y con	Suave y fácil de					
		cuerpo	beber	Total				
Edad	De 18 a 35 años	27	20	47				
	De 36 a 60 años	62	31	93				
	Mayor de 60 años	46	14	60				
Total		135	65	200				

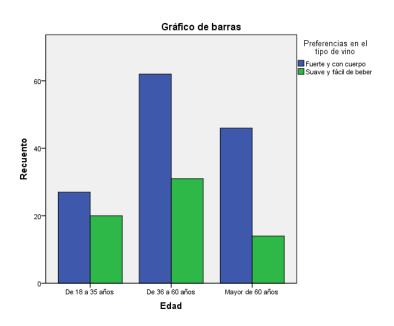


Tabla de contingencia*Edad- Motivadores de compra

				Edad		
			De 18 a 35	De 36 a 60	Mayor de 60	
			años	años	años	Total
Motivadores de compra	D.O	Recuento	35	78	55	168
		% dentro de Edad	74,5%	83,9%	91,7%	
	Precio	Recuento	24	31	25	80
		% dentro de Edad	51,1%	33,3%	41,7%	
	Variedad uva	Recuento	34	79	52	165
		% dentro de Edad	72,3%	84,9%	86,7%	
	Diseño botella	Recuento	21	27	22	70
		% dentro de Edad	44,7%	29,0%	36,7%	
	Recomendaciones y	Recuento	33	55	38	126
	premios	% dentro de Edad	70,2%	59,1%	63,3%	
	Marca	Recuento	7	11	16	34
		% dentro de Edad	14,9%	11,8%	26,7%	
Total		Recuento	47	93	60	200

Los porcentajes y los totales se basan en los encuestados.

a. Agrupación

• EDAD-SABOR

Tabla de contingencia Edad * Cualidades Organolépticas

Recuento

			Cualidades Organolépticas					
		poco importante	Importante	Muy importante	Definitivamente importante	Total		
Edad	De 18 a 35 años	0	2	18	27	47		
	De 36 a 60 años	1	3	29	60	93		
	Mayor de 60 años	0	2	20	38	60		
Total		1	7	67	125	200		

• EDAD-AROMA

Tabla de contingencia Edad * Cualidades Organolépticas

ecuento

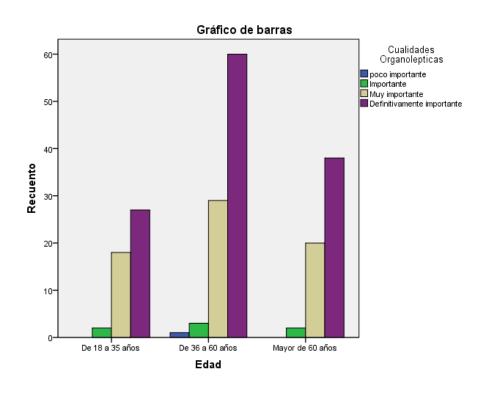
		Cualidades Organolépticas						
		muy poco		Importancia			Definitivamente	
		importante	poco importante	significativa	Importante	Muy importante	importante	Total
Edad	De 18 a 35 años	0	3	6	7	20	11	47
	De 36 a 60 años	1	4	7	18	40	23	93
	Mayor de 60 años	0	2	3	12	20	23	60
Total		1	9	16	37	80	57	200

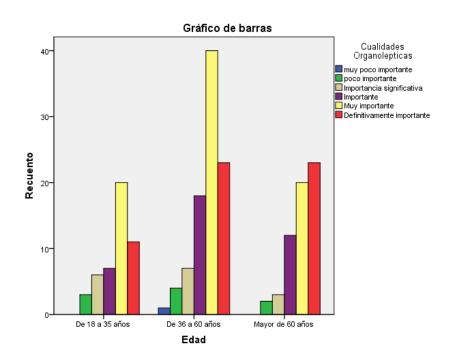
EDAD-COLOR

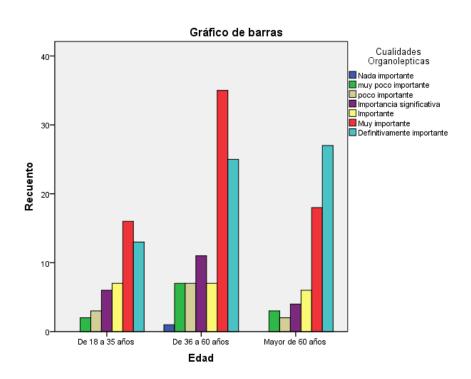
Tabla de contingencia Edad * Cualidades Organolépticas

Recuento

		Cualidades Organolépticas							
		Nada	muy poco	росо	Importancia		Muy	Definitiva	
		importante	importante	importante	significativa	Importante	importante	te importa	
Edad	De 18 a 35 años	0	2	3	6	7	16	13	
	De 36 a 60 años	1	7	7	11	7	35	25	
	Mayor de 60 años	0	3	2	4	6	18	27	
Total		1	12	12	21	20	69	65	







4. Análisis a través de tablas de contingencia a través de la ocupación

Tabla de contingencia Ocupación * Frecuencia

_					
R	\sim	\sim 1	14	n	ł٨

			Frecuencia				
			Varios días a la				
		Diariamente	semana	Fin de semana	Ocasionalmente	Total	
Ocupación	Estudiante	2	8	10	6	26	
	Trabajador	29	63	36	11	139	
	Desempleado	1	1	0	1	3	
	Jubilado	10	16	4	2	32	
Total		42	88	50	20	200	

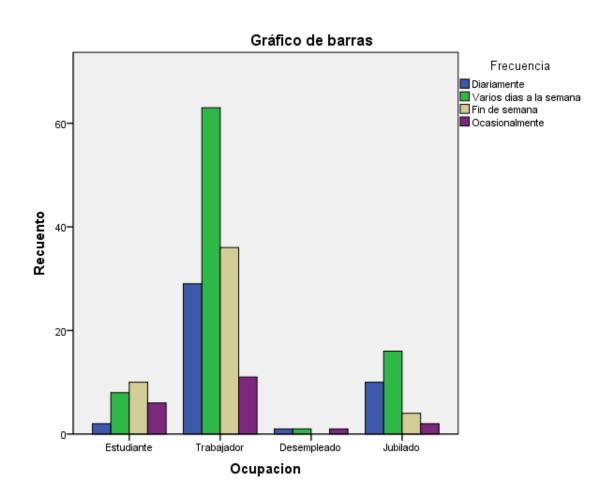


Tabla de contingencia Ocupación * Tipo de vino consumido

			Tipo de v	ino consumido			
		Vino blanco	Vino tinto	Vino rosado	Vino espumoso	Total	
Ocupación	Estudiante	9	12	1	4	26	
	Trabajador	35	98	0	6	139	
	Desempleado	0	3	0	0	3	
	Jubilado	8	23	1	0	32	
Total		52	136	2	10	200	

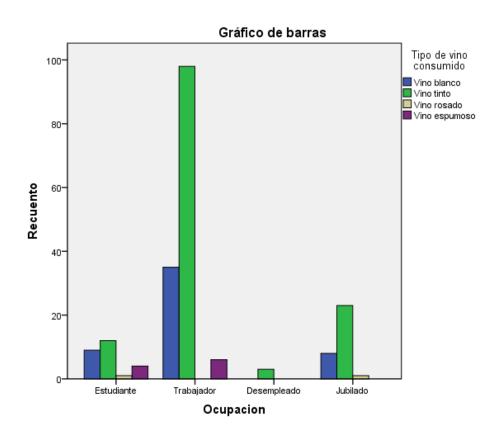


Tabla de contingencia Ocupación * Preferencias en el tipo de vino

		Preferencias er		
		Fuerte y con	Suave y fácil de	
		cuerpo	beber	Total
Ocupación	Estudiante	14	12	26
	Trabajador	96	43	139
	Desempleado	1	2	3
	Jubilado	24	8	32
Total		135	65	200

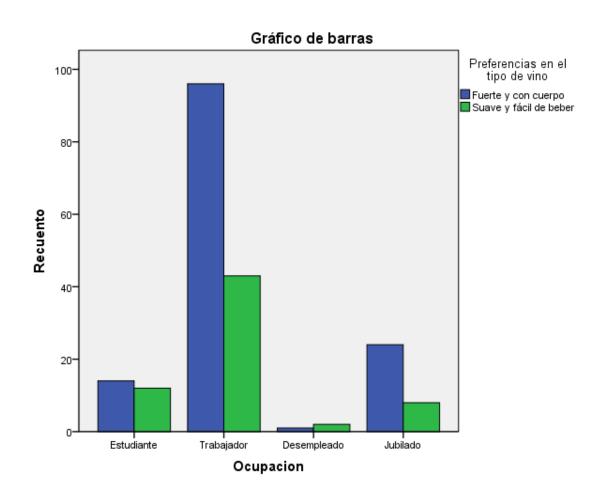


Tabla de contingencia ocupación- motivadores de compra

				Ocup	ación	
			Estudiante	Trabajador	Desempleado	Jubilado
Motivadores de compra	D.O	Recuento	20	116	2	30
		% dentro de Ocupación	76,9%	83,5%	66,7%	93,8%
	Precio	Recuento	11	52	2	15
		% dentro de Ocupación	42,3%	37,4%	66,7%	46,9%
	Variedad uva	Recuento	20	113	3	29
		% dentro de Ocupación	76,9%	81,3%	100,0%	90,6%
	Diseño botella	Recuento	14	40	1	15
		% dentro de Ocupación	53,8%	28,8%	33,3%	46,9%
	Recomendaciones y	Recuento	17	86	3	20
	premios	% dentro de Ocupación	65,4%	61,9%	100,0%	62,5%
	Marca	Recuento	2	22	1	9
		% dentro de Ocupación	7,7%	15,8%	33,3%	28,1%
Total		Recuento	26	139	3	32

Los porcentajes y los totales se basan en los encuestados.

a. Agrupación

Tabla de contingencia Ocupación * Cualidades Organolépticas (SABOR)

			Cualidades	Organolépticas	Cualidades Organolépticas						
		poco importante	Importante	Muy importante	Definitivamente importante	Total					
Ocupación	Estudiante	0	1	8	17	26					
	Trabajador	1	5	45	88	139					
	Desempleado	0	0	0	3	3					
	Jubilado	0	1	14	17	32					
Total		1	7	67	125	200					

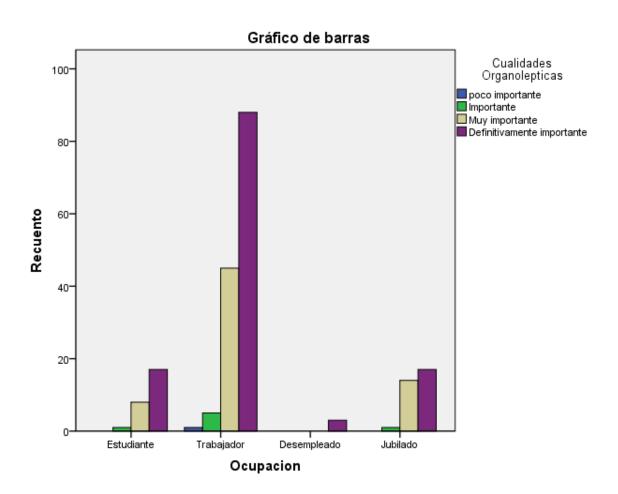


Tabla de contingencia Ocupación * Cualidades Organolépticas (AROMA)

ecuento

				Cualidades Org	anolépticas			
		muy poco		Importancia			Definitivamente	
		importante	poco importante	significativa	Importante	Muy importante	importante	Total
Ocupación	Estudiante	0	1	0	5	13	7	26
	Trabajador	1	8	14	25	57	34	139
	Desempleado	0	0	0	1	0	2	3
	Jubilado	0	0	2	6	10	14	32
Total		1	9	16	37	80	57	200

60

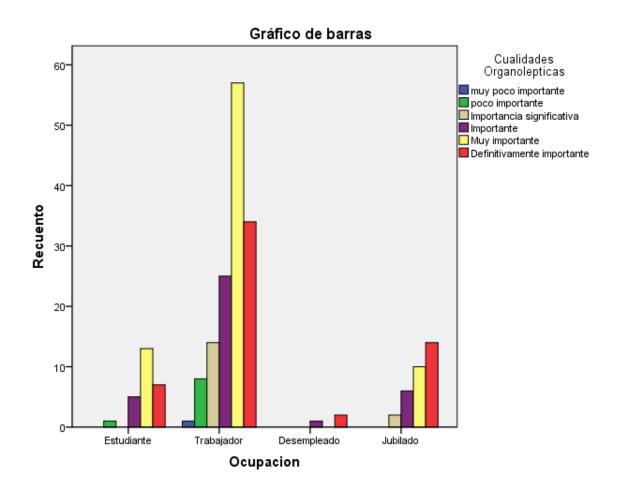
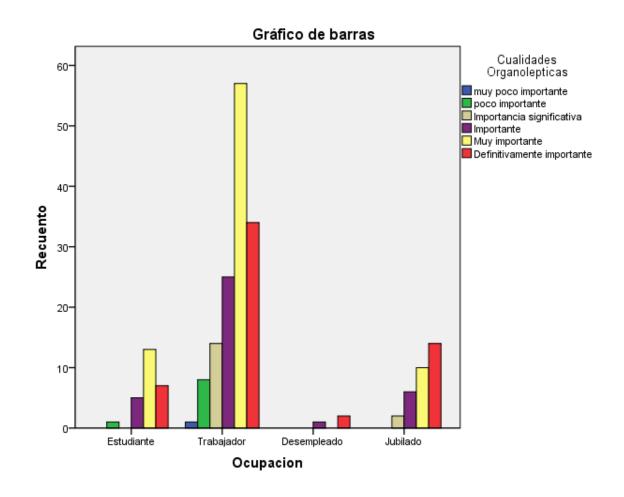


Tabla de contingencia Ocupación * Cualidades Organolépticas (COLOR)

Recuento	Recuento										
				Cualic	lades Organoléptio	as					
		Nada	muy poco		Importancia			Definitiva			
		importante	importante	poco importante	significativa	Importante	Muy importante	import			
Ocupación	Estudiante	0	0	0	2	4	11				
	Trabajador	1	11	10	16	15	47				
	Desempleado	0	0	1	0	0	0				
	Jubilado	0	1	1	3	1	11				
Total		1	12	12	21	20	69				



5. Análisis a través de frecuencia de consumidor/no consumidor

Eres consumidor BSV

				Porcentaje	Porcentaje
		Frecuencia	Porcentaje	válido	acumulado
Válidos	Si	119	59,2	83,8	83,8
	No	23	11,4	16,2	100,0
	Total	142	70,6	100,0	
Perdidos	Sistema	59	29,4		
Total		201	100,0		

Tabla de contingencia Ocupación * Eres consumidor BSV

Recuento

Redding							
		Eres consu	ımidor BSV				
		Si	No	Total			
Ocupación	Estudiante	10	2	12			
	Trabajador	89	15	104			
	Desempleado	1	0	1			
	Jubilado	19	6	25			
Total		119	23	142			

Tabla de contingencia Edad * Eres consumidor BSV

Recuento

		Eres consu	ımidor BSV	
		Si	No	Total
Edad	De 18 a 35 años	17	4	21
	De 36 a 60 años	59	9	68
	Mayor de 60 años	43	10	53
Total		119	23	142

6. Valoración de no consumidor/ consumidor respecto de la decisión de compra

Tabla de contingencia Eres consumidor BSV * Decisión comprar/recomendar

	Decisión comp	rar/recomendar	
	Compro y recomiendo	No compro ni recomiendo	Total
Si	119	0	119
No	1	22	23
	120	22	142
	_	Compro y recomiendo Si 119 No 1	recomiendorecomiendoSi1190No122

Tabla de contingencia Eres consumidor BSV * Decisión comprar/recomendar

Recuento

Reddelite								
		Decisión comp	rar/recomendar					
			No compro ni					
		recomiendo	Total					
Eres consumidor BSV	Si	119	0	119				
	No	1	22	23				

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
	-	TTOOGOTTOIG	1 oroontajo	vando	acamaiaac
Válidos	Compro y recomiendo	120	59,7	84,5	84,5
	No compro ni recomiendo	22	10,9	15,5	100,0
	Total	142	70,6	100,0	
Perdidos	Sistema	59	29,4		
Total		201	100,0		

7. Valoración de los vinos por conocedores pero consumidor/no consumidor

Tabla de contingencia Eres consumidor BSV * Bombero Joven 2014

recount									
			Bombero Joven 2014						
		me gusta muy				Me gusta			
		poco	Me gusta poco	Normal	Me gusta	mucho	Excelente	Total	
Eres consumidor BSV	Si	0	1	4	14	53	47	119	
	No	2	9	6	3	2	1	23	
Total		2	10	10	17	55	48	142	

Tabla de contingencia Eres consumidor BSV * Bombero Gran reserva

Recuento

			Bombero Gran reserva					
		me gusta muy				Me gusta		
		росо	Me gusta poco	Normal	Me gusta	mucho	Excelente	Total
Eres consumidor BSV	Si	0	0	4	18	45	52	119
	No	1	8	6	5	2	1	23
Total		1	8	10	23	47	53	142

Tabla de contingencia Eres consumidor BSV * Cantera reserva

$\overline{}$					
$\mathbf{\nu}$	Δ	\sim 1	ıe	nt	_

Recuellio			Cantera resreva							
		me gusta muy				Me gusta				
		poco	Me gusta poco	Normal	Me gusta	mucho	Excelente	Total		
Eres consumidor BSV	Si	1	1	3	26	57	31	119		
	No	3	10	7	2	1	0	23		
Total		4	11	10	28	58	31	142		

Tabla de contingencia Eres consumidor BSV * VALORACION

recodence									
			VALORACION						
					Me gusta				
		Me gusta poco	Normal	Me gusta	mucho	Excelente	Total		
Eres consumidor BSV	Si	1	2	10	75	31	119		
	No	6	12	3	1	1	23		
Total		7	14	13	76	32	142		

8. Análisis del perfil del consumidor/ no consumidor

Tabla de contingencia Eres consumidor BSV * Sexo

Recuento

		Se		
		Hombre	Mujer	Total
Eres consumidor BSV	Si	57	62	119
	No	14	9	23
Total		71	71	142

Tabla de contingencia Eres consumidor BSV * Edad

Recuento

			Edad				
		De 18 a 35	De 36 a 60	Mayor de 60			
		años	años	años	Total		
Eres consumidor BSV	Si	17	59	43	119		
	No	4	9	10	23		
Total		21	68	53	142		

Tabla de contingencia Eres consumidor BSV * Ocupación

Recuento

recoderne								
			Ocupación					
		Estudiante	Trabajador	Desempleado	Jubilado	Total		
Eres consumidor BSV	Si	10	89	1	19	119		
	No	2	15	0	6	23		
Total		12	104	1	25	142		

Tabla de contingencia Eres consumidor BSV * Frecuencia

			Frec	uencia		
			Varios días a la			
		Diariamente	semana	Fin de semana	Ocasionalmente	Total
Eres consumidor BSV	Si	31	55	21	12	119
	No	7	11	3	2	23
Total		38	66	24	14	142

Tabla de contingencia Eres consumidor BSV * Tipo de vino consumido

Recuento

	Tipo de vino consumido					
		Vino blanco	Vino tinto	Vino rosado	Vino espumoso	Total
Eres consumidor BSV	Si	20	94	1	4	119
	No	12	11	0	0	23
Total		32	105	1	4	142

Tabla de contingencia Eres consumidor BSV * Cualidades Organolépticas Sabor

Recuento

			Cualidades Organolépticas					
			Cualidades	Organolepticas				
					Definitivamente			
		poco importante	Importante	Muy importante	importante	Total		
Eres consumidor BSV	Si	1	3	40	75	119		
	No	0	2	7	14	23		
Total		1	5	47	89	142		

Tabla de contingencia Eres consumidor BSV * Cualidades Organolépticas Color

ecuento	
---------	--

			Cualidades Organolépticas							
		Nada	muy poco		Importancia			Definit		
		importante	importante	poco importante	significativa	Importante	Muy importante	impo		
Eres consumidor BSV	Si	1	9	6	12	10	43			
	No	0	0	0	2	1	8			
Total		1	9	6	14	11	51			

Tabla de contingencia Eres consumidor BSV * Cualidades Organolépticas Aroma

			Cualidades Organolépticas						
		muy poco		Importancia			Definitivamente		
		importante	poco importante	significativa	Importante	Muy importante	importante	Total	
res consumidor BSV	Si	1	5	7	20	53	33	11	
	No	0	0	0	3	11	9	2	
otal		1	5	7	23	64	42	14	

Tabla de contingencia ConsumidorBSV*\$mot

				motivadores							
							Recomendacion				
			D.O	Precio	Variedad uva	Diseño botella	es y premios	Marca	Total		
res consumidor BSV	Si	Recuento	101	44	101	40	77	24	11		
	No	Recuento	23	6	19	6	16	1	2		
otal		Recuento	124	50	120	46	93	25	14		

os porcentajes y los totales se basan en los encuestados.

9. Análisis en la valoración de los vinos según sea consumidor/ no consumidor

BOMBERO JOVEN

Tabla de contingencia Eres consumidor BSV * Bombero Joven 2014

Recuento

	Bombero Joven 2014							
		me gusta muy				Me gusta		
		poco	Me gusta poco	Normal	Me gusta	mucho	Excelente	Total
Eres consumidor BSV	Si	0	1	4	14	53	47	119
	No	2	9	6	3	2	1	23
Total		2	10	10	17	55	48	142

BOMBERO G RESERVA

[.] Agrupación

Tabla de contingencia Eres consumidor BSV * VALORACION

Recuento

		VALORACION	VALORACION						
		Me gusta poco	Normal	Me gusta	Me gusta mucho	Excelente	Total		
Eres consumidor BSV	Si	1	2	10	75	31	119		
	No	6	12	3	1	1	23		
Total		7	14	13	76	32	142		

LA CANTERA

Recuento

	Cantera reserva							
		me gusta muy poco	Me gusta poco	Normal	Me gusta	Me gusta mucho	Excelente	Total
Eres	Si	1	1	3	26	57	31	119
consumidor BSV	No	3	10	7	2	1	0	23
Total		4	11	10	28	58	31	142

VALORACION FINAL BSV

Tabla de contingencia Eres consumidor BSV * VALORACION

		VALORACION	VALORACION						
		Me gusta poco	Normal	Me gusta	Me gusta mucho	Excelente	Total		
Eres	Si	1	2	10	75	31	119		
consumidor BSV	No	6	12	3	1	1	23		
Total		7	14	13	76	32	142		

10. Análisis motivos de los no consumidores

Frecuencias \$noconsu

		Resp	ouestas	Porcentaje de	
		Nº	Porcentaje	casos	
Motivos de no consumir	El precio es alto	1	2,0%	4,5%	
	No me gusta la variedad de	12	24,0%	54,5%	
	uva				
	No me gusta la D.O	18	36,0%	81,8%	
	No me gustan sus	19	38,0%	86,4%	
	cualidades organolépticas				
Total		50	100,0%	227,3%	

a. Agrupación

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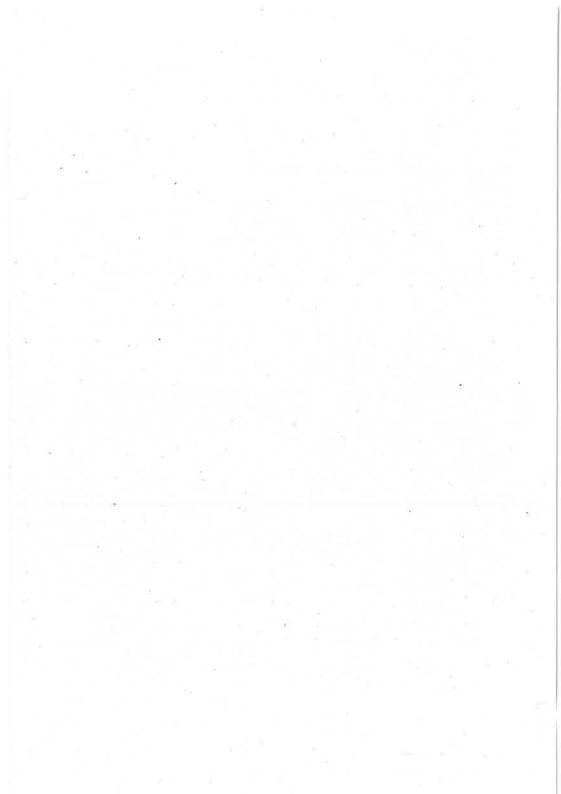
7. CUESTIONARIOS COMPLETADOS

Ent. 1

1. Nationality	
2 Sex	
*	
Male	
Male Female	
3. Age	×
18-35 years old	
36-60 years old	
18-35 years old 36-60 years old +60 years old	
4, Occupation	
Student	
Worker	
Student Worker Unemployed	
Retired	
5. Choose an option about your fre	quency of wine consumption
Oaily	
Several days a week	8
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	drink more often?
White wines	
Red wines	
Pink wines	
Spockling wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan
· 🔁 Quarantee of origin
ÜF Price
Grape variety
Battle design
Recommendations and awards
Brand
*took
8. Value from 1 to 7 (1-> less Important ; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour () () () () () () () () () (
Colour
Channe an artist according to your professions
9, Choose an option according to your preferences.
Strong and full-bodied wines
Sôft and easy drinking wines
Social obest standing stances
10. Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12 Are you consumer of these wines?
14, the feet control of these Billed!
Yes (continues in question number 14)
No (continues in question number 13)
The Language in decoupling told

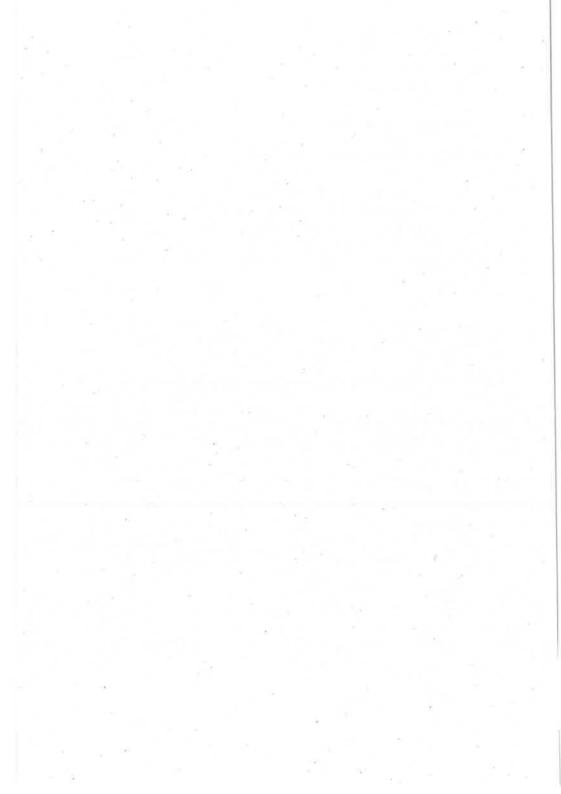
13.	. If you are not consumer, why?
	Selecciona todos los que correspondan
	The price is too high
	don't like their grape variety
	don't like their quaratee of origin
	don't liike their organoleptic qualities
14	Choose an option about the purchase of these wines
	·
	Lugarda han these science and would recommend brusing
	would buy these wines and would recommend buying
	would buy these wines but would not recommend buying
	would not buy these wines and would not recommend buying
	t t
15	Value from 1 to 7(1 → 1 don't like it; 7→ Outstanding) the quality of the following San
	Valero wines
	*
	1 2 3 4 5 6 7
	Bombero Joven 2014 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Bombero Gran Reserva 2009
	La Cantera Reserva 2007
16	Value from 1 to 7 (1→) don't like It7→ outstandIng) wines of San Valero Winery
	1 2 3 4 5 6 7
	1 2 3 4 5 6 7
	0000000



I. Nationality	
n	
Sex	
Male	
Male Female	
35.0	
. Age	
9	
18-35 years old	
36-60 years old	
36-60 years old	
720,000	
Occupation	
Student	
Student Worker Unemployed	
Unemployed	
Retired	
2 rounds	
Choose an option about your freque	ency of wine consumption
5.	
O Daily	
Daily Several days a week Weekend Occasionally	
Weekend	
Occasionally	
Never	
O 11012	
. What kind of wine do you usually d	rink more often?
100	
White wines	
Red wines	
Red wines Pink wines	
Sporkling wines	
() apointing wines	

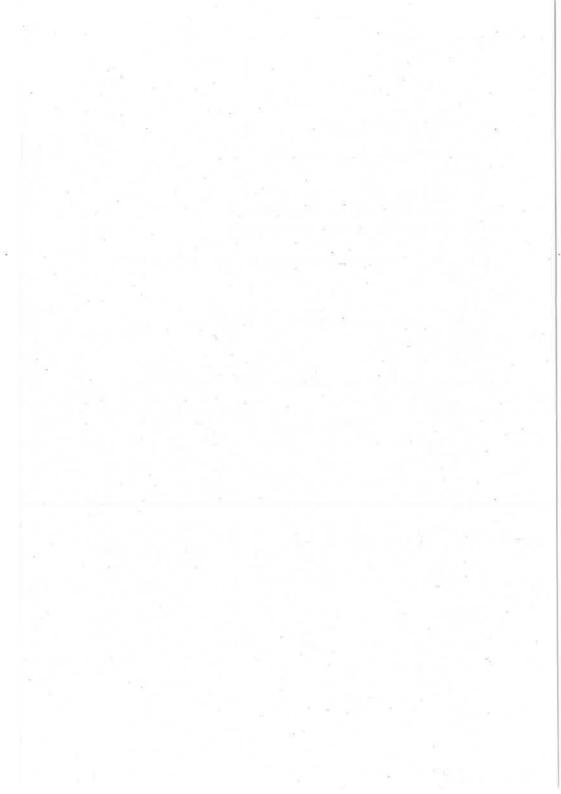
7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan,
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Erand
8,	Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour CXXXXXX
	Aroma
	Colour
9	Choose an option according to your preferences.
-0	ļ
5	Strong and full-bodied wines
	Soft and easy drinking wines
10,	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12,	Are you consumer of these wines?
	Yas (continues in question number 14)
	No (continues in question number 13)
	The Continuous in destini infinite 10)

13. If you are not consumer, why? Selections todos los que correspondan.
The price is too high
I don't like their grape variety
1 don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
() I would not buy these wines and would not recommend buying
Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserve 2009
La Cantera Reserva 2007
16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
000000



7. Choose an o	ption about your motivations to make a purchase (You can choose sev
	odos los que conespondan
-	tee of origin
Price	So of Graph
() Grape v	ariety
Technic Control	
Bottle d	- P
	nendations and awards
Brand	
g, Value from 1	to 7 (1-> less important; 7 -> very important) different organoleptic
qualities.	, , , , , , , , , , , , , , , , , , , ,
	1 2 3 4 5 6 7
Flavour	
Aroma	
Colour	
Soft a	and full-bodied wines nd easy drinking wines
10, Do you know	san Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
O No (a	nswer the following question and let the survey)
11. If you don't k	mow this winery, Why? (you can choose several options)
	dos los que correspondan.
I've neve	r heard of it
	irket presence
Otro:	not produce
12. Are you cons	sumer of these wines?
Yes (continues in question number 14)
	ontinues in question number 13)

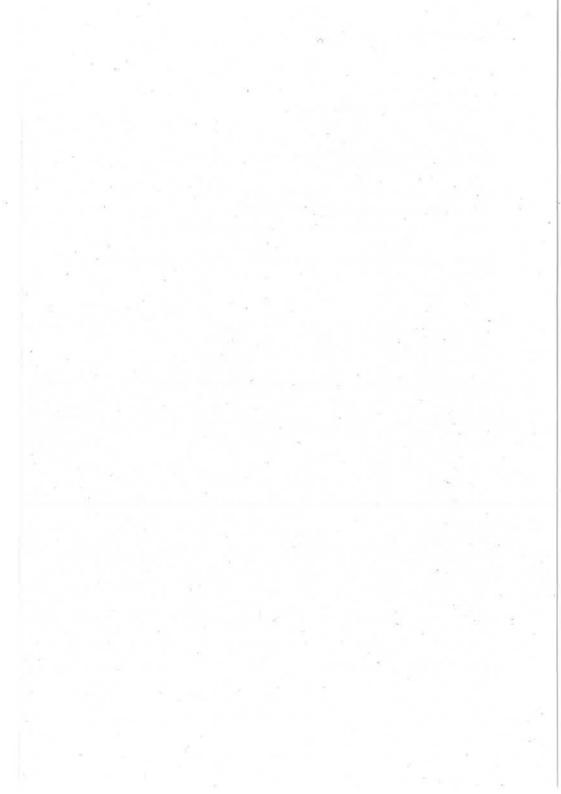
13. If you are not consumer, why?
. Selecciona todos los que correspondan
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
1 don't tilke their organoleptic qualities
14. Choose an option about the purchase of these wines
. (would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 ->) don't like it; 7-> Outstanding) the quality of the following San Valero wines: 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery 1 2 3 4 5 6 7
$\bigcirc\bigcirc\bigcirc\bigcirc\bigcirc\bigcirc\bigcirc\bigcirc\bigcirc\bigcirc$



I. Nationality	
Π	
2. Sex	2
Male	
Male Female	
<u> </u>	
3. Age	,
18-35 years old	
36-60 years old	
+60 years old	
, Occupation	
Student	
Worker	
Unemployed	
Worker Unemployed Retired	2
5. Choose an option about your frequen	ncy of wine consumption
Daily	
Daily Saveral days a week	
Weekend	
Weekend Occasionally	
Never	
5. What kind of wine do you usually drin	nk more often?
White wines	
Red wines	
Red wines Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose severations) 	ėrai
Seleccione todos los que correspondan.	
Quarantee of origin	
T Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
Name of the second seco	
 Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities, 	
4	
1 2 3 4 5 6 7	
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	-
Colour	
A Channel of the chan	
Choose an option according to your preferences.	
Channe and full by discharge	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?	
, , , , , , , , , , , , , , , , , , ,	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options)	
Selecciona todos los que correspondan.	
Ve never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

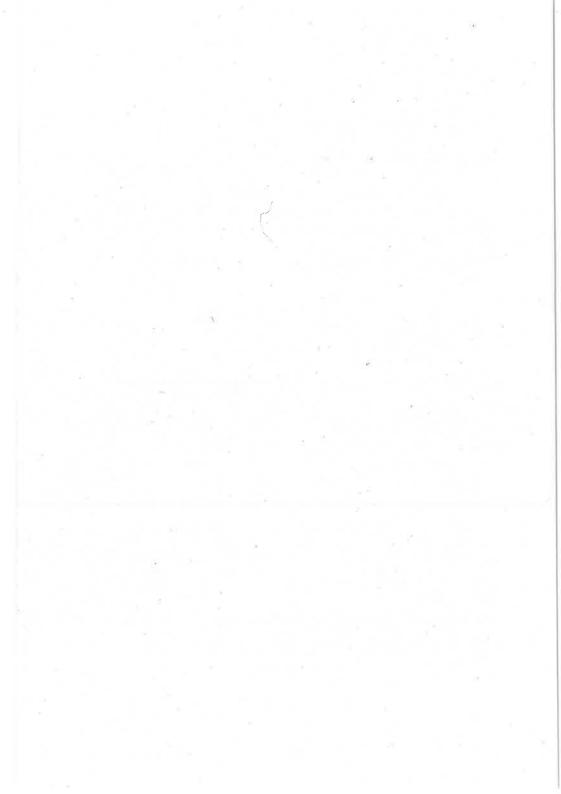
i. If you are	not consumer,	why?	
Selecciona	todos los que c	orrespondan,	
The p	rice is too high		
[] don'	t like their grape	· variety	
	t like their quara		
\I	·		
[] I don	t liike their organ	noleptic qualities	,
Ch		the guardiane of these wines	
Cupose at	option about t	the purchase of these wines	
J I wo	ould buy these w	rines and would recommend buying	
() 1 wo	ould buy these w	rines but would not recommend buying	
Olwo	ould not buy thes	se wines and would not recommend buying	
	ŕ	don't like it ; 7.⇒Outstanding) the quality	of the following
	n 1 to 7(1-> l c	don't like it ; 7-> Outstanding) the quality	of the following
, Value from	n 1 to 7(1-> l c	don't like it; 7.→ Outstanding) the quality	of the following
, Value fron Valero wir	n 1 to 7(1-> i o es		of the following
Value from Valero win	n 1 to 7(1-> l c	1 2 3 4 5 6 7	of the following
5, Value fron Valero wir	n 1 to 7(1-> i o es		→Outstanding) the quality
	n 1 to 7(1 -> 1 coles Do Joven 2014 Do Gran Reserva	2009	; 7~Outstanding) the quality
alue from alero win Bomben Bomben La Canti	n 1 to 7(1 -> 1 coles Do Joven 2014 Do Gran Reserva	1 2 3 4	nding) the quality
Value from Valero wire Bombers Bombers La Canto	n 1 to 7(1 -> 1 coles Do Joven 2014 Do Gran Reserva	1 2 3 4 5 6 7	
alue from alero win Bombers Bombers La Canti	n 1 to 7(1 -> 1 coles Do Joven 2014 Do Gran Reserva	1 2 3 4 5 6 7	
Bomber Bomber Bomber La Canto	o Joven 2014 o Gran Reserva era Reserva 200 n 1 to 7 (1-> 1 to	1 2 3 4 5 6 7 2009 7 don't like It7-> outstanding) wines of S	



1, Nationality			
N			
')			
2. Sex			
Male			
O maio			
Male Female	(40)		
3. Age			
29 18-35 years old			
18-35 years old 36-60 years old			
+60 years old			
4. Occupation			
C Shadout			
Student Worker Unemployed			
Worker			
Unemployed			
Retired			
5. Choose an option about ye	our freque	icy of wine con	sumption
Daily			
Several days a week			
Obligations de l'action			
Weekend Occasionally			
Never			
6. What kind of wine do you	usually dri	nk more often?	9
White wines			- 9
Red wines			
Pink wines			
Sporkling wines			

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Seleccione todos los que correspondan.
	Quarantee of origin
	Price
	Name of the Control o
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8,	Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
	qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour (Colour Colour C
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carlifena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	Ye never heard of it
	Little market presence
	Otro:
	A
12	Are you consumer of these wines?
6	
	Yes (continues in question number 14)
	(\ Mo (continues in question number 1.2)

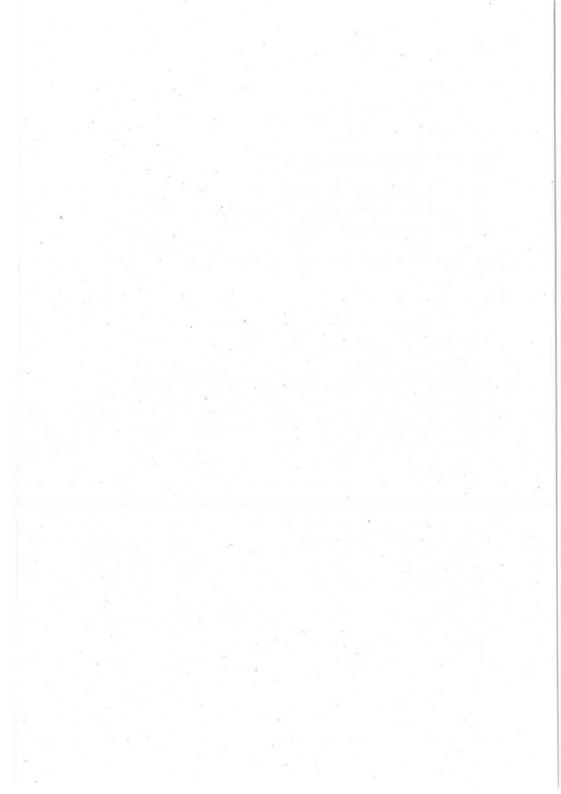
13. If you are not consumer, why?
Selecciona todos los que correspondan
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
4. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
<u> </u>
I would not buy these wines and would not recommend buying
 Value from 1 to 7(1 → I don't like it; 7 → Outstanding) the quality of the following San
Valero wines
1 2 3 4 5 6 7
Bornbero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
004000
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
0080000



1.	Nationality
	77
2.	Sex
	Male
	Male Female
	Leurale
2	Age
٥.	ng.
	40.35 years ald
	18-35.years old
	36-60 years old
	+60 years old
4.	Occupation
	_
	Student
	Worker Unemployed
	Unemployed
	Retired
5	Choose an option about your frequency of wine consumption
	Daily
	Several days a week
	Weekend
	Occasionally
	Never
6	What kind of wine do you usually drink more often?
	White wines
	Red wines
	Red wines Pink wines
	Sporkling wines

 Choose an option about your motivations to make a purc options) 	hase (You can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
7 Grape variety	
A Bottle design	· ·
Recommendations and awards	
Brand	
L	
B. Value from 1 to 7 (1→ less important; 7 → very important qualities.	i) different orgaπoleptic
1 2 3 4 5 6 7	25
Flavour	
Aroma Colour	
Strong and full-bodied wines Soft and easy drinking wines	
10, Do you know San Valero Winery and the quarantee of orig	iπ of Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose seve Selectiona todos los que correspondan.	eral options)
ve never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

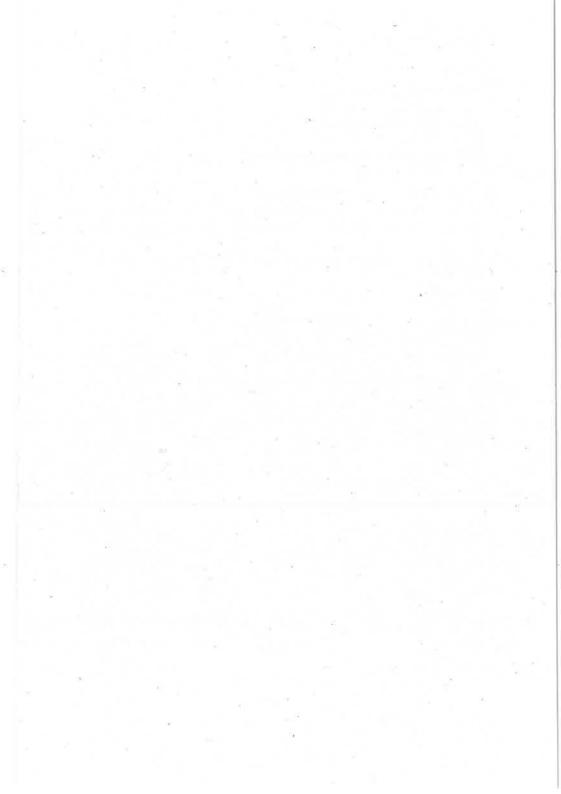
	Selecciona		sumer, is que c		ndan.						
	The p	rice is to	o high								
	I dou.	t like the	ir grape	variety							
	I don'	t like the	ir quara	tee of o	rigin						
	I don'	t liike the	eir organ	noleptic	qualities	s					14
	3			10.0							
14.	Choose at	option	about	the pur	chase (of these	wines				
	() I wo	ould buy	these w	rines an	d would	recomm	end buyi	ing			
	O Lw	ould buy	these w	rines bui	t would	not reco	mmend b	ouying			
		,					recomme				
	\bigcirc	Julio 170t	ouy the	36 111104	, di 14 14	odia not			,5		
			•					-	-		ing San
	Valero wif	nes							7		
				_ 1			4 5	6			
	Bomber	o Joven	2014	-1							
	Bomber Bomber		2014 Reserva	2009							0
16.	Bomber Bomber	o Joven : o Gran F era Rese	2014 Reserva erva 200	2009	2	3	4 5	8	78		. ,
16.	Bomber Bomber La Cant	o Joven : o Gran F era Rese	2014 Reserva erva 200	2009	2	3	4 5	8	78		. ,
16.	Bomber Bomber La Cant	o Joven o Gran F era Rese m 1 to 7	2014 Reserva erva 200 (1-> 1)	2009 17 don't lil	2 2 ke it7	3 /-> outsi	4 5	8	78		. ,
16.	Bomber Bomber La Cant	o Joven o Gran F era Rese m 1 to 7	2014 Reserva erva 200 (1-> 1)	2009 17 don't lil	2 2 ke it7	3 /-> outsi	4 5	8	78		. ,



1. Nationality			
n			
2. Sex			
Male Male	280		
Male Female			
3, Age			
18-35 years old			
38-60 years old			
+60 years old			
4. Occupation			
d. december			
Student			
Worker			9
Unemployed			
Retired			
5. Choose an option about your fr	equency of w	ine consum	ption
Dally	-		
Several days a week			
Weekend			
Occasionally			
Never			
6. What kind of wine do you usua	lly drink more	often?	
White wines			
Red wines			
Pink wines			
Contilled with a			

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan,
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8,	Value from 1 to 7 (1.> less important ; 7.> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour
9.	Choose an option according to your preferences.
	· · · · · · · · · · · · · · · · · · ·
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carlfiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	[] I've never heard of it
	Little market presence
	Legarit .
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)
	110 (southfides in discipling 13)

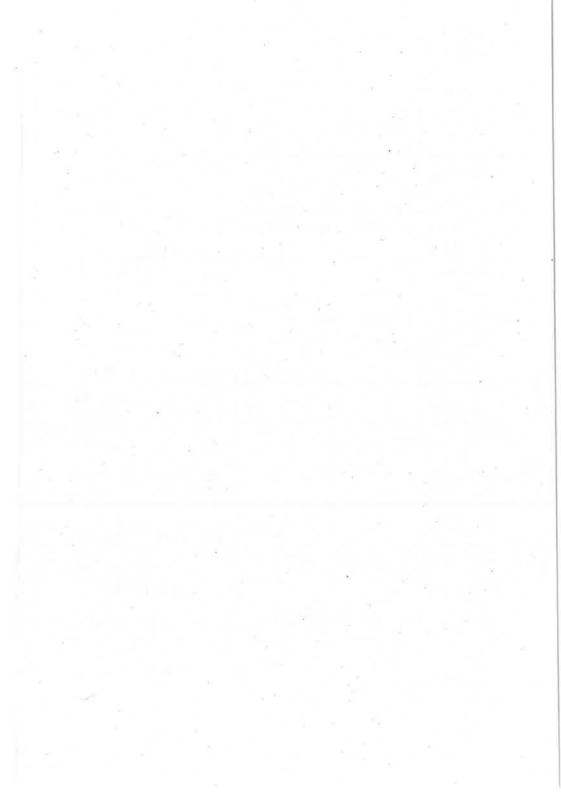
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I don't I don't ose an I woo I woo I woo	like the liike the option uld buy uld buy uld not	eir quaral eir organ about t these wi these wi buy thes	tee of coolepticon the putines are ines but the wines	origin c quali rchas nd wo ut wou es and	se of the	comn t reco d not	nend bi ommen- recom	uying d buyir mend t	ouying		
I don't ose an I woo I woo I woo	fiike the option uld buy uld buy uld not	eir organ about t these wi these wi	he pu ines ar ines bu	rchasend would wou	se of the	comn t reco d not	nend bi ommen- recom	uying d buyir mend t	ouying		
I woo	option uld buy uld buy uld not uld not	about t these wi these wi buy thes	he pu ines ar ines bi e wine	rchas nd wo ut wou es and	se of the	comn t reco d not	nend bi ommen- recom	uying d buyir mend t	ouying		
j I woi) I woi) I woi	uld buy uld buy uld not uld no 7	these wi these wi	ines ar ines bi e wine	nd wo ut wo	uld re uld no I woul	comn t reco d not	nend bi ommen- recom	uying d buyir mend t	ouying		
l woo	uld buy uld not 1 1 to 7	these wi	ines bi e wine	ut wou	uld no woul	t reco	recom	d buyir merid t	ouying		
) I wo	uld not	buy thes	e wine	es and	woul	d not	recom	mend t	ouying		
e froπ	1 to 7	•									
e froπ	1 to 7	•									
				1	2	3	4 5	6 6	7		
				X	X	Χ.	~ <u>~</u>	×	$\langle - \rangle$)	
				Ŕ	Ì	$\stackrel{\wedge}{\sim}$	Ì	X°			
e fron	1 10 7	(1-> 6	ion't li	ike it	7->	outs	tandin	g) win	es of S	san Vale	ro Winery
1	2	3	4	5		6	7				
			_		e.	_	-				
	ombero a Cante	ombero Gran F a Cantera Reso as from 1 to 7	a Cantera Reserva 200	ombero Gran Reserva 2009 a Cantera Reserva 2007 us from 1 to 7 (1-> I don't I	ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007 use from 1 to 7 (1-> I don't like it	ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007 se from 1 to 7 (1-> I don't like it7->	ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007 se from 1 to 7 (1-> I don't like it7-> outs	ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007 se from 1 to 7 (1-> I don't like it7-> outstandin	ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007 se from 1 to 7 (1-> I don't like it7-> outstanding) win	ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007 se from 1 to 7 (1-> I don't like it7-> outstanding) wines of \$1.000000000000000000000000000000000000	ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007 se from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Vale



1. Nationality	
2. Sex	
A-0	
Male Female	
Female	
3, Age	
3. 75	
(Sa) 18-35 years old	
18-35 years old 36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	4.5
5, Choose an option about your frequency of win-	e consumption
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink more o	ften?
NA/Indian using a	a 4
White wines	
Red wines Pink wines	
Sporkling wines	

option	s)
Selecci	iona todos los que correspondan.
(a) Q	uarantee of origin
PI	ride
[6] G	rape variety
B B	ottle design
G Re	ecommendations and awards
BI	rand
8. Value f qualitie	from 1 to 7 (1⇒ less important ; 7 ⇒ very Important) different organoleptic is.
	1 2 3 4 5 6 7
Flavo Arom Colou	na O
	e an option according to your preferences.
	Strong and full-bodied wines Soft and easy drinking wines
10. Do yo u	know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11. If you d Seleccio	on't know this winery, Why? (you can choose several options) ona todos los que correspondan.
∐ l'w	e never heard of it
[]] Litt	tle market presence
E Oti	ro:
12. Are you	consumer of these wines?
Ø 1	es (continues in question number 14)
0	No (continues in question number 13)

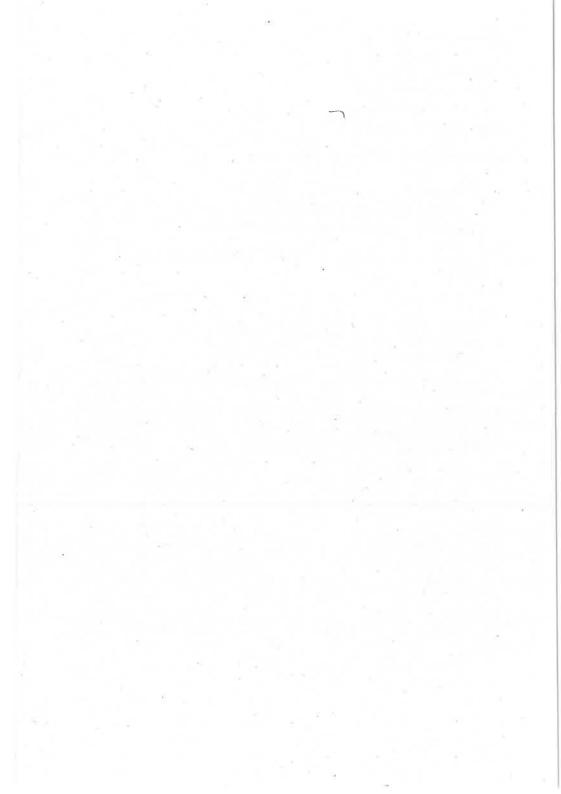
If you are not consumer, why?	
Selecciona todos los que correspondan	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
Choose an option about the purchase of these wines	
(w) I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	9
	y of the following S
Value from 1 to 7(1 → I don't like it ; 7.⇒Outstanding) the qualit Valero wines	y of the following S
	y of the following S
Valero wines	y of the following S
Valero wines 1 2 3 4 5 6 7	y of the following S
1 2 3 4 5 6 7 Bombero Joven 2014 3 4 5 6 7	y of the following S
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	}
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	San Valero Winery
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	}
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	San Valero Winery
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of	San Valero Winery
1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of	San Valero Winery



1. Nationality	
2. Sex	
2. 352	
Male Male	
Male Female	
Pennale	
3. Age	
18-35 years old	
36-60 years old	
36-60 years old +60 years old	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your frequency of wine consumption	ņ
CT Police	
Daily	
Several days a week	
Weekend Occasionally	
Never	
6. What kind of wine do you usually drink more often?	
White wines	
Red wines Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purch options) 	ase (You can choose several
Seleccione todos los que corresponden.	
(1) Quarantee of origin	
	< Ac
Price Grape variety	
Second .	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important; 7 -> very important)	different organolantic
qualities.	amerone organolopue
1 2 3 4 5 6 7	
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroma	
Colour	
Strong and full-bodied wines Soft and easy drinking wines	
10, Do you know San Valero Winery and the quarantee of origin	of Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
 If you don't know this winery, Why? (you can choose sevel Selecciona todos los que correspondan. 	ral options)
I've never heard of it	V N N
Little market presence	
CT) Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

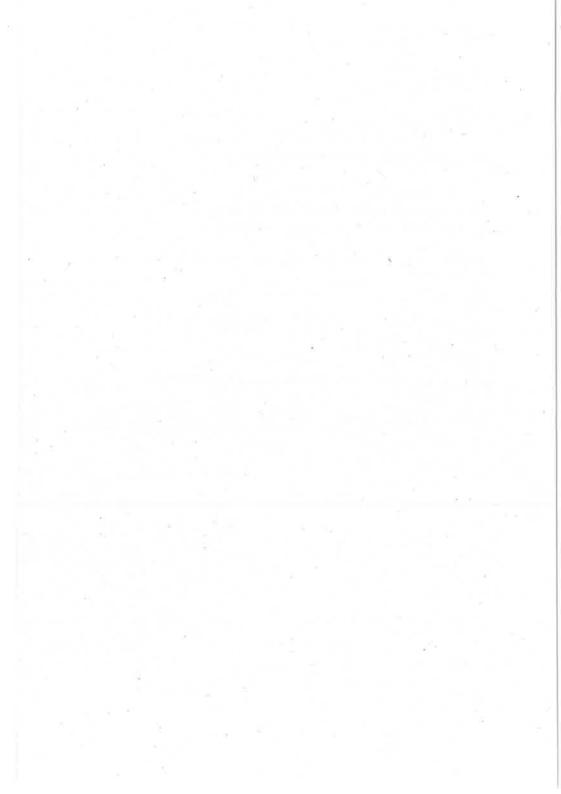
3, If you are not consumer, why?
Selecciona todos los que correspondan
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
i would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like It; 7→ Outstanding) the quality of the following Sav Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
000000



1. Nationality	
2. Sex	
,	
Male	
Male Female	
3. Age	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your frequen	cy of wine consumption
Daily	
Several days a week	
Weekend Occasionally	
Occasionally	
Never	
6. What kind of wine do you usually drin	nk more often?
White wines	
Red wines	
Red wines Pink wines	
Sporkling wines	

7. 0	Choose an option about your motivations to make a purchase (You can choose several options)
5	Selecciona todos los que correspondan.
	Quarantee of origin
i	A) Price
ĺ	Grape variety
[Bottle desígn
[Recommendations and awards
ļ	Brand
8. V Q	alue from 1 to 7 (1> less important ; 7 → very important) different organoleptic ualities.
	1 2 3 4 5 6 7
-	Flavour () () () () () () () () () (
	Colour
	Committee Commit
9, 0	hoose an option according to your preferences.
,	Change and fall by Parkets
	Strong and full-bodied wines
1	Soft and easy drinking wines
10. D	o you know San Valero Winery and the quarantee of origin of Cariñena?
(Yes (continues in question number 12)
(No (answer the following question and let the survey)
11, If S	you don't know this winery, Why? (you can choose several options) elecciona todos los que correspondan.
1	Tive never heard of it
Γ	Little market presence
1	Otro:
12. A i	re you consumer of these wines?
(Yes (continues in question number 14)
(No (continues in question number 13)

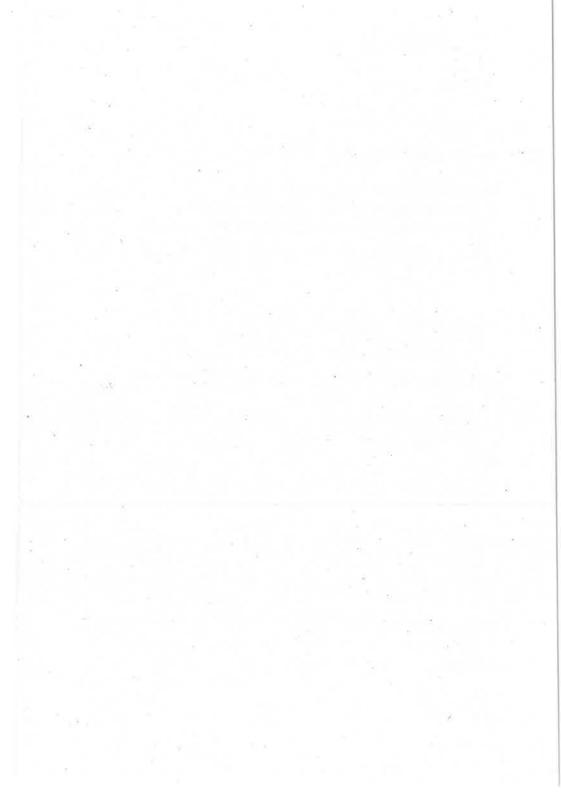
	<mark>i you are</mark> Selecciona		-	_	ndən					
			·	onespo	rious,					
		price is to	_							
	L-,-I	1 like the								
	I don	't like the	eir quara	tee of o	rigin					
į	🗌 I don	't liike th	eir orgal	noleptic	qualitie	ŝ				
14. (Choose a	n option	about	the pur	chase o	of these	wines			
	O Iw	ould buy	these w	ines an	d would	recomm	nend buying			
	O Iw	auld buy	these v	vines bu	t would	not reco	mmend buy	Ing		
	O Lw	ould not	buy the	se wines	s and w	ould not	recommend	l buying		
			1->1	don't lil	ke it ; 7	> Outsta	inding) the	quality (of the follo	wing San
1	/alero wii	nes								
				1	2	3	4 5	\$ 7		
	Bomber	o Joven	2014					$\supset \bigcirc$		
		ro Gran F		- 0=	X	\mathcal{L}	XX	\Rightarrow		
	La Cant	lera Rese	erva 200	7	X					
16 1	Value from	m 1 to 7	(1->1	don't lil	ke It7	-> outsi	tanding) wi	nes of Sa	n Valero V	Vinery
							-			
	1	2	3	4	5	6	7			
,	1	2	3	4	5	6	7			
	1	2	3	4	5	6	7			
	1	2	3	4	5	6	7			
	1	2	3	4	5	6	7			



1. Nationality		
2, Sex		
Male		8
Maie Female		
Female		
3, Age		
18-35 years old		
36-60 years old		
+60 years old		
- +ou years old		
4. Occupation	9	9
Student		
Student		
Worker Unemployed	10.00	
Retired		
5, Choose an option about your freq	uency of wine co	nsumption
Dally		
Several days a week		
Weekend		
Occasionally		
Never		
6. What kind of wine do you usually	drink more often	7
White wines		
Red wines		
Plnk wines		
Sporkling wines		

	 Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	T Price
	to fact
	Bottle design
	Recommendations and awards
	Brand
	8. Value from 1 to 7 (1> less important ; 7 > very important) different organoloptic qualities.
	1 2 3 4 5 6 7
	Flavour CY Y Y Y
	Aroma
	Colour
	Strong and full-bodied wines Soft and easy drinking wines
11	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	(and the coloring question and let the survey)
1	If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
	(Ve never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

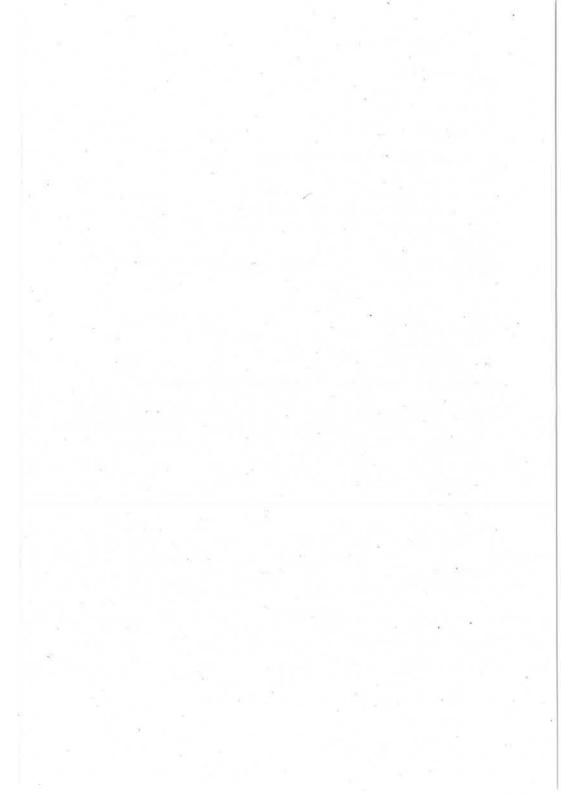
	you are not consumer, why?
S	elecciona todos los que correspondan.
[The price is too high
ſ	I don't like their grape variety
Ī	I don't like their quaratee of origin
- [I don't liike their organoleptic qualities
14. C	hoose an option about the purchase of these wines
(I would buy these wines and would recommend buying
(I would buy these wines but would not recommend buying
	I would not buy these wines and would not recommend buying
	1 2 3 4 5 6 7 Bombero Joven 2014
7	Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. V	alue from 1 to 7 (1-> I don't like It?-> outstanding) wines of San Valero Winery
	1 2 3 4 5 6 7
6	0000000



1. Nationa	lity S		ATT-0007		
2. Sex					
	vlale Female				
3, Age					
\bigcirc 1	8-35 years old				
A .	96-60 years old				
₹,	8-35 years old 8-60 years old -60 years old			3	20.0
\bigcirc .	rou years old				
4, Occupa	tion				
\bigcirc	Student		74		
8	Worker				
5	Student Worker Unemployed				
	Retired				
5. Choose	an option about you	r frequency	y of wine	consur	nption
>	Daily				12
$\overline{\bigcirc}$	Several days a week				
	Several days a week Weekend				
0	Occasionally				
$\tilde{}$		761			
6. What ki	ind of wine do you us	ually drink	more of	ten?	
	White wines				
	Red wines Pink wines				
	Sporkting wines				

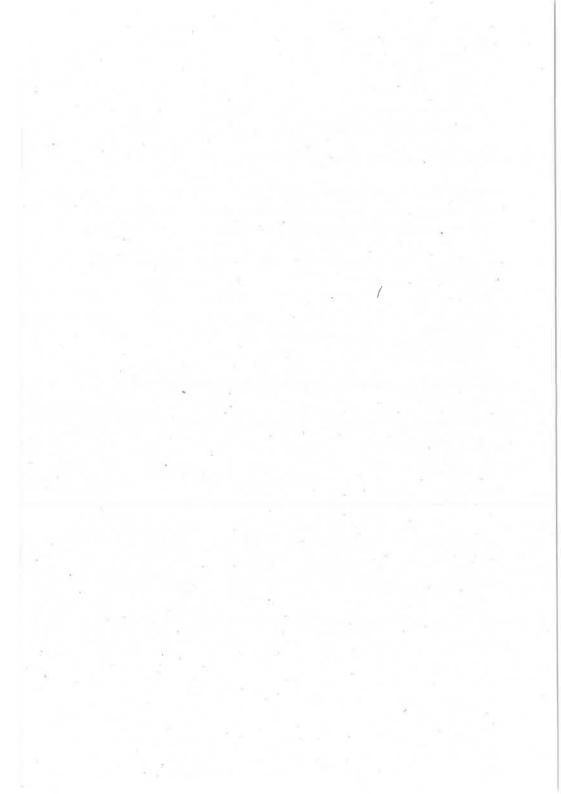
7	 Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	[Quarantee of origin
	¶ Price
	[] Grape variety
	Bottle design
	Recommendations and awards
	[Brand
8.	Value from 1 to 7 (1⇒ less important ; 7 ⇒ very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour (S)
	Aroma Colour
	Consul Consul
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10,	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona lodos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)
	(44-minos in discotion inhibited 10)

13. If you are n	ot consumer, why	17		
Selecciona	todos los que corre.	spondan		
The pr	ice is too high			
[] I don't	like their grape vari	ety		
l don't	like their quaratee	of origin		
I don't	liike their organolep	otic qualities		
14, Choose an	option about the	purchase of thes	e wines	
◯ Iwo	uld buy these wines	and would recom	mend buying	
O I wo	uld buy these wines	but would not rec	ommend buying	
() Iwo	uld not buy these w	ines and would no	recommend buying	9
1.5		1 2 3	4 5 6 7	
Bombero	Joven 2014			2
	Gran Reserva 2009		XXX	2
La Cante	ra Reserva 2007		XXX	2
16. Value from	1 to 7 (1-> I don	t lijke it7-> outs	standing) wines of	Şan Valero Winery
1	2 3 4	5 6	7	
	000		0	



1. Nationality	
7	-
2. Sex	
Male Female	
Female	
3, Age	
18-35 years old	
36-60 years old	
+60 years old	
4, Occupation	
Student	
Worker Unemployed	
Unemployed	
Retired	
	-6l
5. Choose an option about your frequency of	of wine consumption
(Daily	
Several days a week	
Affordand	
Weekend Occasionally	
Never	
6. What kind of wine do you usually drink n	nore often?
White wines	
Red wines	
Pink wines	

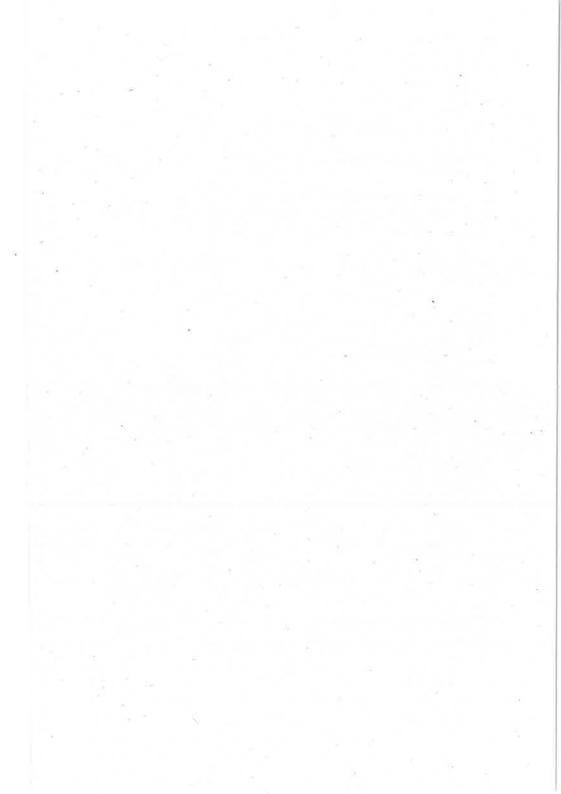
7	Choose an option about your motivations to make a purchase (You can choose sever options)
	Selecciona todos los que correspondan.
	N Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
_	
8	Value from 1 to 7 (1> less important ; 7 > very important) different organoleptic qualities.
	quantito
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour
9	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10,	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	190 (answer the ionowing question and let (ne sulvey)
11.	If you don't know this winery, Why? (you can choose several options)
-	Selecciona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)



1. Nationality		
2. Sex		
Male		
Male Female		
)		790
3, Age		
18-35 years old		
36-60 years old		
18-35 years old 36-60 years old +60 years old		
4. Occupation		
Student Worker Unemployed		
Worker		
Unemployed		
Retired		
5. Choose an option about your f	frequency of wine	consumption
Daily		
Several days a week Weekend		
Weekend		
Occasionally		
Never		
6. What kind of wine do you usua	ally drink more of	ften?
White wines		
Red wines		
Pink wines		
Sporkling wines		

7. Choose an option about your motivations to make a purchase (You can coptions) Selections todos los que correspondan.	hoose şeveral
A-1	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand =	
 Value from 1 to 7 (1-> less important; 7 -> very important) different organ qualities. 	roleptic
1 2 3 4 5 6 7	
Flavour	
Aroma	
Colour (XXXXX)	
9. Choose an option according to your preferences.	
(%) Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carifiena?	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
The fall solid sol	
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.	
I've never heard of it	
Little market presence	
Otro:	
12, Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

13. If you are not consumer, why?
Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San
Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009 XXXX
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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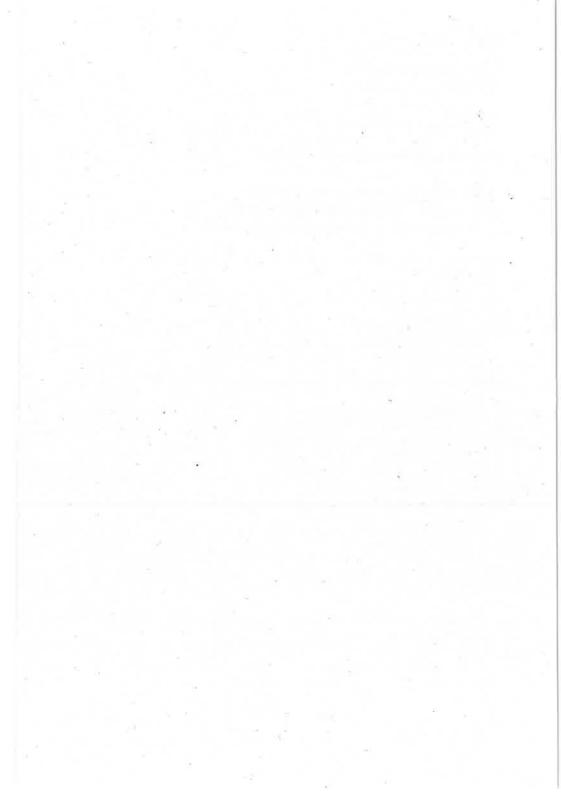


1. Nationality		
Ω		
8		
2. Sex		
Male		
Male Female	*	
3, Age		
18-35 years old		
36-60 years old		
+60 years old		
4, Occupation		
Student		
Worker		
Worker Unemployed		
Retired		
		3
5. Choose an option about your fre	equency of wine con	sumption
O Daily		
Several days a week		8
Several days a week Weekend		
Occasionally		
Never		
6. What kind of wine do you usuall	ly drink more often?	
White wines		
Red wines	100	
Pink wines ,		
Sporkling wines		

7. Choose an option about your motivations to make a purchas options)	se (You can choose sever
Selecciona todos los que correspondan.	
Quarantee of origin	1
Price	
Grape variety	
☐ Bottle design	
3	
Recommendations and awards	
Brand	Ti Vi
 Value from 1 to 7 (1-> less important; 7 -> very important) d qualities. 	ifferent organoleptic
1 2 3 4 5 6 7	
Flavour COOOC	
Aroma ()	
Colour (XXXXX)	
g Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin	of Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	9
11. If you don't know this winery, Why? (you can choose severa Selecciona todos los que correspondan.	l options)
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Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	

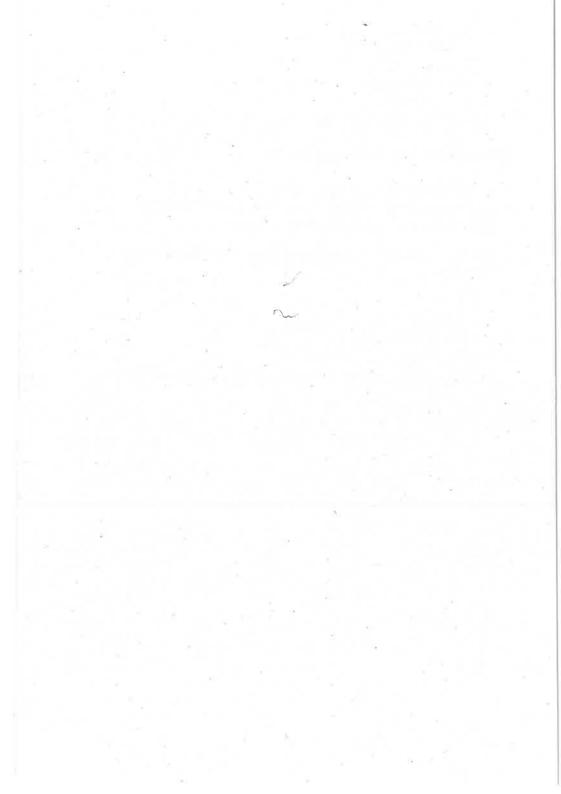
No (continues in question number 13)

Selecciona todos los que correspondan
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
Laural Carrier Control of Control
4 Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
1 would not buy these wines and would not recommend buying
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Joven 2014 Bombero Gran Reserva 2009
Bombero Joven 2014
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
Bombero Joven 2014 Bombero Gran Reserva 2009
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Solution of San Valero Winery 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Solution (1 to 7 (1-> don't like it7-> outstanding) wines of San Valero Winery
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Solution (1 to 7 (1-> don't like it7-> outstanding) wines of San Valero Winery



1. Nationality	× = = = = = = = = = = = = = = = = = = =
2, Se x	
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Male	
	i A
3, Age	
18-35 years old	
36-60 years old	
36-60 years old +60 years old	
4. Occupation	
Student	
Worker	
Unemployed	
Worker Unemployed Retired	
5. Choose an option about	your frequency of wine consumption
Daily	· -
Several days a wee	ek
Weekend	
Occasionally	
Never	
6. What kind of wine do yo	u usually drink more often?
White wines	
Red wines Pink wines	
Pink wines	
Sporkling wines	

13. If you are not consumer, why?
Selecciona todos los que corraspondan.
The price is too high
[] I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → I don't like It; 7→Outstanding) the quality of the following San Valero wines
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1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
ED CONTROL NEEDS NO. 200.
16, Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
1 2 3 4 5 6 7
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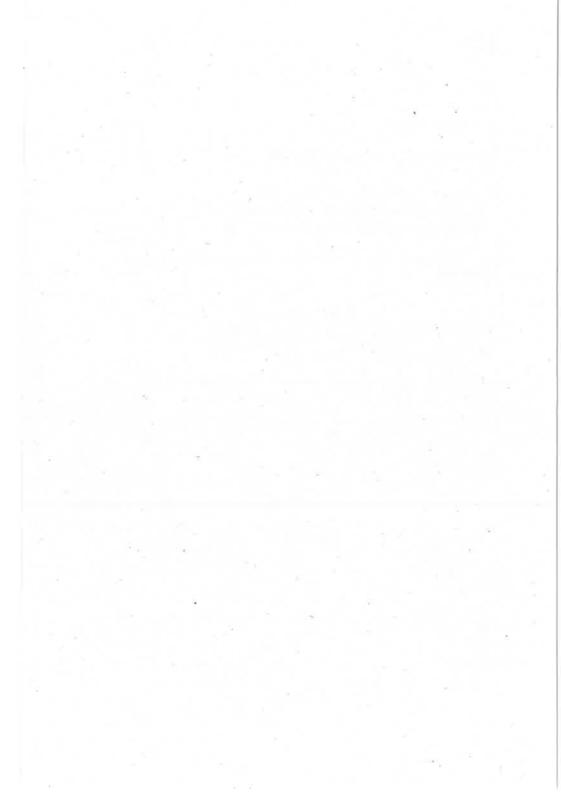


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2. Sex	T.	
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Female		
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3, Age		
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36-60 years old		
+60 years old		
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4. Occupation		
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Unemployed		
Retired		
5. Choose an option about you	ur irequency of wine c	onsumption
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Several days a week		
Weekend	× ×	
Occasionally		
Never		
O How		
6, What kind of wine do you u	sually drink more ofte	n?
White wines		
Red wines		
Pink wines		
Sportling wines		1000

7	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan,
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 → very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Colour
9.	Choose an option according to your preferences.
	, , , ,
	Strong and full-bodied wines
	Soft and easy drinking wines
	Contain casy animality strices
10.	Do you know San Valero Winery and the quarantee of origin of Cariflena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	yes .
11,	If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	1 ve never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

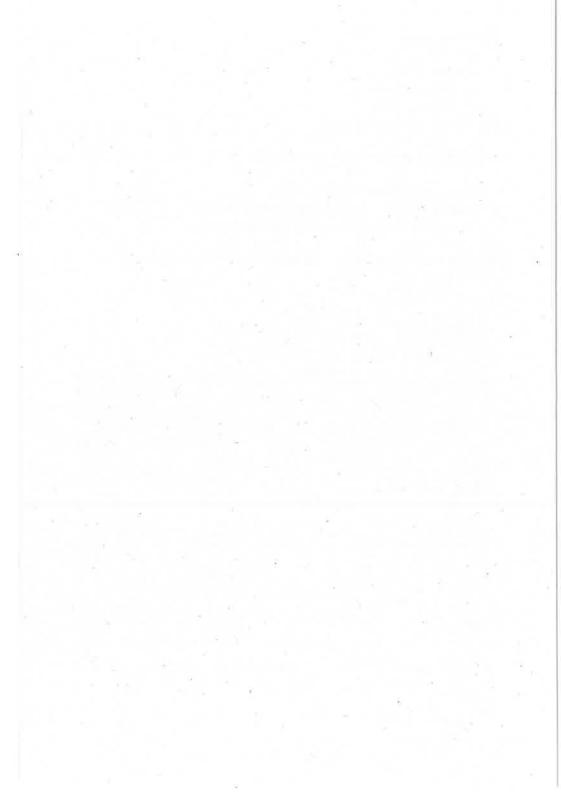
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Selecciona	10008 10	s que c	orrespo	nuan						
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[] I don'	't like the	ir grape	variety							
1 don	t like the	eir quara	alee of o	rlgin						
don	't luke the	eir orgai	noleptic	qualitie	s					
(Choose at	n option	about	the pur	chase	of these	wines				-
O Lw	ould buy	these w	vines an	d would	recomn	nend bu	vina			
	ould buy									
O I W	ould not b	buy the:	se wine:	s and w	ould not	recomn	nend bu	ying		
5. Value from Valero wit		1->1	don't lli	ke it ; 7	-> Outsta	anding)	the qu	ality of	the follo	wing S
Bomber	nes o Joven 2	2014	Ç	ke it ; 7	>Outsta	4 5	the qu	ality of	the follo	wing S
Bomber	ro Joven 2 ro Gran R	2014 Reserva	2009						the follo	wing S
Bomber	nes o Joven 2	2014 Reserva	2009						the follo	wing S
Bomber	ro Joven 2 ro Gran R rera Rese	2014 Reserva erva 200	2009	2	3	4 5	8	7		65
Bomber Bomber Bomber La Cant	ro Joven 2 ro Gran R rera Rese	2014 Reserva erva 200	2009	2	3	4 5	8	7		65
Bomber Bomber Bomber La Cant	ro Joven 2 ro Gran R rera Rese	2014 Reserva erva 200	2009	2	3	4 5	8	7		65
Bomber Bomber Bomber La Cant	nes To Joven 2 To Gran R Tera Rese The 1 to 7	2014 Reserva Prva 200	2009 7 don't lif	1 2	3 /-> outs	4 5	8	7		65
Bomber Bomber Bomber La Cant	nes To Joven 2 To Gran R Tera Rese The 1 to 7	2014 Reserva Prva 200	2009 7 don't lif	1 2	3 /-> outs	4 5	8	7		65



1. Nationality	
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Female	
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Student	
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Choose an option about your frequency	of wine consumption
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Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink	more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose options)
Selecciona todos los que correspondan
Quarantee of origin
Price
Grape variety
Boltle design
Recommendations and awards
Brand
a bland
8. Value from 1 to 7 (1-> less important ; 7 ~ very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour
Aroma
Colour
9. Choose an option according to your preferences.
AC 1 1 2
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

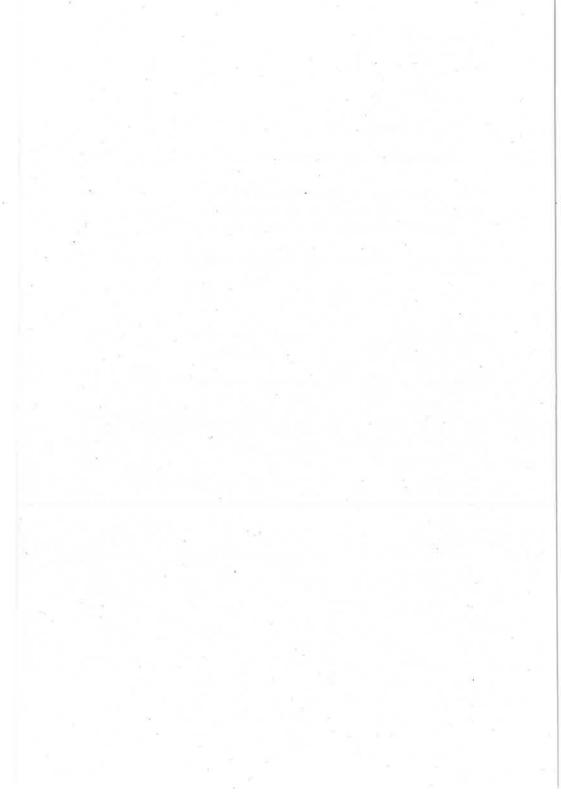
13. If you are not consumer, why?
Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
() I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it; 7→Outstanding) the quality of the following Sar
Valero wines
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1 2 3 4 5 6 7
Bornbero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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1 2 3 4 5 6 7
1 2 3 4 5 6 7
1 2 3 4 5 6 7



1. Nationality	10	
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Pemale		
3. Age		
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36-60 years old		
+60 years old	9	
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4. Occupation		
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Worker Unemployed		1.5
Unemployed		
Retired		
5. Choose an option about your freque	ency of wine co	nsumption
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Several days a week		
Weekend Occasionally		
Never	×	
6. What kind of wine do you usually di	rink more often	7
White wines		
Red wines Plnk wines		
Sporkling wines		

 Choose an option about you options) 	r motivations to make a purchase (You can choose several
Selecciona todos los que corre	espondan.
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and av	warde
☐ Brand	74145
Value from 1 to 7 (1-> less in qualities.	nportant ; 7 ⇒ very important) different organoleptic
4======================================	
1 2	3 4 5 6 7
Flavour XXX	
Colour	
9, Choose an option according	to your preferences,
Strong and full-bodied w	
Soft and easy drinking w	rines
10. Do you know San Valero Win	ery and the quarantee of origin of Carifiena?
a a	
Yes (continues in quest	sion number 12)
No (answer the following	
 If you don't know this winery, Selectiona todos los que corres 	, Why? (you can choose several options)
Y I've never heard of it	
Little market presence	
Olro:	
12. Are you consumer of these wi	ines?
C Voc (continues in a constitution	tion combands
Yes (continues in questi	
No (continues in questio	n number 13)

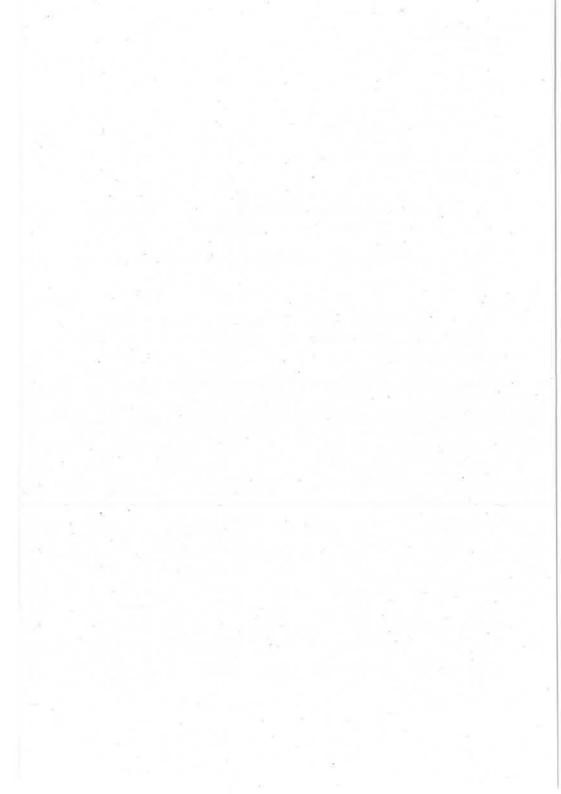
If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their guaratee of origin
l don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → I don't like it; 7→ Outstanding) the quality of the following Sa Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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1. Nationality		
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V >>		
2 Sex		
Male		
Female		
3. Age		
18-35 years old		
36-60 years old +60 years old		
+60 years old		
4. Occupation		340
Student		
Worker		
Unemployed		
Unemployed Retired		
5. Choose an option about your freque	ency of wine cons	umption
Daily		
Several days a week		
Weekend		
Occasionally		
Never		
6. What kind of wine do you usually do	ink more often?	
White wines		
Red wines		
Pink wines		
Sporkling wines		

 Choose an option about your motivations to make a purchas options) 	e (You can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important; 7 -> very important) di qualities.	ifferent organoleptic
1 2 3 4 5 6 7	
Flavour XXXXXXXXX	
Aroma	
Colour	
9. Choose an option according to your preferences,	M - P
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin o	of Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
The (billion of the billioning question and let the survey)	55
11. If you don't know this winery, Why? (you can choose several	l options)
Selecciona todos los que correspondan.	
(No never heard of it	
Little market presence	
Ctro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

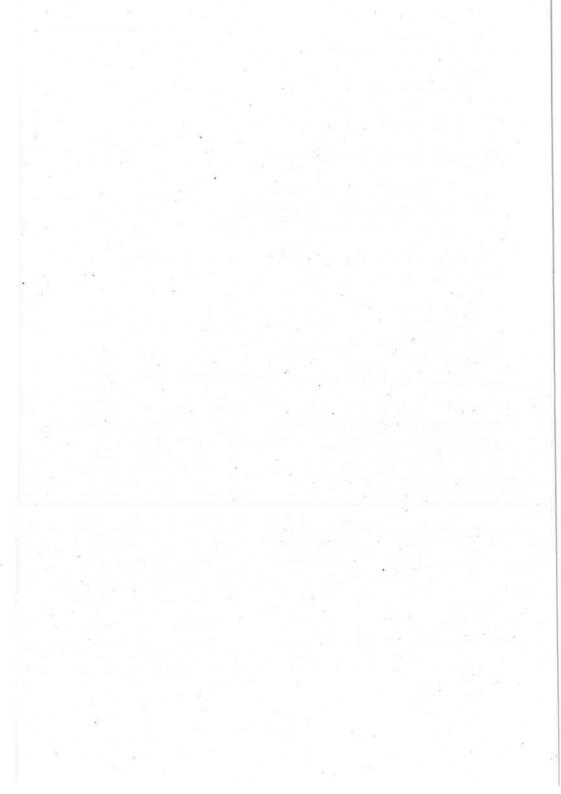
The price is too high I don't like their grape variety I don't like their grape variety I don't like their quaratee of origin I don't like their organoleptic qualities 14. Choose an option about the purchase of these wines 1 would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 > I don't like it; 7> Outstanding) the quality of the following Sa Valero wines 1		f you are n										
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I don't like their organoleptic qualities 14. Choose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 > 1 don't like it; 7> Outstanding) the quality of the following Sa Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1 > 1 don't like it 7> outstanding) wines of San Valero Winery		I don't	like the	ir grape	variety							
14. Choose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 > I don't like it; 7> Outstanding) the quality of the following Sa Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1 > I don't like it7 > outstanding) wines of San Valero Winery		l don't	like the	ir quara	tee of o	rigin						
I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying 15. Value from 1 to 7 (1 > 1 don't like it; 7 > Outstanding) the quality of the following Sa Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1 > 1 don't like it 7 > outstanding) wines of San Valero Winery	į	I don't	liike the	eir organ	oleptic	quatitie	5					
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15. Value from 1 to 7 (1 -> I don't like it; 7-> Outstanding) the quality of the following Sa Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery		O I wo	uld buy	these w	ines an	d would	recomn	nend bu	ying			
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Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery				•						540		
Bombero Gran Reserva 2009 La Cantera Reserva 2007 16, Value from 1 to 7 (1-> 1 don't like it7-> outstanding) wines of San Valero Winery					1	2	3	4 5	6	7	æ	
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16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery					300	\mathcal{X}	X	X_	\times	\supseteq		
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Famale	
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3, Age	
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10-35 years old	
18-35 years old 36-60 years old +60 years old	
+60 years old	
4. Occupation	
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Student	
Worker Unemployed	
Retired	
5, Choose an option about your frequency of wine consumption	
Daily	
Several days a week	
Weekend	
Weekend Occasionally	
Never	
6. What kind of wine do you usually drink more often?	
White wines	
Red wines Pink wines	
Sporkling wines	

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	2001
	Braind
8.	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour
9.	Choose an option according to your preferences.
	2 V
	Strong and full-bodled wines
	Soft and easy drinking wines
10,	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11,	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	L've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

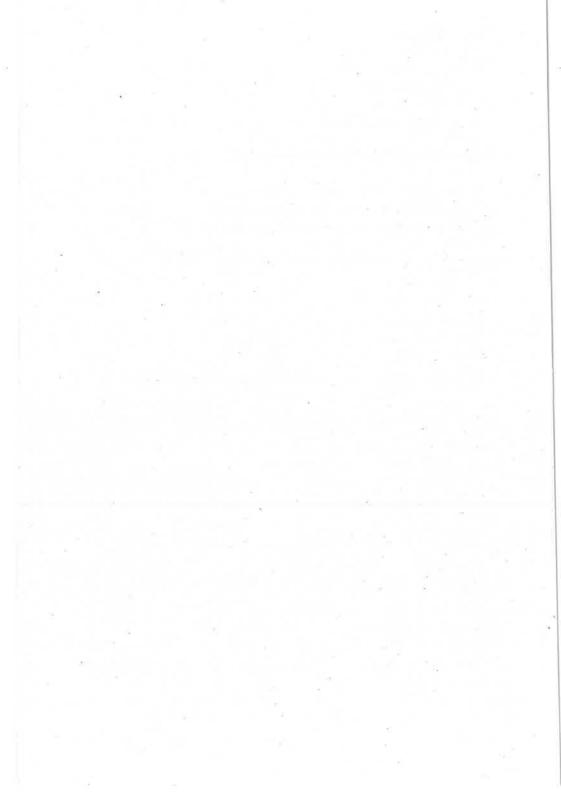
If you are not e	consumer, why?	
Selecciona todo	os los que corresponden.	
The price	is too high	
[] I don't like	a their grape variety	
I don't like	their quaratee of origin	
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[_]	×	100
4. Choose an op	tion about the purchase of these wines	-
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() I would	buy these wines and would recommend buying	0
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	not buy these wines and would not recommend buying	
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ac Value from 1 i	to 7 (1-> I don't like it7-> outstanding) wines of San V	alero Winery
10. value il otti i i	(to) (to) and this of the land of the	
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1. Nationality		
2. Sex		
Male		
Female		
3, Age		
18-35 years old		
35-60 years old		
+60 years old		
4, Occupation		
Student		
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Retired		
5. Choose an option about your	frequency of wine c	onsumption
Daily		
Several days a week		
Weekend		
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6. What kind of wine do you use	ually drink more ofter	n?
White wines		
_	*	
Red wines		
Pink wines		
Sporkling wines		

7	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
	Lorent
8.	Value from 1 to 7 (1.> less important ; 7 \Rightarrow very important) different organoleptic qualities.
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	Aroma
	Colour (XXXXX)
9.	Choose an option according to your preferences. Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carlfiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

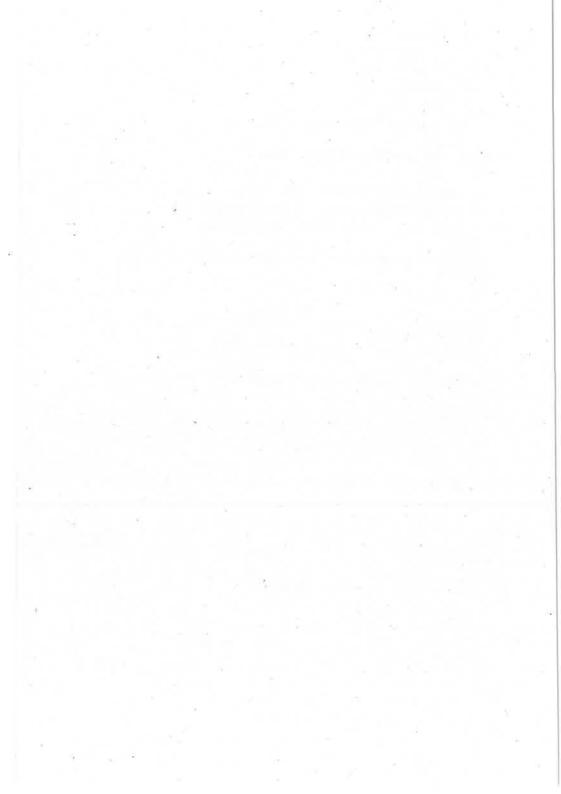
13. If you are not consumer, why?
Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
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I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
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I would buy these wines but would not recommend buying
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+60 years old				
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Retired				
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What kind of wine do you us	ually drini	k more of	ten?	
c = a				
White wines				
Red wines				
Pink wines				
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Choose an option about your motivations to make a purchase options)	(You can choose several
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Grape variety	
Bottle design	
Recommendations and awards	
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8. Value from 1 to 7 (1-> less important; 7 -> very important) diffiqualities.	erent organoleptic
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Choose an option according to your preferences.	
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Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of	Carifiena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several of Selecciona todos los que correspondan.	options)
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12. Are you consumer of these wines?	2
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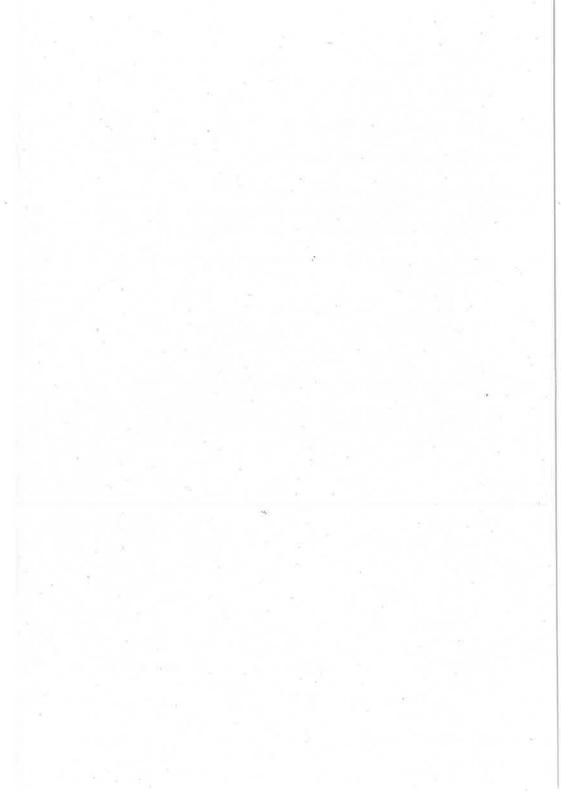
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1. Nationality	
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Worker	
Retired	
F. Channe an aution about your fragues	af wine accommodan
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Never	
6. What kind of wine do you usually dri	nk more often?
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Red wines Plink wines	
Pink wines	
Sporkling wines	

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Grape var	
Bottle des	sign
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Brand	*
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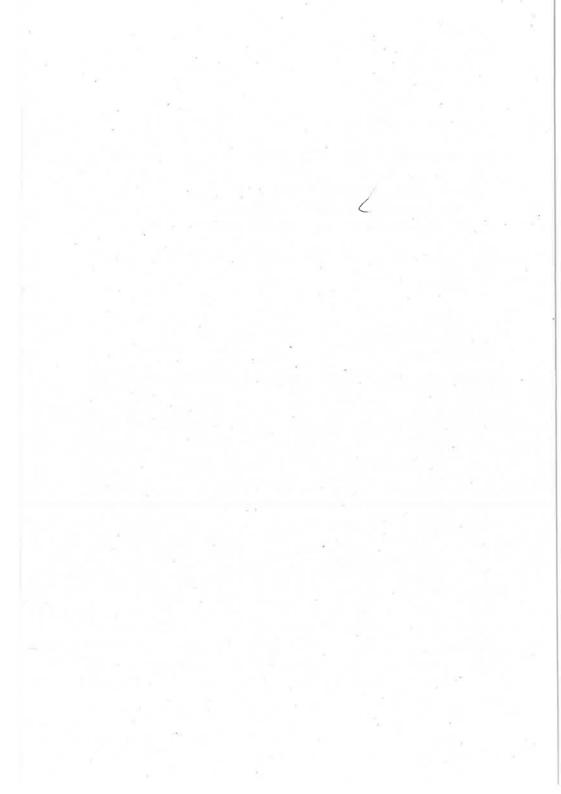
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3, Age	
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36-60 years old	
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Worker Unemployed	
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5, Choose an option about you	ur frequency of wine consumption
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Several days a week	
Weekend Occasionally	
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6. What kind of wine do you u	sually drink more often?
White wines	
Red wines	
Red wines Pink wines	
Sporkling wines	

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Selecciona todos los que correspondan.
Quarantee of origin
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12. Are you consumer of these wines?
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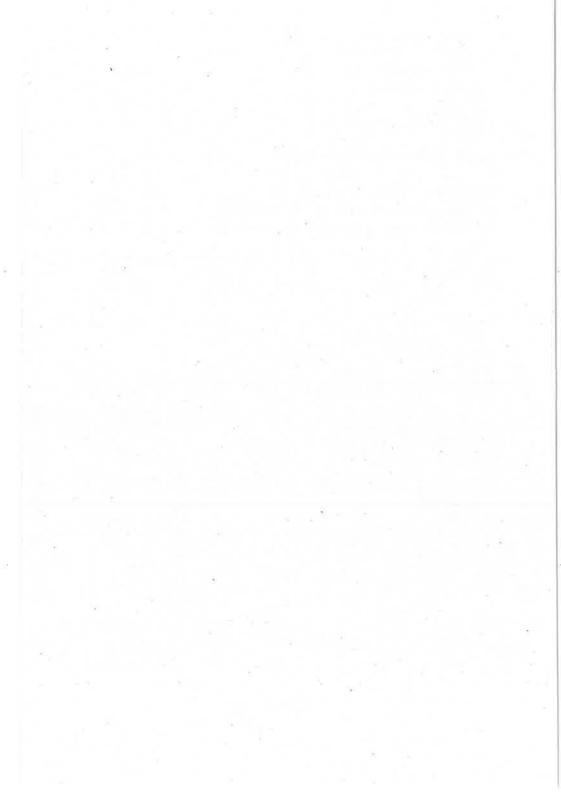


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What	kind of wine do you usually drink more often?
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D	Red wines
	Pink wines

Sporkling wines

 Choose an option about your motivations to make a purchase (You can choose severa options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
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8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
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Strong and full-bodied wines Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
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No (answer the following question and let the survey)
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I've never heard of it
Little market presence
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12. Are you consumer of these wines?
Yes (continues in question number 14)
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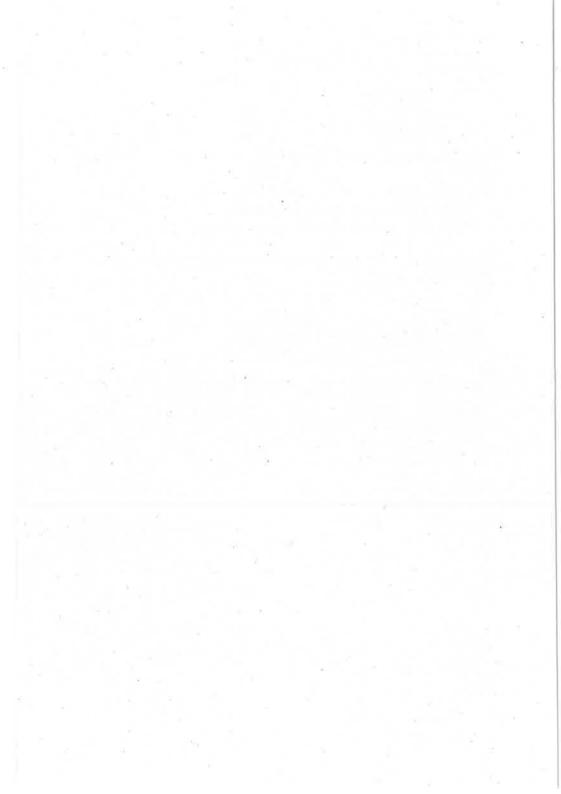
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1. Nationality	
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36-60 years old +60 years old	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your frequency	of wine consumption
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Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink n	nore often?
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Red wines	7
Pink wines	
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	on't know this winery, Why? (you can choose several options) na todos los que correspondan.
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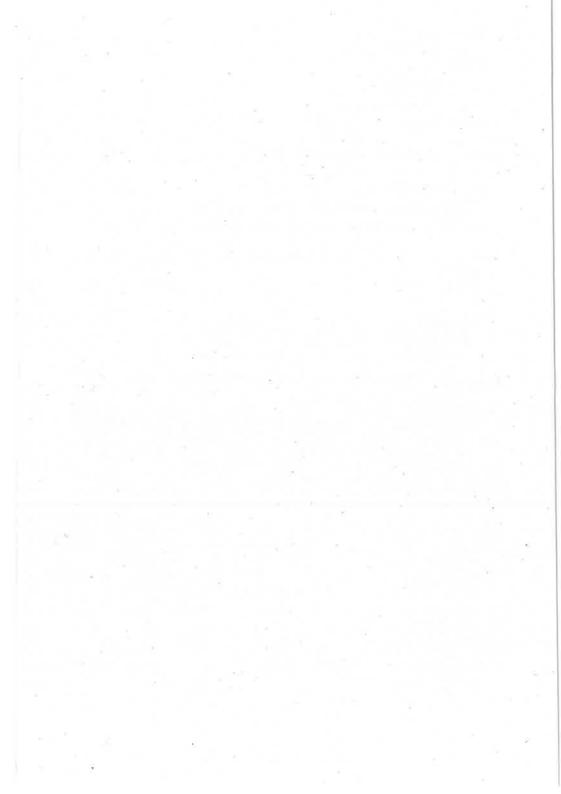
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Red wines Pink wines		
Pink wines		
Sporkling wines		

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Price	
Grape variety	
Bottle design	
Recommendations and awards	
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I've never heard of it	
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2. Are you consumer of these wines?	
Yes (continues in question number 14)	
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Bo Bo La	1 2 3 4 5 6 7 Infloero Joven 2014 Imbero Gran Resena 2009 Cantera Resena 2007 Fe (rom 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Winery
Bo Bo La	1 2 3 4 5 6 7 Infloero Joven 2014 Imbero Gran Reserva 2009 Cantera Reserva 2007 Fe (rom 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Winery

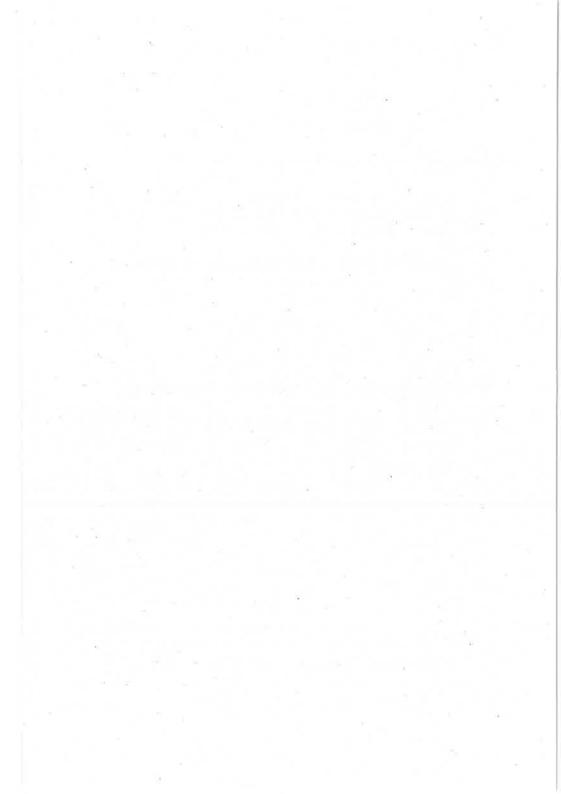


1; Nationality		
1. Nationality		
2; Sex		
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3, Age		
18-35 years old		
36-50 years old		
18-35 years old 36-50 years old +60 years old		
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4, Occupation		
Student		
Worker Unemployed		
Unemployed		
Retired		
,		
5. Choose an option about your	frequency of wine co	nsumption
Daily		
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Several days a week Weekend Occasionally		
Never		
\circ		
6. What kind of wine do you us:	ually drink more often	7
White wines		
(Na) Red wines		
Red wines Pink wines	523	
Sporkling wines	7	

 Choose an option about your motivations to make a purchase (You can choose severa options)
Selecciona todos los que correspondan,
Quarantee of origin
Price
Grape variety
Bottle design
Name of the state
Recommendations and awards
Brand -
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour
Aroma
Colour
9. Choose an option according to your preferences.
Strong and full-bodied wines Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Carlñena?
Yes (continues in guestion number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

3. If you are not consumer, w Selecciona todos los que con	-	n.					
The price is too high				74			
I don't like their grape v	ariety						
1 don't like their quarate	e of origin	1					
I don't liike their organo	leptic qua	lities					
٠		E				vi	
Choose an option about th	e purcha	se of the	se wines				
I would buy these win	nes and w	ould recon	nmend bu	ying			
I would buy these win							
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(would not buy these 5. Value from 1 to 7(1 -> do Valero wines						he fallowing	Sa
5, Value from 1 to 7(1 → I do						he fallowing	Sa
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5, Value from 1 to 7(1-> I do Valero wines	on't like li	t; 7->Out	standing)) the qu	ality of ti	he fallowing	Sa
5. Value from 1 to 7(1 -> do Valero wines	on't like li	t; 7->Out	standing)) the qu	ality of ti	he fallowing	Sa
5. Value from 1 to 7(1 -> 1 do Valero wines Bombero Joven 2014 Bombero Gran Reserva 20 La Cantera Reserva 2007	on't like li	2 3	4 5	6	7		
Bombero Joven 2014 Bombero Gran Reserva 2007	on't like li	2 3	4 5	6	7		
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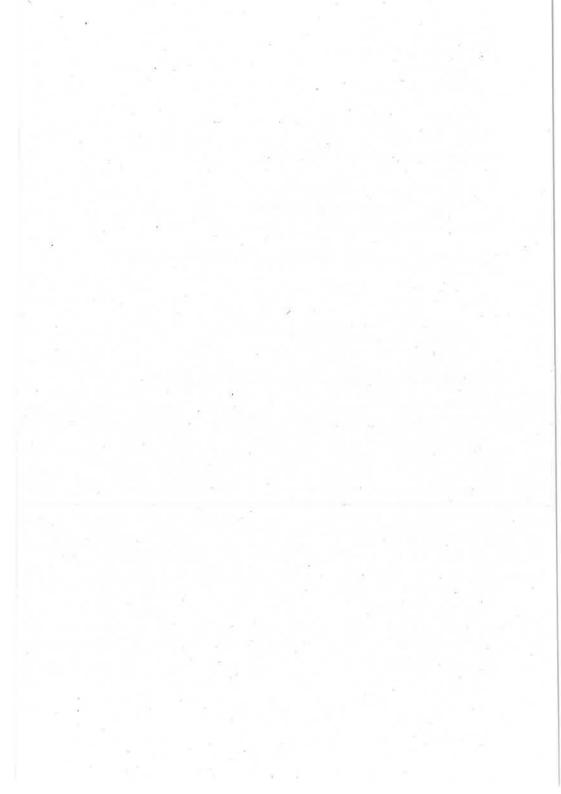
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. Nationality	
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2. Sex	
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Male Female	
3. Age	
18-35 years old	
36-60 years old	
+60 years old	
I, Occupation	>
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Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequence	y of wine consumption
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Several days a week	
Weekend	
Weekend Occasionally	
Never	
6. What kind of wine do you usually drini	cmore often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

7.	Choose an option about your motivations to make a proptions)	urchase (You can choose sev
	Selecciona todos los que correspondan.	
	Quarantee of origin	
	Price	
	Grape variety	
	Sottle design	
	Recommendations and awards	
	Brand	
8.	Value from 1 to 7 (1→ less important; 7 → very import qualities.	ant) different organoleptic
	1 2 3 4 5 6 7	
	Flavour OOOOO	
	Aroma	
	Colour (XXXX)	
9	Choose an option according to your preferences.	
	Strong and full-bodied wines	
	Soft and easy drinking wines	
10.	Do you know San Valero Winery and the quarantee of o	origin of Cariñena?
	Yes (continues in guestion number 12)	
	No (answer the following question and let the survey	y)
11.	If you don't know this winery, Why? (you can choose a Selecciona todos los que correspondan.	several options)
1	1've never heard of it	
	Little market presence	
	Otro:	
		31
12.	Are you consumer of these wines?	
	Yes (continues in question number 14)	
	No (continues in question number 13)	
	The fractions of guarante finition by	

I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying Value from 1 to 7(1-> 1 don't like it; 7-> Outstanding) the quality of the following Value owines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007		todos los que com	spondan			
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I don't like their organoleptic qualities Choose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying Value from 1 to 7(1-> (don't like it; 7-> Outstanding) the quality of the following Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	O I don	t like their grape va	riely			
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I would not buy these wines and would not recommend buying Value from 1 to 7(1-> 1 don't like it; 7-> Outstanding) the quality of the following Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	O Iw	uld buy these wine	s and would re	ecommend b	uying	
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Bombero Gran Reserva 2009 La Cantera Reserva 2007			n't like it ; 7->	Outstanding	j) the quality	of the followl
La Cantera Reserva 2007						of the followl
	Valero wi	o Joven 2014	1 2			of the followl
	Bombe Bombe	o Joven 2014 o Gran Reserva 200	1 2			of the followi
	Bomber Bomber La Can	o Joven 2014 o Gran Reserva 200	1 2	3 4	5 6 7	
	Bomber Bomber La Can	o Joven 2014 o Gran Reserva 2007 era Reserva 2007	1 2	3 4	5 6 7	
1 2 3 4 5 6 7	Bomber Bomber La Can	o Joven 2014 o Gran Reserva 200 era Reserva 2007 n 1 to 7 (1-> I don	1 2	3 4 :	5 6 7	
1 2 3 4 5 6 7	Bomber Bomber La Can	o Joven 2014 o Gran Reserva 200 era Reserva 2007 n 1 to 7 (1-> I don	1 2	3 4 :	5 6 7	
1 2 3 4 5 6 7	Bomber Bomber La Can	o Joven 2014 o Gran Reserva 200 era Reserva 2007 n 1 to 7 (1-> I don	1 2	3 4 :	5 6 7	
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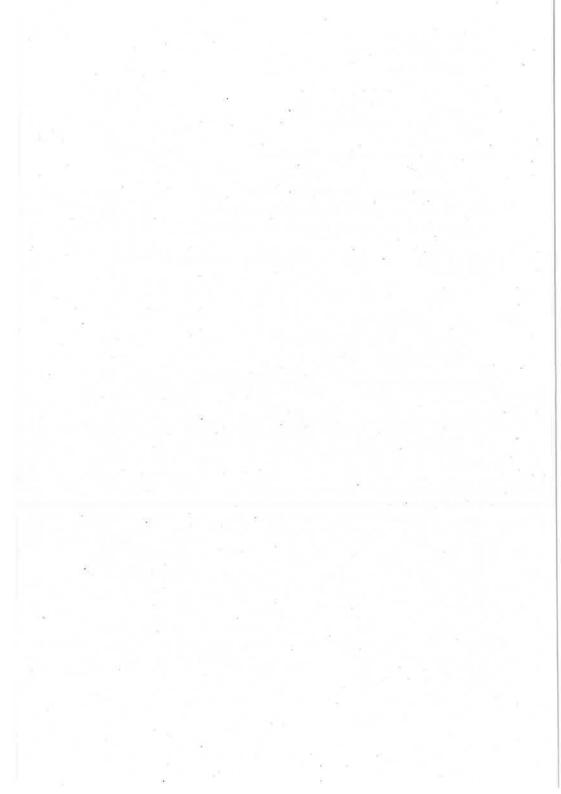


1. Nationality	× 1
2. Sex	
2 1.	
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Male Female	

3, Age	
18-35 years old	
36-60 years old +60 years old	
+60 years old	80 m
4. Occupation	
Student	
Worker Unemployed	
Retired	
5. Choose an option about your free	quency of wine consumption
Onily	
Several days a week	
Daily Several days a week Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	drink more often?
White wines	
Red wines	
White wines Red wines Pink wines	* .
Sporkling wines	

Choose an option about your motivations to make a purchase (You expressed to the control of	can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bollle design	
Recommendations and awards	
Brand	4
 Value from 1 to 7 (1→ less important; 7 → very important) different qualities. 	organoleptic
1 2 3 4 5 6 7	
1 2 3 4 5 6 7	
Aroma	*
Colour	
O Change on entire consider to your west	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carific	ena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	2 5
 If you don't know this winery, Why? (you can choose several options Selections todos los que correspondan. 	s)
Y I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	28

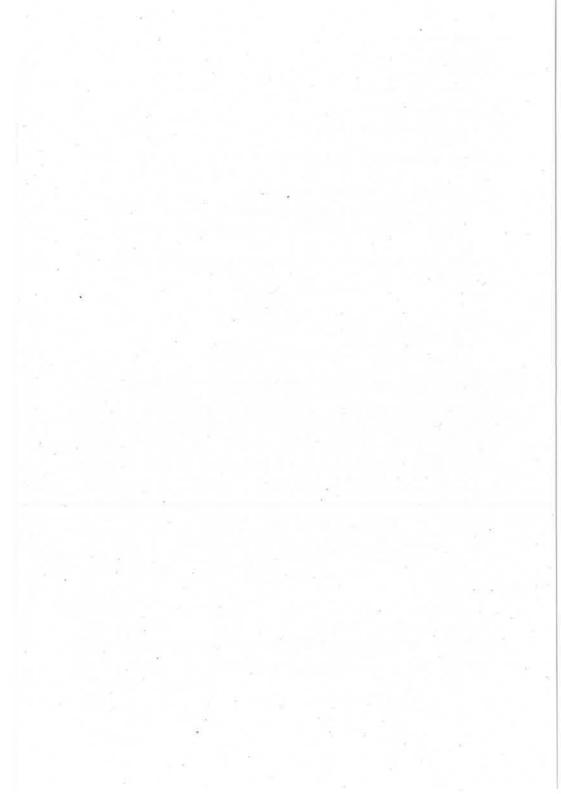
Selecciona todo	consumer, why?
	os los que correspondan
The price	is too high
I don't like	e their grape variety
1 don't like	e their quaratee of origin
I don't liik	e their organoleptic qualities
4. Choose an op	tion about the purchase of these wines
) I would	buy these wines and would recommend buying
O I would	buy these wines but would not recommend buying
O I would	not buy these wines and would not recommend buying
15 Value from 1 t	to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following Sa
Valero wines	
	1 2 3 4 5 6 7
Bombero Jos	ven 2014
	ven 2014 an Reserva 2009
Bombero Gra	James James Jenny Jenny Jenny Jenny Jenny
Bombero Gra La Cantera F	an Reserva 2009 Reserva 2007
Bombero Gra La Cantera F	an Reserva 2009
Bombero Gra La Cantera F	an Reserva 2009 Reserva 2007
Bombero Gra La Cantera F	an Reserve 2009 Reserve 2007 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
Bombero Gra La Cantera F	an Reserve 2009 Reserve 2007 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
Bombero Gri La Cantera F 16. Value from 1	an Reserve 2009 Reserve 2007 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
Bombero Gri La Cantera F 16. Value from 1	an Reserve 2009 Reserve 2007 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
Bombero Gri La Cantera F 16. Value from 1	an Reserve 2009 Reserve 2007 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
Bombero Gra La Cantera F 6, Value from 1 f	an Reserve 2009 Reserve 2007 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery



1. Nationality	- ¥
2. Sex	
CO. Maria	
Maie Female	
Female	
3. Age	
18-35 years old	
236-60 years old +60 years old	
+60 years old	
4. Occupation	
Student	
Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequency of	wine consumption
Daily	
Several days a week	
Weekend	
Weekend Occasionally	
Never	
6. What kind of wine do you usually drink me	ore often?
White wines	
Red wines	
Red wines Pink wines	
Constitue visus	

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
В.	Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour (Y Y Y Y Y Y Y Y
	Aroma
	Colour
9.	Choose an option according to your preferences.
	4.
	Strong and full-bodied wines Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
1 <u>1,</u> [If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	1've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

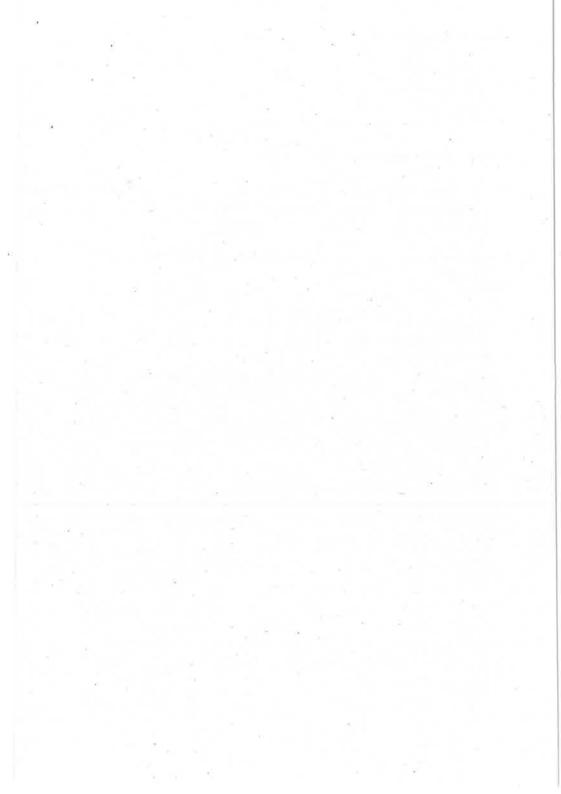
13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of ongin
don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 →) don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009()
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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1. Nationality	
2. Sex	
(P) Male	
Mare Female	
3, Age	1.
18-35 years old	
36-60 years old	
36-60 years old +60 years old	
4. Occupation	
Student	
Worker Unemployed	
Retired	
5. Choose an option about your fre	quency of wine consumption
Daily	
Several days a week Weekend	
Weekend -	
Occasionally	
Never	
6. What kind of wine do you usuall	y drink more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You cooptions) 	an choose several
Selecciona todos los que correspondan.	4
Quarantee of origin	2.0
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
Treated	
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different o	rganoleptic
qualities.	
1 2 3 4 5 6 7	
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroma Colour	
Colour	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñe	na?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options	i)
Selecciona todos los que correspondan.	
1've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in guestion number 14)	
No (continues in question number 13)	

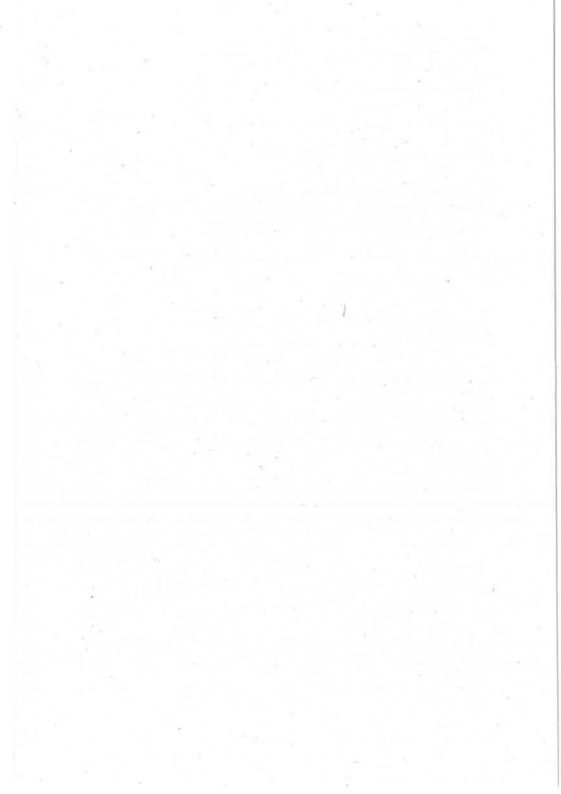
13. If you are not consumer, why? Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it; 7.→ Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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1, N	lationality					
	__/				i,	(*)
2. 8	Gex					
10	Male Female					
_ (Female					
3. A	age .				0	
	18-35 years old					
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1	18-35 years old 36-60 years old					
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5, (Choose an option about your	frequen	cy of v	vine co	nsumptic	n
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	Red wines Plnk wines					
	Plnk wines					
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 Choose an option about your motivations to a options) 	nake a purchase (You can choose several
Selecciona todos los que correspondan,	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important; 7 -> ve qualitles.	ry important) different organoleptic
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Aroma ()()()	
Colour XXXX	<u>X</u>
9. Choose an option according to your preference	ces.
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Soft and easy dnnking wines	
10. Do you know San Valero Winery and the quar	antee of origin of Carinena?
Yes (continues in question number 12)	
No (answer the following question and let	the survey)
11. If you don't know this winery, Why? (you can Selectiona todas los que corresponden.	choose several options)
[] I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
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Yes (continues in question number 14)	
No (continues in question number 13)	

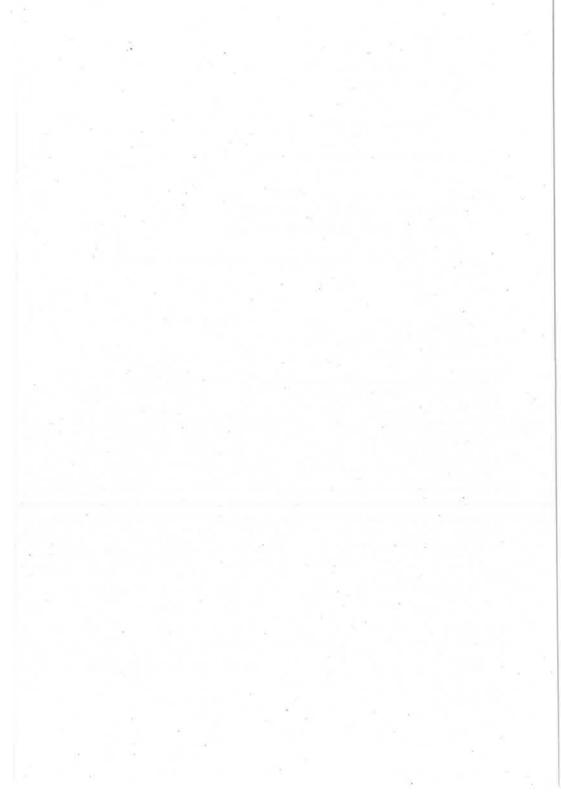
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□ The s	rice is too		поорог							
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L	t like their	-								
l don	t like their	quarate	e of o	igin						
l don'	t liike thei	r organo	oleptic	qualitie	S		8		4	
4. Choose a	n option a	bout th	e pur	chase (of these	wines				
,	.5									
/ Iwo	ould buy th	nese wir	nes an	bluow b	recomn	nend buy	ing			
O I w	ould buy ti	hese wir	nes bu	would	not reco	mmend	buying			
Olw	ould not be	uv these	wines	and w	ould not	recomm	end buy	ing		
Valero wit	nes					anding) (oro qua	,		
			1		3	4 5	6	7.		
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Bomber Bomber La Cant	o Joven 20 o Gran Re era Reser	014 eserva 21 va 2007	1009	2	3 ()	4 5		7.		
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1. Nationality Byen T/SH	
2. Sex MALE	
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Female	
3, Age	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
0.0.4	
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Worker	
Unemployed Retired	
Retired	
5. Choose an option about your frequency of wine consumption	n
and the second s	
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Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink more often?	
White wines	
Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Fig. Brand
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8. Value from 1 to 7 (1-> less important ; 7 >> very important) different organoleptic qualities.
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1 2 3 4 5 6 7
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
(and the strong goods and the strong)
If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
[] I've never heard of it
Little market presence
Otro:
2. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in guestion number 13)

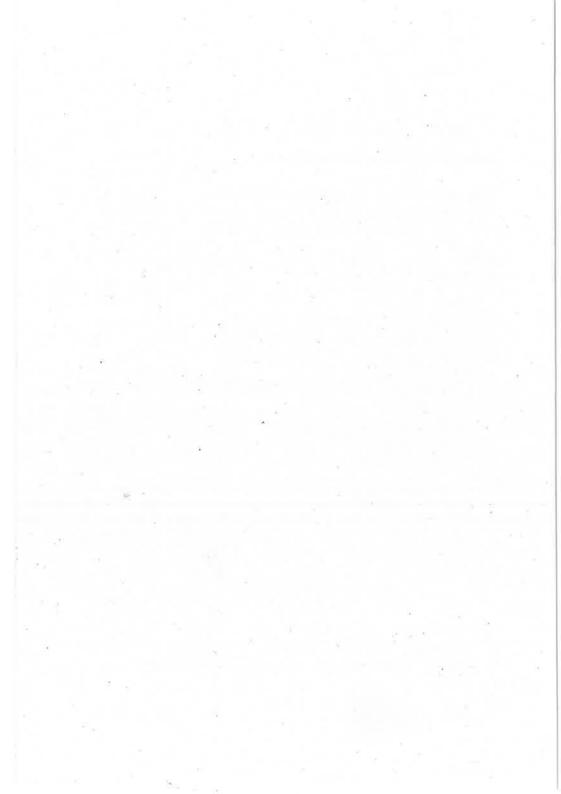
13. If you are not consumer, why?
Selecciona todos los que correspondan
The price is too high
I don't like their grape variety
I doπ't like their quaratee of origin
I don't liike their organoleptic qualities
4. Choose an option about the purchase of these wines
would buy these wines and would recommend buying
i would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
1 2 3 4 5 6 7
Bornbero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7



Natio	nality		
	Gritish		
2. Sex			
	Male		
×	Male Female		
3, Age			
	18-35 years old		
\sim	18-35 years old 36-60 years old	7.	
\$	+60 years old		
4. Occu	pation		
	Student		
	Student Worker Unemployed		
	Unemployed		
P	Retired		
5. Choo	se an option about your freq	uency of wine const	mption
	Daily		
	Several days a week		
G G	Weekend Occasionally		
	Occasionally		
) Never		
6. What	kind of wine do you usually	drink more often?	
-) White wines		
φ) Red wines) Pink wines		
C) Pink wines		
	On addison videos		

 Choose an option about your motivations to make a purchase (You can choose severs options) 	ıŀ
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important ; 7 ⇒ very important) different organoleptic qualities.	
1 2 3 4 5 6 7	
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroma Colour	
COIDUI (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy dnnking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.	
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12. Are you consumer of these wines?	
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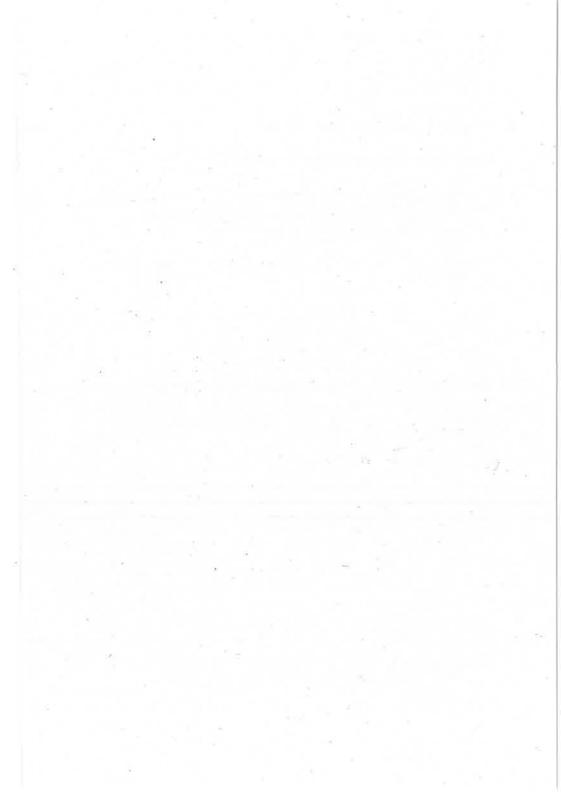
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10, Do you know San Valero Winery and the quarantee of origin of Cariñena?	
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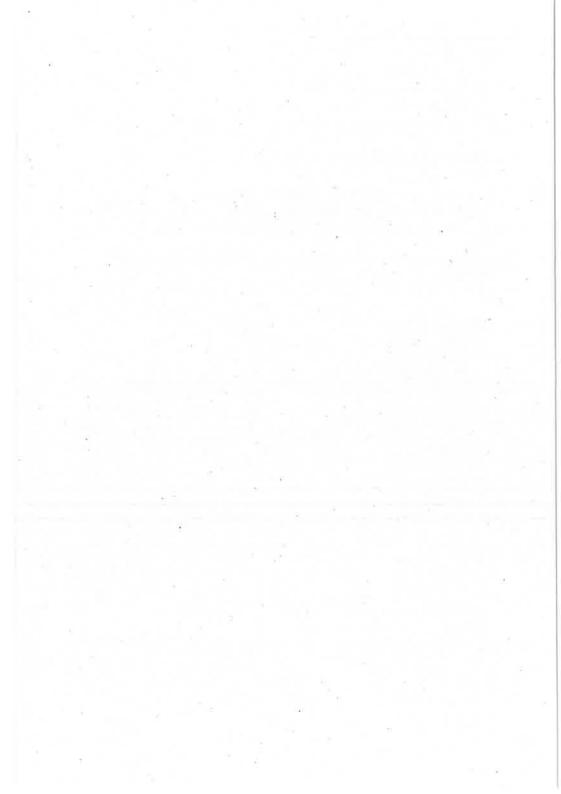
13. If you are not consumer, why? Selectiona lodos los que correspondan.	
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11. If you don't know this winery, Why? (you can choose several options) Selectione todos los que corresponden.	
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12. Are you consumer of these wines?	
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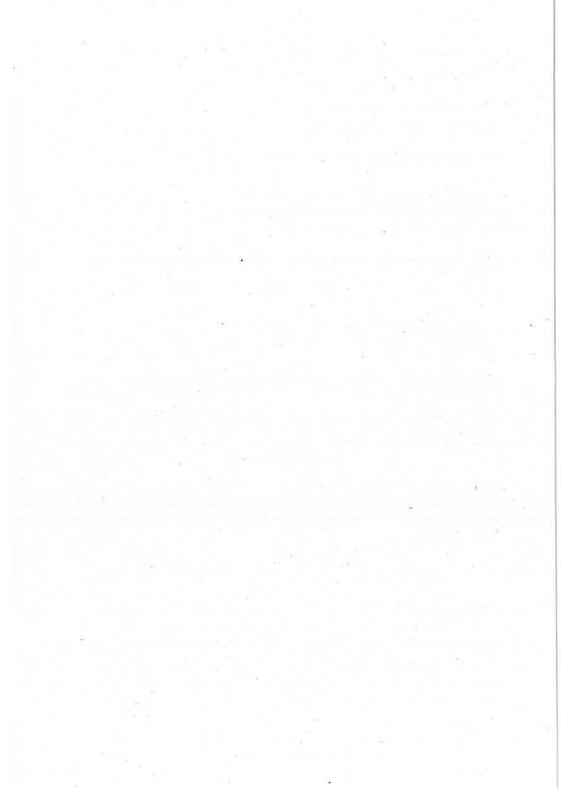
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 Cnoose an option about your motivations to make a pu options) 	irchase (You can choose several
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	ryou are not consumer, why? Selecciona todos los que correspondan
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16: \	Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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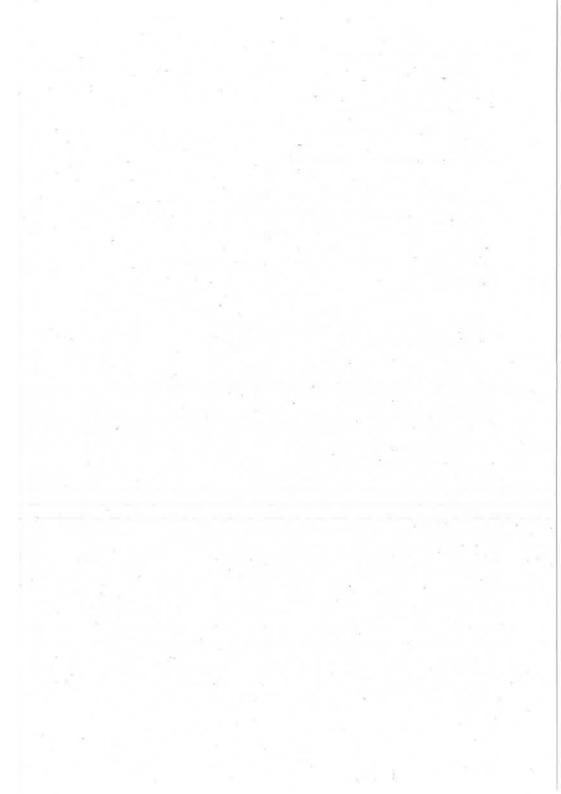


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 Choose an option about your motivations to make a purchase (You can choose se options) 	vei
Selecciona todos los que correspondan.	
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Price	
Grape variety	
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Recommendations and awards	
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8. Value from 1 to 7 (1-> less Important; 7 -> very Important) different organoleptic qualities.	
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Flavour () () () ()	
Aroma	
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9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carinena?	
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No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Seleccions todos los que correspondan.	
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12. Are you consumer of these wines?	
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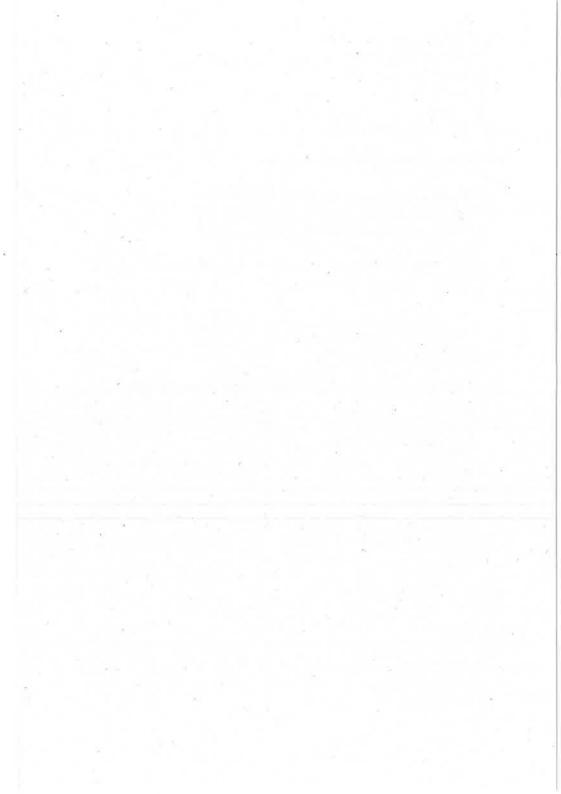
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4, Occupation	
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5. Choose an option about your frequenc	y of wine consumption
78	
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Several days a week	
Weekend	
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Never	
6. What kind of wine do you usually drint	k more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	☐ Brand
8.	Value from 1 to 7 (1→ less important ; 7 → very important) different organoleptic qualities.
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10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
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	No (answer the following question and let the survey)
	If you don't know this winery, Why? (you can choose several options) Seleccions todos los que correspondan.
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12.	Are you consumer of these wines?
	Yes (continues in question number 14)
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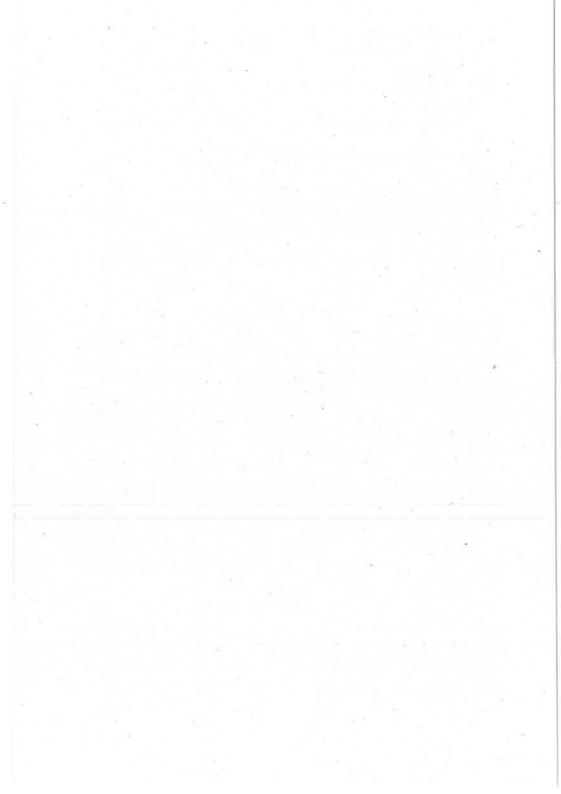
S. If you are not consumer, why? Selecciona todos los que correspondan.	
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I don't like their grape variety	
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I/don't liike their organoleptic qualities	
4. Choose an option about the purchase of these wines	
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I would buy these wines but would not recommend buying	
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+60 years old	
4, Occupation	
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5. Choose an option about your frequ	ency of wine consumption
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6, What kind of wine do you usually d	rink more often?
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White wines	
Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose sever options) 	ai
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
 Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. 	
quanties.	
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Strong and full-bodied wines	
Soft and easy drinking wines	
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10. Do you know San Valero Winery and the quarantee of origin of Cariñena?	
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() No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.	
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12. Are you consumer of these wines?	
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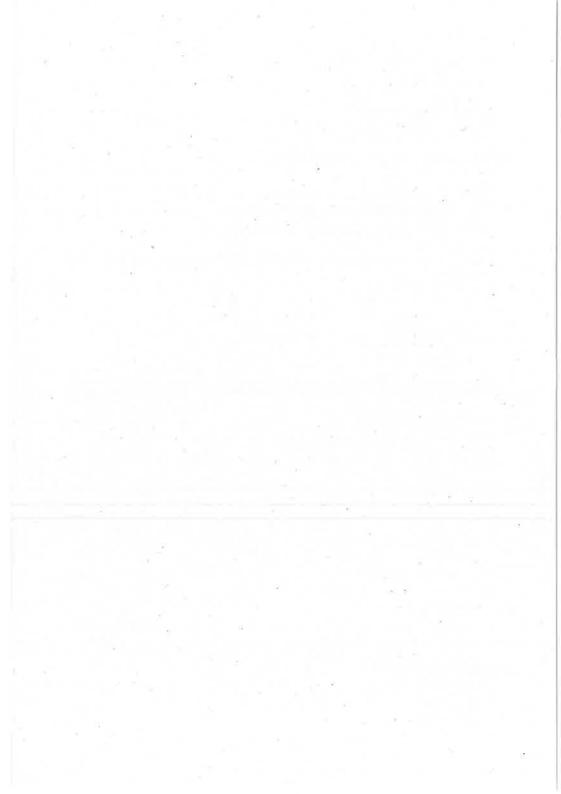
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14. Choose an option about the purchase of these wines	
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I would buy these wines but would not recommend buying	
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Bombero Gran Reserva 2009	
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16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	
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5. Choose an option about your frequen	ncy of wine consumption
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Weekend	
Occasionally	
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3. What kind of wine do you usually dri	nk more often?
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Red wines	
Pink wines	
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 Choose an option about your motivations to make a purchase (You can options) 	choose several
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Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organizations.	ınoleptic
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Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñena	7
Yes (continues in question number 12)	
No (answer the following question and let (he survey)	
11. If you don't know this winery, Why? (you can choose several options)	
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Yes (continues in question number 14)	
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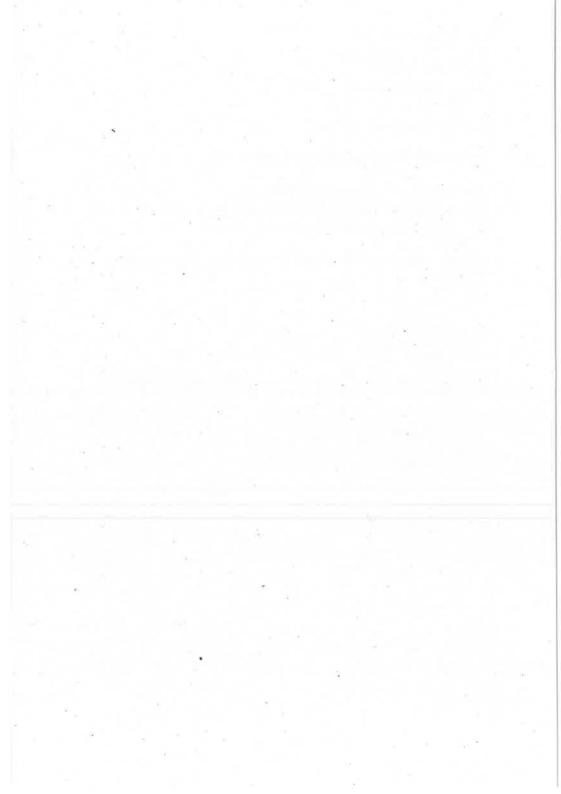
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15. Value from 1 to 7	"(1 → I doi	n't like i	it ; 7-	>Outs	tandi	ing) t	the qu	ality o	of the fo	ollowing Sa
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5. Choose an option about your fre	quency of wine cons	umption
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6. What kind of wine do you usually	drink more often?	
White wines		
Red Wines		
Pink wines		
Sporkling wines		

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1→ less important ; 7 → very Important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour
Aroma
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
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Little market presence
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12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

13. If you are not consumer, why?
Selecciona todos los que correspondan,
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J don't like their grape variety
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14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
Valero wines . 1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Winery
1 2 3 4 6 6 7
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	(Z)	Worker		
		Unemployed		
	\bigcirc	Retired		
5.	Choos	e an option about your frequency of wine co	onsumption	
	0			
		Several days a week		
	T	Weekend Cocasionally		
		Occasionally		
	\bigcirc	Never		
В.	What k	kind of wine do you usually drink more often	17 ™	
		White wines		
	9	Red wines		
		Pink wines		
	0	Sporkling wines		

 Choose an option about your motivations to make a purchase options) 	(You can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	1
Price	
Grape variety	
Bottle design	T.
Recommendations and awards	
Brand	
Line District	*
8. Value from 1 to 7 (1-> less important ; 7 -> very important) dil	ferent organoleptic
qualities.	
1 2 3 4 5 6 7	
Flavour OOOOOO	
Aroma (C)(C)(C)(C)	
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of	f Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several Selectione todos los que correspondant.)	options)
I've never heard of it	
Little market presence	5,
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	j.
No (continues in question number 13)	

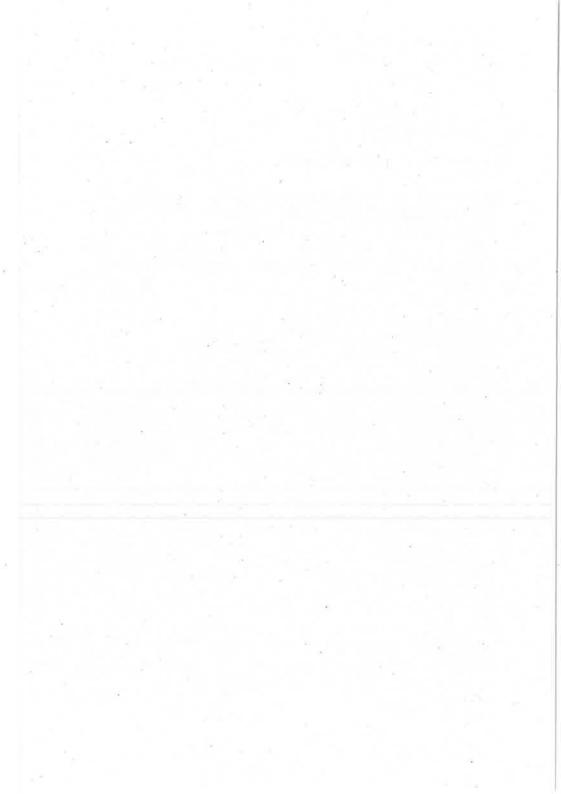
13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it ; 7.→Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bornbero Gran Reserva 2009
La Califera Nessei va 2001
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
0000000



	A 1 - 11 A14 -					
	Nationality		100	Š		
	3	/				
,	Sex					8-2
				25		
	Male					
	Male Female					
	1 chiale					
3.	Age					
	(18-35 years old					
	18-35 years old 36-60 years old					
	+60 years old					
4.	Occupation					
	Student					
	Worker Worker					
	Worker Unemployed					
	Retired					
5.	Choose an option about you	ur frequen	icy of wh	ne cor	sump	ion
			1			
	Daily					
	Several days a week					
	Weekend					
	Occasionally					
	Never					
Æ	What kind of wine do you u	sually drin	k more	often?		
ν,				3		
	() White wines					
	Red wines					
	Pink wines					
	Sporkling wines					
	Oporking wines					

Cita Outermants	a of arisin	
Para de la companya della companya de la companya de la companya della companya d	e of origin	
Price	×	
Grape var	iety	
Bottle des	sign	~
Recomme	endations and awards	
Brand	. 31	
loand		
8. Value from 1 f	to 7 (1-> less important ; 7 -> very important) different organolept	le
qualities.		
	1 2 3 4 5 6 7	
F1		
Flavour Aroma		
Colour		
Coloui		
4	and full-bodied wines	
4	and full-bodied wines d easy drinking wines	
Soft and	d easy drinking wines	
Soft and		
Soft and	d easy drinking wines	
Soft and	d easy drinking wines	
Soft and O, Do you know Yes (co	d easy drinking wines San Valero Winery and the quarantee of origin of Carifiena?	
Soft and O, Do you know Yes (co	d easy drinking wines San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12)	
Soft and Do you know Yes (co	d easy drinking wines San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12)	
Soft and Do you know Yes (or No (ans	d easy drinking wines San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12) swer the following question and let the survey)	
Soft and Do you know Yes (or No (ans	San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12) swer the following question and let the survey) now this winery, Why? (you can choose several options) tos los que correspondan.	
Soft and Yes (or Yes (or No (ans 1. If you don't kn Selecciona todo	San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12) swer the following question and let the survey) now this winery, Why? (you can choose several options) los los que correspondan.	
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Soft and Yes (co No (ans I, If you don't ke Selectiona todo Little mart	San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12) swer the following question and let the survey) now this winery, Why? (you can choose several options) tos los que correspondan. heard of it ket presence	
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Soft and Yes (co No (ans I, If you don't ke Selectiona todo Little mart	San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12) swer the following question and let the survey) now this winery, Why? (you can choose several options) tos los que correspondan. heard of it ket presence	
Soft and Yes (or No (ans 1. If you don't kn Selectiona toda I've never Little mart Otro: 2. Are you consu	San Valero Winery and the quarantee of origin of Cariñena? ontinues in question number 12) swer the following question and let the survey) now this winery, Why? (you can choose several options) tos los que correspondan. heard of it ket presence	

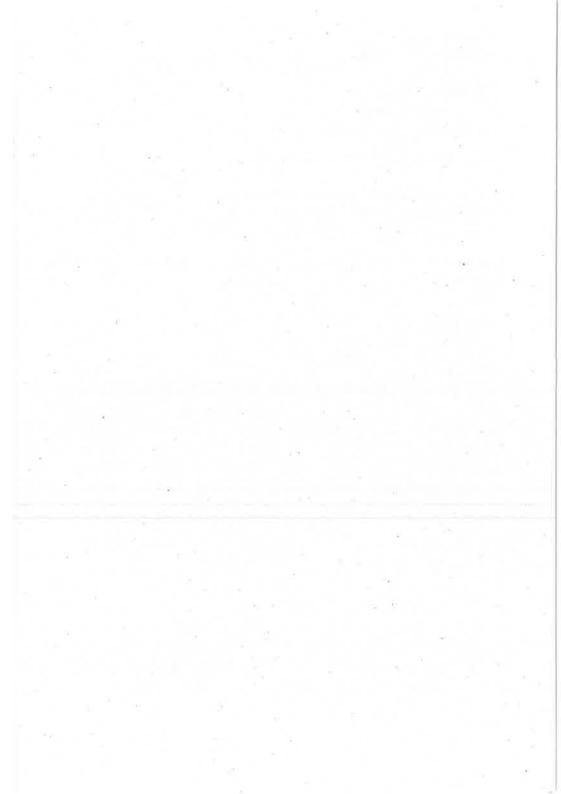
	you are not consumer, w eleccione todos los que con	*	X 2
Г	The price is too high		
- -	idon't like their grape va	ariety	
ř	☐ I don't like their quarater	e of origin	
Ċ	I don't liike their organol	eptic qualities	
14. CI	noose an option about the	e purchase of these wines	
(would buy these wing	es and would recommend buying	
(Nould buy these wind	es but would not recommend buying	
(would not buy these	wines and would not recommend buying	
	alue from 1 to 7(1 → 1 don alero wines	n't like it ; 7-> Outstanding) the quality	of the following San
-	Bornbero Joven 2014		
-	Bombero Gran Reserve 20		
	La Cantera Reserva 2007		×, ×,
16, V a	alue from 1 to 7 (1-> I do	n't like it7-> outstanding) wines of Sa	an Valero Winery
	1 2 3	4 5 6 7	
	0000	0000	



1. Nationality	
2. Sex	
Male Female	
3. Age	
\$18-35 years old	
36-60 years old	
+60 years old	5
4. Occupation	:2/
Student	
Worker	
Unemployed	
Retired	* .
5, Choose an option about your fre	equency of wine consumpt
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usuall	ly drink more often?
White wines	
White wines Red wines	26
Pink wines	

7	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
. 8	. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic
	qualities.
	1 2 3 4 5 6 7
	Flavour OOOOOO
	Aroma
	Colour XXX XXX
9	Choose an option according to your preferences.
	Strong and full-bodled wines
	(Soft and easy drinking wines
	(M) con and cas) dimining which
10	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11	. If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

Selectiona todos los que correspondan. The price is too high	
[] me kine is too man	
l don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 → I don't like it ; 7 → Outstanding) the quality of the follow Valero wines	ving San
1 2 3 4 5 6 7	
Bombero Joven 2014 Bombero Gran Reserva 2009 X X X X X X X X X X X X X	
La Cantera Reserva 2007	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero W	inery
1 2 3 4 5 6 7	
000000	



1. Nationality		
2. Sex		
Male		
Famale		
3. Age		
	-	
() 18-35 years old		
38-60 years old		
+60 years old		
4. Occupation		
Student	92	
Worker		
Unemployed		
Retired		
5. Choose an option about your free	quency of wine co	nsumption
		-
Daily		
Several days a week		19
Weekend		
Occasionally		
Never		
6. What kind of wine do you usually	drink more often:	•
16 Naiba winna		
White wines		
Red wines		
Pink wines		
Sporkling wines		

	Choose an option about your motivations to make a purchase (You can choose several options)
	Seleccione todos los que correspondan,
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	□ Brand
	hand
	Value from 1 to 7 (1→ less important ; 7 → very important) different organoleptic
Ċ	qualities.
	*
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour
9.	Choose an option according to your preferences,
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
-	No (answer the following question and let the survey)
11::	If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	[] I've never heard of it
	Little market presence
	Otro:
	*
12,	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

2							
would be	lly these wines	and would	recommend b	ouying			
would by	uy these wines	but would r	not recommer	nd buying			
A I would no	ot buy these wi	ines and wo	uld not recon	nmend buyin	9		
7	,						
Value from 1 to	7(1 -> 1 don'	t like it ; 7-	Outstanding	g) the quali	y of the fol	lowing San	
Valero wines	'						
		1 2	3 4	5 6 7			
Bombero Jove	n 2014	$\bigcirc\bigcirc$	$\bigcirc\bigcirc$		2		
Bombero Gran	Reserva 2009	\bigcirc	∞		2		
, La Cantera Re	eserva 2007	\bigcirc	\bigcirc	\mathscr{X})		
Value from 1 to	7 (1-> don'i	t like it7-	> outstandir	ng) wines of	San Valero	Winery	
Value from 1 to	7 (1-> l don'		outstanding	ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
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				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	
				ng) wines of	San Valero	Winery	

If you are not consumer, why?
 Selecciona todos los que correspondan.

The price is too high

I don't like their grape variety

I don't like their quarates of origin

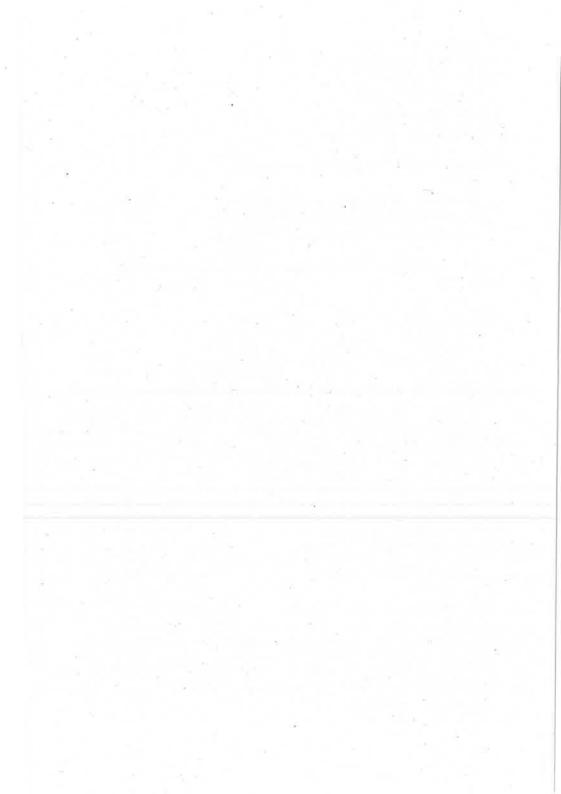
I don't like their organoleptic qualities



1. Nationality	* *
2. Sex	
Male	
Male Female	
3. Age	4
18-35 years old	
2 36-60 years old	
18-35 years old 36-80 years old +60 years old	
4. Occupation	*
Student	
Student	
Worker Unemployed	
Retired	
5. Choose an option about your	frequency of wine consumption
Oaity -	
Several days a week Weekend	
Weekend	
Occesionally	
Never	
6. What kind of wine do you use	ually drink more often?
White wines	2
Red wines	9
White wines Red wines Pink wines	
Sporkling wines	

7	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	7 Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1.2 less important ; 7.2 very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma'
	Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	T've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not consumer, why? Selectiona todos los que corresponden.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
l don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
! would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery 1 2 3 4 5 6 7

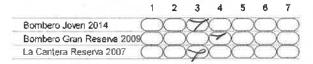


1. Nationality
2. Sex
Male
Female
A Ann
3, Age
18-35 years old
18-35 years old 36-60 years old
+60 years old
4. Occupation
Student
Worker
Unemployed .
Retired
5. Choose an option about your frequency of wine consumption
Dailty
Several days a week
Weekend
Occasionally
Never
6. What kind of wine do you usually drink more often?
White wines
Red wines
Plnk wines
Sportling wines

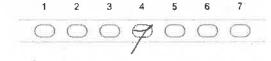
 Choose an option about your motivations to make a purchase options) 	(You can choose severa
Selecciona todos los que correspondan,	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 { 1→ less important ; 7 → very important) differentials.	erent organoleptic
1 2 3 4 5 6 7	
Flavour	
Aroma	
Colour XXXXX	
9. Choose an option according to your preferences.	
Strong and full-bodied whes	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of	Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
 If you don't know this winery, Why? (you can choose several of Selecciona todos los que correspondan. 	ptions)
1've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
· ·	

Yes (continues in question number 14) No (continues in question number 13)

	Selecciona todos los que correspondan
	The price is too high
	I don't like their grape variety
	I don't like their quaratee of origin
	I don't liike their organoleptic qualities
	•
14.	Choose an option about the purchase of these wines
اسم	I would buy these wines and would recommend buying
	f would buy these wines but would not recommend buying
	1 would not buy these wines and would not recommend buying
15,	Value from 1 to 7(1 \sim 1 don't like it ; 7 \sim Outstanding) the quality of the following San Valero wines



16. Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery



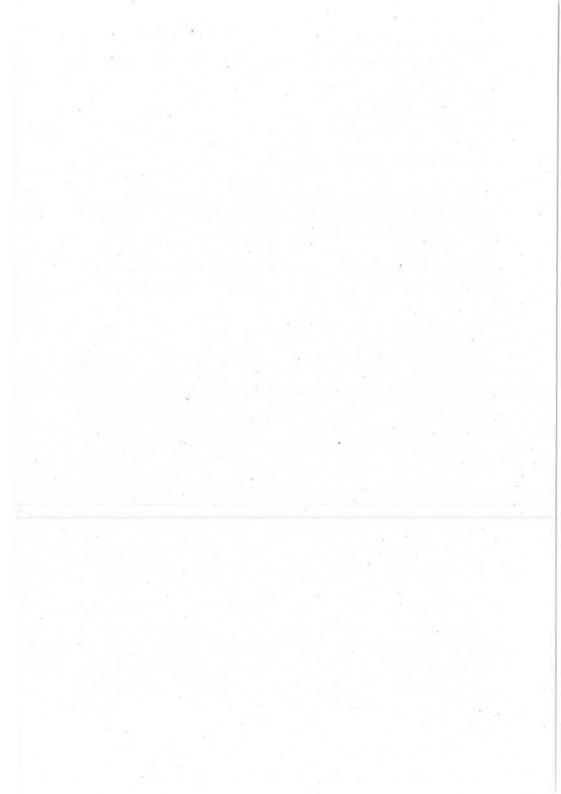
13. If you are not consumer, why?



1. Nationality	
2. Sex	
Male Female	
Female	
3. Age	
18-35 years old	
36-60 years old	
+60 years old	5.
4. Occupation	
4. Cocapation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your fi	requency of wine consumption
Daily Several days a week	,
Several days a week	
Weekend	
Occasionally,	
Never	
6. What kind of wine do you usua	dly drink more often?
White wines	
Red wines	
Pink wines	
Charteling wines	

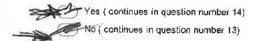
7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Fand
	1.h
	Value from 1 to 7 (1→ less important ; 7 → very important) different organoleptic
	qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma OOOOOO
	Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Strong and full-bodied wines Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carlnena?
×	Yes (continues in question number 12)
ĺ	No (answer the following question and let the survey)
	f you don't know this winery, Why? (you can choose several options) Seleccions todos los que corresponden.
	I've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Pes (continues in question number 14)
_	No (continues in question number 13)

13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
J don't like their grape variety	1.2
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 → 1 don't like it; 7→Outstanding) the quality of Valero wines 1 2 3 4 5 6 7	are following Sail
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
16. Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San	Valero Winery
1 2 3 4 5 6 7	
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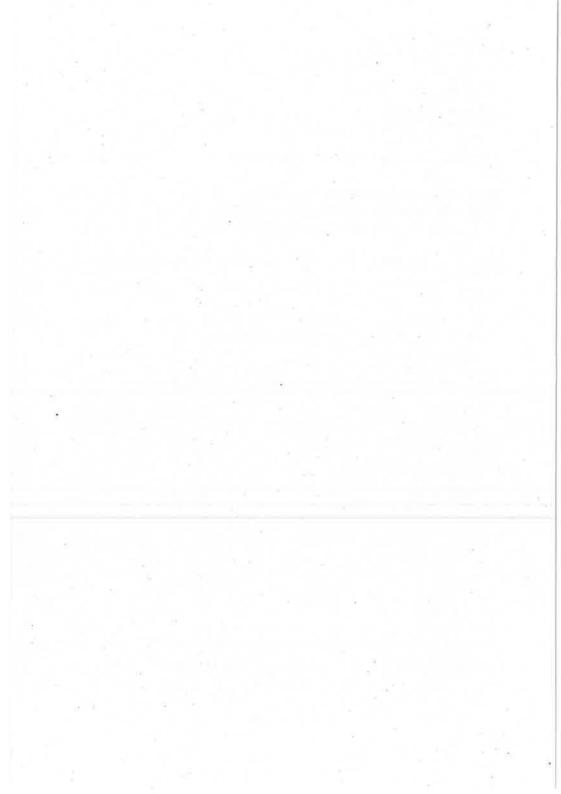


ï	1. Nationality Buch	
	2. Sex	*
	Mala	
	Male	
	Female	
	3. Age	
	18-35 years old	
	36-60 years old	
	+60 years old	
	4. Occupation	#
	Student	
	Worker	
	Unemployed	
	Retired	
	5. Choose an option about your frequen	cy of wine consumption
	C 5-14.	
	Daily	
1	Several days a week	
	Weekend	
	Occasionally Never	
	O IACAGI	
	6. What kind of wine do you usually drin	nk more often?
	- North	
	White wines	10
	Red wines	
	Pink wines	7
	Sporkling swines	

options)	ption about your motivations to make a purchase (You can choose seve
	ee of origin
Price	
Grape v	ariety
Bottle de	
1,1	nendations and awards
Brand	inclidations and organic
8. Value from 1 qualities.	to 7 (1-> less important; 7 -> very important) different organoleptic
	1 2 3 4 5 6 7
Flavour	
Aroma	
Colour	
	ption according to your preferences. and full-bodied wines
Solit ar	nd easy drinking wines
	San Valero Winery and the quarantee of origin of Carlñena?
Yes (continues in question number 12)
○ No (ar	nswer the following question and let the survey)
	now this winery, Why? (you can choose several options) dos los que corresponden.
[] I've never	r heard of it
Little ma	rket presence
Otro:	
12 Are you cons	sumer of these wines?
7/2	



If you are not consumer,		
at you are not consumer;	why?	
Seleccione todos los que c	correspondan	
The price is too high	11	
[] I don't like their grape	a veriety	
<u> </u>		
I don't like their quara		
I don't liike their organ	noleptic qualities	
Choose an option about	the purchase of these wines	
would buy these w	vines and would recommend buying	
(I would buy these w	vines but would not recommend buying	
() I would not buy thes	se wines and would not recommend buying	
Value from 1 to 7(1 -> 1 o	don't like it : 7->Outstanding) the quality of the following	na S
Value from 1 to 7(1 → 1 c Valero wines	don't like it ; 7->Outstanding) the quality of the following	ng S
	don't like it ; 7->Outstanding) the quality of the followin	ng S
		ng S
Valero wines	don't like it ; 7-> Outstanding) the quality of the following	ng S
Valero wines Bombero Joven 2014	1 2 3 4 5 6 7	ng S
Valero wines	1 2 3 4 5 6 7	ng S



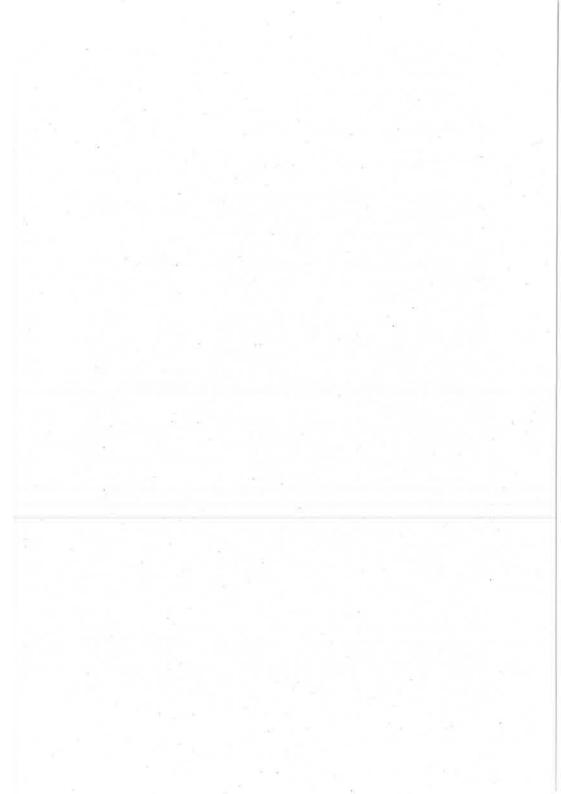
1. Nationality		
R		
V		
2. Sex		
(Patriolo		
Male Fernale		
Pernale		
3. Age		
18-35 years old		
36-60 years old		
+60 years old		
4. Occupation	•	
Student		
Worker Unemployed		
Retired		
5. Choose an option about your freque	ncy of wine consum	ption
Daily		
Several days a week		
Weekend		
Occasionally		
Never		
6. What kind of wine do you usually dr	ink more often?	
White wines		
Red wines		
Pink wines		
Sportling values		

7: Cho	tose an option about your motivations to make a purchase (You can choose several ions)
	ecciona todos los que correspondan
X	Quarantee of origin
ι	Price
ET	Grape variety
7	Bottle design
1	Recommendations and awards
7	Brand
	ue from 1 to 7 (1-> less important ; 7 ⇒ very Important) different organoleptic lities.
	1 2 3 4 5 6 7
Α	lavour croma colour
9. Cho	ose an option according to your preferences.
) Strong and full-bodied wines
0	Soft and easy drinking wines
10. Do 5	you know San Valero Winery and the quarantee of origin of Cariñena?
(2	Yes (continues in question number 12)
\subset	No (answer the following question and let the survey)
	ou don't know this winery, Why? (you can choose several options)
	I've never heard of it
	Little market presence
	Otro:
12, Are	you consumer of these wines?
(>	Yes (continues in question number 14)
	No (continues in question number 13)

I don't like their grape variety	
f don't like their quaratee of origin	
t don't like their organoleptic qualities	
14. Choose an option about the purchase of these wines	
l would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
1 2 3 4 5 6 7 Bombero Joven 2014	
Bombero Gran Reserva 2009	
16. Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Win	ery
1 2 3 4 5 6 7	
000000	
:	

13. If you are not consumer, why?
Selectiona todos los que correspondan.

The price is too high



1. Nationality	
2. Sex	
Male Female	
3. Age	- >1
18-35 years old 36-60 years old	
+60 years old	21
4. Occupation	
Student Worker. Unemployed Retired	
5. Choose an option about your frequency of v	vine consumption
Daily Several days a week Weekend Occasionally	
Nover 6. What kind of wine do you usually drink mor	e often?
White wines Red wines Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purch options) 	ase (You can choose several
Selecciona todos los que conespondan.	
Quarantee of origin	
A Price	
Grape variety	
70 # F	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important ; 7 -> very important)	different organoleptic
qualities.	
1 2 3 4 5 6 7	
Flavour	
Aroma	
Colour (X X X X X X X X X X X X X X X X X X	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin	n of Cariñena?
	N N
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
to the same of the same of	.00
 If you don't know this winery, Why? (you can choose seve Selecciona todos los que correspondan. 	ral options)
I've never heard of it	
Little market presence	
Otro:	
12, Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

), If you are not consumer, why?
Selecciona todos los que correspondan
The price is too high
[] I don't like their grape variety
I don't like their quaratee of origin
don't liike their organoleptic qualities
Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
 Value from 1 to 7(1 → I don't like it; 7→Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Rèserva 2007

16, Value from 1 to 7 (1-> I don't like it ...7-> outstanding) wines of San Valero Winery

1 2 3 4 5 6 7



1. Nationality	
1>	
2. Sex	
2. 001	
Male	
Male Female	
3, Age	
18-35 years old	
36-60 years old	
+60 years old	
1982	
4, Occupation	
Student Student	
Worker	
Unemployed	8
Retired	
5. Choose an option about your freq	uency of wine consumption
*	
Daily	
Several days a week	
Weekend	
Occasionally	i i
Never	5
a 18/hat kind of what do you yourth.	daluk masa aftan 2
6. What kind of wine do you usually	aulik jupte offent
White wines	
Red wines	
Pink wines	
Sporkling wines	

options	
Seleccio	oná todos los que correspondan.
[] Qu	arantee of origin
Pri	ce
Gra	ape variety
4	ettle design
hI	commendations and awards
Prince of the contract of the	and
[Bie	STG .
8. Value fr qualities	rom 1 to 7 (1-> less important ; 7 → very important) different organoleptic s.
	1 2 3 4 5 6 7
Flavou	
Aroma	The state of the s
Colou	
g. Choose	an option according to your preferences.
7.5	
The state of the s	Strong and full-bodied wines
(O) s	Soft and easy drinking wines
10, Do you	know San Valero Winery and the quarantee of origin of Carlfiena?
() Y	res (continues in question number 12)
1 N	No (answer the following question and let the survey)
11. If you de	on't know this winery, Why? (you can choose several options)
Seleccio	one todos los que correspondan.
PIVE	e never heard of it
Litt	tle market presence
Ctr	ro:
12. Are you	consumer of these wines?
\bigcirc	res (continues in question number 14)
	No (continues in guestion number 13)
	to f assumes at december than the tal

7. Choose an option about your motivations to make a purchase (You can choose several

The price is too high	
1 don't like their grape variety	
I don't like their quaratee of origin	
don't linke their organoleptic qualities	
- L	
4. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
would buy these wines but would not recommend buying	0
would not buy these wines and would not recommend buying	
9	
 Value from 1 to 7(1 → 1 don't like it; 7→Outstanding) the quality of the for Valero wines 	llowing Sa
Valero wines	illowing Sa
Valero wines	llowing Sai
Valero wines 1 2 3 4 5 6 7	llowing Sai
1 2 3 4 5 6 7 Bombero Joven 2014	ollowing Sai
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009	
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> don't like it7-> outstanding) wines of \$an Valer	



1. Nationality	
2 Sex	
Male	
Female	
3. Age	
18-35 years old	
, 36-60 years old	
36-60 years old +60 years old	
4. Occupation	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequency of	f wine consumption
Daily	
Several days a week	
Weskend	
Occasionally	
Never	
6. What kind of wine do you usually drink me	ore aften?
White wines	
Red wines	
Pink wiries	2
Sporkling wines	

options)	chase (100 call choose severa
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	2
Bottle design	
Recommendations and awards	
Brand ·	
8. Value from 1 to 7 (1-> less important; 7 -> very important qualities.	nt) different organoleptic
1 2 3 4 5 6 7	
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroma	
Colour	
Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of orl	gin of Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose ser Selectiona todos los que correspondan.	veral options)
[I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	*
No (continues in question number 13)	

7. Chance

13. If you are not consumer, why? Selectiona todos ios que correspondan,
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
(I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like ft; 7→Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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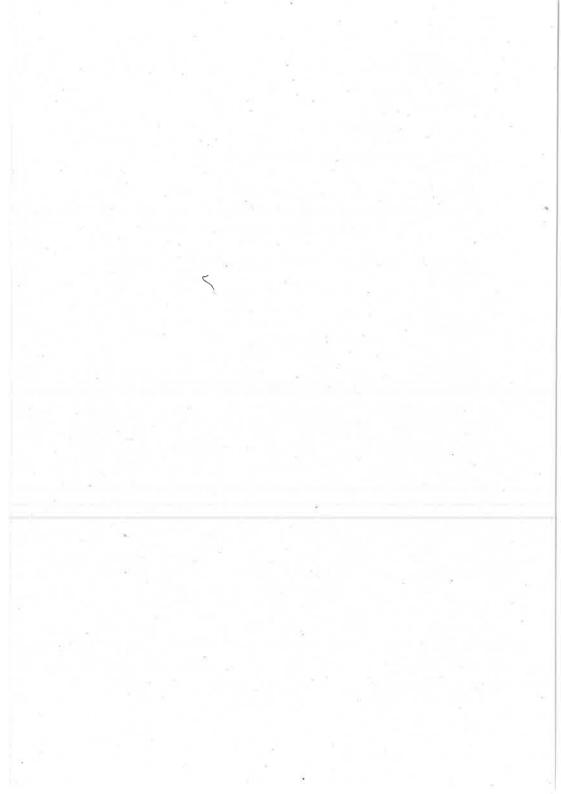
1. Nationality	
2. Sex	
Male	
Female	
3. Age	
(SA) 18-35 years old	· ·
36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your fr	equency of wine consumption
Daily	*
Several days a week	
Weekend	4
Occasionally	×
Never	
6. What kind of wine do you usual	ly drink more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

Selboniona todo	s los que correspondan,			
Serectiona rodu	i jos que correspondant			
Quarantee	of origin			
Price				
Grape varie	ty			
Bottle desi				
Inches 1979	1004100			
Recommer	idations and awards			
Brand				
		3		
	7 (1-> less important	; 7 -> very import	ant) different o	rganoleptic
qualities.	N			
	1 2 3 4	5 6 7		
Flavour	\bigcirc			
Aroma				
Colour				
	on according to your p	oreferences.		
Strong a	nd full-bodied wines	oreferences.		
Strong a		oreferences.		
Strong all	nd full-bodied wines easy drinking wines	¥.		
Strong all	nd full-bodied wines	¥.	origin of Carifie	na?
Strong all Soft and	nd full-bodied wines easy drinking wines an Valero Winery and t	the quarantee of c		na?
Strong all Soft and	nd full-bodied wines easy drinking wines an Valero Winery and t	the quarantee of c		na?
Strong all Soft and	nd full-bodied wines easy drinking wines an Valero Winery and t	the quarantee of c		na?
Strong all Soft and	nd full-bodied wines easy drinking wines	the quarantee of c		na?
Soft and Soft and Yes (col	nd full-bodied wines easy drinking wines an Valero Winery and t	the quarantee of o per 12) n and let the survey)	ż
Soft and Soft and Yes (col No (ansi	nd full-bodied wines easy drinking wines an Valero Winery and the ntinues in question numb	the quarantee of o per 12) n and let the survey)	ż
Soft and Soft and Yes (col No (ansi	easy drinking wines an Valero Winery and in numbers in question numbers the following question were the following question within the winery, Why? (Is los que correspondan.	the quarantee of o per 12) n and let the survey)	į.
Strong all Soft and Soft and Yes (col No (ansi	and full-bodied wines easy drinking wines an Valero Winery and the ntinues in question numb wer the following question we this winery, Why? (as los que correspondan, meand of it	the quarantee of o per 12) n and let the survey)	į.
Strong at Soft and So	easy drinking wines an Valero Winery and in numbers in question numbers the following question were the following question within the winery, Why? (Is los que correspondan.	the quarantee of o per 12) n and let the survey)	į.
Soft and Soft and Soft and Yes (col No (ansi	and full-bodied wines easy drinking wines an Valero Winery and the ntinues in question numb wer the following question we this winery, Why? (as los que correspondan, meand of it	the quarantee of o per 12) n and let the survey)	į.
Strong and Soft and S	easy drinking wines easy drinking wines an Valero Winery and in number the following question were the following question we this winery, Why? (so los que correspondan, leard of it et presence	the quarantee of o per 12) n and let the survey)	į.
Strong at Soft and Soft and Yes (col No (ansite Selections todo I've never h Little mark Otro:	and full-bodied wines easy drinking wines an Valero Winery and the ntinues in question numb wer the following question we this winery, Why? (as los que correspondan, meand of it	the quarantee of o per 12) n and let the survey)	į.

No (continues in question number 13)

7. Choose an option about your motivations to make a purchase (You can choose several

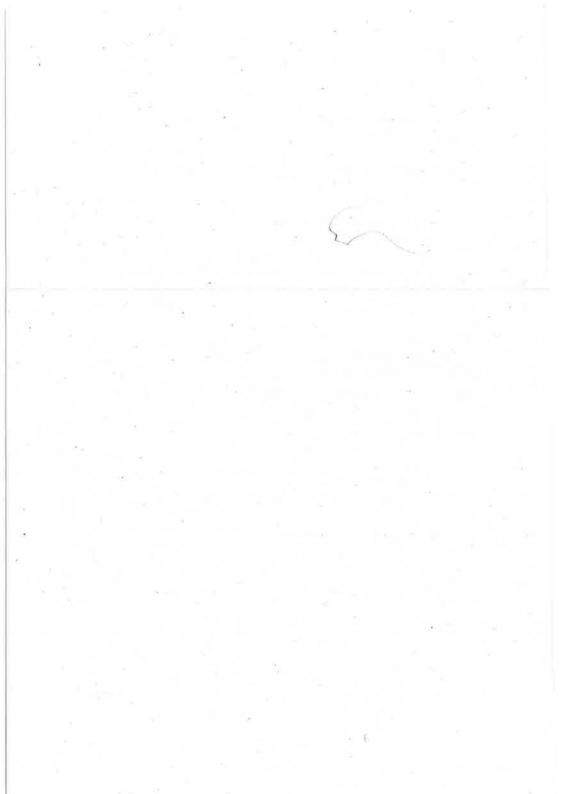
13. If you are not consumer, why?	
Selecciona todos los que correspondan	
The price is too high	
don't like their grape variety	
I don't like their quaratee of origin	10
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
	Ÿ
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 → 1 don't like it; 7→ Outstanding) the quality of the	following San
Valero wines	a)
1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007 (XXXXXXX)	
40 Makes from 4 to 7 / 4 x L don't like it. 7 x outstanding) winner of Con Mai	lara Minant
16, Value from 1 to 7 (1-> I don/tilke it7-> outstanding) wines of San Va	lero Winery
16, Value from 1 to 7 (1-> I don)t like it7-> outstanding) wines of San Va	lero Winery
16. Value from 1 to 7 (1-> I don)t like it7-> outstanding) wines of San Value 1 2 3 4 5 6 7	lero Winery



i. Natio				
	Brit			
2. Sex				
72	Male	4.		
) Female			
3, Age				
(Z)	18-35 years old			9
70	36-60 years old			
U) 36-60 years old) +60 years old			
	, 100 ,000 010			
4, Occi	upation			
) Student			
- Z	Worker Unemployed			
. (Unemployed			
	Retired			
5, Cho	ose an option about you	r frequency	of wine co	nsumption
	Daily			
) Several days a week	ž		
P	Weekend		11	
	Weekend Occasionally	F .		
	Never		1.4	
6. Wha	at kind of wine do you us	ually drink	more ofter	1?
) White wines			
(4)	Red wines			
A-	Pink wines			ž.
	Sporkling wines			

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan
Quarantee of origin
M Price
Grape variety
☐ Bottle design
Recommendations and awards
Brand
 Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour
Strong and full-bodied wines Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariñena?
10, 20 you more wall sales (may) and all qualities of origin of continuing.
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues In question number 14)
No (continues in question number 13)

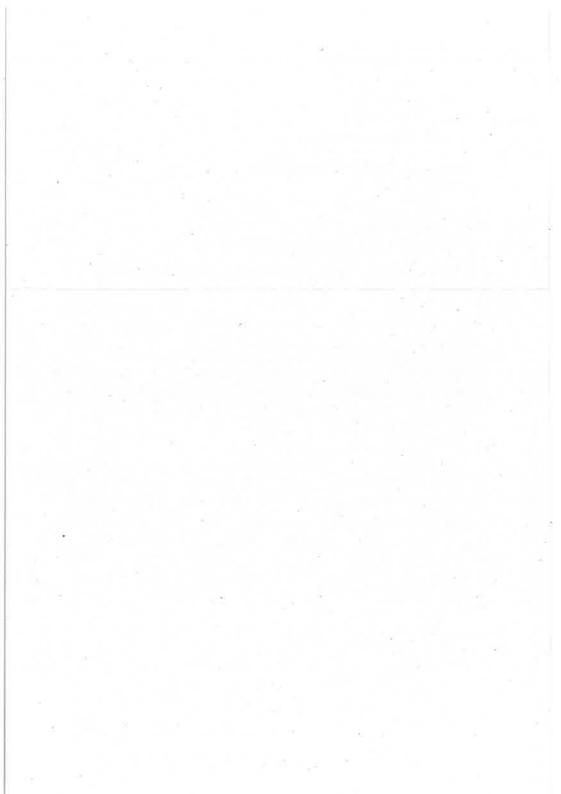
13. If you are not consumer, why?
Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't lilke their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following Sam
Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bomberd Gran Reserva 2009
La Cantera Reserva 2007
Con Malan Minan
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
0000800
0000400



	1. Nationality	
	2. Sex	
	() Male	
	Female	
	3. Age	
	18-35 years old	
	36-60 years old	
	+60 years old	
	4. Occupation	
1	Student	
	Worker	
	Unemployed	
	Retired	
	5. Choose an option about your fo	requency of wine consumption
	Daily	
	Several days a weak	
	Weekend	
	Occasionally	
	Never	
	6. What kind of wine do you usua	lly drink more often?
	White wines	2 9
	Red wines	
	Pink wines	
	Candilla visa	

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand ·
8.	Value from 1 to 7 (1-> less important ; 7 → very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour XXXXXX
	Aroma (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Colour
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	Mo (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	Yve never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
ġ.	No (continues in question number 13)

13. If you are not consumer, why? Selections todos los que corresponden.	
The price is too high	
don't like their quaratee of origin	
don't liike their organoleptic qualities	- 5
14. Choose an option about the purchase of these wines 1 would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the fol Valero wines	lowing San
1 2 3 4 5 6 7 Bombero Joven 2014 (X X X X X X X X X X X X X X X X X X X	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
16. Value from 1 to 7 (1 > i don't like it 7 > outstanding) wines of San Valero	Winery

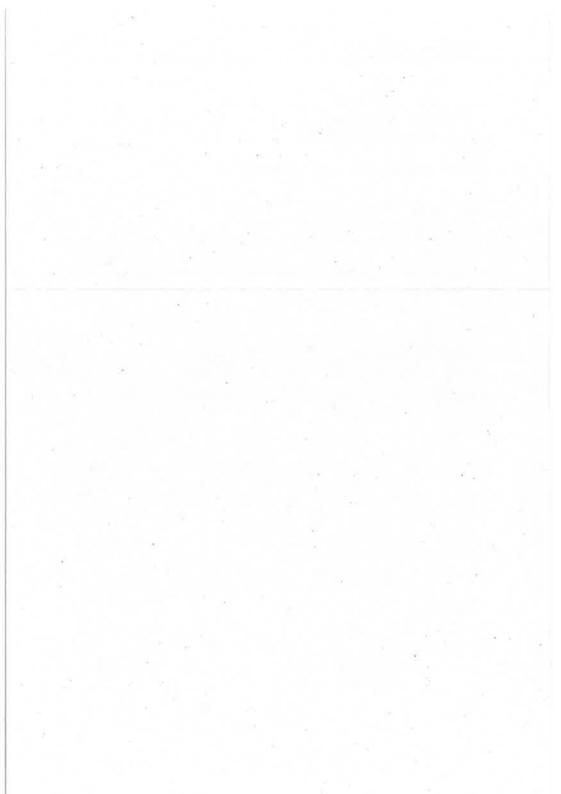




	1. Nati	lionality S	
	2. Sex		
	A	Male	
		Male Female	
	3. Age	,1	
	- (18-35 years old	
		36-60 years old	
	Z	+60 years old	
Ī			
	4, Occ	cupation	
		Student	
	E	Worker	
	C	Unemployed	
		Retired	
		**	7
	5, Cho	oose an option about your frequency	of wine consumption
		Daily	127
		Several days a week	
		Daily Several days a week Weekend Occesionally	
	\subset	Occasionally	
	\subset	Never	
	6. Wha	at kind of wine do you usually drink n	nore often?
		White wines	
	♦	→ White wines Red wines	
	\subset	Pink wines	

 7. Choose an option about your motivations to make a purchase (You can choose se options) 	veral
Selecciona todos los que conespondan	
Quarantee of origin	
-	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand =	
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic	
qualities.	
1 2 3 4 5 6 7	
Flavour	
Aroma XXXXX	
Colour (X)	
Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariflena?	
(0,23)	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	25
No (Biswel tile lollowing question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.	
"" I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	
1.2 f parininger in descript names, (a)	

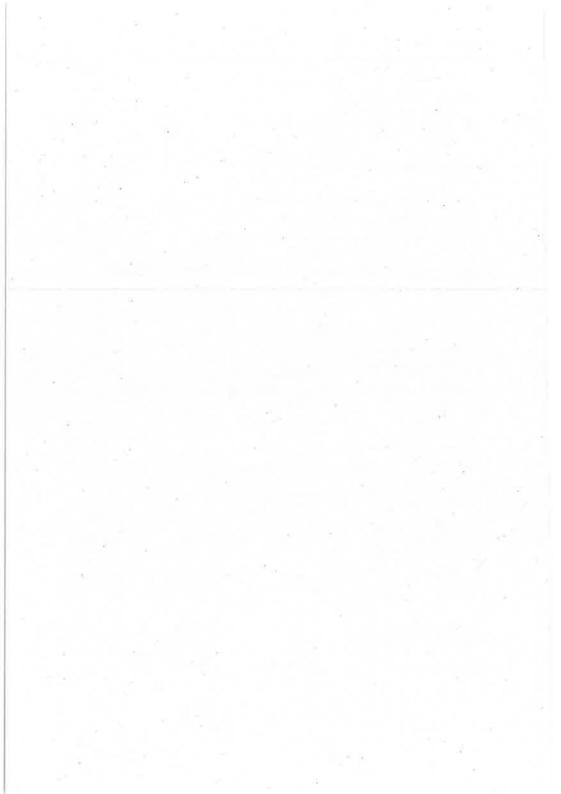
Selecciona todos los que co	
	prresponden
The origin is too bigh	
The price is too high	
don't like their grape	variety
I don't like their guarate	ee of origin
I don't liike their organo	oleptic qualities
Choose an option about the	he purchase of these wines
I would buy these win	nes and would recommend buying
would buy these wir	nes but would not recommend buying
would not buy these	e wines and would not recommend buying
-	on't like it ; 7-> Outstanding) the quality of the following
-	on time it; 1~outstanding) the quality of the following
-	1 2 3 4 5 6 7
-	
Valero wines	1 2 3 4 5 6 7
Valero wines Bambero Joven 2014	1 2 3 4 5 6 7
Valero wines Bombero Joven 2014 Bombero Gran Reserva 20	1 2 3 4 5 6 7
Valero wines Bornbero Joven 2014 Bornbero Gran Reserva 2007 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2007 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2007 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2007 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bambero Joven 2014 Bombero Gran Reserva 20 La Cantera Reserva 2007 Value from 1 to 7 (1-> I do	1 2 3 4 5 6 7 009 on't like it7-> outstanding) wines of San Valero Wines
Bambero Joven 2014 Bombero Gran Reserva 20 La Cantera Reserva 2007 Value from 1 to 7 (1-> I do	1 2 3 4 5 6 7 009 on't like it7-> outstanding) wines of San Valero Wines
Bombero Joven 2014 Bombero Gran Reserva 20 La Cantera Reserva 2007 Value from 1 to 7 (1-> I do	1 2 3 4 5 6 7 009 on't like it7-> outstanding) wines of San Valero Wines



1. Nationality	
R	
2. Sex	
Male	
Female	
3. Age	
18-35 years old 36-60 years old +60 years old	
36-60 years old	
+60 years old	
<u> </u>	
4, Occupation	
Student	
Worker Unemployed	
Retired	
5. Choose an option about your frequ	ency of wine consumption =
5, Chouse an option about your frequ	ency or write consumption
Daily	
Several days a week	
Weekend Occasionally	
Never	
6. What kind of wine do you usually d	rink more often?
White wines	
Red wines	
Pink wines	
Confilinguings	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour * COXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma XXXXXX
Colour
Alexander and a state of the st
g. Choose an option according to your preferences.
This was a default to disad value on
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariflena?
10, 20, 10
Yes (continues in question number 12)
No (answer the following question and let the survey)
THE CHIEFFING QUESTION STORES TO BE STORES
11. If you don't know this winery, Why? (you can choose several options)
Seleccione todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

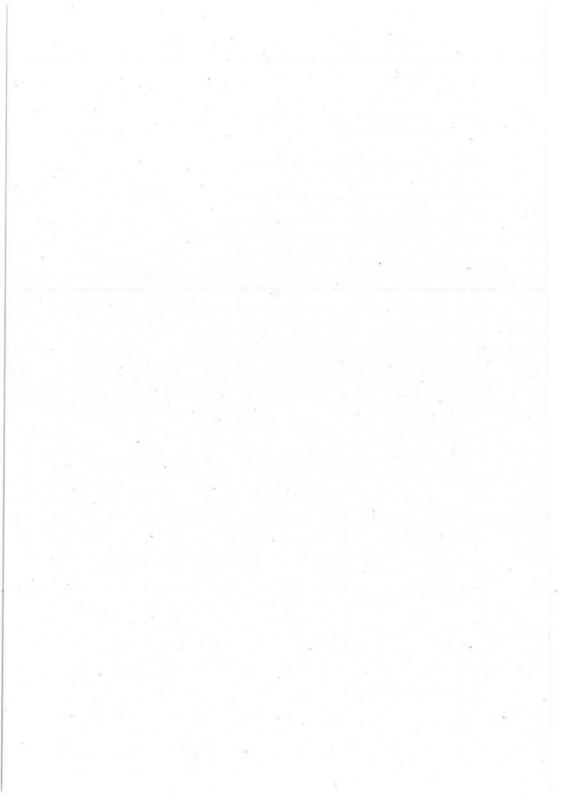
13. If you are not consumer, why? Selectiona todos los que correspondan.	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
t don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
t would not buy these wines and would not recommend buying	*
15. Value from 1 to 7(1 → I don't like it; 7→Outstanding) the quality of the Valero wines 1 2 3 4 5 6 7	following San
Bambero Joven 2014	
Bombero Gran Reserva 2009	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Val	lero Winery
1 2 3 4 5 6 7	2
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	IA.



1. Nationality	
2. Sex	
Male	
Male Female	
3. Age	
18-35 years old 36-60 years old	
36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequency of wine o	onsumption
Daily	
Several days a week	
Weekend	
Occasionally	
Several days a week Weekend Occasionally Never	
6. What kind of wine do you usually drink more often	n?
White wines	
White wines Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
C. Fr
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour
Aroma Colour
9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
 If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
[""] I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)
, , ,

	u are not consumer, why? cciona todos los que correspondan.
2816	
[The price is too high
	I don't like their grape variety
1_	don't like their quaratee of origin
	I don't liike their organoleptic qualities
14. Ch o	ose an option about the purchase of these wines
(I would buy these wines and would recommend buying
¥	I would buy these wines but would not recommend buying
_	,
	I would not buy these wines and would not recommend buying
	re from 1 to 7(1 → 1 don't like it; 7 > Outstanding) the quality of the following Sa ro wines
	1 2 3 4 5 6 7
	ombero Joven 2014 ombero Gran Reserva 2009
	a Cantera Reserva 2007
16. Val	ue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
	v v
	1 2 3 4 5 6 7
	0000000

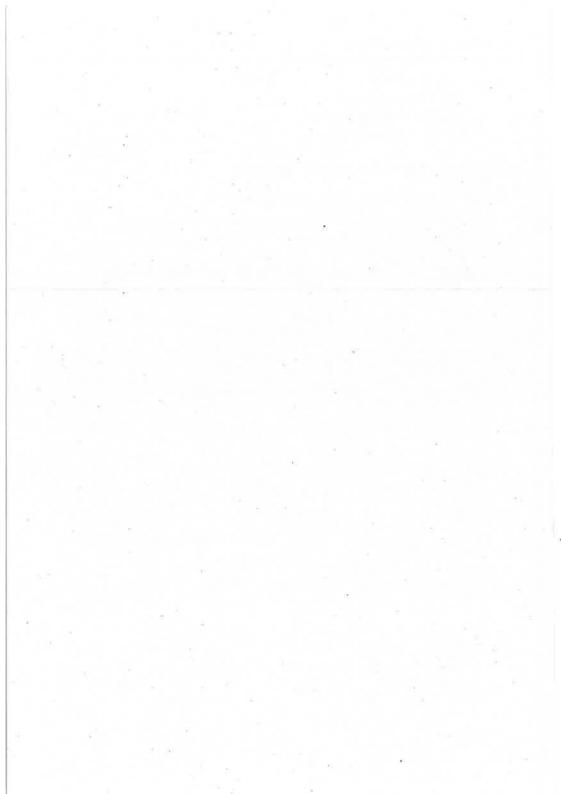


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1. Nationality		
\sim		
2. Sex		
Male Female		1.
Female		
3, Age		
() 48.25 all	6	
16-35 years old		
18-35 years old 36-60 years old +60 years old		
+50 years old		
4. Occupation		
Student		
Warker Unemplayed		
Unemployed		
Retired		
5. Choose an option about your free	quency of wine con	sumption
Daily		
Daily Several days a week		
(Y) Weekend		
Weekend Occasionally		
Never		
6. What kind of wine do you usually	drink more often?	
White wines		
Red wines Pink wines		

7. Choose an option about your motivations to make a purchase (You can choose several
options) Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
 Value from 1 to 7 (1-> less important; 7 -> very important) diffequalities. 	rent organoleptic
quanties.	
	3.
1 2 3 4 5 6 7	
Flavour	
Aroma Colour	
Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of	Cariñena?
Yes (continues in question number 12)	
Yes (continues in question number 12) No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several of Selectiona lodos los que correspondan.	options)
[T] I've never heard of it	
Little market presence	
Olro:	
12. Are you consumer of these wines?	*
(P) Yes (continues in question number 14)	
No (continues in question number 13)	

13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
• I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
on the boundary first and the first and the first and the following forms
15. Value from 1 to 7(1 → 1 don't like it; 7→Outstanding) the quality of the following San Valero wines
· ·
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
0000000

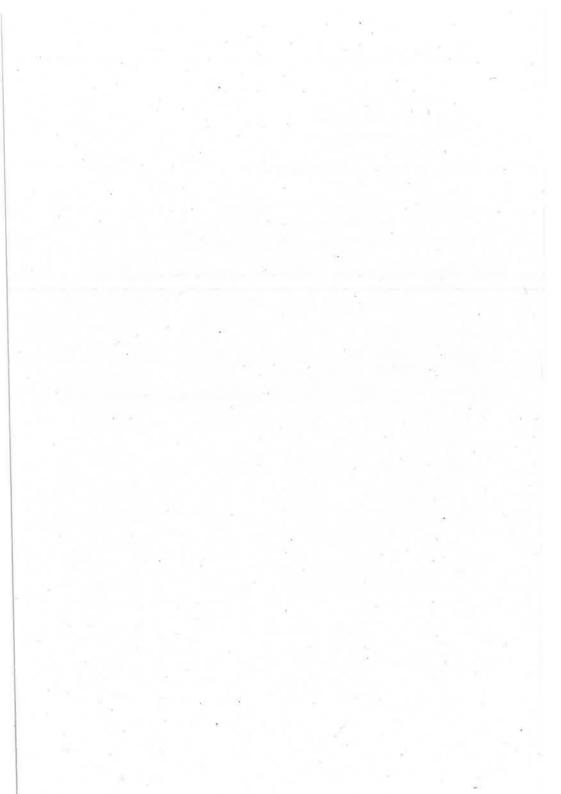


1. Nationality		
8	-	
2. Sex		
Male		
Male Female		
3. Age		
18-35 years old		
19-35 years old 36-60 years old +60 years old		
+60 years old		
4. Occupation		
Student		
Worker Unemployed		
Retired		
5. Choose an option about your frequency	y of wine cons	umption
Daily Several days a week Weekend		
Several days a week		
Weekend		
Occasionally		
Never		
6. What kind of wine do you usually drink	more often?	
White wines		
Red wines Pink wines		
Sporkling wines		

Selecciona tod				
	dos los que corresp	ondan.		
Quarante	e of origin			
Price				
Grape ve	riety			
Bottle de	*		× ×	
	endations and awa	rde		
	endations and awar	ius 🦿		
Brand				
8, Value from 1, qualities.	to 7 (1-> less imp	oortant ; 7 -> very importa	nt) different orga	noleptic
	1 2	3 4 5 6 7		
Flavour				
Aroma Colour				
Coloni				
9. Choose an o	ption according to	your preferences.		
Strong	and full-bodied wine	es,		
	nd easy drinking win			
	San Valero Winer	ry and the quarantee of o	rigin of Carlflena?	
). Do you know				
-	ontinues in questio	on number 12)		
-	continues in questions	on number 12) question and let the survey))	
-	continues in questionswer the following of	on number 12) question and let the survey))	
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Yes (constitution No (article) No (article) No (article) If you don't k Selections total I've nevel Little ma Otro: Are you cons	now this winery, \ dos ios que corresp r heard of it rket presence	Why? (you can choose so conden		

7. Choose an option about your motivations to make a purchase (You can choose several

13. If you are not consumer, why?	
Selecciona todos los que correspondan	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't like their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	(*/)
 Value from 1 to 7(1 → I don't like it; 7.> Outstanding) the quality of the Valero wines 	ne following San
1 2 3 4 5 6 7	
Bombero Joven 2014 Bombero Gran Reserva 2009	8
La Cantera Reserva 2007	EII.
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Va	alero Winerv
1 2 3 4 5 6 7	
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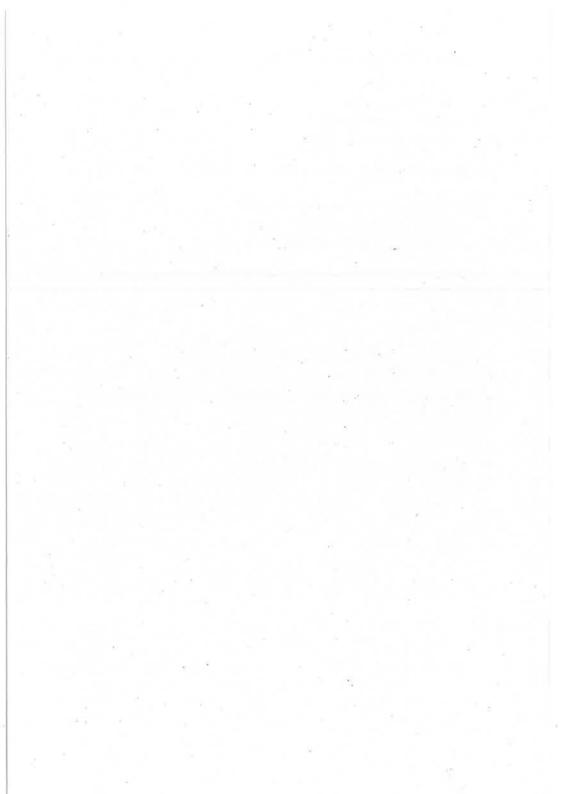




1. Nationality
2. Sex
Male
Male Female
3. Age
() 18-35 years old
36-60 years old
18-35 years old 36-60 years old +60 years old
4. Occupation
Student
(X) Worker
Worker Unamployed
Retired
5. Choose an option about your frequency of wine consumption
(A) Daily
Daily Several days a week Weekend Occasionally
Weekend
Occasionally
Never
6. What kind of wine do you usually drink more often?
White wines
Red wines
Pink wines
Sporkling wines

 Choose an option about your motivations to make a purchase (You can doptions) 	hoose several
Selecciona todos los que correspondan.	
perm.	
Quarantee of origin	
Price	
Grape variety	• #
Bottle design	- 0
Recommendations and awards	
Brand	
7	
 Value from 1 to 7 (1-> less important; 7 -> very important) different orga qualities. 	olsqelon
1 2 3 4 5 6 7	
Flavour Aroma Colour	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñona?	>
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
(all swell the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selectione todos los que correspondan.	
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

13. If you are not consumer, why?	
Selecciona todos los que correspondan	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
l don't flike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following \$	
Valero wines	an
1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
16. Value from 1 to 7 (1-> I don't like it?-> outstanding) wines of San Valero Winery	
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1 2 3 4 5 6 7	
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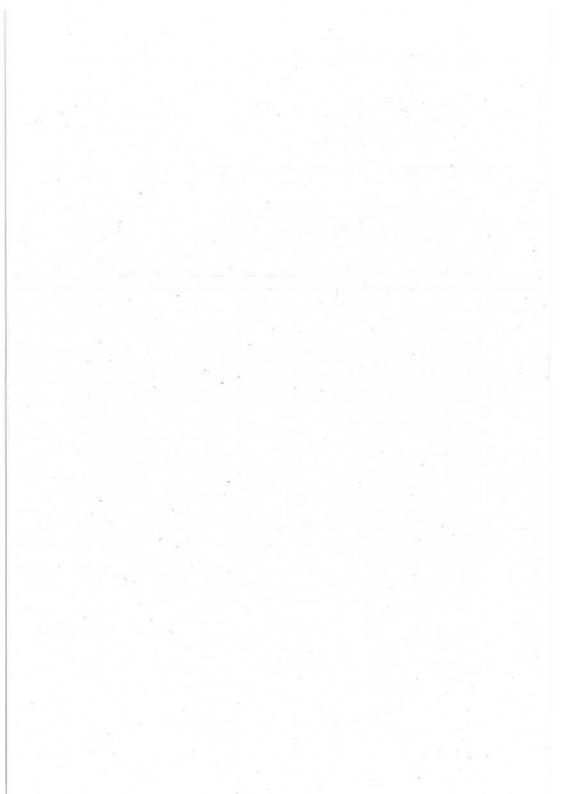




1. Natio	nality 1	
2. Sex	4	
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3. Age		
	19.35 years ald	
	18-35 years old	in .
. 2	36-60 years old +60 years old	
40	TOU years old	
4. Occu	pation	
	Student	
	Worker	
	Worker Unemployed	₹
	Retired	
5, Choo	se an option about your frequenc	y of wine consumption
(2	Daily *	
	Daily * Several days a week	
	Weekend	-
	Weekend Occasionally	
) Never	
6. What	kind of wine do you usually drink	more often?
	White wines	
()	Red wines	
	Red wines Pink wines	
	Sporkling wines	

	Choose an option about your motivations to make a purchase (You can options)	n choose several
	Selecciona todos los que correspondan	
	Quarantee of origin	
	S Price	
è	Lu(J	
	Grape variety	
	Bottle design	
	Recommendations and awards	
	Brand	
	at the second se	
	 Value from 1 to 7 (1-> less important; 7 -> very important) different on qualities. 	ganoleptic
	4	
	1 2 3 4 5 6 7	
	Flavour XXXX	
	Aroma (Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
	Colon	
	9. Choose an option according to your preferences.	
	Strong and full-bodied wines	
	Soft and easy drinking wines	
	9	
	0. Do you know San Valero Winery and the quarantee of origin of Carifier	na?
	Yes (continues in question number 12)	
	No (answer the following question and let the survey)	
	1. If you don't know this winery, Why? (you can choose several options)	8
	Selecciona todos los que correspondan,	
	i've never heard of it	
	Little market presence	
	Otro:	-20
	2. Are you consumer of these wines?	
	C. CHE FOR CONTROL OF SHOOT SHIPOT	
	(Var / poplings in symples number 44)	
	Yes (continues in question number 14)	
	No (continues in question number 13)	

If you are not consume Selecciona todos los qu										
	v 0000p	UTIVO	97.							
The price is too hig	h									
I don't like their gra		v								
I don't like their gu		•	n							
I don't liike their or		•								
		- 4	-111.00							
Choose an option abou	ut the pu	ircha	ase of the	ese wi	nes					
() I would buy these	wines a	nd w	ould reco	mmend	d buyir	ng				
I would buy these					-	_				
		LIL WI		#COILIE	MINO D	UYING	4			
would not buy the				not reco	omme	nd bi	uying			
				not rece	omme	nd bi	шуілд			
would not buy the	iese wine	es an	id would i				, •	of the 1	followi	ng :
	iese wine	es an	id would i				, •	of the (followi	ng :
would not buy to	iese wine	es an	nd would t				, •	of the (followi	ng :
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would not buy to	nese wind	es an	nd would ≀ t ; 7~Ou l	ista nd i	ing) th	e qu	ality	of the (followi	ng
would not buy to Value from 1 to 7(1 -> Valero wines	nese wine	es an	nd would ≀ t ; 7~Ou l	ista nd i	ing) th	e qu	ality	of the (followi	ng

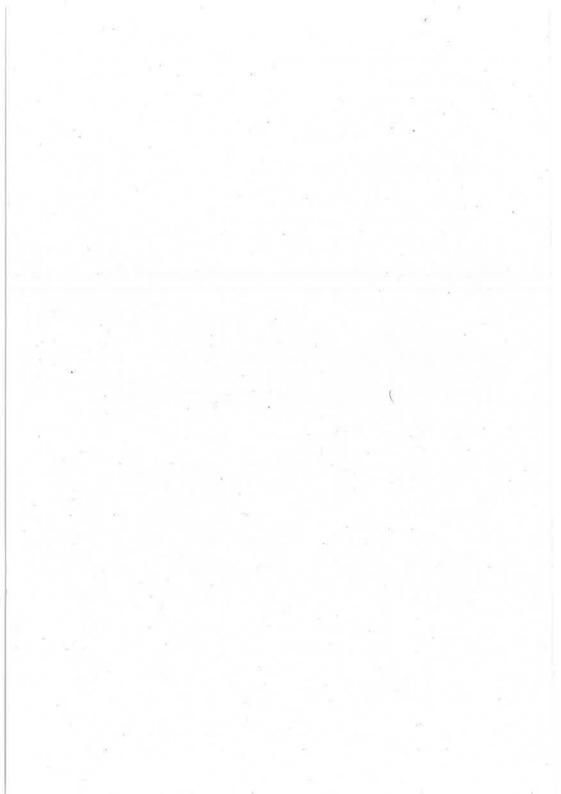




1. Nationality	
1>	
2. Sex \	
Male	2
Male Female	
3. Age	
18-35 years old	
36-60 years old	
36-60 years old +60 years old	
100) 0810 014	
4. Occupation	
Student	
Worker Unemployed Retired	
Retired	
<u> </u>	
5. Choose an option about your fr	requency of wine consumption
Dally	
Daily Several days a week	
Weekend	
Occasionally	
Occasionally Never	
O Head	
6. What kind of wine do you usual	lly drink more often?
White wines	
White wines Red wines	
Pink wines	
Sporkling wines	

options)
Selecciona lodos los que correspondan.
Ouarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less Important ; 7 -> very Important) different organoleptic qualities.
quantes.
1 2 3 4 5 6 7
Flavour
Aroma Colour X X X
9. Choose an option according to your preferences. Strong and full-bodfed wines
Soft and easy drinking wines
Soft and daily driving winds
10. Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11, If you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan.
[] I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

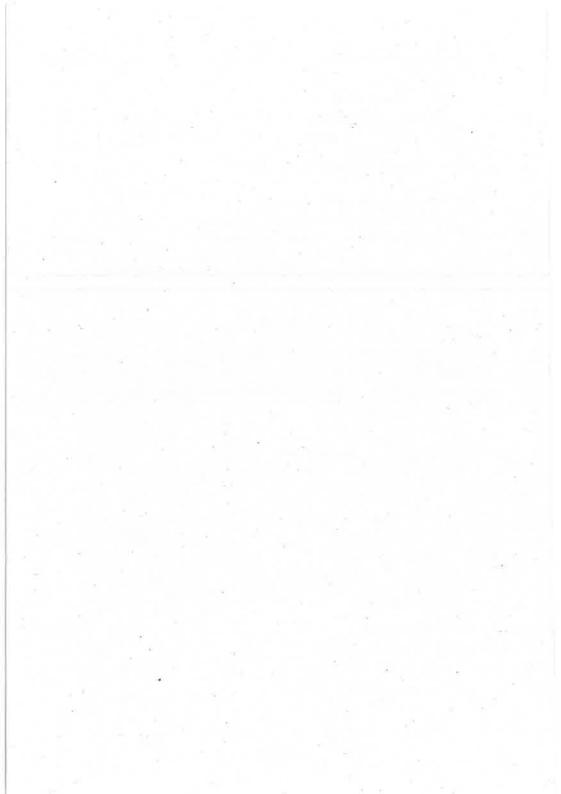
13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
J don't like their guaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
1 would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it ; 7→Outstanding) the quality of the following Sa Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantela Resolva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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20



1. Nationality	
\wedge	
2, Sex	
Male Male	
Female	
3. Age	
18-35 years old	
18-35 years old 36-60 years old +60 years old	
+60 years old	
4 Contination	
4. Occupation	
Student	
Worker Unemployed	
Retired	
Retired	
5. Choose an option about your frequency of	f wine consumption
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink mo	ore often?
White wines	
Red wines Pink wines	
Sporkling wines	

7.	Choose an option about your motivations to make a purchase (You can choose several options) Selecciona todos tos que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8,	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5. 6 7
	Flavour
	Aroma (C) (79)
	Colour (C) (A)
10.	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariflena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11,	If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

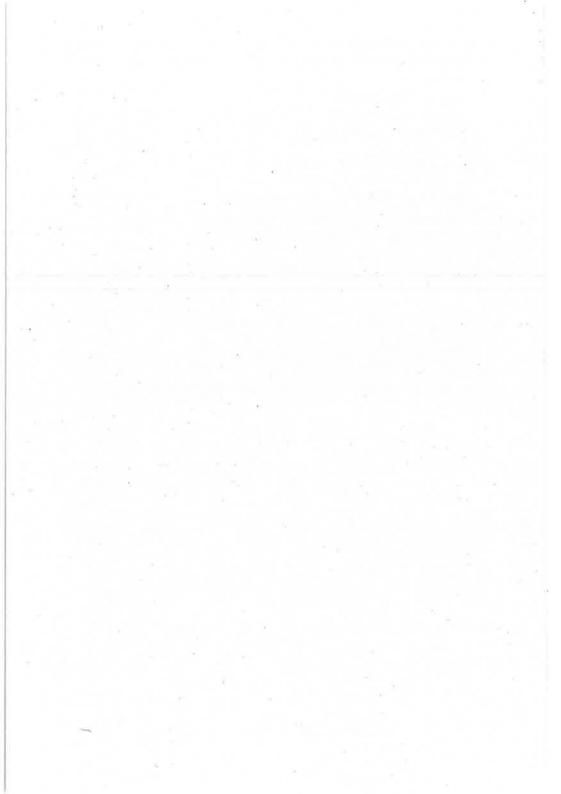
The price is too high I don't like their grape variety I don't like their quaratee of origin I don't like their organoleptic qualities ose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying te from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the following Sairro wines 1 2 3 4 5 6 7 ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007	If you are not consumer, why:	2	
The price is too high I don't like their grape variety I don't like their quaratee of origin I don't liike their organoleptic qualities ose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying te from 1 to 7(1 > 1 don't like it; 7 > Outstanding) the quality of the following Salaro wines 1 2 3 4 5 6 7 ombero Joven 2014 ombero Gran Reserve 2009 a Cantera Reserve 2007		1	
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I don't like their grape variety I don't like their quaratee of origin I don't like their organoleptic qualities ose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying the from 1 to 7(1 > 1 don't like it; 7 > Outstanding) the quality of the following Salaro wines 1 2 3 4 5 6 7 ombero Joven 2014 ombero Gran Reserve 2009 a Cantera Reserve 2007	The edge is too bigh		
I don't like their quaratee of origin I don't like their organoleptic qualities ose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying ter from 1 to 7(1 > 1 don't like it; 7 > Outstanding) the quality of the following Samo wines 1 2 3 4 5 6 7 ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007			
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I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying the from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the following Salaro wines 1 2 3 4 5 6 7 Tombero Joven 2014 Tombero Gran Reserve 2009 Tombero Gran Reserve 2009	i don't liike their organolepi	otic qualities	
I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying Ite from 1 to 7(1 > 1 don't like it; 7 > Outstanding) the quality of the following Samo wines 1 2 3 4 5 6 7 Tombero Joven 2014 Tombero Gran Reserve 2009 Tombero Gran Reserve 2009	C1		
I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying Ite from 1 to 7(1 > 1 don't like it; 7 > Outstanding) the quality of the following Samo wines 1 2 3 4 5 6 7 Tombero Joven 2014 Tombero Gran Reserve 2009 Tombero Gran Reserve 2009	Choose an option about the p	purchase of these wines	
I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying the from 1 to 7(1 > 1 don't like it; 7 > Outstanding) the quality of the following Salaro wines 1 2 3 4 5 6 7 Tombero Joven 2014 Tombero Gran Reserva 2009 Tombero Gran Reserva 2007	,		
I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying the from 1 to 7(1 > 1 don't like it; 7 > Outstanding) the quality of the following Salaro wines 1 2 3 4 5 6 7 Tombero Joven 2014 Tombero Gran Reserve 2009 Tombero Gran Reserve 2009	Am	*	
I would not buy these wines and would not recommend buying te from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the following Samo wines 1 2 3 4 5 6 7 ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007	would buy these wines	and would recommend buying	
te from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the following Salaro wines 1 2 3 4 5 6 7 Tombero Joven 2014 Tombero Gran Reserva 2009 Tombero Gran Reserva 2009	I would buy these wines	but would not recommend buying	
te from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the following Salaro wines 1 2 3 4 5 6 7 Tombero Joven 2014 Tombero Gran Reserva 2009 Tombero Gran Reserva 2009	I would not him these win	ines and would not recommend buying	- 2
ombero Joven 2014 compero Gran Reserva 2009 a Cantera Reserva 2007	O T would not buy these will	and and made the food the food	
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ombero Joven 2014 ombero Gran Reserva 2009 a Cantera Reserva 2007	 Value from 1 to 7(1 → 1 don't Valero wines 	t like it ; 7-> Outstanding) the quality of the roll	owing Sa
ompero Gran Reserva 2009			owing Sa
a Cantera Reserva 2007			owing Sa
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B. M. J. J. J. M. J. J. J. M. J. M. J. M. J. M. J. M. J. J. J. M. J. J. J. M. J. J. J. M. J. J. J. M. J.	Valero wines	1 2 3 4 5 6 7	owing Sa
	Valero wines Bombero Joven 2014	1 2 3 4 5 6 7	owing Sa
io from 1 to 7 (1-> l dog't like it7-> ∩utstanding) Wi∩t	Valero wines		
	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	1 2 3 4 5 6 7	
	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	1 2 3 4 5 6 7	
	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 5. Value from 1 to 7 (1-> i don't	1 2 3 4 5 6 7 To take it7-> outstanding) wines of San Valero	
1 2 3 4 5 6 7	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 5. Value from 1 to 7 (1-> i don't	1 2 3 4 5 6 7 To take it7-> outstanding) wines of San Valero	
1 2 3 4 5 6 7	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 5. Value from 1 to 7 (1-> i don't	1 2 3 4 5 6 7 To take it7-> outstanding) wines of San Valero	
1 2 3 4 5 6 7	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 6. Value from 1 to 7 (1-> 1 don't	1 2 3 4 5 6 7 To take it7-> outstanding) wines of San Valero	



1. Nationality	
2. Sex	
Male	
Male Female	
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3, Age	
19-35 years old	2
18-35 years old	
36-80 years old +60 years old	
+60 years old	
4. Occupation	
Studenl	
Worker	× ×
Worker Unemployed	
Relired	
5. Choose an option about your f	requency of wine consumption
Daily	
Several days a week	
Daily Several days a week Weekend Occasionally	
Occasionally	
Never	
	No details and a few 2
6. What kind of wine do you usua	illy orink more often r
(Albita wings	
White wines	
Red wines Pink wines	
Sporkling wines	

7,	Choose an option about your motivations to make a purchase (You can choose several options)
	Seleccione todos los que corresponden,
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 → very important) different organoleptic
	qualities.
	1 2 3 4 5 6 7
	Flavour OOOOO
	Aroma
	Colour (Colour Colour C
9,	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10,	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
17	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

Selecciona todos los que co	why?	
	orrespondan,	
The price is too high		. 1
I don't like their grape	variety	
I don't like their quarat	ee of origin	
I don't liike their organi	oleptic qualities	
14. Choose an option about the	te purchase of these wines	
I would buy these wi	nes and would recommend buying	
I would buy these wi	nes but would not recommend buying	
L would not buy these	e wines and would not recommend buying	
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		wing San
		willing Sal
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Bombero Joven 2014 Bombero Gran Reserva 2 La Cantera Reserva 2007	1 2 3 4 5 6 7	
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Bombero Joven 2014 Bombero Gran Reserva 2 La Cantera Reserva 2007	1 2 3 4 5 6 7	
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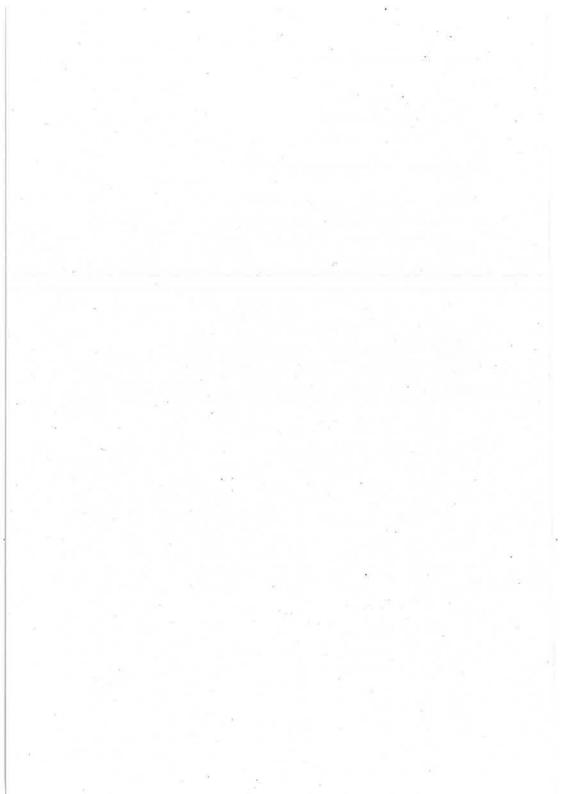


1. Nationality	
2. Sex	
2. 36%	
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Male Female	
3, Age	
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36-60 years old	
36-60 years old	
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4. Occupation	
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Worker Unemployed	
Retired	
College	
5. Choose an option about your frequence	cy of wine consumption
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Several days a week	
Weekend	
Several days a week Weekend Occasionally	
Never	
6. What kind of wine do you usually drin	k more often?
*	
White wines	
Red wines	
Pink wines	
Sporkling wines	

Quarantee of origin Price Grape variety Bottle design Recommendations and awards Brand 8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. 1 2 3 4 5 5 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos fos que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14) No (continues in question number 13)	options) Selecciona todos los que correspondan.
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Yes (continues in question number 14)	Olro:
7	12. Are you consumer of these wines?
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7. Choose an option about your motivations to make a purchase (You can choose several

40 Maria and and annument subside
13. If you are not consumer, why? Selectiona todos los que correspondan.
Selections logos los que correspondant
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14, Choose an option about the purchase of these wines
would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
9
15. Value from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following Sa Valero wines
1 2 3 4 5 6 7
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Bombero Gran Resena 2009
La Cantera Reserva 2007.
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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1 2 3 4 5 6 1
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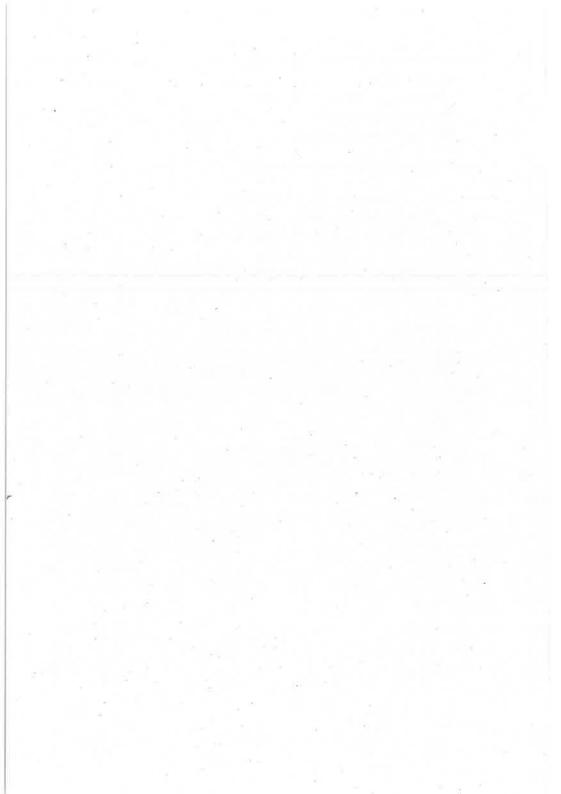
1. Nationality	
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2. Sex	
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Male	
Female	
3. Age	
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18-35 years old 36-60 years old	
+60 years old	
4. Occupation	
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Worker Unemployed	
Retired	
5. Choose an option about your frequency of wine	consumption
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Several days a week	
Weekend	
Occasionally	
Occasionally Never	
6. What kind of wine do you usually drink more of	ten?
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Red wines	
Pink wines	
Sporkling wines	

options)	
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	data.
Grape var	
Bottle de	-
Recomm	endations and awards
Brand	
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8. Value from 1	to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic
qualities.	
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Strong	and full-bodied wines
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() 301(31)	d easy drinking wines
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No (co	ontinues in question number 13)

7. Choose an option about your motivations to make a purchase (You can choose several

Selectiona todos los que correspondan.
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14. Choose an option about the purchase of these wines
would buy these wines and would recommend buying
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15. Value from 1 to 7(1 → 1 don't like it; 7.> Outstanding) the quality of the following \$an Valero wines 1 2 3 4 5 6 7
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Bombero Gran Reserva 2009
La Cantera Resarva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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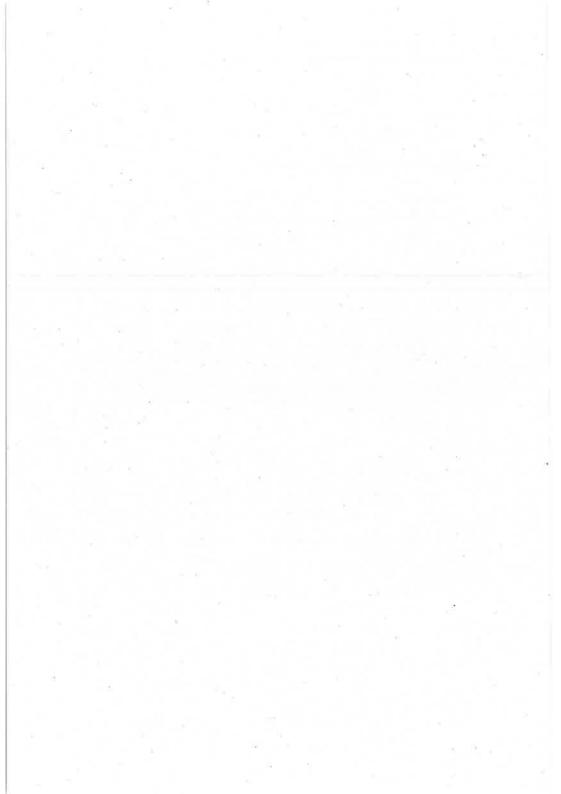


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1. Nation	nality (
2. Sex	
	Male Female
3. Age	
	18-35 years old 36-60 years old +60 years old
4, Occup	ation
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6, What k	kind of wine do you usually drink more often?
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	Pink wines
	Cnadding wines

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Price
Grape variety
Dottle design
Recommendations and awards
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8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities,
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Soft and easy drinking wines
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No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selections lodos los que correspondan.
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Little market presence
Otro:
12. Are you consumer of these wines?
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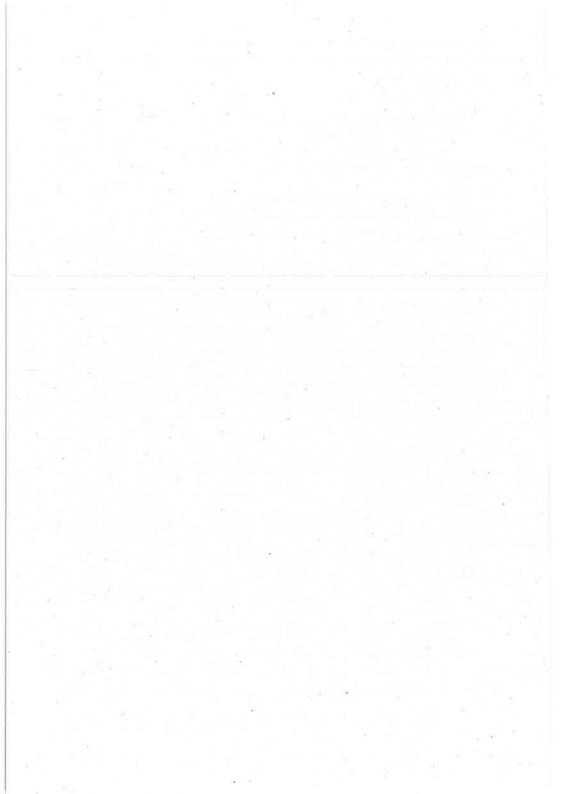
13. If you are not consumer, why? Selections todos los que corresponden.	
The price is too high	
[**] I don't like their grape variety	
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14. Choose an option about the purchase of these wines	
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I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
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Bombero Joven 2014	
Bombero Gran Reserva 2009() () () () () () () () () ()	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Wines 1 2 3 4 5 6 7	ry



1. Nation	nality	-
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3, Age		
	18-35 years old	
0	36-60 years old	
	18-35 years old 38-60 years old +60 years old	
4, Occup	pation	
	Student	
\mathcal{Z}	Worker Unemployed	
	Unemployed	
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5. Choos	se an option about your frequency o	f wine consumption
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(70)	Weekend	
5	Weekend Occasionally	
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14		
6, What I	kind of wine do you usually drink me	ore often?
\varnothing	White wines	
	Red Wines	
	Pink wines	E-
	Sporkling wines	

7. Choose an option about your motivations to make a purchase (You can choose severa options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Name of the Control o
Bottle design
Recommendations and awards
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8, Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
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1 2 3 4 5 6 7
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Strong and full-bodied wines Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

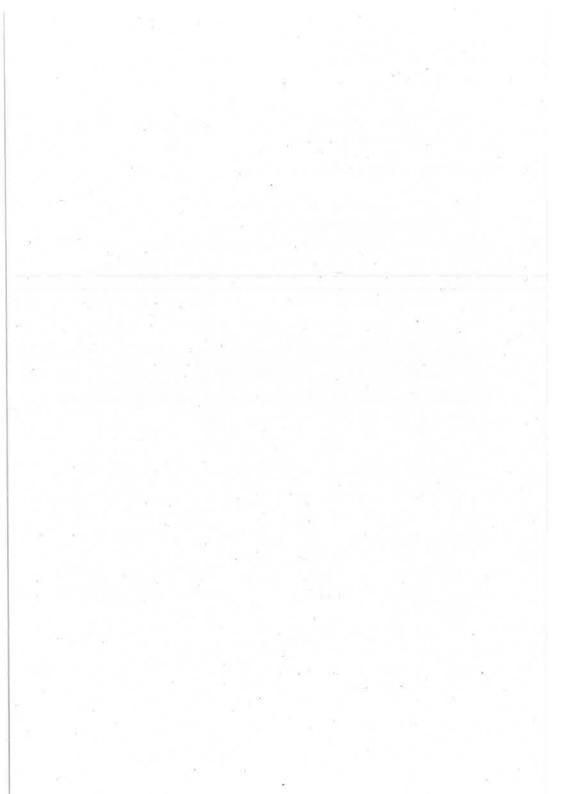
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The price is too high						
I don't like their grape	e variety	-				
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14. Choose an option about	the purchase	of these	wines			
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Bombero Gran Reserva	2009()($\chi = \chi$				
La Cantera Reserva 200	17	∞)	\bigcirc		
16. Value from 1 to 7 (1-> 1	don't like it	.7-> outst	anding) v	Ines of Sa	n Valero Win	ery
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1 2 3	4 5	6	7			, Y



1. Nationality	
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36.80 years old	
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4. Occupation	9
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Student	
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5. Choose an option about your frequency	of wine consumption
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Several days a week	
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6. What kind of wine do you usually drink	more often?
White wines	
Red wines Pink wines	
Pink wines	
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 Choose an option about your motivations to make a purchase (You can choose sever options) 	al
Selecciona todos los que correspondan	
Quarantee of origin	
Price	
☐ Grape variety	
Bottle design	
Recommendations and awards	
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 Value from 1 to 7 (1-> less important; 7 → very important) different organoleptic qualities. 	
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No (continues in question number 13)	

13. If you are not consumer, why? Selecciona todos los que correspondan.	
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4. Choose an option about the purchase of these wines	
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t would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
1 2 3 4 5 6 7	
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Bombero Gran Reserva 2009 La Cantera Reserva 2007	
s. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of Sa	in Valero Winery
1 2 3 4 5 6 7	
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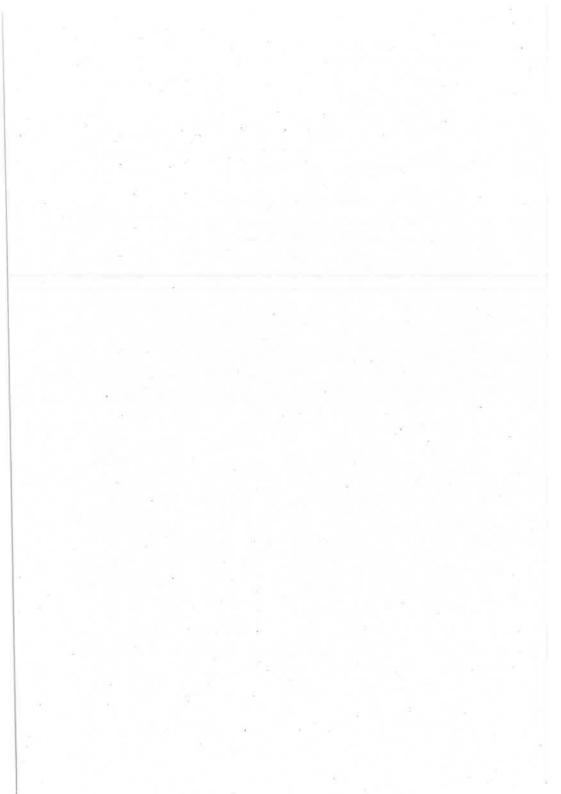




1. Nationality		195
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2. Sex		
Male		
Female		
7		
3. Age		
	5 _ 2	
18-35 years old		
36-60 years old		
+60 years old		
<i>\Phi</i>		
4. Occupation		
Student		
Worker		
Unemployed		
Retired		
5. Choose an option about your freque	ncy of wine consum	ption
Daily		
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Never		
6. What kind of wine do you usually dri	ink more often?	
White wines		
Red wines		
Pink wines		
Specialization values	20	

Seleccione todos los que correspondan.	
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Price	
Grape variety	
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Brand	
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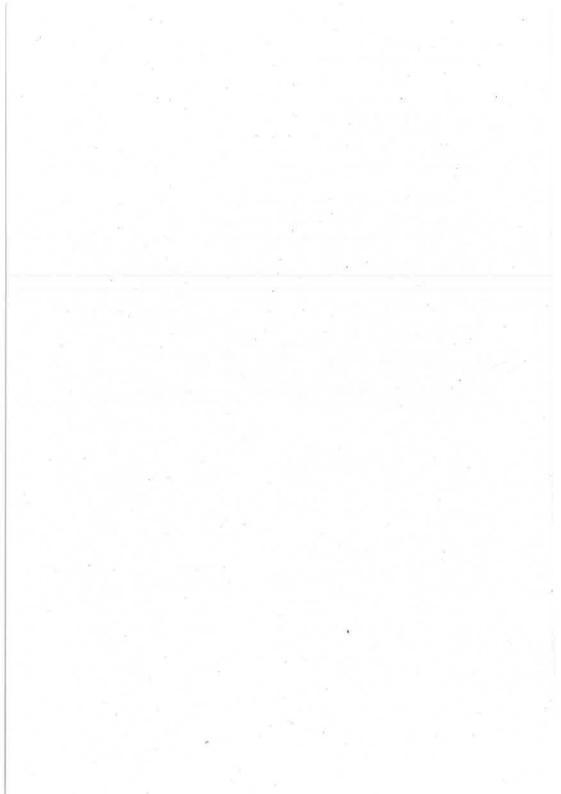
13. If you are not consumer, why?	
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The price is too high	
I don't like their grape variety	
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14. Choose an option about the purchase of these wines	
would buy these wines and would recommend buying	90
I would buy these wines but would not recommend buying	
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15. Value from 1 to 7(1 → 1 don't like it; 7→Outstanding) the quality of to Valero wines	he following San
1 2 3 4 5 6 7	
Bombero Joven 2014 () () () ()	
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La Cantera Resenza 2007	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San V	alero Winery
1 2 3 4 5 8 7	
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1. Nation	nality		
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	Male Femāle		
3. Age			
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4, Occu	pation		74
	Student Worker Unemployed Retired		
5. Choo	se an option about your freq	uency of wine cons	umption
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6. What	kind of wine do you usually	drink more often?	
00	White wines Red wines Pink wines Sporkling wines		

 Choose an option about your motivations to make a purchase (You can coptions) 	hoose several
Selecciona todos los que conespondan.	
Quarantee of origin	
Price	
Grape variety	
11	
Bottle design	
Recommendations and awards	
Brand	
 Value from 1 to 7 (1→ less important; 7 → very important) different organizations. 	noleptic
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Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Strong and full-bodiled wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariffena?	•
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No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan.	
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12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

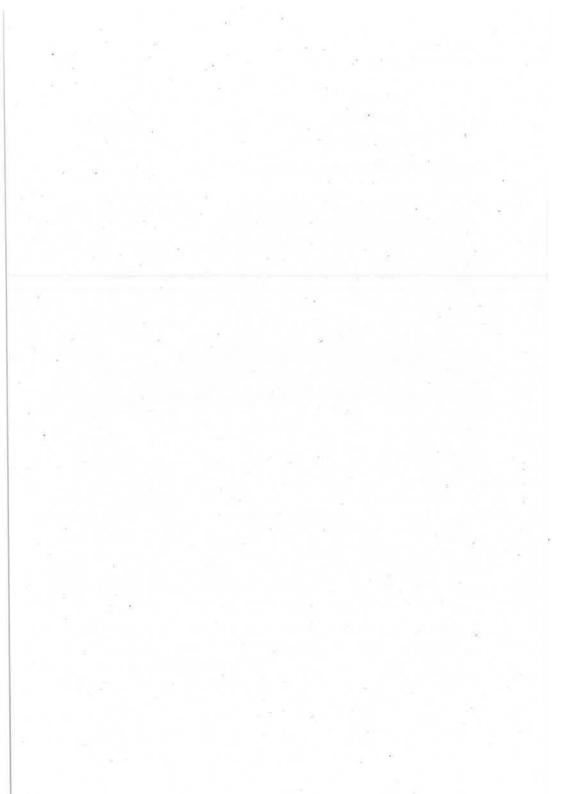
13. If you are not consumer, w		,
Selecciona todos los que co	rrespondan.	
The price is too high		
l don't like their grape v	ariety	
I don't like their quarate	ee of origin	
don't liike their organo	pleptic qualities	
14. Choose an option about th	ne purchase of these wines	4
	2	
would buy these wir	nes and would recommend buying	
would buy these wir	nes but would not recommend buying	
would not buy these	wines and would not recommend buying	
Valero wines	on't like it ; 7.⇒Outstanding) the quality	or the following sam
	1 2 3 4 5 6 7	
Bombero Joven 2014		
Bombero Gran Reserva 20	009	
La Cantera Reserva 2007		
16. Value from 1 to 7 (1-> 1 do	on't like it7-> outstanding) wines of S	an Valero Winery
ID. Falas italii 1 to 1 () . Tas	=	
)#	
1 2 3	4 5 6 7	
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1. Natio	nality	
13		
2. Sex		
	Male	
· 😪	Male Female	
•	30 V K	
3. Age	*	
	18-35 years old	
	18-35 years old 36-60 years old	
\otimes	+60 years old	
ľ	8	
4. Occuj	pation	
	Student	
8	Worker Unemplayed	
	Unemployed	
	Retired	
5. Choo	se an option about your frequency of wine consumption	>r
	Daily	
	Several days a week	
	Weekend	
$-\overline{\sim}$	Occasionally Never	
6, What	kind of wine do you usually drink more often?	
	White wines	
	Red wines	
(5)	Red wines Pink wines	
	Sporkling wiper	

7	Choose an option about your motivations to make a purchase (You can choose seventions)	/eral
	Selecciona todos los que conespondan.	
	Quarantee of origin	
	Price	
	Grape variety	*
	Bottle design	
	Recommendations and awards	
	Brand	
8.	Value from 1 to 7 (1-> less important ; 7 → very Important) different organoleptic	
	qualities.	
	1 2 3 4 5 6 7	
	Flavour COCOCO	
	Aroma	
	Colour	
9.	Choose an option according to your preferences.	
	Strong and full-bodied wines	
	Soft and easy drinking wines	
10.	Do you know San Valero Winery and the quarantee of origin of Cariflena?	
	Yes (continues in question number 12)	
	No (answer the following question and let the survey)	
11.	. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.	
	[I've never heard of it	
	Little market presence	
	Otro:	
12.	Are you consumer of these wines?	
	Yes (continues in question number 14)	
	No (continues in question number 13)	

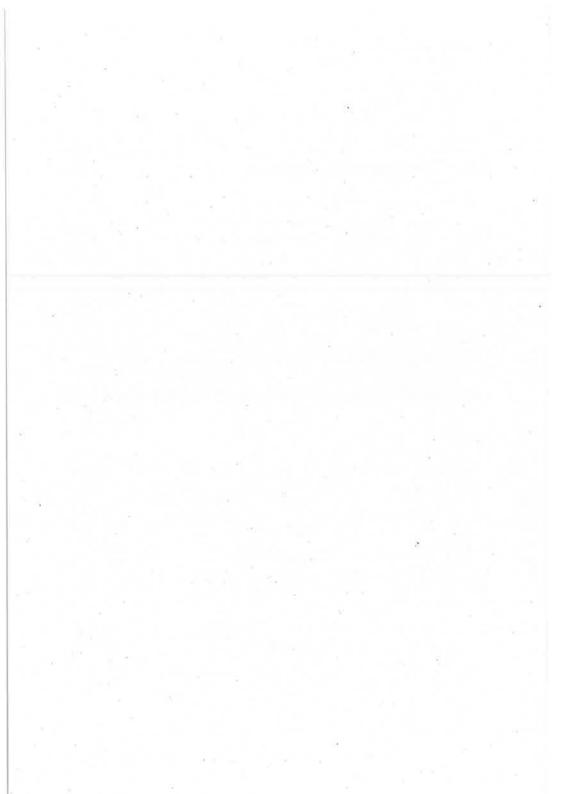
Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → I don't like it ; 7.⇒Outstanding) the quality of the following Sa Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of \$an Valero Winery
1 2 3 4 5 6 7
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1. Nationality	
1	
2. Sex	
Male Female	
Pemale	
3. Age	
18-35 years old 36-90 years old	
36-60 years old	
+60 years old	
4. Occupation	
4. Occupation	
Student	
Student Worker	
Unemployed	
Retired	
<u></u>	
5. Choose an option about your frequency	of wine consumption
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink	more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

options)	
Seleccione todos los que correspondan,	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
L	
8, Value from 1 to 7 (1-> less important; 7-> very important) diffe	rent organoleptic
qualities.	
\$ 1	
1 2 3 4 5 6 7	
Flavour OOOO	
Aroma OOOO	
Colour ()()()()()()()()()()()()()()()()()()()	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of	Cariflena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
7	
11. If you don't know this winery, Why? (you can choose several o	ptions)
Selecciona todos los que correspondan	
Ve never heard of it	27
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

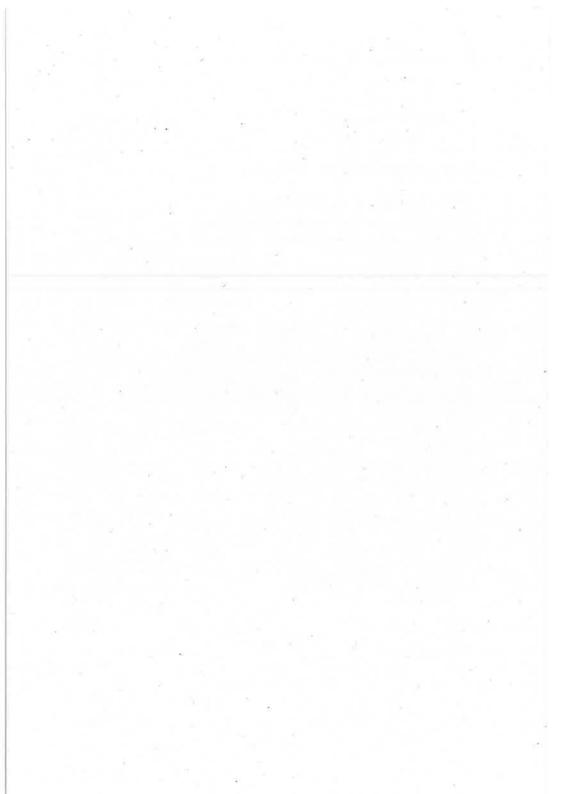
 If you are not consumer, a Selecciona todos los que co 	
The price is too high	
I don't like their grape	variety
I don't like their quarat	
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4. Choose an option about ti	he purchase of these wines
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	ries but would not recommend buying
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I would not buy these	e wines and would not recommend buying
5. Value from 1 to 7(1 > 1 do Valero wines	on't like it ; 7-> Outstanding) the quality of the following
5, Value from 1 to 7(1 → 1 do Valero wines	on't like it; 7-> Outstanding) the quality of the following
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Valero wines Bornbero Joven 2014	1 2 3 4 5 6 7
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Bombero Joven 2014 Bombero Gran Reserva 2014 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 20 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 20 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Réserva 20 La Cantera Reserva 2007 Value from 1 to 7 (1-> I do	1 2 3 4 5 6 7 009 On't like it7-> outstanding) wines of San Valero Winery
Bombero Joven 2014 Bombero Gran Réserva 20 La Cantera Reserva 2007 Value from 1 to 7 (1-> I do	1 2 3 4 5 6 7 009 On't like it7-> outstanding) wines of San Valero Winery



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3. Age	
	18-35 years old
	36-80 years old
ط	18-35 years old 35-80 years old +60 years old
7	
4. Occupa	ation
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	Worker Unemployed Retired
\bigcirc	retired
5. Choose	an option about your frequency of wine consumption
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\mathcal{O}	Daily Several days a week
\geq	Weekend Occasionally
	None
	Neve
6. What k	Ind of wine do you usually drink more often?
	White wines
>	Red wines
6	Red wines Pink wines
	Sporkling wines

7	. Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8	Value from 1 to 7 (1-> less Important ; 7 → very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	1 2 3 4 5 .6 7
	Aroma
	Colour
	Strong and full-bodied wines Soft and easy drinking wines
10	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11	If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan.
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	Otro:
12	Are you consumer of these wines?
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	No (continues in question number 13)
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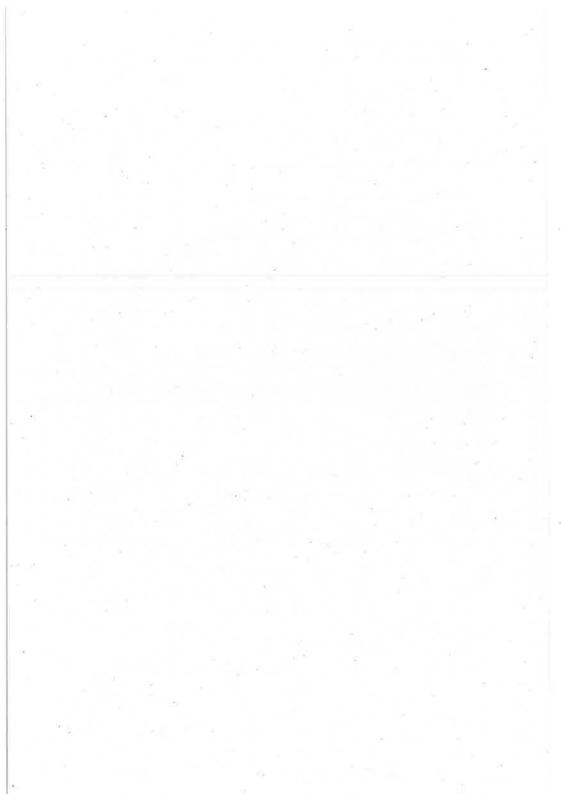
1	3. If you are not consumer, why? Selecciona todos los que correspondan.
	The price is too high
	I don't like their grape variety
	I don't like their quaratee of origin
	I don't like their organoleptic qualities
1	4. Choose an option about the purchase of these wines
	() I would buy these wines and would recommend buying
	I would buy these wines but would not recommend buying
	I would not buy these wines and would not recommend buying
1	5. Value from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following Sar
	Valero wines
	1 2 3 4 5 6 7
	Bombero Joven 2014
	Bombero Gran Reserva 2009
	La Cantera Resena 2007
11	6. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
	or sales the section of the section
	1 2 3 4 5 6 7
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2. Sex	
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Male Female	` .
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3. Age	
18-35 years old	
36-60 years old	
36-60 years old +60 years old	
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4. Occupation	
Student	
Student Worker Unemployed	
Unemployed	a 5,
Retired	
5. Choose an option about your frequency	y of wine consumption
Daily	
Several days a week	
Weekend	
Weekend Occasionally	
Never	
6. What kind of wine do you usually drink	more often?
White wines	
White wines Red wines	
Pink wines	
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options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
 Value from 1 to 7 (1→ less Important; 7 → very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour
Aroma Colour
Collodi
9. Choose an option according to your preferences.
9
Strong and full-bodied wines
Soft and easy drinking wines
10, Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
 If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
ve never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

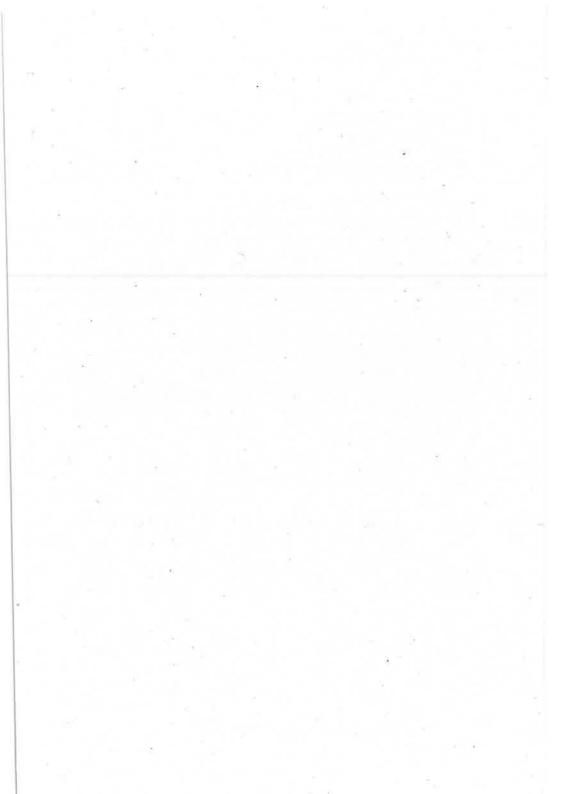
13. If you are not consumer, why? Selections todos tas que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → I don't like it; 7→Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like.it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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1. Nationality	
2. Sex	
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Male Female	
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3. Age	
	9
18-35 years old	
36-60 years old	
(S) +60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your freq	uency of wine consumption
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	drink more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

_	ptions)
S	elecciona todos los que correspondan.
	A Quarantee of origin
3	Price
Y	Grape variety
1	Bottle design
1	
1	Recommendations and awards
	Brand
	falue from 1 to 7 (1-> tess important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour XXXXXX
	Aroma
	Colour
ia.	Strong and full-bodied wines Solt and easy drinking wines
a (Soft and easy drinking wines
10. 🗆	o you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
(No (answer the following question and let the survey)
	you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan.
i	I've never heard of it
i	Little market presence
ĺ	Olro:
12. A	tre you consumer of these wines?
12. A	Yes (continues in question number 14)

13.	If you a	are not o	onsum	er, why	?						
		iona todo									
	П:	ne price i	s too hig	jh							
		lon't like	their gra	pe varie	ły						
	🔲 Id	lon't like	their qu	aratee o	f origin						
	<u> </u>	lon't liike	their or	ganolepi	ic qualit	ies					
14.	Choose	an opti	on abo	ut the p	urchase	of the	se wines				
	91	would b	Jy these	wines a	and woul	д гесоп	rmend bu	ivina			
							commend				
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45 1	folian fo		24			_					
15, 1	alue m alero v	om 1 to	/(1->	don't	lke it;	7-> Outs	tanding)	the qua	ility of t	he follow	ving San
	alelo, e	riiles									
					1 2	3	4 5	6	7		
	Bombe	ero Jover	2014		\supset	XX	X	XYX			
	11.11	ero Gran		- Park Heren	\mathcal{X}	$(\overline{})$		(DO)	5		
	La Car	ntera Res	serva 20	07 ($\supset \subset$	$X \supset X$	\propto	X50X	5		
40.11	alisa Zas							,			
16. V	anue irc	om 1 to :	7 (1-5)	don't li	ke it7	'-> outs	tanding	wines (of San V	alero Wi	nery
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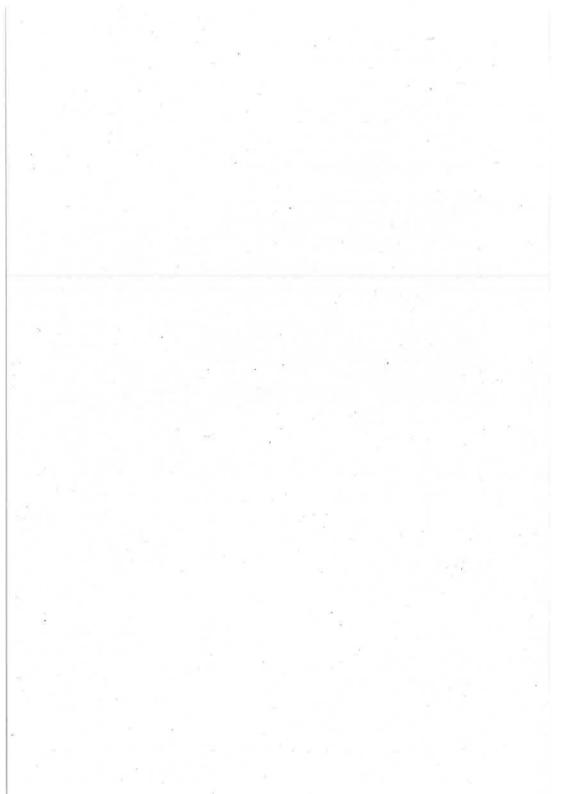
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2. Sex		
2. 441		
Male	×	
Male Female		
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3, Age		
	×	
18-35 years old		
36-60 years old		
18-35 years old 36-60 years old +60 years old		
4. Occupation		
Student		
Worker Unemployed		
Retired		
5. Choose an option about your fr	requency of wine o	onsumption
Daily		
Several days a week		
Several days a week Weekend		
Occasionally		
Never		
6. What kind of wine do you usua	lly drink more afte	n?
White wines		
Red wines		
Pink wines		
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options)		
Selecciona todos	los que correspondan.	
Quarantee o	f origin	
Price		
Grape variet	у .	
☐ Bottle desig		
L3	dations and awards	
136	Idiiolis gila swaids	
Brand		
Value from 1 to qualities.	7(1-> less important;7 -> ver	ry important) different organoleptic
	· '	
A CAMPA CONTROL OF THE CONTROL OF TH	1 2 3 4 5	6 7
Flavour		
Aroma		→
Colour		~
Soft and e	easy drinking wines	
Do you know Sa	n Valero Winery and the quar	antee of origin of Carlñena?
Yes (con	linues in question number 12)	
No (answ	linues in question number 12) rer the following question and let	the survey)
•	w this winery, Why? (you can los que correspondan.	choose several options)
[] I've never he	eard of it	
Little marke	t presence	
Otro:	, , , , , , , , , , , , , , , , , , ,	
Are you consum	ner of these wines?	X
Yes (con	tinues in question number 14)	
1	nues in question number 13)	

Selecciona todos las que correspondan	
The price is too high	
I don't like their grape variety	
don't like their quaratee of origin	
don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
(would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
9	
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the follow	owing Sar
Valero wines	
1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009 La Cantera Reserva 2007	
16. Value from 1 to 7 (1->) don't like it7-> outstanding) wines of San Valero	Winery
1 2 3 4 5 6 7	
1 2 3 4 5 6 7	

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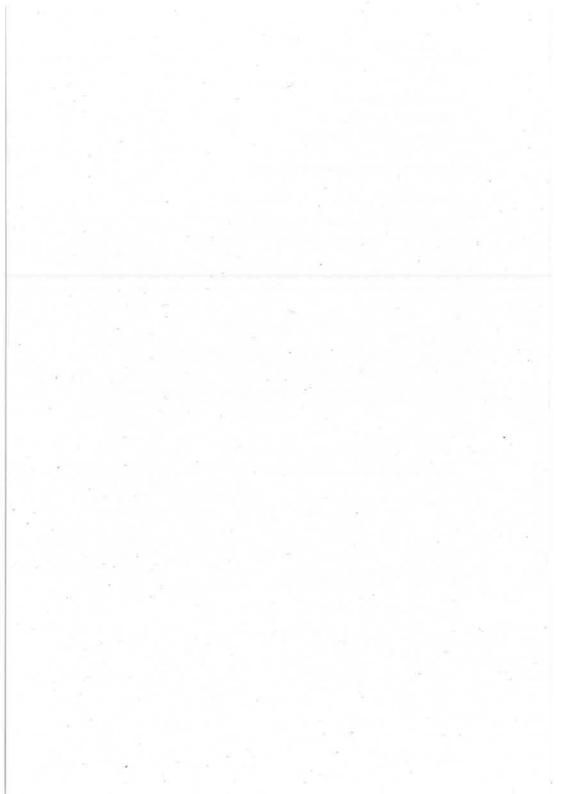
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1. Nationality	
. 1	
2. Sex	
Male	
Male Female	
7	
3. Age	
18-35 years old	
36-90 years old	
+60 years old	
4. Occupation	
4. Occupation	
Student	
Worker	
Student Worker Unemployed	
Retired	
5. Choose an option about your freque	ncy of wine consumption
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
Never	
6. What kind of wine do you usually dri	ink more often?
o, what kind of thine do you addany an	in more citati
NAME OF THE PARTY	
White wines	
Red wines	7 1
Pink wines	
Sporkling wines	

options)	
Selection	na todos los que correspondan,
Qua	erantee of origin
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Grap	pe variety
Bott	tle design
Rec	ommendations and awards
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L)	
g, Value fro qualities.	om 1 to 7 (1-> less important ; 7 -> very important) different organoleptic
	1 2 3 4 5 6 7
Flavour	
Aroma	
Colour	
9. Choose a	an option according to your preferences.
	* d
() St	trong and full-bodied wines
	oft and easy drinking wines
7	
10. Do you k	now San Valero Winery and the quarantee of origin of Cariñeπa?
() Ye	es (continues in question number 12)
→ No	o (answer the following question and let the survey)
	in't know this winery, Why? (you can choose several options) ne todos los que corresponden.
X I've	never heard of it
· Property	e market presence
Otro	
∟ ,	
12. Are you	consumer of these wines?
— () Y∈	es (continues in question number 14)
() No	o (continues in question number 13)
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13. If you are not consumer, why? Selections todos los que correspondan.	
The price is too high	
don't like their grape variety	
I don't like their quaratee of origin	7.8
don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 → I don't like it ; 7 → Outstanding) the quality of the fo Valero wines 1 2 3 4 5 6 7	llowing San
Bombero Joven 2014	
Bombero Gran Reserva 2009() () () () () () () () () ()	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero	Winery

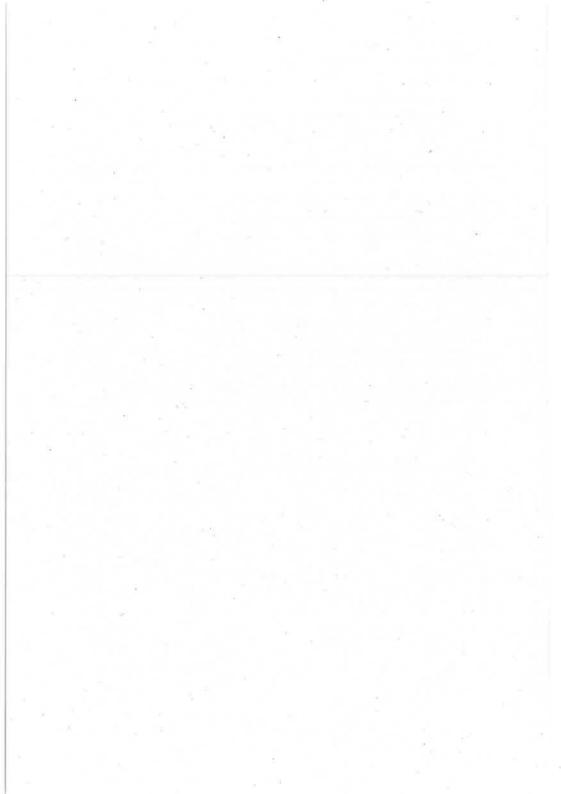


1. Nationality
2. \$ex
Male
Male Female
3, Age
18-35 years old
36-60 years old
+60 years old
4. Occupation
Student
Worker Unemployed
Unemployed
Retired
5. Choose an option about your frequency of wine consumption
Oaily
Daily Several days a week
Weekend
Occasionally
Never
6. What kind of wine do you usually drink more often?
White wines
Red wines
Pink wines
Sporkling wines

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Seleccione todos los que conespondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
€.	Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
	quantitos
	1 2 3 4 5 6 7
	Aroma XXXXX
	Colour
9.	Choose an option according to your preferences.
-	Strong and full-bodied wines
	Soft and easy drinking wines
IG.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
1.	If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
2	Are you consumer of these wines?
	The state of the s
	Yes (continues in question number 14)

No (continues in question number 13)

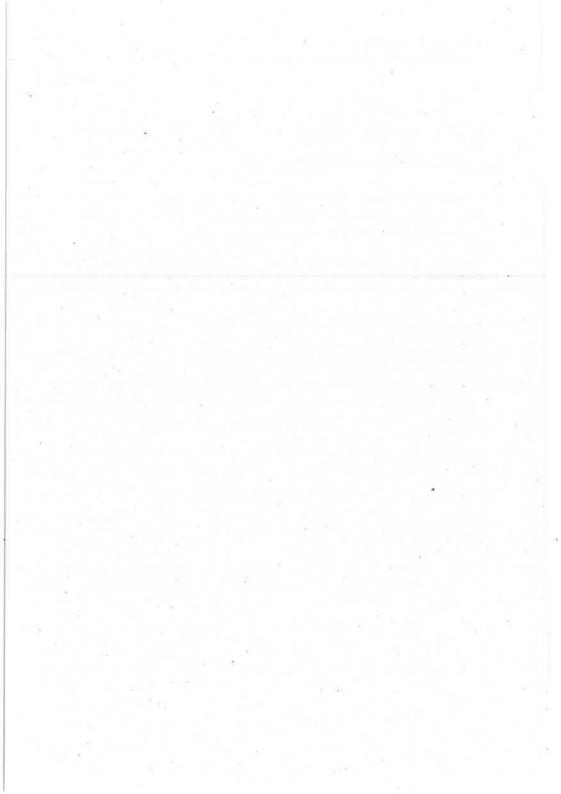
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[] The	price is too	high								
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☐ I dọr	n't like their	quaratee	of origi	in						
[] I dor	n't ljike their	organole	eptic qu	alities						
Choose a	n option a	bout the	purch	ase of t	hese v	rines				
Piw	vould b∪y the	ese wine	s and v	vould re	comme	nd buy	ring			
4	ould buy the									
	•									
○) I w	rould not bu	y these v	vines a	nd woul	d not re	comm	end bu	ying		
Value fro	m 1 to 7(1	-> Ldon	% III	1						
*******			I like	it:7->C)utstan	dina) :	the au	ality o	of Othe f	ollowina
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Valero wi		~ (001	t like	it ; 7->C	outstan	ding)	the qu	ality o	of the f	ollowing
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Bombe Bombe La Can	ro Joven 20' ro Gran Res tera Reserva	14 serva 200 s 2007	1	2	3 4	5	6	7 88		
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Male Female	
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3. Age	
45.05	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker Unemployed	
Retired	
5. Choose an option about your frequency of w	vine consumption
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Daily Several days a week	15
Weekend Occasionally	-
Never	
6. What kind of wine do you usually drink more	e often?
White wines	
Red wines	
Red wines Pink wines	
Sporkling wines	

options)	
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 { 1> less important ; 7 qualities.	> very important) different organoleptic
1 2 3 4	5 6 7
Flavour XXX	
Aroma XX	
Colour XXX	
9, Choose an option according to your pref	erences.
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the	quarantee of origin of Cariñena?
Yes (continues in question number to	12)
No (answer the following question ar	nd let the survey)
11. If you don't know this winery, Why? (you Selectiona todos los que correspondant	u can choose several options)
[] I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number	14)
Yes (continues in question number 1: No (continues in question number 1:	3)

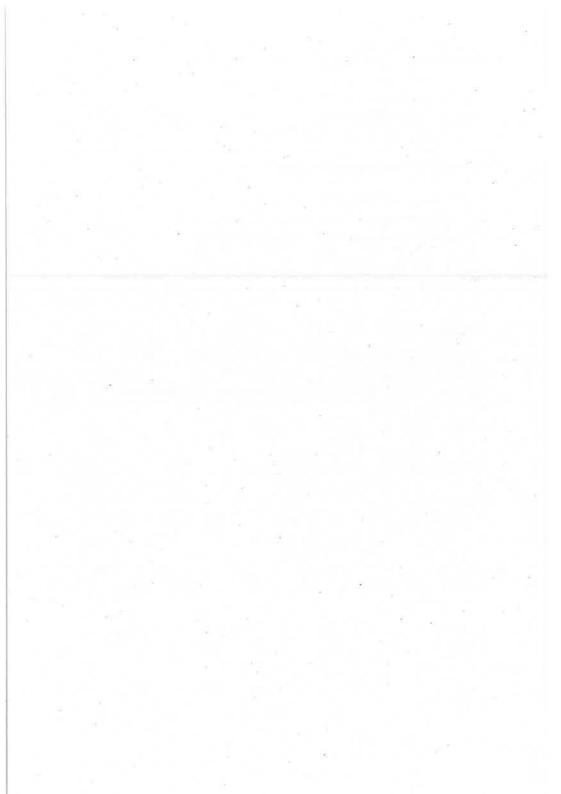
13. If you are not consumer, why? Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
i I don't like their quaratee of origin
1 don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
H H H H H H H H H H H H H H H H H H H
Nould buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → I don't like it; 7.→ Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery 1 2 3 4 5 6 7



1. Nationality		
1		
2. \$ex		
Male Male		
Male Female		
3, Age		
(18-35 years old		9
18-35 years old 36-60 years old +60 years old		
+60 years old		
4, Occupation		
Student		
Worker Unemployed		
Unemployed		
Retired		
5. Choose an option about your fre	quency of wine con	sumption
Daily		
Several days a week		
Weekend		
Weekend Occasionally		
Never		
6. What kind of wine do you usually	drink mare often?	
White wines		
White wines Red wines		
Pink wines		
Sporkling wines		

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona lodos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour
Aroma Colour
COICUI CALLAND
Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
7-
10. Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
ive never heard of it
Little market presence
Otro:
44.3
12, Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

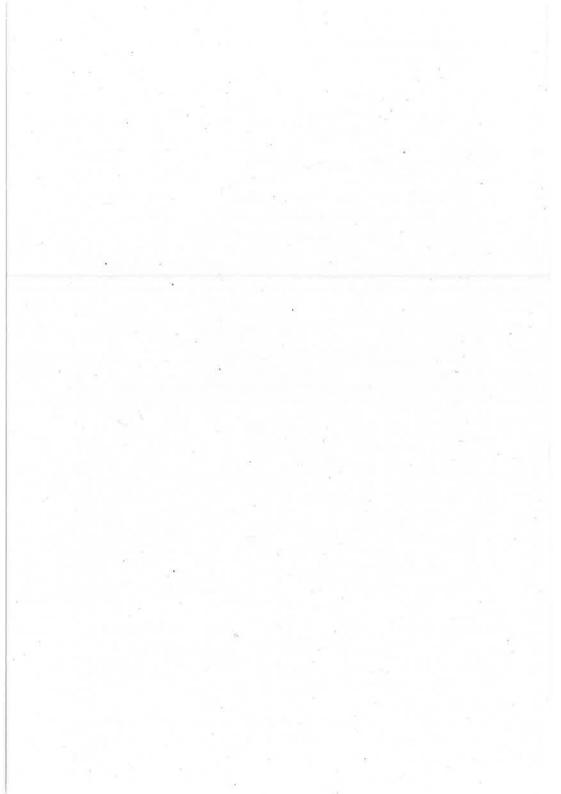
Selecciona todos los que corresponden.		
The price is too high		
I don't like their grape variety		
don't like their quaratee of origin		
I don't liike their organoleptic qualities		
14. Choose an option about the purchase of these wines		
(
would buy these wines but would not recommend buying		
. —		
I would not buy these wines and would not recommend buying		
20 Males 6 - 4 - 20 4 Males 6 - 4 - 20 4 Males 6 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 -		
15. Value from 1 to 7(1 → I don't like it; 7→Outstanding) the quality of Valero wines	the follow	wing San
valeto wittes		
1 2 3 4 5 6 7		
Bambero Joven 2014		
Bombero Gran Reserva 2009() ()		
La Cantera Reserva 2007		
4		
16. Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San	Valero W	inery
1 2 3 4 5 6 7		
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1. Nationality	
2. Sex	
Male	
Male Female	
3. Age	
18-35 years old	
36-60 years old	
18-35 years old 36-60 years old +60 years old	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your frequency of w	ine consumption
X Daily	
Daily Several days a week	
Weekend	
Occasionally	
Never	¥
6. What kind of wine do you usually drink more	often?
White wines	
Red wines Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Seleccione todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
Brand
8, Value from 1 to 7 (1~ less Important ; 7 ~ very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour
Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

The price is too high I don't like their grape variety I don't like their quaratee of origin I don't like their organoleptic qualities hoose an option about the purchase of the	ese wines		
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I don't like their quaratee of origin I don't like their organoleptic qualities noose an option about the purchase of the	ese wines		
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I don't liike their organoleptic qualities	ese wines		
	ese wines		
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I would buy these wines but would not re	ecommend buying	a	
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Bombero Gran Reserva 2009)		
La Cantera Reserva 2007		\sim	
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alue from 1 to 7 (1-> I don't like It7-> ou	itstanding) wille	S OI Sait V	aloto Willel
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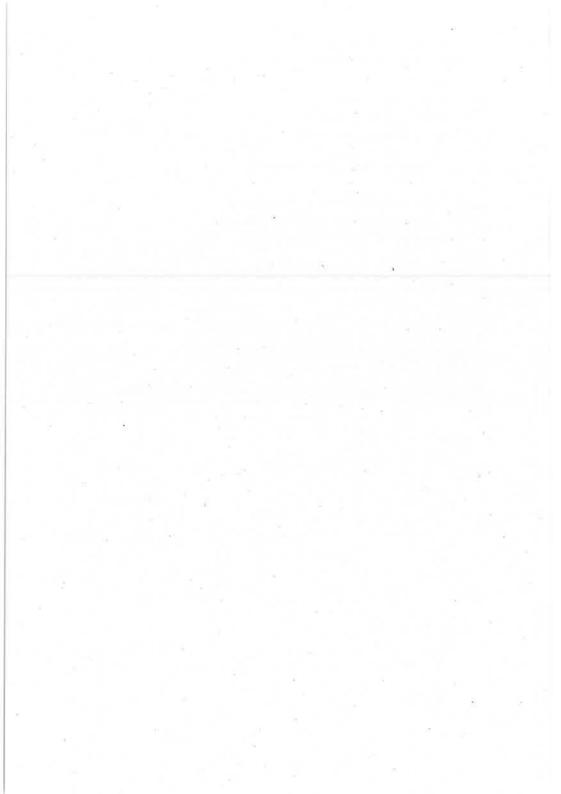


1. Nationality		
2. Sex		
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Female		
3, Age		
	1.5	
18-35 years old		
36-60 years old		
18-35 years old 36-60 years old +60 years old		
4. Occupation		
		20
Student Worker Unemployed		
Worker		
Unemployed		
Retired		
5. Choose an option about your frequence	cy of wine co	nsumption
Daily		
Several days a week		
Weekend Occasionally		
Occasionally		
Never		
6. What kind of wine do you usually drin	k more often	7
White wines		
Red wines Pink wines		
7 1100 111100		

) Sporkling wines

Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
<u>~</u>	
Brand	
8. Value from 1 to 7 (1.> less important ; 7 \Rightarrow ve qualities.	ry important) different organoleptic
1 2 3 4 5	6 7
Flavour XXXX	∞
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Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	# 0
9. Choose an option according to your preference	ces.
Strong and full-bodied wines Soft and easy drinking wines	
Soft and easy drinking wines	
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10. Do you know San Valero Winery and the quar	antee of origin of Carifiena?
Yes (continues in question number 12) No (answer the following question and let	
Yes (continues in question number 12) No (answer the following question and let	the survey)
Yes (continues in question number 12) No (answer the following question and let 11. If you don't know this winery, Why? (you can	the survey)
Yes (continues in question number 12) No (answer the following question and let 11. If you don't know this winery, Why? (you car Selecciona todos los que correspondan.	the survey)
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Yes (continues in question number 12) No (answer the following question and let 11. If you don't know this winery, Why? (you can Selecciona todos los que conespondan. I've never heard of it Little market presence Olro:	the survey)
11. If you don't know this winery, Why? (you can Selectione todas los que corresponden. I've never heard of it Little market presence	the survey)

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l don	't like the	ir quarat	ee of or	rigin						
I den	't liike the	eir organ	oleptic	qualities	4			ji.		
, Choose a	ın option	about t	he purc	chase o	f these	wines				
(3 0) I w	ould buy	these wi	ines and	d would i	ecomn	end buyin	9			
- ∕ lw	ould buy	these wi	ines but	would n	ot reco	mmend bu	lying			
Olw	ould not t	ouv thes	e wines	and wo	uld not	recommer	d buvir	a		
		•	,					1580		
Bombe	ro Joven 2	2014	- (2	3	4 5	6 7	7		
Bomber	ro Gran R tera Rese		2000	38	36		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	3		
Bomber La Cant	tera Rese	rva 2007	C	e it7-	outst	anding) w	rines ol	San V	alero Wir	iery
Bomber La Cant	tera Rese	rva 2007	C	e it7-	outst	anding) w	rines ol	San V	alero Wir	iery
Bomber La Cant	tera Rese m 1 to 7	rva 2007 (1-> id	on't lik				rines ol	San V	alero Wir	iery
Bomber La Cant	tera Rese m 1 to 7	rva 2007 (1-> id	on't lik				rines ol	San V	alero Wir	iery
Bomber La Cant	tera Rese m 1 to 7	rva 2007 (1-> id	on't lik				rines ol	San V	alero Wir	iery
Bomber La Cani	tera Rese m 1 to 7	rva 2007 (1-> id	on't lik				rines ol	San V	alero Wir	ery



1. Nationality	2	*
\cap		
2. Sex		
Male Female		
Female		
3, Age		
	98	
18-35 years old		
36-60 years old		
18-35 years old 36-60 years old +60 years old		
4. Occupation		
Chudani		
Student Worker Unemployed		
Vvorker		
Retired		
Veliled		
5. Choose an option about your freque	ency of wine cons	umption
*		
Daily		
Several days a week		
Several days a week Weekend Occasionally		
Occasionally		
Never		
6. What kind of wine do you usually dr	ink more often?	
O, THIS KING OF WING GO YOU ASSESS OF	MIK HIGH ORGITY	
White wines		
Red wines Pink wines		
Sporkling wines		

options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
☐ Brand
Υ -
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour
Aroma Colour
g. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
[I've never heard of it
Little market presence
Olro:
12. Are you consumer of these wines?
12. Are you consumer of these willes!
No. / continue in question number 44)
Yes (continues in question number 14)
No (continues in question number 13)

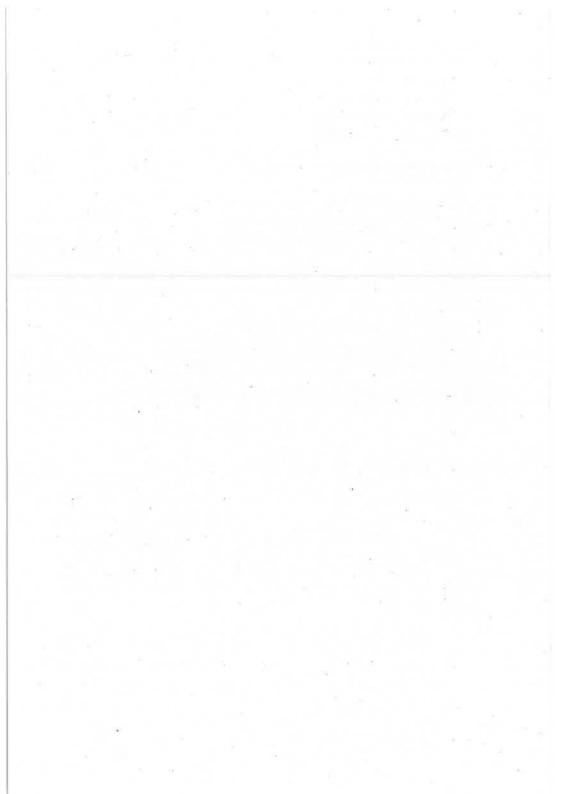
	lf you are not consumer, why? Selecciona todos los que correspondan.
X	
	The price is too high
	1 don't like their grape variety
	I don't like their quaratee of origin
	I don't liike their organoleptic qualities
14,	Choose an option about the purchase of these wines
	I would buy these wines and would recommend buying
	I would buy these wines but would not recommend buying
	I would not buy these wines and would not recommend buying
	Value from 1 to 7(1 \Rightarrow 1 don't like it ; 7 \Rightarrow Outstanding) the quality of the following San Valero wines
	1 2 3 4 5 6 7
	Bombero Joven 2014
	Bombero Gran Reserva 2009
	La Cantera Reserva 2007
16.	Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
	1 2 3 4 5 6 7
	a contract of the contract of



1. Nationality		
2. Şex		
2, 40%		
Male		
Female Female		
3, Age		
18-35 years old		
36-60 years old		
+60 years old		
(
4. Occupation		
Student		
Warker Warker		
Unemployed		
Retired		
5. Choose an option about your frequency	ency of wine cons	umption
Y		
Daily		
Several days a week		
Weekend		
Occasionally		
Never		
		£ 3
6. What kind of wine do you usually d	rink more often?	
White wines		
Red wines		
Pink wines		N
C Specking wines		

7. Cho	se an option about your motivations to make a purchase (You can choose several
,	cciona todos los que correspondan.
NO.	Quarantee of origin
(3	Price
	Grape variety
L.Y	Bottle design
Ø	Recommendations and awards
i	Brand
qual FI	e from 1 to 7 { 1-> less important ; 7 -> very Important) different organoleptic ties. 1 2 3 4 5 6 7 avour
C	lour OOO
10. Do y	Strong and full-bodied wines Soft and easy drinking wines ou know San Valero Winery and the quarantee of origin of Cariñena?
×	Yes / continues in question number 12)
E	Yes (continues in question number 12) No (answer the following question and let the survey)
	u don't know this winery, Why? (you can choose several options)
	I've never heard of it
1_1	Little market presence
Ē	Otro:
12. Are	you consumer of these wines?
5	Yes (continues in question number 14)
7	No (continues in question number 13)

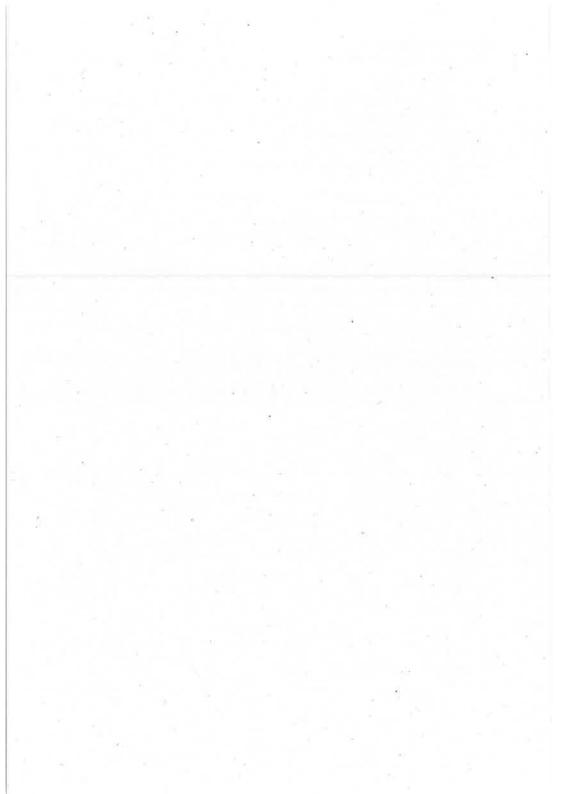
Selecciona todos los q	jue correspondan	
The price is too h	nigh	
I don't like their g	rape variety	
I don't like their q	puaratee of origin	
don't liike their o	organoleptic qualities	
Choose an option ab	out the purchase of these wines	
(2) I would buy the:	se wines and would recommend buying	
I would buy the	se wines but would not recommend buying	
	these wines and would not recommend buying	a.
(these whies and would not recommend belying	3
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_	> I don't like it ; 7> Outstanding) the qualit	
Value from 1 to 7(1 -		
Value from 1 to 7(1 -	> I don't like it ; 7-> Outstanding) the qualit	
Value from 1 to 7(1 -		
Value from 1 to 7(t ~ Valero wines	> I don't like it ; 7 > Outstanding) the qualit	
, Value from 1 to 7(t ≺ Valero wines	> I don't like it ; 7 > Outstanding) the qualit	



1, Nationality	
2. Sex	× .
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Male Female	
Female	
3, Age	
_ ×	
() 18-35 years old	
36-60 years old	
18-35 years old 36-60 years old +60 years old	9
4. Occupation	
Student	
(79) Worker	
Worker Unemployed	
Retired	
5. Choose an option about your frequency	of wine consumption
Daily	
Several days a week	
Weekend Occasionally	
Never	
6. What kind of wine do you usually drink n	nore often?
White wines	
Red Wines	
White wines Red wines Pink wines	
Sport/ling wines	

options) Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour OOOOO
Aroma
Colour CXXXXX
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
Son and easy annung minos
10, Do you know San Valero Winery and the quarantee of origin of Cariñena?
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Yes (continues in question number 12) No (answer the following question and let the survey)
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11. If you don't know this winery, Why? (you can choose several options) Selections todas los que corresponden.
I've never heard of it
Little market presence
U odo
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)
7

			n sumer, los que c	-	ondan.						
Γ	The	price is I	too high								
Ē] I don	't like th	eir grape	variety	Ŭ.,						
Ē] I don	ı't like th	eir quara	tee of o	origin						
7	[] I dor	r't liike t	heir organ	naleptic	qualitie	s					
14. Ch	loose a	ın optio	n about	the pu	rchase	of these	wines				
() Iw	ould buy	these w	rines at	nd would	recomr	mend bu	ying			
() Iw	ould buy	these w	ines bu	it would	not reco	mmend	buying			
	(ilue fro ilero Wi		7(1->1α		ke it ; 7	>Outst	anding)	the qu	ality of	the follo	owing San
	Bombe		2014 Reserva (erva 200)	- 544			X		\exists		A 1
16, V a	ilue fro	m 1 to 7	(1-> c	ion't li	ke it7	-> outs	tanding) wines	of San	Valero \	Minery
ē.	1	2	3	4	5	6	7				
	\bigcirc		9					E			



()	
2. Sex	
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Male Fernale	
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Age	
18-35 years old	
36-60 years old	
18-35 years old 36-60 years old +60 years old	
, Occupation	
Student	
Worker Worker	
Worker Unemployed	- 12 - 12
Retired	
; Choose an option about your freque	ency of wine consumption
Daily	
Several days a week	
Several days a week Weekend	
Several days a week Weekend Occasionally	65
Weekend	
Weekend Occasionally	Ink more often?
Weekend Occasionally Never Never	lnk more often?
Weekend Occasionally Never What kind of wine do you usually dr	Ink more often?
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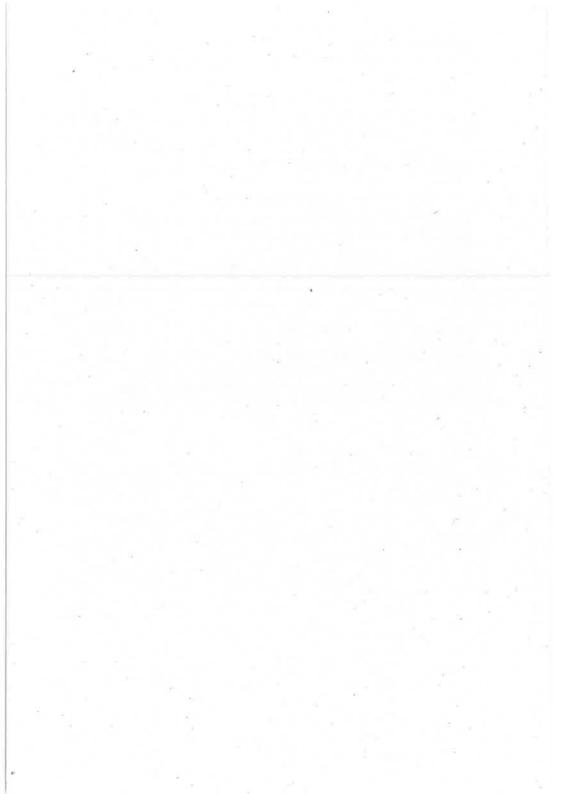
Selecciona todos los que correspondan. Quarantee of origin Price Grape variety	
Price	
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Grape variety	
	0.
Bottle design	
Recommendations and awards	
Brand	
7.500	
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organo qualities.	leptic
1 2 3 4 5 6 7	
Flavour X X X X X X X X X X X X X X X X X X X	
Colour	*:
9. Choose an option according to your preferences.	
Strong and full-bodled wines	
Soft and easy drinking wines	
10, Do you know San Valero Winery and the quarantee of origin of Cariñena?	
10, Do you know Sail valeto willery and the qualantee of origin of Carmona;	
X 20 V (stirrus in minution number 40)	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Seleccions todos tos que correspondan.	
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

I don't like their organoleptic qualities thoose an option about the purchase of these wines I would buy these wines and would recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying I alue from 1 to 7 (1 -> I don't like it; 7-> Outstanding) the quality of the following San ratero wines I 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 I alue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery I 2 3 4 5 6 7	> 1 de	on't like	then que									
I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying I would not buy these wines and would not recommend buying I alue from 1 to 7 (1 -> I don't like it; 7-> Outstanding) the quality of the following San valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Value from 1 to 7 (1-> I don't like it 7-> outstanding) wines of San Valero Winery	7 10	on't _s liike	their orga	noleptio	qualitie	es						
I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying Value from 1 to 7 (1 -> I don't like it; 7-> Outstanding) the quality of the following San valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	hoose	an opt	ion about	the pu	rchase	of these	wines					
I would not buy these wines and would not recommend buying falue from 1 to 7 (1 -> I don't like it; 7-> Outstanding) the quality of the following San valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Value from 1 to 7 (1-> I don't like it 7-> outstanding) wines of San Valero Winery	\bigcirc	would t	ouy these v	wines a	nd would	i recomn	nend buying	9				
Falue from 1 to 7 (1 -> I don't like it; 7-> Outstanding) the quality of the following San railero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Falue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	\bigcirc 1	would t	buy these v	wines b	ut would	not reco	mmend bu	ying				
Falue from 1 to 7 (1 -> I don't like it; 7-> Outstanding) the quality of the following San railero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Falue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	PI	would r	not buy the	se wine	es and w	ould not	recommen	d buying				
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	1											
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery			7(1->1	don't li	ke it;7	'⇒'Outsta	nding) the	quality	of the	followi	ng Sar	1
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 alue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	alero v	VINES										
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 alue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery												
Bombero Gran Reserva 2009 La Cantera Reserva 2007 alue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery					1 2	3	4 5	6 7				
La Cantera Reserva 2007 alue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery				_ <	\supset		XX	X_)			
alue from 1 to 7 (1-> I don't like it?-> outstanding) wines of San Valero Winery	D		n Pasana				Y 4	Y.	1			
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	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C	ke it7			ines of S) San Val	ero Win	ery	
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	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C	ke it7			ines of S) San Val	ero Win	ery	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C				ines of S) San Val	ero Win	ery	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C	5			ines of S) ∋an Val	ero Win	ery	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C	ke it7			ines of S) ∋aπ Val	ero Wir	ery	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C	5			ines of S) San Val	ero Wir	ery	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C				ines of S) ≩an Val	ero Win	ery	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C				ines of S) San Val	ero Win	егу	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C	5			ines of S	jan Val	ero Win	ery	
	La Ca alue fi	intera R	eserva 200 o 7 (1-> l)7 C	5			ines of S) ∋aπ Val	ero Win	ery	

13. If you are not consumer, why?
Selecciona todos los que correspondan.

The price is too high

I don't like their grape variety



1. Nationality			2	
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4->				
2, Sex				
2. 00%				
Mala				
Male Female				
29 Female				
3. Age				
3, ng-				
(7) 18-35 years old				
18-35 years old 36-60 years old +60 years old				
+60 years old				
O,				
4. Occupation				
Student				
Worker Unemployed				
Retired				
		*		
5. Choose an option about yo	ur frequency	of Wine c	onsumpti	on
Daily				
Several days a week Weekend				
Weekend				
Occasionally				
Never				
6. What kind of wine do you u	isually drink n	nore ofte	п?	
White wines				
Red wines				
Pink wines				
Sporkling wines			35)	
1 DOUGHING WITES				

ob	lons)
Se	lecciona todos los que correspondan.
1	Quarantee of origin
(Price
×	Grape variety
	Bottle design
IS	Recommendations and awards
1	Brand
	y
	fue from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic alities.
	1 2 3 4 5 6 7
	Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
4.	Aroma OOOO
3	Colour COOOP
9, Ch	oose an option according to your preferences.
- (Strong and full-bodied wines
C	Soft and easy drinking wines
(
10, Do	you know San Valero Winery and the quarantee of origin of Cariñena?
S	Yes (continues in question number 12)
C	No (answer the following question and let the survey)
	rou don't know this winery, Why? (you can choose several options) lecciona todos los que correspondan.
Ī.	I've never heard of it
-	Little market presence
Ē	Otro:
12. Ar	e you consumer of these wines?
C	Yes (continues in question number 14)
K	No (continues in question number 13)
7	

The price is too high	
I don't like their grape variety	=2/,
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	7
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15; Value from 1 to 7(1 -> 1 don't like it ; 7-> Outstanding) the quality of the Valero wines	e following San
1 2 3 4 5 6 7	
Bembero Joven 2014 Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
16, Value from 1 to 7 (1-> I don't like it7-> cutstanding) wines of San V	'alero Winery
1 2 3 4 5 6 7	
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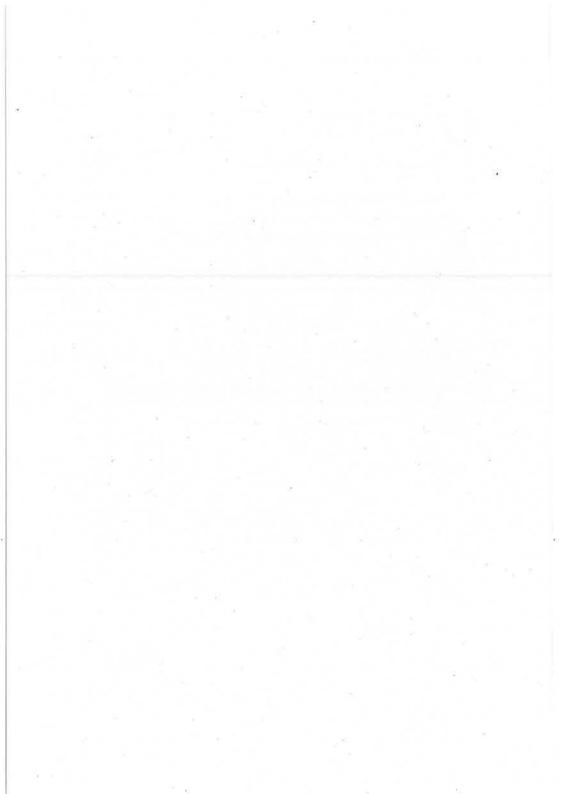
13. If you are not consumer, why? Selecciona todos los que correspondan.



1. Nationality	
2. Sex	
Male	
Male Female	
3. Age	
18-35 years old	
36-60 years old	
18-35 years old 36-60 years old +60 years old	
4, Occupation	
Student	
Worker Unemplayed Retired	
Unemployed	6
Retired	
5. Choose an option about your freque	ncy of wine consumption
Daily	
Daily Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually dri	ink more often?
White wines	
Red wines Pink wines	
Pink wines	

	nons) ecciona todos los que correspondan,
V	Quarantee of origin
	Price
	Grape variety
-	Bottle design
	Recommendations and awards
[] Brand
	lue from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic stitles.
40.	anio.
7.	1 2 3 4 5 6 7
	Flavour (100 C)
	Colour TOTAL
o Ch	oose an option according to your preferences.
D	
K	Strong and full-bodied wines
F	Strong and full-bodied wines Soft and easy drinking wines
-	
10. Do	you know San Valero Winery and the quarantee of origin of Cariñena?
- 9	Yes (continues in question number 12) No (answer the following question and let the survey)
C	No (answer the following question and let the survey)
44 15.	ou don't know this winery, Why? (you can choose several options)
	lecciona todos los que correspondan.
Γ	1 ('ve never heard of it
	Little market presence
[] Otro:
12. Are	e you consumer of these wines?
-	Yes (continues in question number 14)
~	No (continues in question number 13)
7	The Commission In december former to)

13. If you are not consumer, why?
Selecciona todos los que correspondan
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
T
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San
Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009
La Cantera Reserva 2007
Ed Someta Nacine Eds
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
000000

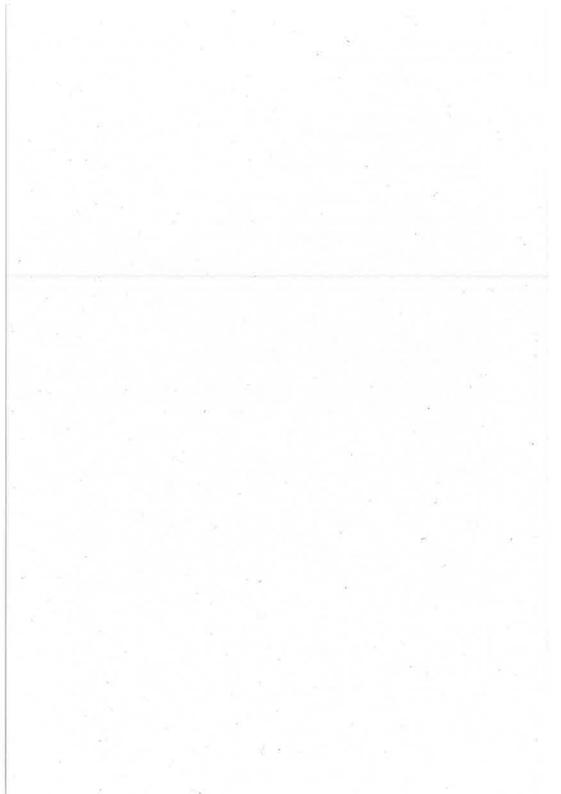


1. Nationality	
2. Sex	
Male	
Female	
Female	
3, Age	
*	
18-35 years old	
36-60 years old	
+60 years old	
4, Occupation	
Student	
Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequency of	wine consumption
Dally	
Several days a week Weekend	
Weekend	
Occasionally	
Never	× .
<u> </u>	
6. What kind of wine do you usually drink mo	ore often?
White wines	
Red wines Pink wines	
Pink wines	
Conditing winer	

options)	
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
7	
Brand	
 Value from 1 to 7 (1-> less important; 7 → very important) d qualities. 	ifferent organoleptic
1 2 3 4 5 6 7	
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroina COOCE	
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin	of Carifiena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose sever. Selectiona todos los que correspondan.	al options)
1've never heard of it	3
Little market presence	
1 Otro:	
12. Are you consumer of these wines?	ж-
Yes (continues in question number 14)	
No (continues in question number 13)	
7	

Selecciona todos los que corresponden	
The price is too high	
I don't like their grape variety	
1 don't like their quaratee of origin	2.5
! don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
would buy these wines but would not recommend buying	
would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 -> 1 don't like it ; 7-> Outstanding) the quality of	the following San
Valero wines	
4	
1 2 3 4 5 6 7	
1 2 3 4 5 6 7 Bombero Joven 2014	

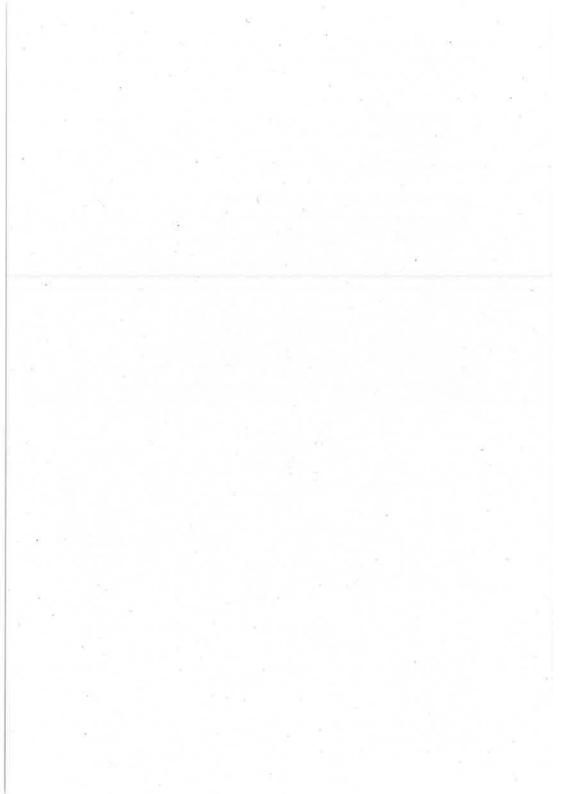
1 2 3 4 5 6 7



1. Nationality
2. Sex
Male
Male Female
7
3, Age
18-35 years old
36-60 years old
+60 years old
7
4. Occupation
Student
Worker
Worker Unemployed
Retired
0
5. Choose an option about your frequency of wine consumption
C 21
O Daily
Several days a week Weekend
Occasionally
Never
6. What kind of wine do you usually drink more often?
White wines
Red wines
Pink wines
Sporkling wines

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Battle design
	Recommendations and awards
	Brand
ρ	Value from 1 to 7 (1-> less important ; 7 → very important) different organoleptic
0,	qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour Classification Colour
	Strong and full-bodied wines Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariflena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	O rec (classic title following deconor, cits in the earlies)
11.	If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not consumer, why? Selectiona todos los que correspondan.	
The price is too high	A=
I don't like their grape variety	
[I don't like their guaratee of origin	
I don't hike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1→ I don't like it ; 7→Outstanding) the quality of th Valero wines	e following San
1 2 3 4 5 6 7	, š
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	
16. Value from 1 to 7 (1 → I don't like it7-> outstanding) wines of San Vi	alero Winery
1 2 3 4 5 6 7	
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1. Nationality	*
2. Sex	
Male Female	
Female	
2.446	
3, Age	
19.36 Veers old	
18-35 years old 36-60 years old +60 years old	
35-50 years old	
+60 years old	*
4. Occupation	
Student	
Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequency of v	vine consumption
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink more	e often?
White wines	
Red wines	
Pink wines	
C Prodeling values	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona lodos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
tennel
8. Value from 1 to 7 (1-> less important; 7-> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma X X X X
Colour
Strong and full-bodied wines Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
l've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No. (continues in question number 19)

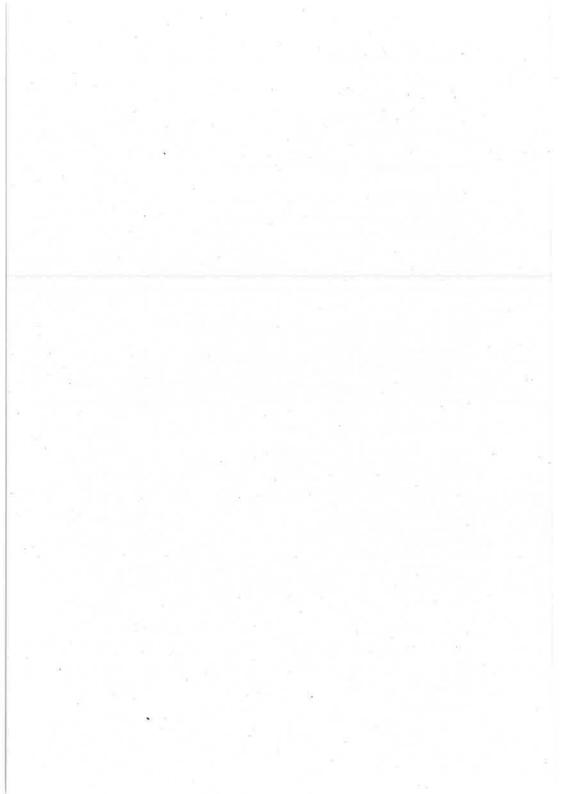
13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
[] I don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
would buy these wines and would recommend buying	
would buy these wines but would not recommend buying	
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the Valero wines	following San
1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009	8
La Cantera Reserva 2007	4
16. Value from 1 to 7 (1-> I don't like it?-> outstanding) wines of San Va	lero Winery
1 2 3 4 5 6 7	
0000000	



1. Nationality	· ·
2. Sex	
Male	
Female	
3. Age	
18-35 years old	
36-60 years old	
+80 years old	
P	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your frequency	of wine consumption
Daily	
Several days a week	
Several days a week Weekend	
Occasionally	4
Never	
6. What kind of wine do you usually drink	more often?
White wines	
Red wines	
Red wines Pink wines	
O and the state of	

	options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important; 7 → very important) different organoleptic
	qualities.
	y V ₁ · · · · · · · · · · · · · · · · · · ·
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12) No (answer the following question and let the survey)
	No (answer the following question and let the survey)
11	If you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

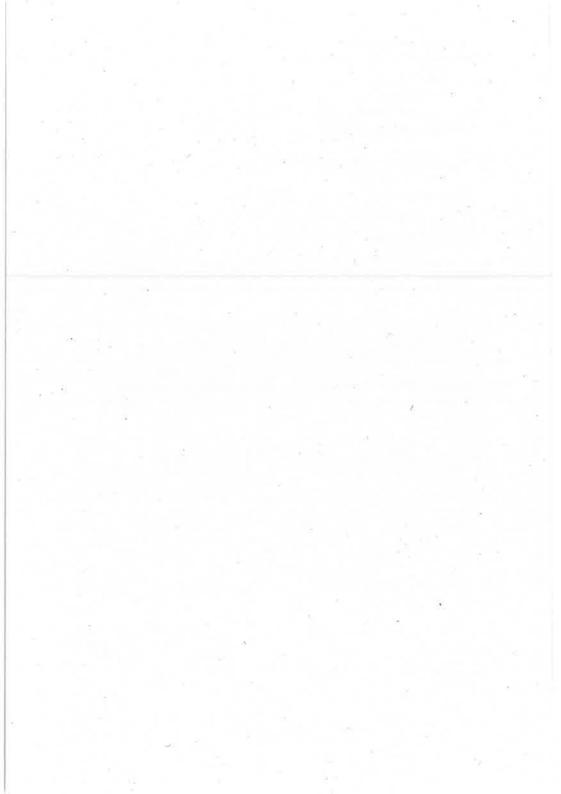
	not consumer, why?
Selecciona	todos los que correspondan.
The p	rice is too high
[] I don	t like their grape variety
l don'	t like their quaratee of origin
don	t liike their organoleptic qualities
14. Choose at	option about the purchase of these wines
(∑ 91wo	ould buy these wines and would recommend buying
() Iw	ould buy these wines but would not recommend buying
() 1 wo	ould not buy these wines and would not recommend buying
_	
15. Value from Valero win	n 1 to 7(1 → 1 don't like it ; 7→Outstanding) the quality of the following San les
- X	1 2 3 4 5 6 7
Bombero	Joven 2014
Bombero	Gran Reserva 2009
La Cante	era Reserva 2007 (C)(C)(C)(C)(C)(C)
16, Value from	n 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1	2 3 4 5 6 7
	000080
1	2 3 4 5 6 7



1. Nationality	
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2. Sex	9 5 T
Male	
Male Fernale	
A citale	
3, Age	
18-35 years old 36-80 years old	
36-60 years old	
+60 years old	
4. Occupation	
States	
Student	
Worker	
Worker Unemployed Retired	
Retired	
5. Choose an option about your freq	uency of wine consumption
Daily	287
Daily Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	drink more often?
emp t	
White wines	
Red wines Pink wines	
Pink wines	
Sporkling wines	

options)	e sevei
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
 Value from 1 to 7 (1-> less important; 7 -> very important) different organoles qualities. 	ptic
1 2 3 4 5 6 7	¥)
1 2 3 4 5 6 7	
Aroma	
Colour	
Strong and full-biodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena?	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.	
() I've never heard of it	
Little market presence	
Otro:	
An array and the an array	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	125
No (continues in question number 13)	

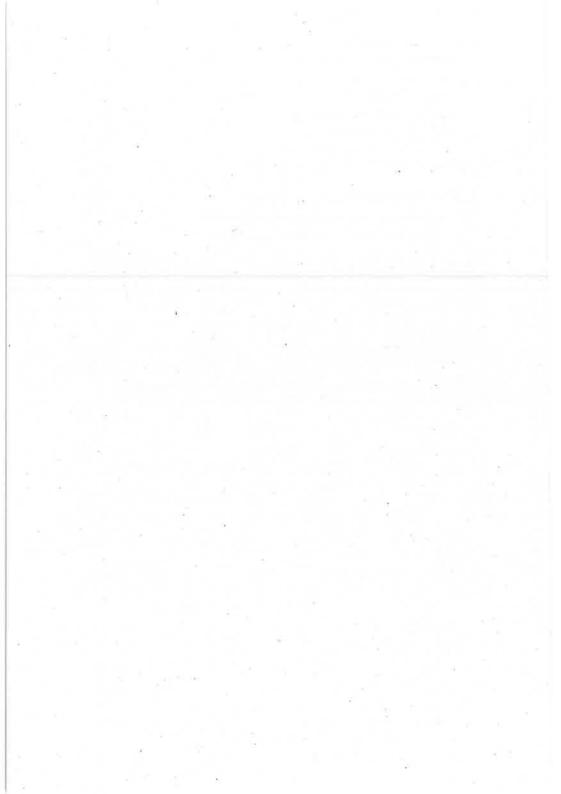
13. If you are not consumer, why?	
Selecciona todos los que correspondan	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't lilke their organoleptic qualities	
14. Choose an option about the purchase of these wines	
() I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the fo	Howing San
15. Value from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the to	nowing san
* 1	
1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Calitera Reserva 2001	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero	Winery
1 2 3 4 5 6 7	
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1. Nationality	
2. Sex	
,	
Male Female	
3. Age	
18-35 years old	
18-35 years old 36-60 years old +60 years old	
+60 years old	
4. Occupation	
Student	
Worker Unemployed	
Unemplayed	
Retired	
5. Choose an option about your frequency of v	vine consumption
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink mor	e often?
White wines	
Red wines	
Plak wines	
Sporkling wines	

options)
Selecciona todos los que corresponden.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour XXXXX
Aroma
Colour (A)
g. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Carlifena?
Yes (continues in question number 12) No (answer the following question and let the survey)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
i've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question πumber 13)
Contract of Assessment Col

13.	If you are not consumer, why?
	Selecciona todos los que correspondan
	The price is too high
	don't like their grape variety
	I don't like their quaratee of origin
	I don't liike their organoleptic qualities
14.	Choose an option about the purchase of these wines
	I would buy these wines and would recommend buying
	I would buy these wines but would not recommend buying
	I would not buy these wines and would not recommend buying
15	Value from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following San
	Valero wines
	1 2 3 4 5 6 7
	Bornbero Joven 2014
	Bombero Gran Reserva 2009
	La Cantera Reserva 2007 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
45	Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
10	And the transfer of the transf
	1 2 3 4 5 6 7
	000000



1. Nationality	
2. Sex	
	e u
() Male	
Male Female	
3, Age	
18-35 years old	50
18-35 years old 36-60 years old	
+60 years old	
4. Occupation	
Student	-5
Worker Worker	
Worker Unemployed	
Retired	
5. Choose an option about your	frequency of wine consumption
Daily	
Daily Several days a week	
Weekend	
Occasionally	
Never	*
6. What kind of wine do you usu	ally drink more often?
White wines	
Red wines	
Red wines	
Sporkling wines	

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
	_ Grand
8.	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Aroma
	Colour (S)
	Strong and full-bodied wines Soft and easy dnnking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariñeπa?
	Yes (continues in question number 12)
	Yes (continues in question number 12) No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
12,	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

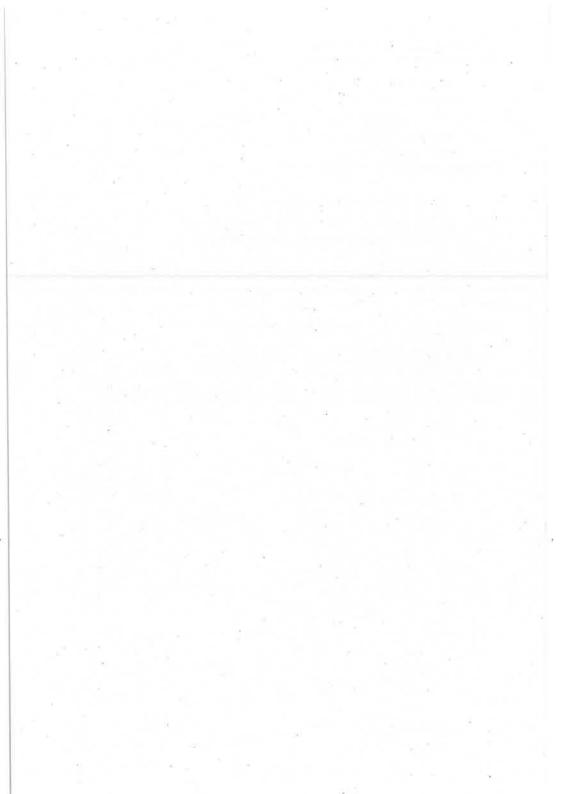
Se	rou are not consumer, why?
20	lecciona todos los que correspondan.
E F	The price is too high
	I don't like their grape variety
Ē	I don't like their quaratee of origin
- L-	I don't liike their organoleptic qualities
L	Treat thine dien educates deputes
14, Ch	oose an option about the purchase of these wines
6	would buy these wines and would recommend buying
C	would buy these wines but would not recommend buying
C	I would not buy these wines and would not recommend buying
-	
	lue from 1 to 7(1 \Rightarrow 1 don't like It; 7 \Rightarrow Outstanding) the quality of the following S
Va	lero wines
	1 2 3 4 5 6 7
	Bombero Joven 2014
1	Bombero Joven 2014
	Bombero Gran Resena 2009
	Same Same Same Same Same Same Same
	Bombero Gran Resena 2009 La Cantera Reserva 2007
	Bombero Gran Resena 2009
	Bombero Gran Resena 2009 La Cantera Reserva 2007
	Bombero Gran Resena 2009 La Cantera Reserva 2007
	Bombero Gran Resena 2009 La Cantera Reserva 2007
	Bombero Gran Reserva 2009 La Cantera Reserva 2007 Sue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
	Bombero Gran Reserva 2009 La Cantera Reserva 2007 Sue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
	Bombero Gran Reserva 2009 La Cantera Reserva 2007 Sue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
	Bombero Gran Reserva 2009 La Cantera Reserva 2007 Sue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery



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	1911
	consumption

	options)
	Selecciona todos los que conespondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	□ Brand
	of the second se
8.	Value from 1 to 7 (1→ less important ; 7 → very Important) different organoleptic
	qualities.
-	
	1 2 3 4 5 6 7
	Flavour
	Aroma XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	¥
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
	l've never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
14.	,,
	() Yes (continues in question number 14)
	No (continues in question number 13)

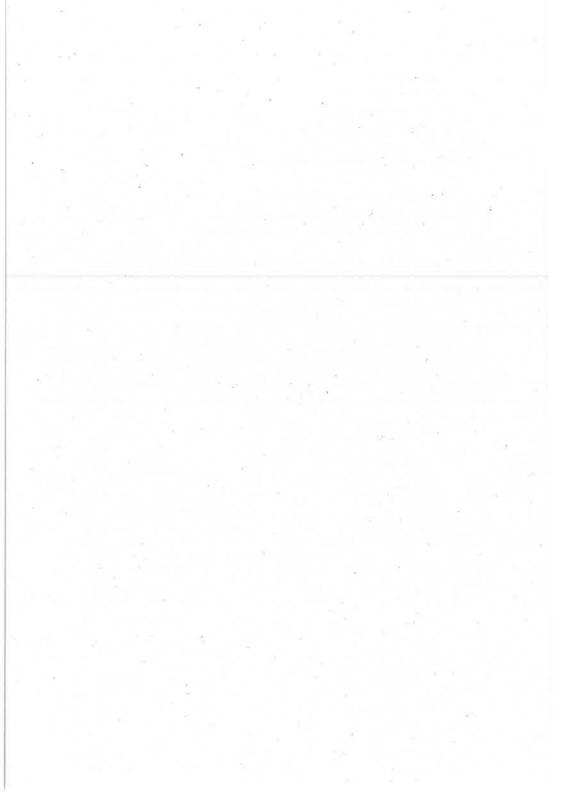
13. If you are not consumer, why? Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
don't like their quaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
The state that buy these writes and would not recommend buying
15. Value from 1 to 7(1 → I don't like it ; 7→Outstanding) the quality of the following San Valero wines
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Bombero Joven 2014 Bombero Gran Reserva 2009(
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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1. Nationality	
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	× ×
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3, Age	
18-35 years old	
18-35 years old 36-60 years old +60 years old	
+60 years old	
7	
4. Occupation	
Student	
> Worker	
Worker Unemployed	
Retired	
5, Choose an option about your	frequency of wine consumption
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Weekend	9
Occasionally	
Never .	
6. What kind of wine do you usu	ally drink more often?
	*
White wines	
Red wines Pink wines	8
Pink wines	
Sporkling wines	

 Choose an option about your motivations to mak options) 	e a purchase (rou can choose se
Selecciona todos los que correspondan	
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Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important; 7 -> very qualities.	mportant) different organoleptic
1 2 3 4 5 6	7
Flavour XXXX	29
Aroma	\
Colour XXXX	
Strong and full-bodied wines	
Soft and easy drinking wines	
0. Do you know San Valero Winery and the quarant	tee of origin of Carifiena?
Yes (continues in question number 12)	
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 If you don't know this winery, Why? (you can of Selectiona todos los que corresponden. 	noose several options)
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Otro:	
2. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

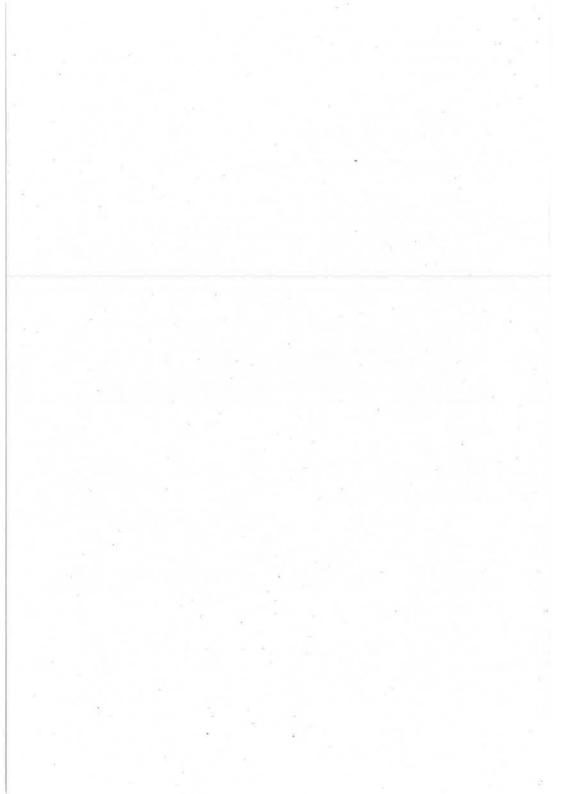
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14.	Choose an option about the purchase of these wines
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	I would not buy these wines and would not recommend buying
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	La Cantera Reserva 2007
16.	Value from 1 to 7 (1-> 1 don't like it?-> outstanding) wines of San Valero Winery
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1. Nationality		
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18-35 years old		
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+60 years old		
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; What kind of wine do you usua	illy drink more often?	
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White wines		
White wines Red wines		
Pink wines		
Sporkling wines		

Selecciona todos los que correspondan.	
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Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
Value from 1 to 7 (1→ less important; 7 → ve	ery important) different organolept
qualities.	
1 2 3 4 5	6 7
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Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
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Soft and easy drinking wines	
Soft and easy drinking wines	rantee of origin of Cariñena?
Soft and easy drinking wines	rantee of origin of Carifiena?
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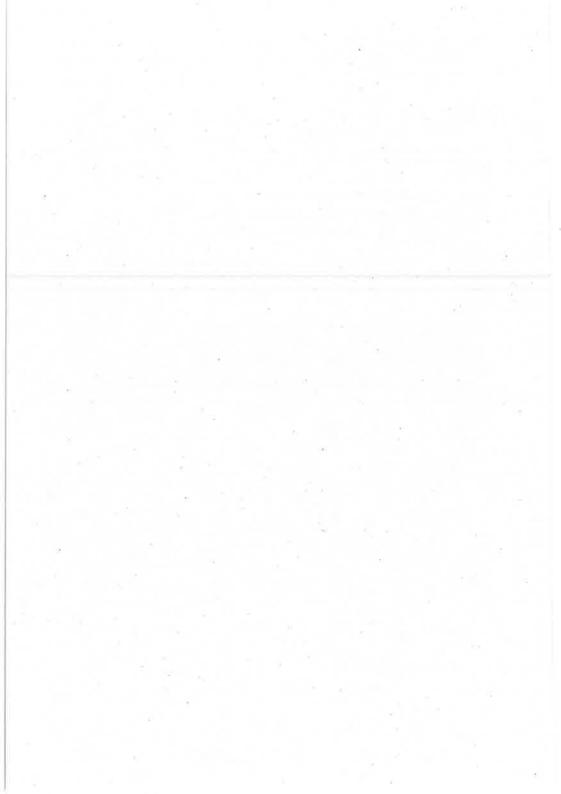
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La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	Bombero Joven 2014	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	The second secon	
	La Cantera Reserva 2007	
1 2 3 4 5 6 7	16. Value from 1 to 7 (1-> I don't like it7-> outs	tanding) wines of San Valero Winery
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1. Nationality	and the second of
2. Sex	
Male	
Male Female	
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3. Age	
18-35 years old	
18-35 years old 36-60 years old +60 years old	
+60 years old	
4. Occupation	
Student	
Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequenc	y of wine consumption
Daily	
Several days a week	
Weekend	
Weekend Occasionally	
Never	
6, What kind of wine do you usually drink	more often?
White wines	
33-23	¥.
Red wines Pink wines	
O PHIR WHIES	

options)	
Selecciona todos los que correspondan	
Quarantee of origin	
Price	
☐ Grape variety	
Bottle design	
Recommendations and awards	
<u></u>	
Brand	
8. Value from 1 to 7 (1-> less important ; 7 ⇒ very important) different organoleptic qualities.	
1 2 3 4 5 6 7	
Flavour	
Aroma Colour X X X X X X X X X X X X X X X X X X X	
Colour	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carinena?	
Yes (continues in question number 12)	
Yes (continues in question number 12) No (answer the following question and let the survey)	
At the state of th	
11. If you don't know this winery, Why? (you can choose several options) Selections todas los que correspondan.	
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

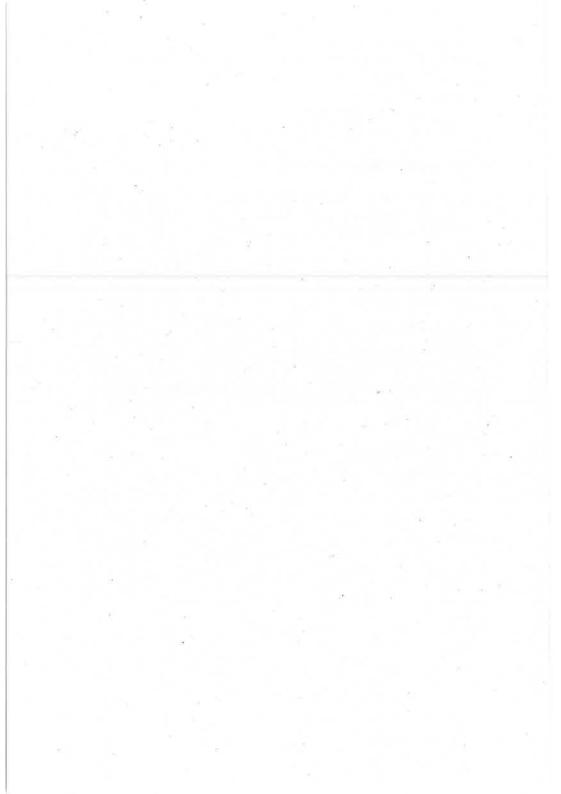
13. If you are not consumer, why?		
Selecciona todos los que correspondan.		
The price is too high		
I don't like their grape variety		
I don't like their quaratee of origin		
I don't liike their organoleptic qualities		
14. Choose an option about the purchase of these wines		
I would buy these wines and would recommend buying		
I would buy these wines but would not recommend buying		
I would not buy these wines and would not recommend buying		
15. Value from 1 to 7(1 > I don't like it ; 7> Outstanding) the quality Valero wines		
1 2 3 4 5 6 7		
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Bombero Gran Reserva 2009 () () () () ())	
La Cantera Reserva 2007)	
and the state of t	Can Malaza b	Minon
16. Value from 1 to 7 (1->) don't like it7-> outstanding) wines of 9	3411 441010 4	Titlely
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1. Nationality	
2. Sex	
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3. Age	
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18-35 years old 36-60 years old	
+60 years old	
7	
4. Occupation	
Student	
Worker Unemployed	
Unemployed	
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5. Choose an option about your frequency of wine	consumption
A 2-3-	
Daily Several days a week	-
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink more of	ten?
White wines	7 2
White wines Red wines	
Pink wines	
Specializations	

options) . Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8, Value from 1 to 7 (1-> less important ; 7 -> very important) different organisties.	ınoleptic
9e	
1 2 3 4 5 6 7	
Aroma	
Colour	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carifiena	7
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 If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. 	
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Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
1 don't like their grape variety	
I don't like their quaratee of origin	
I don't filke their organoleptic qualities	
14. Choose an option about the purchase of these wines	
(V) I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 → I don't like it; 7 → Outstanding) the quality of Valero wines 1 2 3 4 5 6 7	the following San
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La Cantera Reserva 2007 () () ()	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San	valero Winery
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1. Nationality	
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2. Sex	
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3, Age	
18-35 years old	
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+60 years old	
4. Occupation	
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Student	
Worker Unemployed	
Retired	
-	
5. Choose an option about your frequen	acy of wine consumption
Daily	
Several days a week	
Several days a week Weekend	
Occasionally	
Never	
6. What kind of wine do you usually dri	nk more often?
5. WHAT KING OF WINE GO YOU DESCRIP CO.	3
White wines	
Red wines Pink wines	359
Sporkling wines	

opt(ons)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
<u>~</u>
Brand
8. Value from 1 to 7 (1-> less Important ; 7 -> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
9. Choose an option according to your preferences.
9
Strong and full-bodied wines
Soft and easy drinking wines
O Sun and easy dimining wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
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No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

13. If you are not consumer Selecciona todos los que	
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I don't like their quar	atee of origin
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14. Choose an option about	the purchase of these wines
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I would buy these	wines but would not recommend buying
I would not buy the	se wines and would not recommend buying
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Bombero Gran Reserva	Sand Sand Sand Sand Sand
La Cantera Reserva 200	
16: Value from 1 to 7 (1->)	don't like it?-> outstanding) wines of San Valero Winery
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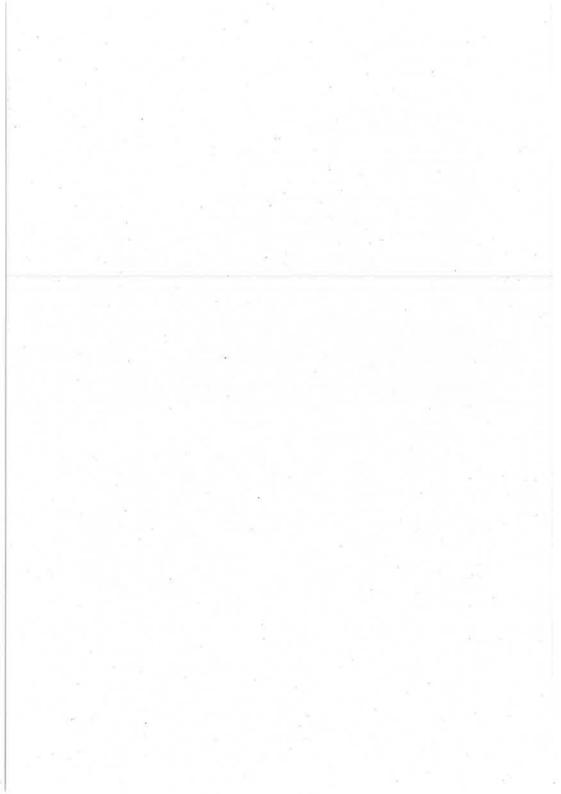


1. Nationality	
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2. Sex	
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Female	
3, Age	
18-35 years old	
36-60 years old	
+60 years old	
7	
4. Occupation	
Student	
Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequency	of wine consumption
(Daily	
Daily Several days a week Weekend Occasionally	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink	more often?
White wines	
Red wines	
Red wines Pink wines	
Sporkling wines	

options)	: 24
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
∄ Brand	
 Value from 1 to 7 (1⇒ less important ; 7 ⇒ very important) different organoleg qualities. 	tic
1 2 3 4 5 6 7	
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Aroma	
Colour CXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
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If you don't know this winery, Why? (you can choose several options) Selections todos los que corresponden.	
l've never heard of it	
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Otro:	
2, Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question πumber 13)	

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13. If you are not consumer, why? Selectiona todos los que correspondan.	
The price is too high	
t don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
5 ·	
14. Choose an option about the purchase of these wines	
1 would buy these wines and would recommend buying	
would buy these wines but would not recommend buying	
would not buy these wines and would not recommend buying	
Valero wines	
Bombero Joven 2014	
Bombero Gran Reserve 2009	
La Cantera Reserva 2007 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valer	o Winery
1 2 3 4 5 6 7	
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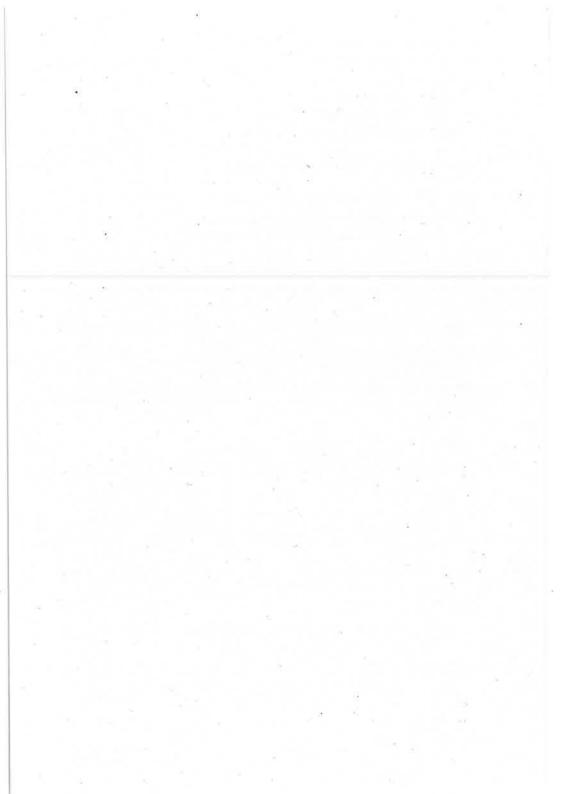


Male Female 3. Age 18-35 years old 36-60 years old +60 years old 4. Occupation Student Worker Unemployed Retired	1. Nationality	
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Worker Unemployed Retired 5. Choose an option about your frequency of wine consumption Deily Several days a week Weekend Occasionally Never 6. What kind of wine do you usually drink more often?	4. Occupation	
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Retired 5. Choose an option about your frequency of wine consumption Daily Several days a week Weekend Occasionally Never 6. What kind of wine do you usually drink more often?	Worker	
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Daily Several days a week Weekend Occasionally Never What kind of wine do you usually drink more often?		
Weekend Occasionally Never Never 6. What kind of wine do you usually drink more often?	5. Choose an option about your frequency	uency of wine consumption
Weekend Occasionally Never Never 6. What kind of wine do you usually drink more often?		
Weekend Occasionally Never Never 6. What kind of wine do you usually drink more often?	Deily	
Never 6. What kind of wine do you usually drink more often?	Several days a week	
Never 6. What kind of wine do you usually drink more often?	Weekend	
6. What kind of wine do you usually drink more often?	Occasionally	
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U*.	s What kind of wine do you usually o	drink more often?
White wines Red wines	UEG	
Red wines	White wines	
Pink wines	Red wines	
	Pink wines	

7	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price .
	☐ Grape variety
	Z
	Bottle design
	Recommendations and awards
	Brand
	Makes from d to 774 h land immerbant (7 h years important) different assemblantic
8.	Value from 1 to 7 (1-> less important; 7 ⇒ very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour
9	Choose an option according to your preferences.
	(P) Strong and full-bodied wines
	Soft and easy drinking wines
10	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	3,111,111,111
11.	If you don't know this winery, Why? (you can choose several options)
	Seleccione todos los que correspondan.
	[] I've never heard of it
	[] Little market presence
	Otro:
19	Are you consumer of these wines?
12	, and you demand or characteristics.
	50 V. (C
	Yes (continues in question number 14)
	No (continues in question number 13)

	You are not consumer, why? elecciona lodos los que correspondan.
Γ	The price is too high
Ī	I don't like their grape variety
Ī	I don't like their quaratee of origin
Ī	I don't liike their organoleptic qualities
14. CI	hoose an option about the purchase of these wines
6	I would buy these wines and would recommend buying
6	i would buy these wines but would not recommend buying
c	I would not buy these wines and would not recommend buying
15 Va	ilue from 1 to 7(1 -> I don't like It; 7-> Outstanding) the quality of the following San
13. 14	, and the state of
Va	lero wines
Va	lero wines
Va	1 2 3 4 5 6 7
Va	llero wines
Va	1 2 3 4 5 6 7

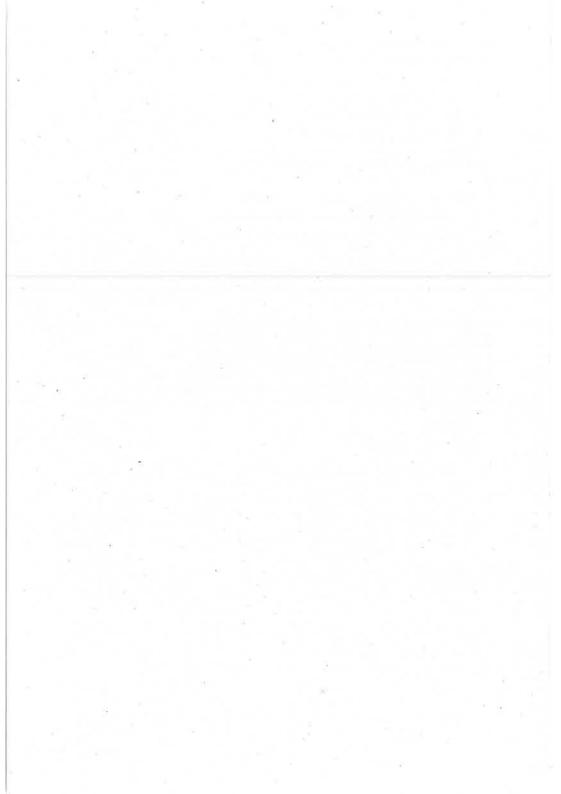
1 2 3 4 5 6 7



1. Nationality	9
2. Sex	18
() Male	
Female	
7	
3. Age	
(C) 40.05	
18-35 years old	
36-60 years old +60 years old	
+50 years old	
4. Occupation	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your freq	uency of wine consumption
,	
Deily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	drink more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

7. Choose an op options)	tion about you	ir metivations	to make a pu	rchase (You ca	in choose severa
Selecciona tod	os los que corre	espondan.			
Quarante	e of origin				
Price					
Grape var	iety			~ '	
Bottle des	sign -				
Recomme	endations and a	wards			
Brand					
()					
8. Value from 1 t qualities.	to 7 (1-> less in	mportant ; 7 ⊰	> very importa	ent) different o	rganoleptic
quanties.					
	4				
Clausus	1 2	3 4 5	6 7		
Flavour	\rightarrow	$\rightarrow \rightarrow \rightarrow$	***		
Colour					
1	and full-bodied v deasy drinking v				12
10. Do you know	San Valero Wir	nery and the o	quarantee of o	rigin of Carlfie	na?
Yes (no	ontinues in ques	stion number 1	7)		
1	swer the followin		·)	
11. If you don't kn Selectiona toda	ow this winer, os los que corre		can choose s	everal options)
l've never	heard of it				
Little mark	ket presence				
Otro:					
12 Are vou cons					
Z. Mie you const	umer of these \	wines?			
	umer of these v		4)		
Yes (co		stion number 14	•		

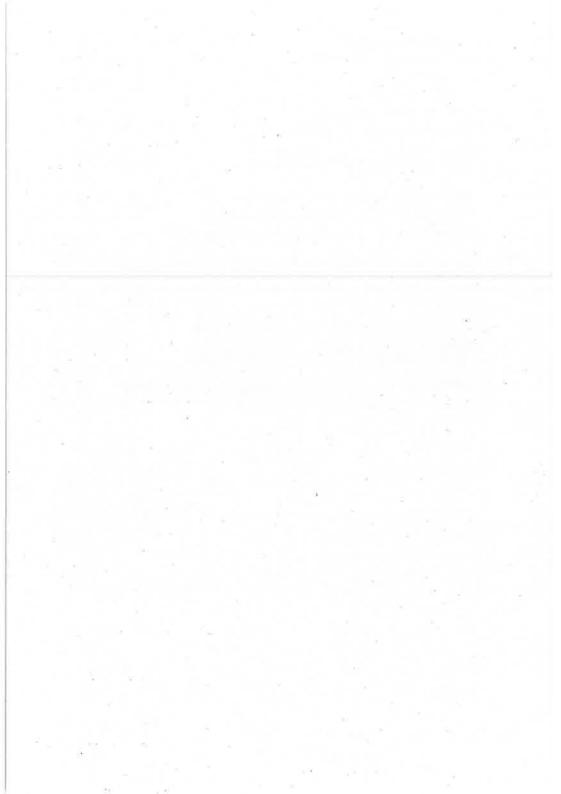
Seleccion											
	a todos	ios que	corresp	ondan.							
[The	price is	too high									
[] I do	n't like th	neir grap	e variety	y							
☐ I do	n'I like th	neir guar	atee of	origin							
☐ I do	n't liike t	heir orga	anoleptio	c qualitie	es						
4. Choose a	an optio	n about	the pu	rchase	of thes	e wines					
W IV	vould buy	these t	wines a	nd would	d recom	mend bu	ylng				Ge
OIV	vould buy	these t	wines b	ut would	not rec	ommend	buvino				
	your uruuy	buy the	se wne	es and w	oula no	t recomn	iena bi	uying			
5, Value fro	m 1 to 7	7/1-51	don't ll	ke it · 7	-> Outet	andine)	the au	ıa libr	of the	fallowi	na 1
Valero wi			4011		- 0000		use qu	anny	OI WIE	IOHORE	···y
A SHIELD AND	11100										
				1 2	3	4 5	6	7			
Bombe	ro Joven	2014		1 2	3	4 5	6	7			
	ro Joven ro Gran I			1 2	3	4 5	6	7			
Bombe	ro Gran I	Reserva	2009	1 2	3	4 5	6	7			
Bombe		Reserva	2009	1 2	3	4 5	9	7			
Bombe La Cani	ro Gran I tera Res	Reserva erva 200	2009	3	8	3	8	Z	an Vali	ero Win	ierv.
Bombe La Cani	ro Gran I tera Res	Reserva erva 200	2009	3	8	3	8	Z	an Val	ero Win	ery
Bombe La Cani	ro Gran I tera Res	Reserva erva 200	2009	3	8	3	8	Z	an Val	ero Win	ery
Bombs La Cani 5, Value from	ro Gran I tera Res m 1 to 7	Reserva erva 200 ' (1->)	2009 07 don't li	ke it7	/-> outs	tanding	8	Z	an Vali	ero Win	ery
Bombe La Cani	ro Gran I tera Res	Reserva erva 200	2009	3	8	3	8	Z	an Val	ero Win	ery
Bombs La Cani 5, Value from	ro Gran I tera Res m 1 to 7	Reserva erva 200 ' (1->)	2009 07 don't li	ke it7	/-> outs	tanding	8	Z	an Vali	ero Win	ery
Bomber La Cani 6, Value from	ro Gran I tera Res m 1 to 7	Reserva erva 200 ' (1->)	2009 07 don't li	ke it7	/-> outs	tanding	8	Z	an Val	ero Win	ery
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Bomber La Cani 6, Value from	ro Gran I tera Res m 1 to 7	Reserva erva 200 ' (1->)	2009 07 don't li	ke it7	/-> outs	tanding	8	Z	an Val	ero Win	ery



1. Nationality		
\sim		
1		
2. Sex		
Male		
ATT		
Female		
3, Age		
49.35 years old		
18-35 years old		
36-60 years old		
+60 years old		
P		
4: Occupation		
	2	
Student		
Worker Unemployed		
Unemployed		
Retired		
5. Choose an option about your freque	vency of wine consumption	n
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Deily		
Several days a week		
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6. What kind of wine do you usually	drink more often?	
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White wines		
Red wines		
Red wines Pink wines		
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Choose an option about your motivations to make a purchase (Yo options)	u can choose several
Selecciona todos los que correspondan.	× .
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	. 8
_ Brand	
 Value from 1 to 7 (1→ less important; 7 → very important) different qualities. 	nt organoleptic
1 2 3 4 5 6 7	
Flavour (X X X X X X X X	
Aroma CCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCCC	
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	iii
Soft and easy drinking wines	
10, Do you know San Valero Winery and the quarantee of origin of Ca	riñena?
	20
Yes (continues in question number 12) No (answer the following question and let the survey)	
No (answer (ne lollowing question and let the survey)	
11. If you don't know this winery, Why? (you can choose several opt Selecciona todos los que corresponden.	lons)
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

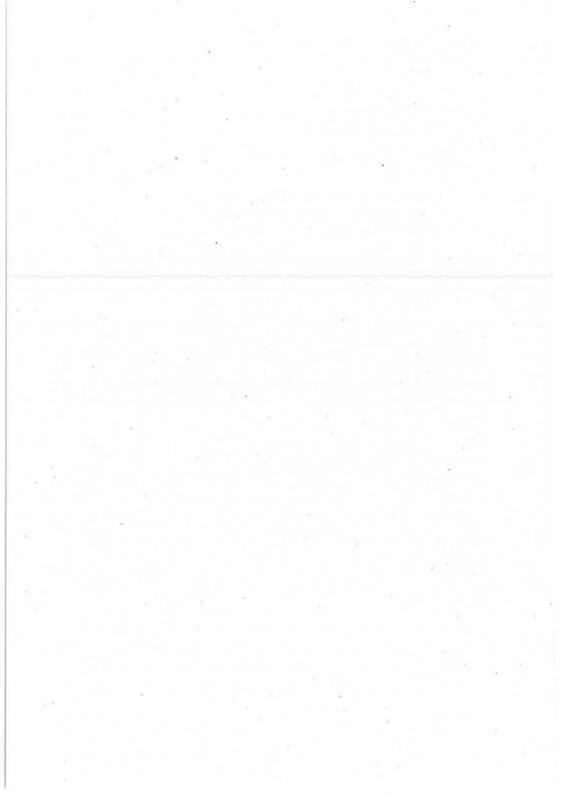
13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
(would buy these wines but would not recommend buying	
 I would not buy these wines and would not recommend buying 	
15. Value from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the follow Valero wines 1 2 3 4 5 6 7	ring San
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
16. Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Wi	nery
1 2 3 4 5 6 7	
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1,	Natio	nality		3			
		1>					
2.	Sex						
	() ()	Male Female	× ,				
3.	Age						
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				111			
	\bigcirc	+60 years old					
4.	Occup	pation					
	\bigcirc	Student					
	<u>~</u>	Worker					
	6	Unemployed					
	$\overline{\bigcirc}$	Retired					
5.	Choos	se an option about yo	our frequen	icy of	wine	consum	otion
		Daily	×				
	9	Several days a week Weekend Occasionally					
	6	Weekend					
		Occasionally					
		Never		75			
		27					
6.	What I	kind of wine do you t	ısually drir	ık mo	re ofti	en?	
	2	White wines					
	\bigcirc	White wines Red Wines Pink wines					
	$\bar{\bigcirc}$	Pink wines					
		Sporkling wines					

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape veriety
	Bottle design
	Recommendations and awards
	Brand
	f
8.	Value from 1 to 7 (1> less important; 7 > very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour XXXXXX
q	Choose an option according to your preferences.
	A second
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariflena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11	If you don't know this winery, Why? (you can choose several options)
• •	Selecciona todas los que correspondan.
	I've never heard of it
	Little market presence
	Otro;
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not cons Selecciona todos los	
The price is too	o high
I don't like thei	The state of the s
	ir quaratee of origin
l don't liike the	sir organoteptic qualities
14, Choose an option	about the purchase of these wines
() I would buy t	these wines and would recommend buying
I would buy t	these wines but would not recommend buying
	buy these wines and would not recommend buying
15. Value from 1 to 7(Valero wines	1 -> I don't like it ; ?-> Outstanding) the quality of the following San
	1 2 3 4 5 6 7
Sombero Joven 2	014
Bombero Gran R	The state of the s
La Cantera Rese	rva 2007 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
15. Value from 1 to 7	(1-> 1 don't like it7-> outstanding) wines of San Valero Winery 3 4 5 6 7
	00000
Bombero Gran R La Cantera Rese 15, Value from 1 to 7	eserva 2009 rva 2007 (1-> 1 don't like it7-> outstanding) wines of San Valero Winery

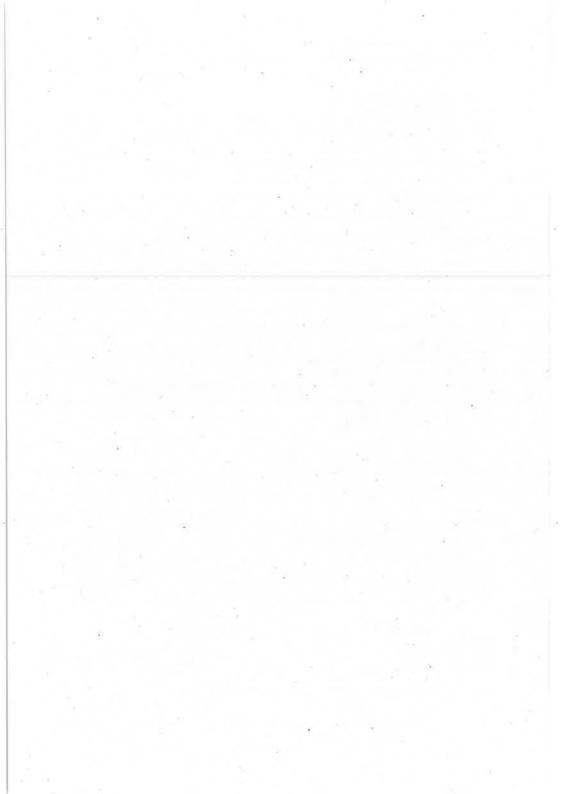


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	1. Nationality	/			
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	-				
	2. Sex				
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	Mal		(4)	0	
	· (See Fen	tale			
	3. Age				
	J. Age				
	(A 10-1	A income old			
	2 100	95 years old 80 years old			
	<u> </u>	o years old			
	(_) +60	years old			
	4. Occupatio	n			
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	(SA Stu	dont			
	Word Une	Jorit J 4			
	O WO	rker			
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	- Chassa	andlan abas			e consumption
	э. Спосье аг	горион авог	it your freq	luency or win	e consumption
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	O Dail				
	Sev	eral days a w ek end	eek		
	◯ Wei	ekend			× .
	9 0cc	asionally			
	O Nev	êr			
			_		
-	6; What kind	of wine do y	ou usually	drink more o	ften?
	<u> </u>				
		te wines			
	Red Pinl	wines			
	Pinl	wines			
	Con	deline winee			

 Choose an option about your motivations to make a purchase (You or options) 	an choose several
Selecciona todos los que correspondan.	
Quarantee of origin	2.
Price	
Grape variety	
Bottle design	
Recommendations and awards	
☐ Brand	
 Value from 1 to 7 (1→ less Important; 7 → very important) different of qualities. 	rganoleptic
1 2 3 4 5 6 7	
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroma (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Colour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carific	ena?
Yes (continues in question number 12).	
No (answer the following question and let the survey)	
 If you don't know this winery, Why? (you can choose several option Selections todos los que corresponden. 	3)
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

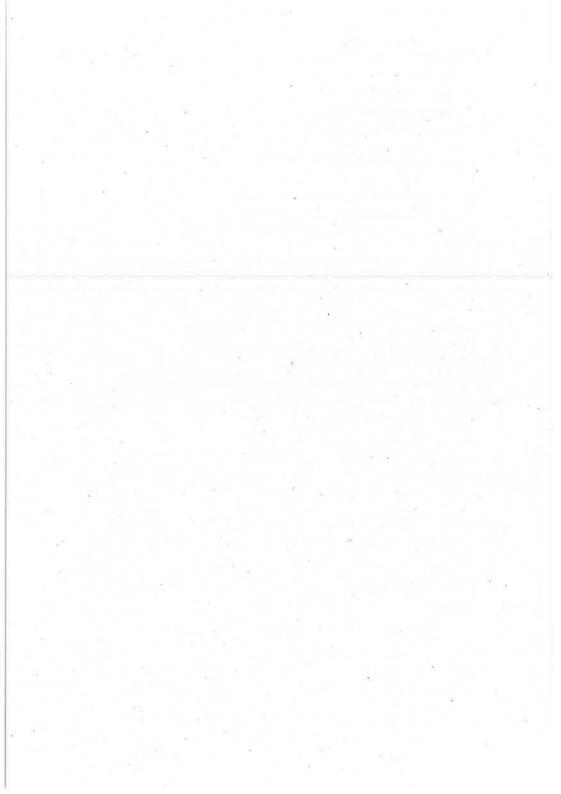
13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
don't like their grape variety	
[I don't like their quaratee of origin	
I don't like their organoleptic qualities	
14. Choose an option about the purchase of these wines	
would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 > I don't like it; 7> Outstanding) the quality of the following	San
Valero wines	
1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
45 Value from 4 to 7 / 4 > 1 don't like to What a standard to him of the land	3:0
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winer	,
1 2 3 4 5 6. 7	
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1. Nation	nality		
	(5		
2. Sex	1		
	Male		
	Male Female		
4	remaie		
3, Age			
\bigcirc	18-35 years old		
	18-35 years old 36-60 years old		
\bigcirc	+60 years old		
,			
4. Occup	ation		
_	About and		
	Student		
-	Worker Unemployed		100
	Unemployed		
\bigcirc	Retired		
5, Choos	e an option about your f	requency of wine con	sumption
(X)	Daily Several days a week		
$\overline{\Box}$	Several days a week		
$\overline{\bigcirc}$	Weekend		
\sim	Occasionally		
$\overline{\bigcirc}$			
6. What k	kind of wine do you usua	lly drink more often?	
	White wines	100	
\sim	Red wines Pink wines		
	Plnk wines		
2200000	Sporkling wines		

7	. Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	-
	Recommendations and awards
	Brand
8	Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour XXXXXXX
	Aroma
	Colour
9	Choose an option according to your preferences.
	Strong and full-bodied wines Soft and easy drinking wines
10	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11	. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	Ye never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

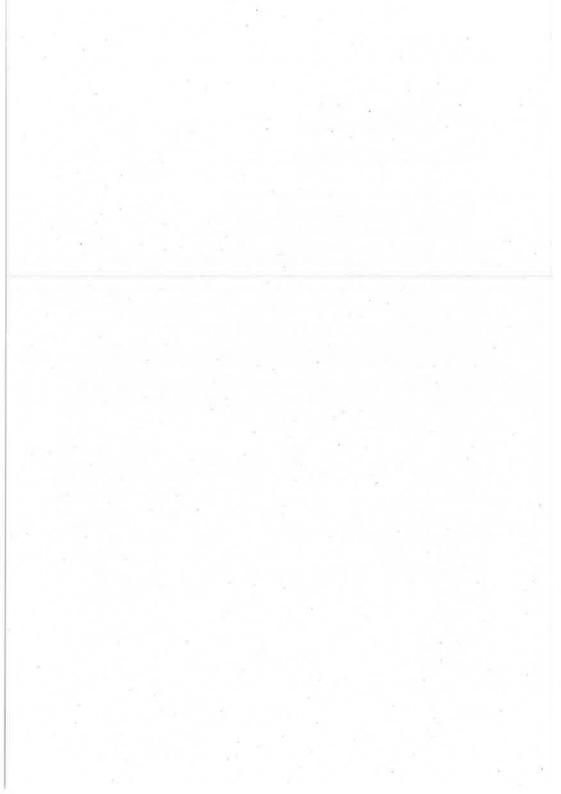
13. If you are not consumer, why? Selecciona todos los que correspondan.
The price is too high
don't like their grape variety
I don't like their quaratee of origin
I don't linke their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
would buy these wines but would not recommend buying
would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines
a did of salica
1 2 3 4 5 6 7
1 2 3 4 5 6 7 Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1→ I don't like it7→ outstanding) wines of San Valero Winery
10. Value from 1 to 1 1 to 1 to 1 to 1 to 1 to 1 to
1 2 3 4 5 6 7
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1. Nationality	
(1)	
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2. Sex	X.
Male	
Female	
3, Age	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
7	
5. Choose an option about your frequence	cy of wine consumption
Dáily	
Several days a week Weekend	
vyeekena ••••••••••••••••••••••••••••••••••••	
Occasionally	
Never	
6. What kind of wine do you usually drint	k more often?
White wines	
Red wines	
Pink wines Sporkling wines	

 Choose an option about your motivations to make a purchase (options) 	You can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
 Value from 1 to 7 (1-> less important; 7 -> very important) differentials. 	rent organoleptic
1 2 3 4 5 6 7	
Flavour ()()()()()()()()()()()()()()()()()()()	
Aroma (C)	
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
9. Choose an option according to your preferences.	
	17
Strong and full-bodied wines	
Strong and full-bodied wines Soft and easy drinking wines	121
10. Do you know San Valero Winery and the quarantee of origin of	Cariñena?
Yes (continues in question number 12)	
Yes (continues in question number 12) No (answer the following question and let the survey)	100
 If you don't know this winery, Why? (you can choose several of Selectiona todos los que conesponden. 	ptions)
' I've never heard of it	
Little market presence	
Otro:	
L	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

13. If you are not consumer, why? Selecciona todos tos que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
Lidon't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009 () () () () () () () () () (
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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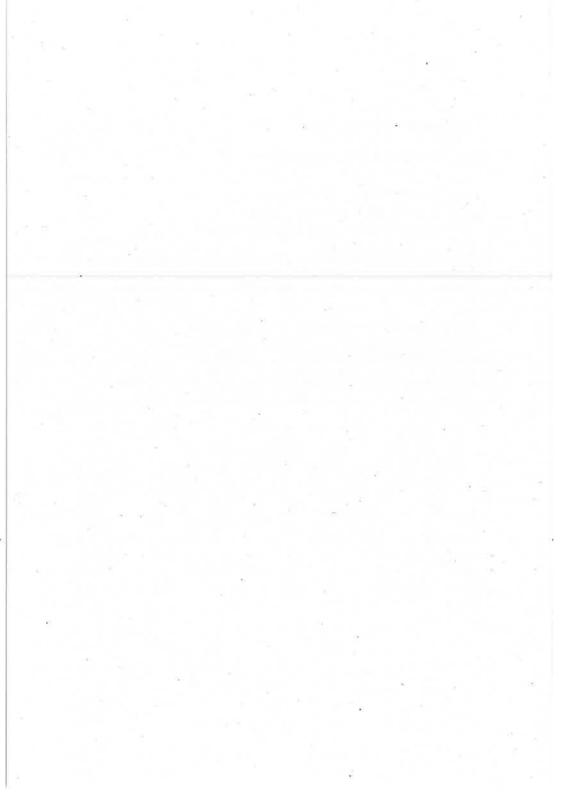
1. Nationality	
2. Sex	

Male Female	
Female	
7	
3. Age	
18-35 years old	- 17
36-60 years old	
+60 years old	
4. Occupation	
×	
Student	
Student Worker Unemployed	
Retired	
5. Choose an option about your frequence	v of wine consumption
o, energy an epinent arrest year medacite	y or mile sondampion
Daily .	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink	more often?
White wines	
Red Wines	
Rad Wines Plnk wines	
<u> </u>	

Selecciona to	ndos los que com e spondar	t.		
Quarante	ee of origin			
Price	or or origin,			
Grape va				
Bottle de	esign			
Recomm	mendations and awards			
Brand				
Value from 1 qualities.	1 to 7 (1-> less importan	nt;7 ⇒ very lmpd	ortant) different d	organoleptic
	1 2 3	4 5 6 7	7	
Flavour Aroma		\rightarrow	3	
Colour			3	
	ption according to your			
	g and full-bodied wines and easy drinking wines			
Do you know	v San Valero Winery and	the quarantee o	of origin of Carific	ena?
(V) Yes (continues in question nun	nber 12)		
	enswer the following quest		vey)	
•	know this winery, Why? odos los que corresponde		se several option	s)
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l've neve	odkat processo			
l've neve	ander hiegende			
	and presence		_	
Little ma	sumer of these Wines?		-	a.
Little ma	sumer of these Wines?		-	
Little ma Otro: Are you cons	the state of the state of the state of			

7. Choose an option about your motivations to make a purchase (You can choose several

CONCLUME	todos los que co	why? Wesnoblan			
	i todos los que co	nrespondari.			
The p	nice is too high				
[] I don	t like their grape	variety			
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[I don	't liike their organi	oleptic qualities			
Choose a	π option about ti	ne purchase of	these wines		
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() Iw	ould buy these wir	nes but would ne	ot recommend !	buying	
O 1	ould not buy these	a usinaa aad usa.	ild not recomm	and buying	
Valero wir	ies	1 2	3 4 5	6 7	39.0
Romber	n Inuan 2014				
	o Joven 2014 o Gran Reserva 2	2090			
Bomber	o Joven 2014 o Gran Reserva 21 era Reserva 2007	The second contract of	388		3
Bomber La Cant	o Gran Reserva 2		outstanding)	wines of San V	alero Winery
Bomber La Cant	o Gran Reserva 2 era Reserva 2007		outstanding)	wines of San V	alero Winery
Bomber La Cant Value fron	o Gran Reserva 2 era Reserva 2007 n 1 to 7 (1-> I de	on't like it7->		wines of San V	alero Winery
Bomber La Cant	o Gran Reserva 2 era Reserva 2007		outstanding)	wines of San V	alero Winery
Bomber La Cant Value fron	o Gran Reserva 2 era Reserva 2007 n 1 to 7 (1-> I de	on't like it7->		wines of San V	alero Winery
Bomben La Canti alue fron	o Gran Reserva 2 era Reserva 2007 n 1 to 7 (1-> I de	on't like it7->		wines of San V	alero Wine



1. Nationality	
2. Sex	-
Male Female	
3. Age	
18-35 years old	
36-60 years old	
18-35 years old 36-80 years old +60 years old	
4. Occupation	
Student	
Worker Unemployed	**
Retired	
5. Choose an option about your frequer	ncy of wine consumption
Daily	v
Several days a week	
Weekend	
Occasionally Never	
Never	
6. What kind of wine do you usually drie	nk more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	G 8

7. Choose an option options)	n about your motivations to make a purcha	se (You can choose several
	los que correspondan.	
Quarantée of	origin	
Price		
Grape variety		
Bottle design		
Recommend	ations and awards	
Brand		
1-1		
8, Value from 1 to 7 qualities.	' (1> less important ; 7 → very important)	different organoleptic
	1 2 3 4 5 6 7	
Flavour	0000000	
Aroma		
Colour		
9. Choose an option	n according to your preferences.	
Strong and	full-bodied wines	
	asy drinking wines	
4	,	
10. Do you know Sar	n Valero Winery and the quarantee of origin	n of Cariñena?
(SC) Yes (conti	inues in question number 12)	
_	er the following question and let the survey)	
		21
-	v this winery, Why? (you can choose sever los que correspondan.	ral options)
l've never he	ard of it	
Little market	presence	
Otro:		
-		
12. Are you consum	er of these wines?	
Yes (conti	inues in question number 14)	
No (contin	nues in question number 13)	

		e variet	,						
ion't like	their quar	ratee of	arigin						
fon't liike	their orga	anolepti	c qualiti	es					
an opti	on about	the pu	rchase	of thes	e wines				
would by	y these	wines a	nd woul	d recom	mend bu	lying			
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ero Joven	2014		2	3	4 5	6 Y~~Y	7		
ero Gran	Reserva	2009	$\hat{\chi}$	ŶŶ	\Rightarrow		\prec		
ntera Res	erva 200°	7 ($\supset \subset$			(ZX			
om 1 to 1		lon't lik	o it 7						
10	7 (1->) c	,	. IL	-> outs	anding)	Wines	of San V	alero W	'inery
2	3	4	5	-> o uts:	anding) 7	Wines	of San V	'alero W	'inery
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13. If you are not consumer, why?
Selecciona todos los que correspondan.

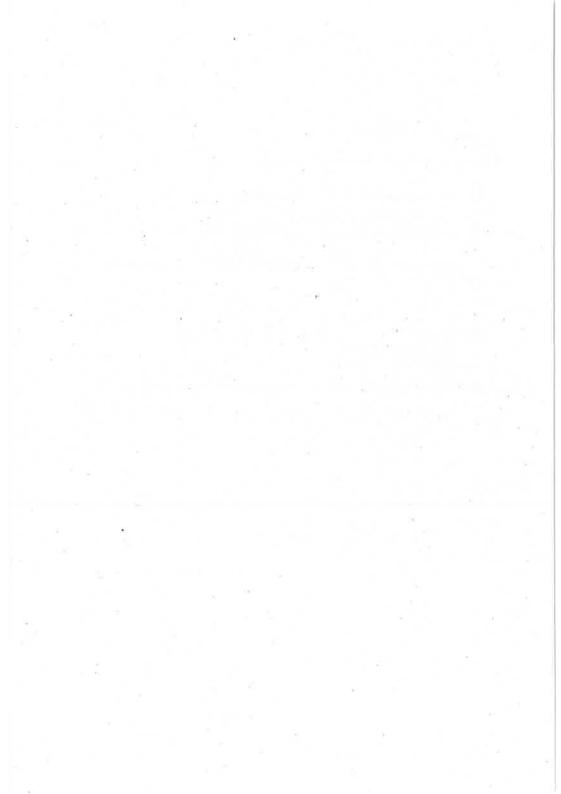
The price is too high



1, Nationality	
2. Sex	
Male Female	
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3, Age	
2 18-35 years old	
36-60 years old	
18-35 years old 36-60 years old +60 years old	75
4. Occupation	
Student	
Worker	
Unemployed	
Student Worker Unemployed Retired	
5. Choose an option about your frequen	cy of wine consumption
Daily	
Several days a week	
Several days a week Weekend Occasionally	
Occasionally	41
Never	
What kind of wine do you usually drin	k more often?
White wines	
White wines Red wines	
Pink wines	*

Choose an option about your motivations to make a purchas options)	se (You can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	, 4 7
Price	
Grape variety	•
Bottle design	
Recommendations and awards	
Brand	×
 Value from 1 to 7 (1-> less important; 7 -> very important) of qualities. 	lifferent organoleptic
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Flavour	
Aroma	
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin	of Cariñena?
	E)
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
 If you don't know this winery, Why? (you can choose sever Selectiona todos los que correspondan. 	ral options)
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

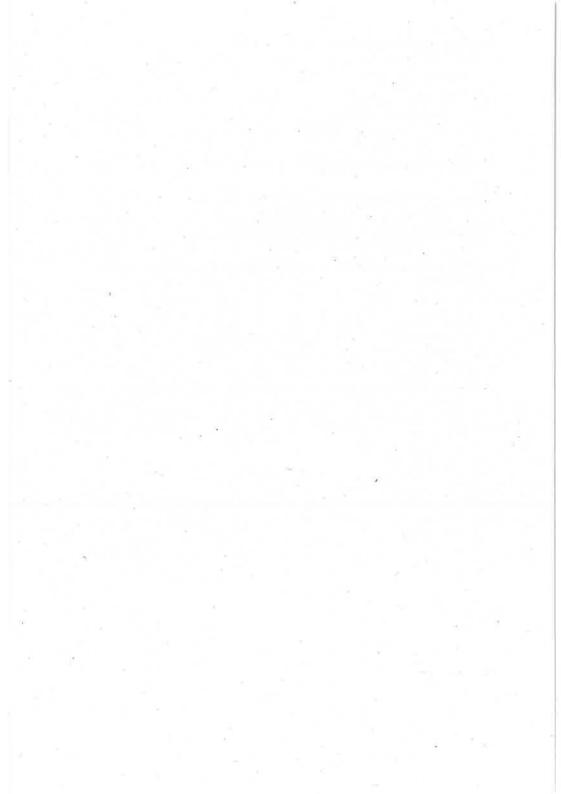
3. If you are not consumer, why?
Seleccione todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
* * * * * * * * * * * * * * * * * * *
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
10, value from 1 to 14 to 1 to 10 time (t.m.) outstanding) whies of San valeto valuely
1 2 3 4 5 6 7
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1,	Nationality
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4.	Occupation
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5.	Choose an option about your frequency of wine consumption
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6.	What kind of wine do you usually drink more often?
	White wines
	Red wines
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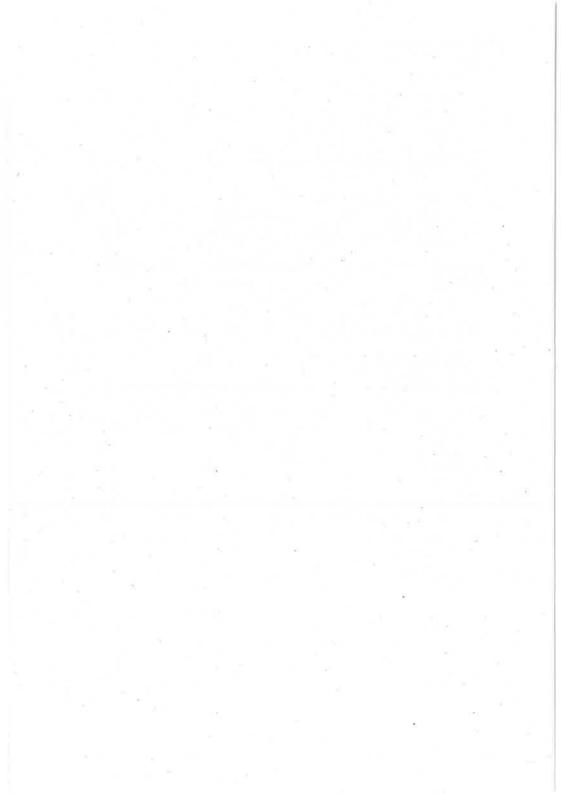
options)	
Selecciona todos los que correspondan,	
Quarantee of origin	
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Grapé variety	
Bottle design	
Recommendations and awards	
[] Brand	
8. Value from 1 to 7 (1-> less important ; 7 -> very important) diffequalities.	rent organoleptic
	2
1 2 3 4 5 6 7	
Flavour COCO	
Aroma	
Colour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of	Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several of Selectione todos los que corresponden.	ptions) -
I've never heard of it	
Little market presence	
Little market presence Otro:	
Otro:	* **
Otro:	

13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
15. Value from 1 to 7(1 > I don't like it; 7.> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014
15. Value from 1 to 7(1 > I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009
15. Value from 1 to 7(1 > I don't like it; 7.> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014
15. Value from 1 to 7(1 > I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
15. Value from 1 to 7(1 > I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
15. Value from 1 to 7(1 > I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery



1.	Nationality	
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	Student	
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5.	Choose an option about your frequency of wir	ne consumption
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ß	What kind of wine do you usually drink more	often?
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	White wines	
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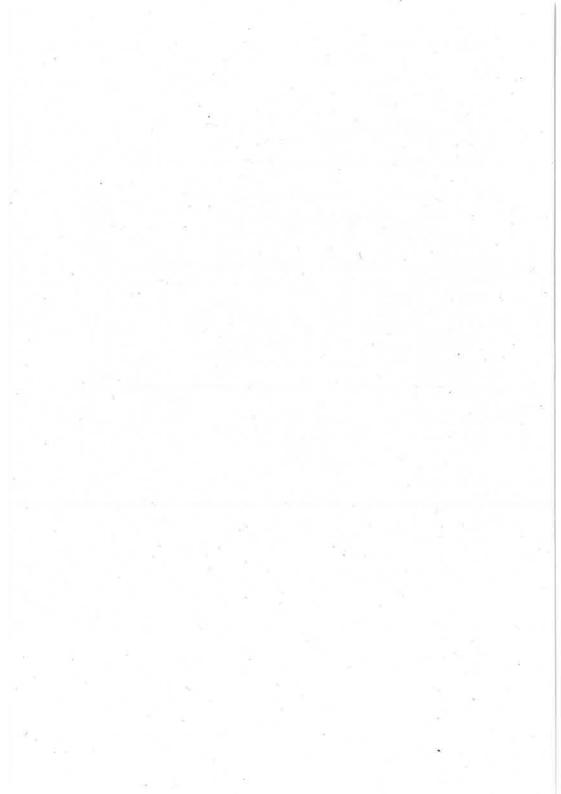
13. If you are not con	isumer, why?					
Selecciona todos l	os que correst	ondan.				
The price is t	oo high					
☐ I don't like th	eir grape variet	y			100	
don't like th	eir quaratee of	origin				
=	neir organolepti	•	s			
		v 4110	•			
14. Choose an option	about the pu	ırchase	of these w	ines		
would buy	these wines a	ind would	l recommen	d buying		
	these wines t					
O I would not	buy these win	es and w	ould not rec	ommend bu	vina	
	,				., 3	
15. Value from 1 to 7	(1 -> don't	ike it ; 7	->Outstand	ling) the qu	ality of the	following San
Valero wines						
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Bombero Joven	2014	γ	((2)		
Bombero Gran I	Reserva 2009	$\supset \subset$		$\bigcirc\bigcirc$	\sim	
La Cantera Res	erva 2007 (\propto	∞	\bigcirc	79	
16. Value from 1 to 7	(1-> Ldon't I	lke it7	-> outstan	dino) wines	of San Vale	ero Winery
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1 2	3 4	5	6	7		
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2.	Sex	-1			
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4	Occup	pation			
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		Student			
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5.	Choos	se an option abo	out your frequen	cy of wine	consumption
		Deile			
		Daily			
		Several days a	week	191	
	\approx	Weekend Occasionally			
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6.	wnati	KING OF WINE GO	you usually drir	ik more ort	en?
	_				
		White wines			
		Red wines Pink wines			
	(X	Sporkling wines			

	options)
	Seleccione todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	ϵ
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10,	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	3
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options)
	Selecciona lados las que carresponden.
	I've never heard of it
	Little market presence
	Olro
4-	6 m 1 m 2 m 2 m 2 m 2 m 2 m 2 m 2 m 2 m 2
12.	Are you consumer of these wines?
	Yes (continues in question number 14) No (continues in question number 13)

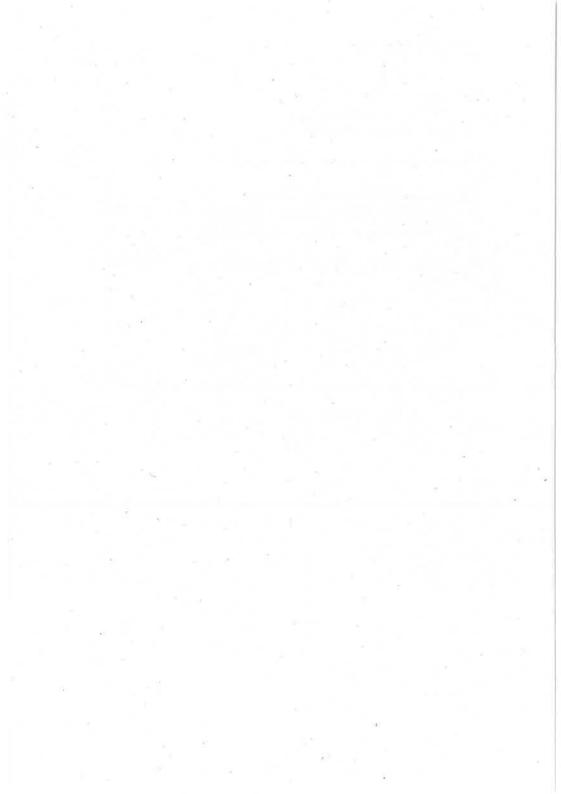
13.	If you are Seleccions				ondan.		**			
7,	[] The	price is t	oo high							
	[] I don	't like th	eir graps	variety						
	I don	't like th	eir quara	itee of o	origin					
	∐ I don	't liike th	eir orgal	noleptic	qualitie	\$				
14.	Choose a	n option	n about	the pu	rchase	of these	wines			
	(See Iw	ould buy	these w	ines ar	nd would	recomn	nend buyi	ng		
	O Iw	ould buy	these w	vines bu	it would	not reco	mmend t	uying		
	Ŭ Iw	ould not	buy the:	se wine	s and w	ould nat	recomme	end buyin	9	
15.	Valero wi				1 2	3	4 5	6 7	=	ollowing San
	Bomber	o Joven	2014	(\bigcirc	$\supset \bigcirc$	29	2	
		ro Gran I		- 244	X	\times	\Rightarrow	\sim	3	
	La Cam	tera Res	erval 200	_	__	<u></u>		7	2	
16.	Value fro	m 1 to 7	(1->1)	don't (i	ke it7	'→ outs	tanding)	wines of	San Vale	ro Winery
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	y 1	2	3	4	5	6	7			
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1.	Natio	nality			
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2.	Sex				
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	(50)	Female			
3.	Age				
	_				
		19-75 years old			
	7	18-35 years old 36-60 years old			
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4.	Occul	pation			
		Student			
	9	Worker Unemployed			
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	()	Retired	2		
		a la			
5.	Choos	e an option about your fre	quency of w	ine consum	nption
		Daily			
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_	Mhat	blad of wise de veu neuall	e daink mon	often?	
٥.	ANIMAL	kind of wine do <u>y</u> ou usuall	y units intore	: Ortent	
		White wines			
		Red wines			
	\bigcirc	Pink wines			
		Sporkling wines			

	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	[7] Quarantee of origin
	> Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
	8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Aroma
	Colour
	Strong and full-bodied wines
1	Strong and full-bodied wines Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Carifiena?
1	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Carifiena?
1	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
1	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariflena? Yes (continues in question number 12) No (answer the following question and let the survey) 1. If you don't know this winery, Why? (you can choose several options)
	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12) No (answer the following question and let the survey) If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan.
	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12) No (answer the following question and let the survey) If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan. I've never heard of it Little market presence
	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariflena? Yes (continues in question number 12) No (answer the following question and let the survey) If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan. I've never heard of it
1	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12) No (answer the following question and let the survey) If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan. I've never heard of it Little market presence
1	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12) No (answer the following question and let the survey) If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan. I've never heard of it Little market presence Otro:
1	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12) No (answer the following question and let the survey) If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan. I've never heard of it Little market presence Otro:

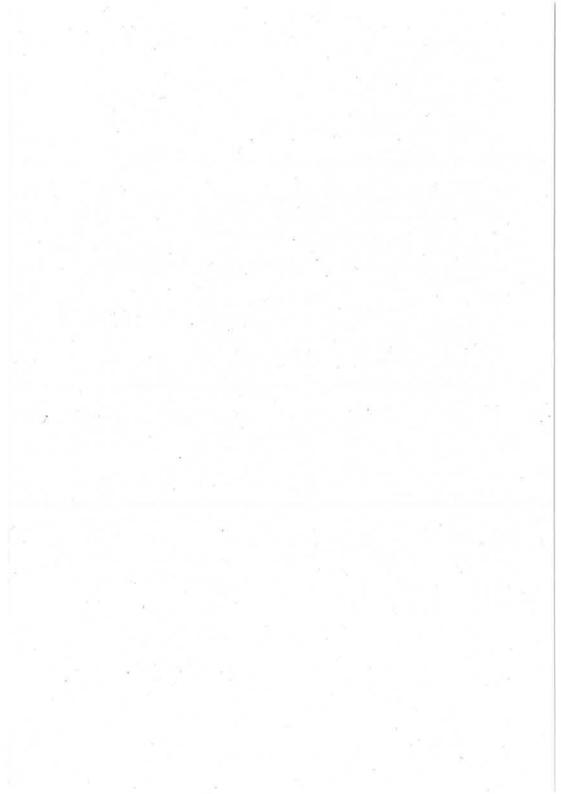
13. If you are not consumer, why? Selectiona todos los que corresponden.
The price is too high
I don't like their grape variety
I don't like their guaratee of origin
I don't lilke their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 → 1 don't like it; 7→Outstanding) the quality of the following Sat Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009() () () () () () () () () ()
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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	No. 41 154 -	
1.	Nationality	
2,	Sex	
	Male	
	Male Female	
	7	
3.	Age	
	18-35 years old	
	18-35 years old 36-60 years old +60 years old	
	+60 years old	
4	Occupation	
٦,		
	Student	
	Worker Unemployed	
	Retired	
5.	Choose an option about your frequen	icy of wine consumption
	Daily	
	Several days a week	
	Weekend	
	Occasionally	
	Never	
6	What kind of wine do you usually drin	sk more often?
	or wind do you doubly trill	
	White wines	
	Red wines	
	Pink wines	

options)
Selecciona todos los que correspondan,
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
pland
Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
1 2 3 4 5 6 7
Aroma () ()
Colour
Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
•
Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

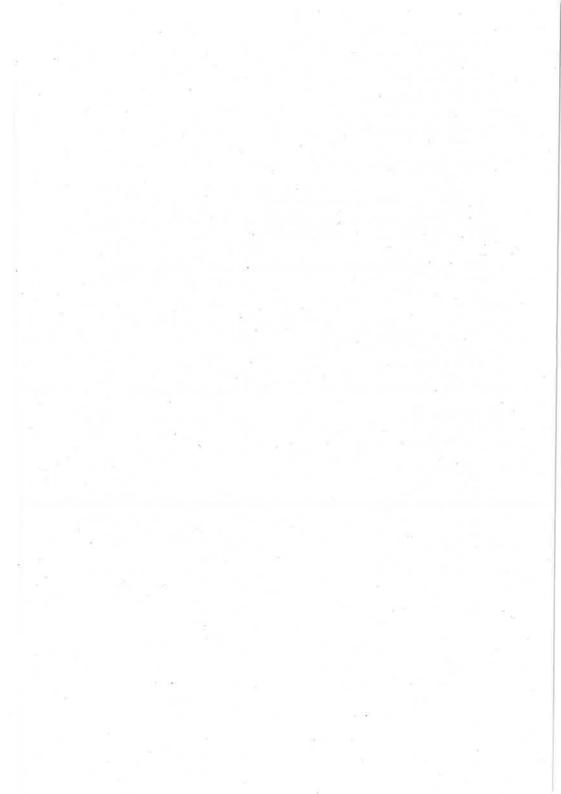
Selecciona todos los que correspondan
Colectiona rodos los que conespondan
The price is too high
I don't like their grape variety
I don't like their quaratee of ongin
1 don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it; 7.→ Outstanding) the quality of the following Sal Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery 1 . 2 3 4 5 6 7



1.	Natio	nality				
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		18-35 years old 36-60 years old +60 years old				
	0	+60 years old				
	7					
4,	Occup	oation				
		4				
	\bigcirc	Student Worker Unemployed				
		Worker				
		Unemployed				
	Ø	Retired				
5 .	Choos	se an option about y	our frequ	ency of	wine cons	umption
	9	Daily				
		Daily Several days a week				
	$\overline{\bigcirc}$	Weekend				
	$\overline{\bigcirc}$	Weekend Occasionally				
		Never				
	\sim					
6.	What I	ki nd o f wine do you	usually di	rink mo	re often?	
	_					
	\subseteq	White wines Red wines Pink wines				
	B	Red wines				
		Pink wines				

options)	
Selecciona todos los que correspondan.	
Quarantee of origin	
X Price	
Grape verlety	
Bottle design	
Recommendations and awards	
Brand	
8, Value from 1 to 7 (1-> less important; 7 -> very important; 1 -> very important; 2 -> very important; 3 -> very important; 5 -> very important; 7 -> very	rtant) different organoleptic
1 2 3 4 5 6 7	
Flavour	2
Aroma Colour	
9. Choose an option according to your preferences.	
	. ,
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of	origin of Carlñena?
Yes (continues in question number 12)	
No (answer the following question and let the surv	ey)
11. If you don't know this winery, Why? (you can choose Selections todos los que corresponden.	several options)
1've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

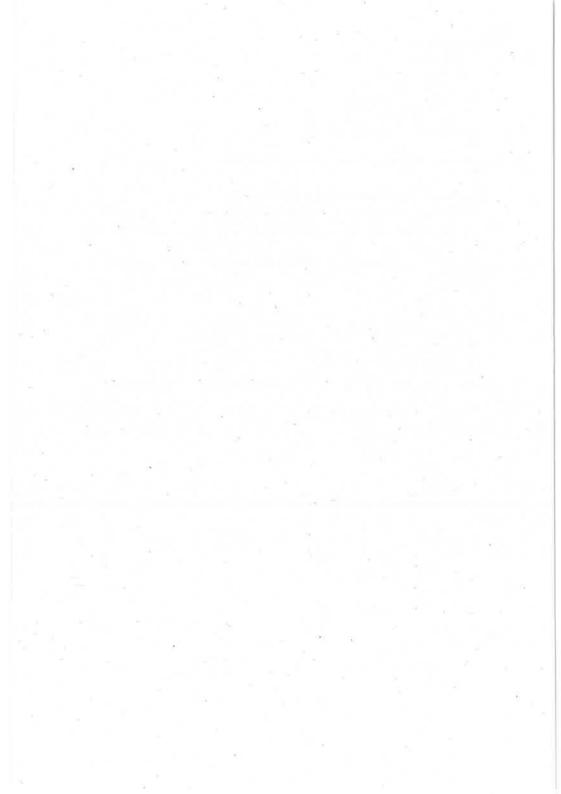
13. If you are not consumer, why? Selections todos los que correspondan.
The price is too high
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
i would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
1 2 3 4 5 6 7 Bombero Joven 2014
Bombero Gran Reserva 2009
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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1.	Nationality
2.	Sex
	Male
	Male Female
	73
3.	Age
	7
	18-35 years old
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4.	Occupation
	Student
	Worker
	(S) Unemployed
	C Unemployed Retired
	Retired
5	Choose an option about your frequency of wine consumption
٥.	anosa an aprior assacy sa magaziney of time consumption
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	Several days a week Weekend
	Occasionally
	Never
	What kind of uses do you usually dalak more often?
٥.	What kind of wine do you usually drink more often?
	Affilia nina
	White wines
	Red wines Pink wines
	() Pink wines

	Selecciona todos los que correspondan.
	©⊃Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
е	, Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour X X X
,	Choose an option according to your preferences.
٤	, Choose an option according to your presenteds.
	Strong and full-bodied wines
	Soft and easy drinking wines
10), Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
1′	I. If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
	Uve never heard of it
	Little market presence
	Otro:
12	2. Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not consumer, why? Selections todos los que correspondan.	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	20 8
14. Choose an option about the purchase of these wines	
would buy these wines and would recommend buying	
would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15, Value from 1 to 7(1 → I don't like it ; 7-> Outstanding) the quality of Valero wines	
1 2 3 4 5 6 7 Bombero Joven 2014	
Valero wines 1 2 3 4 5 6 7	
1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009	Valero Winery
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	Valero Winery
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San	Valero Winery
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San	Valero Winery



Nation	anality	
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X	36-60 years old	
\asymp	+60 years old	
) 100 years are	
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3	Worker	
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\bigcirc) Retired	
Choos	ose an option about your frequency of win	e consumption
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\preceq	Several days a week	
\leq	lålankand	
	O	
Z	2 Occasionally	
\sim	Never	
What I	t kind of wine do you usually drink more o	often?
9	White wines	
0	Red wines	
) Pink wines	
	Sex Age Occol	Male Female

options)
Selecciona todos los que correspondan,
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
D TAIL
Value from 1 to 7 (1→ less important ; 7 → very important) different organoleptic
qualities
1 2 3 4 5 6 7
Flavour XXXXXX
Aroma
Colour
Choose an option according to your preferences.
anode an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
Do you know San Valero Winery and the quarantee of origin of Cariñena?
Do you when our relate times, and the qualities of origin of our mental
Yes (continues in question number 12)
No (answer the following question and let the survey)
No (answer the following question and let the survey)
If you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
Are you consumer of these wines?
Are you consumer of these wines?

I would buy the	se wines and would recommend buying	
would buy the	se wines but would not recommend buying	
would not buy	these wines and would not recommend buying	
Value from 1 to 7(1 - Valero wines	> I don't fike it ; 7-> Outstanding) the quality of t	he following San
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Bombero Gran Rese	Sense Sense Sense Sense Sense Sense Sense	
La Cantera Reserva	> I don't like it?-> outstanding) wines of San \	/alero Winery
	> I don't like it7-> outstanding) wines of San \	/alero Winery
Value from 1 to 7 (1-	> I don't like it7-> outstanding) wines of San \	/alero Winery
Value from 1 to 7 (1-	> I don't like it7-> outstanding) wines of San \	/alero Winery
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Value from 1 to 7 (1-	> I don't like it7-> outstanding) wines of San \	/alero Winery

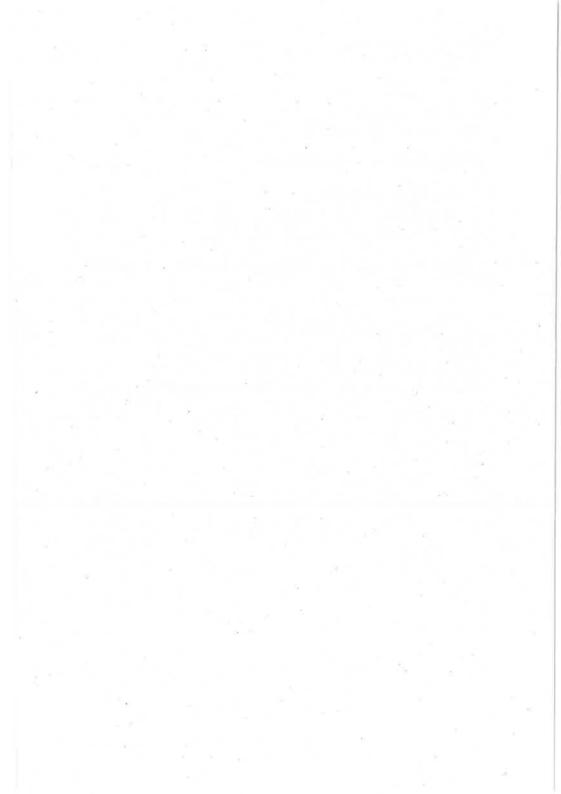
13. If you are not consumer, why?
Selecciona todos los que correspondan.

The price is too high

I don't like their grape variety

I don't like their quaratee of origin

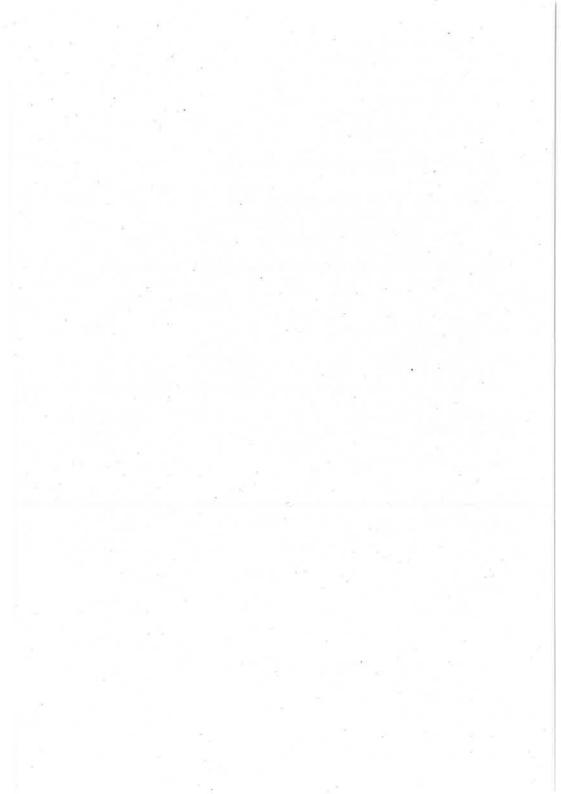
I don't like their organoleptic qualities



1. Nation	nality			
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(>9	36-60 years old			
	36-60 years old +60 years old			Α,
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4, Occup	pation			
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	Retired			11
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	se an option about your freque	ency of wine	:onsur	nption
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759	Several days a week			
	Weekend			
$\overline{\bigcirc}$	Occasionally			
	Never			
6. What	kind of wine do you usually do	rink more ofte	m?	
0	White wiries			
	Red wines Pink wines	-		
	Sporkling wines			

7.	Choose an option about your motivations to make a purchase (You can choose severa options)	I
	Selecciona todos los que correspondan.	
	Quarantee of origin	
	Price	
	Grape variety	
	Bottle design	
	Recommendations and awards	
	Brand	
8.	Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.	
	1 2 3 4 5 6 7	
	Flavour	
	Aroma Colour Colour	
9.	Choose an option according to your preferences.	
	Strong and full-bodied wines	
	Soft and easy drinking wines	
10.	Do you know San Valero Winery and the quarantee of origin of Cariflena?	
	Yes (continues in question number 12)	
	No (answer the following question and let the survey)	
	M	
"	If you don't know this winery, Why? (you can choose several options) Seleccions todos los que correspondan.	
	I've never heard of it	
	Little market presence	
	C) Otro:	
12	Are you consumer of these wines?	
51	Yes (continues in question number 14)	
	No (continues in question number 13)	
	140 (continues in dissipation infilings 19)	

	you are not consumer, why?	
	Selecciona todos los que correspondan,	
	The price is too high	
	I don't like their grape variety	
	I don't like their quaratee of origin	
	I don't like their organoleptic qualities	
14.	Choose an option about the purchase of these wines	
	I would buy these wines and would recommend buying	
	I would buy these wines but would not recommend buying	
	I would not buy these wines and would not recommend buying	
	folione former of the first time of the first term of the folion of the folion of the first term of the folionists	- 5
	/alue from 1 to 7(1 → 1 don't like it ; 7 → Outstanding) the quality of the following	g san
	/alero wines	
	1 2 3 4 5 6 7	41
٠,	1 2 3 4 5 6 7 Bombero Joven 2014	-4\
		41
	Bombero Joven 2014	4)
	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	41
16.	Bombero Joven 2014 Bombero Gran Reserva 2009	ту
16.	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	чу
16.	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 /alue from 1 to 7 (1-> i don't like it7-> outstanding) wines of San Valero Wine	чу
16.	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	чу
16.	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 /alue from 1 to 7 (1-> i don't like it7-> outstanding) wines of San Valero Wine	ery
16.	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 /alue from 1 to 7 (1-> i don't like it7-> outstanding) wines of San Valero Wine	чу
16.	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 /alue from 1 to 7 (1-> i don't like it7-> outstanding) wines of San Valero Wine	ну
16.	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 /alue from 1 to 7 (1-> i don't like it7-> outstanding) wines of San Valero Wine	ту

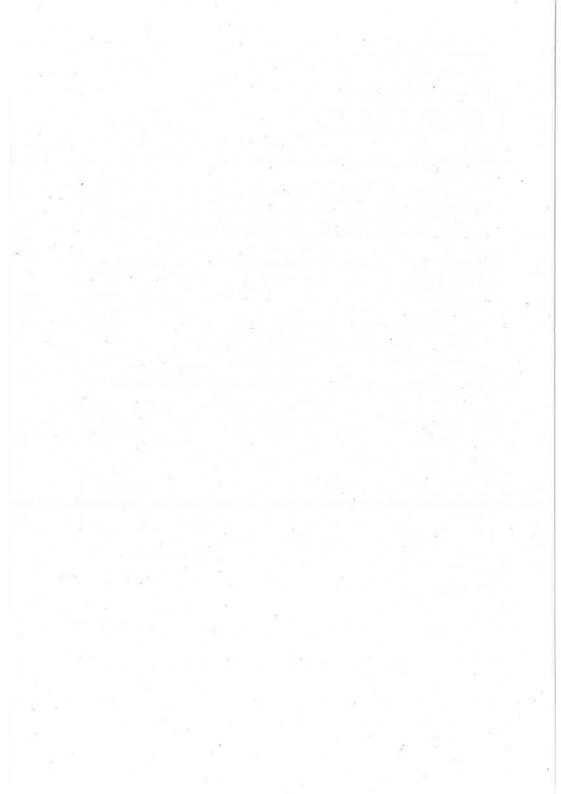


1. Nationality			
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≫ 36-60 y	ears old		
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5, Choose an op	tion about you	frequency of wir	ne consumption
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Weeke	nd		
Occasi	onally		
Never			
6. What kind of v	wine do you us	ually drink more (often?
White v	vines		
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Pink wi			
Sporklin			

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
M Price
€
Grape variety
Bottle design
Recommendations and awards
Brand .
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
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Strong and full-bodied wines Soft and easy drinking wines
10, Do you know San Valero Winery and the quarantee of origin of Cariflena?
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No (answer the following question and let the survey)
C) in familia may desired at the series?
11. If you don't know this winery, Why? (you can choose several options) Selections todas los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
C Var (and the second and the secon
Yes (continues in question number 14)
No (continues in question number 13)

The price is too	nigh	
[] I don't like their	grape variety	
i don't like their	quaratee of origin	
l don't liike thei	r organoleptic qualities	
14. Choose an option a	bout the purchase of these wines	
I would buy the	nese wines and would recommend buying	
I would buy the	ese wines but would not recommend buying	
(I would not bu	y these wines and would not recommend buying	0 159
Bombero Joven 20 Bombero Gran Res La Cantera Reserv	serva 2009	
16, Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of \$	San Valero Winery
1 2	3 4 5 6 7	
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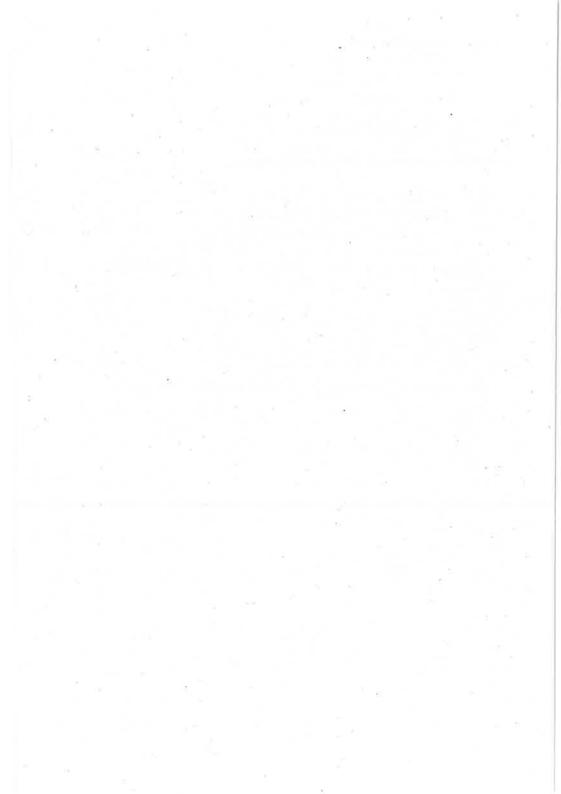
13. If you are not consumer, why?
Selecciona todos los que correspondan.



1. Natio	nality	
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3, Age		
Z3	18-35 years old	
	18-35 years old 36-60 years old	
	+60 years old	
4. Occuj	pation	
	Student	
29	Worker	
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s Obses		
5, Union	se an option about your frequency of wine consumption	
	Deile	
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	Weekend Occasionally	
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6. What	kind of wine do you usually drink more often?	
()4	White wines	
- 6	White wines Red wines	
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options)	tion about your motivations to make a purchase (You		
	os los que correspondan.		
Quarantee	of origin		
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Bottle des	ilgn		
Recomme	andations and awards		
Brand			
3. Value from 1 t qualities.	to 7 (1-> less Important ; 7 -> very important) different	organoleptic	
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Flavour			
Aroma			
Colour			
Strong a	and full-bodied wines		
Strong a		ñeπa?	
Strong a	and full-bodied wines d easy drinking wines	1ėпа?	
Strong a	and full-bodied wines d easy drinking wines	1ena?	
Strong a Soft and	and full-bodied wines d easy drinking wines San Valero Winery and the quarantee of origin of Carif	iėna?	
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Strong a Soft and Yes (or No (ans 1. If you don't kn Selectiona todo	and full-bodied wines deasy drinking wines San Valero Winery and the quarantee of origin of Carifo portinues in question number 12) swer the following question and let the survey) how this winery, Why? (you can choose several option		
Strong a Soft and Yes (co. No (ans) 1. If you don't kn Selectiona took	and full-bodied wines deasy drinking wines San Valero Winery and the quarantee of origin of Cariff continues in question number 12) swer the following question and let the survey) how this winery, Why? (you can choose several option or los que corresponden.		
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3. If you are not consum Selecciona todos los qu				15	
The price is too his	gh			8.2	
I don't like their gr	ape variety				
I don't like their gu	aratee of origin				
I don't liike their or	ganoleptic qualitie	\$			
4, Choose an option abo	ut the purchase	of these wine	28		
I would buy thes	e wines and would	recommend (buying		
I would buy thes	e wines but would	not recomme	nd buyina		
_	hese wines and w				
	milos did ir			73	
5. Value from 1 to 7(1->	I don't like it ; 7	>Outstandin	g) the qu	ality of the	fallowing :
5, Value from 1 to 7(1-> Valero wines	I don't like it; 7		g) the qu 5 6	ality of the	fallowing s
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Valero wines Bombero Joven 2014	1 '2				fallowing (
Bombero Joven 2014 Bombero Gran Reser La Cantera Reserva 2	1 '2 va 2009 007	3 4	5 6	7	
Bombero Joven 2014 Bombero Gran Reser La Cantera Reserva 2	1 '2 va 2009 007	3 4	5 6	7	
Bombero Joven 2014 Bombero Gran Reser	1 '2 va 2009 007	3 4	5 6	7	
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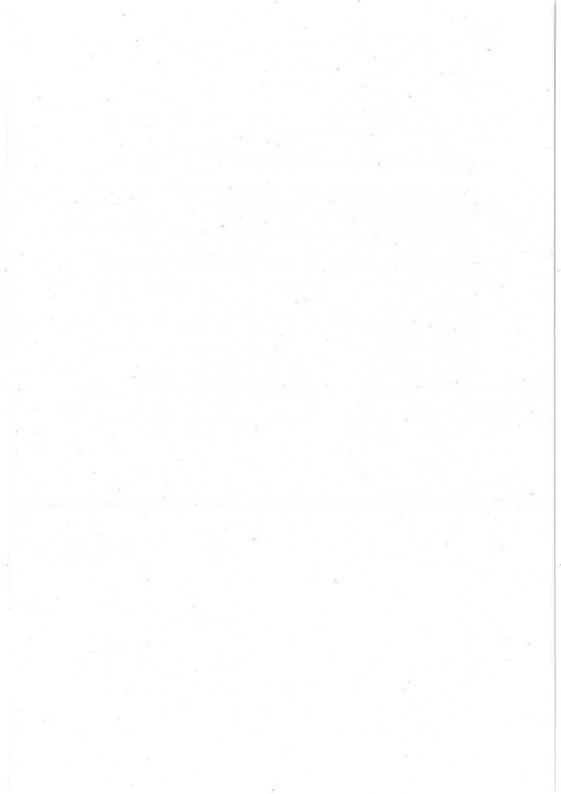
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	Male Female				
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Э.	Age				
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	36-50 years old +60 years old				
	O 107,223				
4:	Occupation				
	Student				
	Worker Unemployed				
	Unemployed				
	Retired				
5.	Choose an option about your f	frequency	of wine co	sump	tion
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	Several days a week				
	Weekend				
	Weekend Occasionally Never				
	Never				
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6.	What kind of wine do you usua	ally drink i	more often?	,	
è					
	White wines				
	Dad udana				
	Red wines Pink wines				
	Pink wines				

Sporkling wines

	options)
	Selecciona todos los que correspondan
	Quarantee of origin
	Price
	S Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important; 7 → very important) different organoleptic
	qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour Colour
9.	Choose an option according to your preferences.
	Strong and full-bodied wines Soft and easy drinking wines
	Soft and easy drinking wines
	2
10	Do you know San Valero Winery and the quarantee of origin of Cariflena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	140 (Shawel the following question and let the survey)
11	If you don't know this winery, Why? (you can choose several options)
٠,,	Selecciona todos los que correspondan.
43	I've never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	·
	Yes (continues in question number 14)
	No (continues in question number 13) -

7. Choose an option about your motivations to make a purchase (You can choose several,

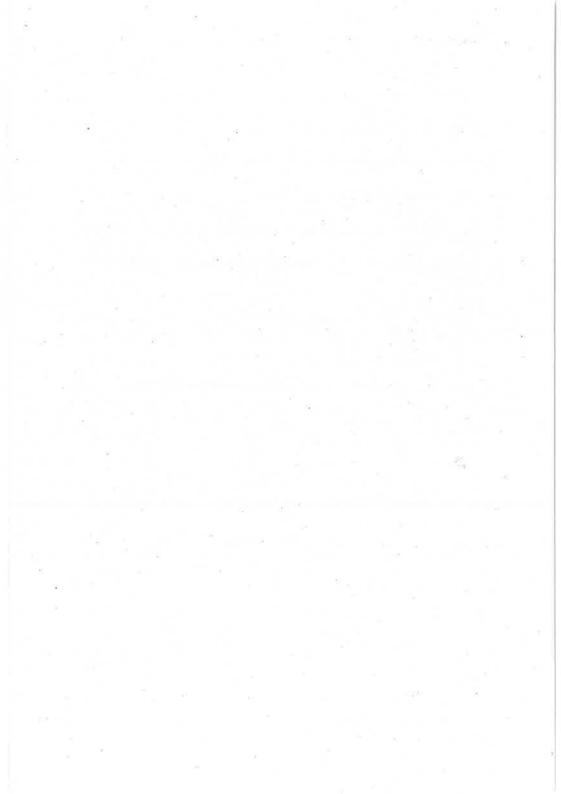
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1. Nationality	
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3. Age	
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36-60 years old	
+60 years old	
4. Occupation	
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Unemployed	
Retired	
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5. Choose an option about your frequency of	of wine consumption
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Several days a week	
Weekend	
Occasionally	2 %
Never	
6. What kind of wine do you usually drink m	ore often?
White wines	(8)
Red wines	
Pink wines	
Sporkling wines	

7,	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1→ less important ; 7 → very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour S S S S S S S S S S S S S S S S S S S
	Aroma
	Colour (_)(_)(_)(_)(_)(_)(_)
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carlñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	7
11,	If you don't know this winery, Why? (you can choose several options)
	Seleccione todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
	A Company of the Comp
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

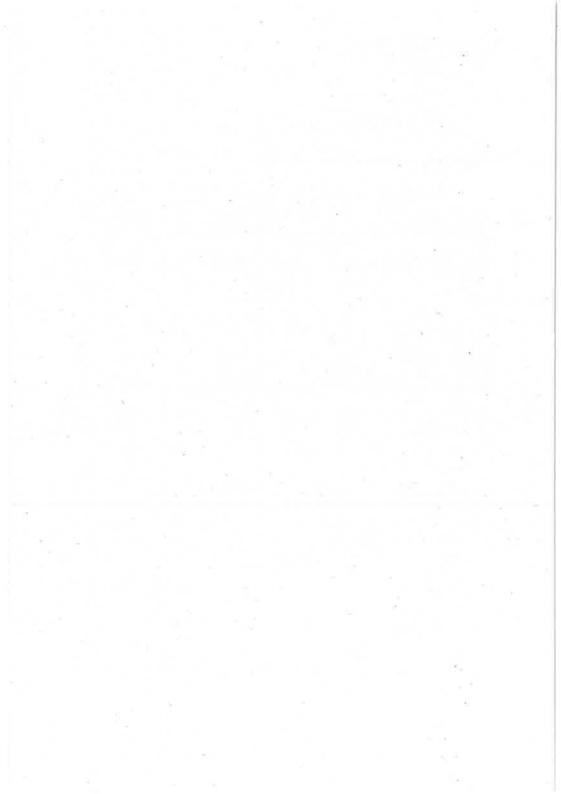
Selecciona todos los que correspondan,
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it; 7-> Outstanding) the quality of the following Sar Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009(X X X X X X X X X X X X X X X X X X X
16, Value from 1 to 7 (1-> don't like t7-> outstanding) wines of San Valero Winery 1 2 3 4 5 6 7



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5.	Choose an option about your	frequency	of wine cons	umption
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	Weekend			
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	Never			
6.	What kind of wine do you usu	ally drink n	nore often?	
	White wines Red wines			
	Red wines			
	Pink wines			
	Sporkling wines	e i		× 11
	A PATTING THE PATTING			

 Choose an option about your motivations to make a purchase (You can choose severa options) 	I
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
 Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities. 	
1 2 3 4 5 6 7	
Flavour	
Aroma	
Colour	
Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carifiens?	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.	
l've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

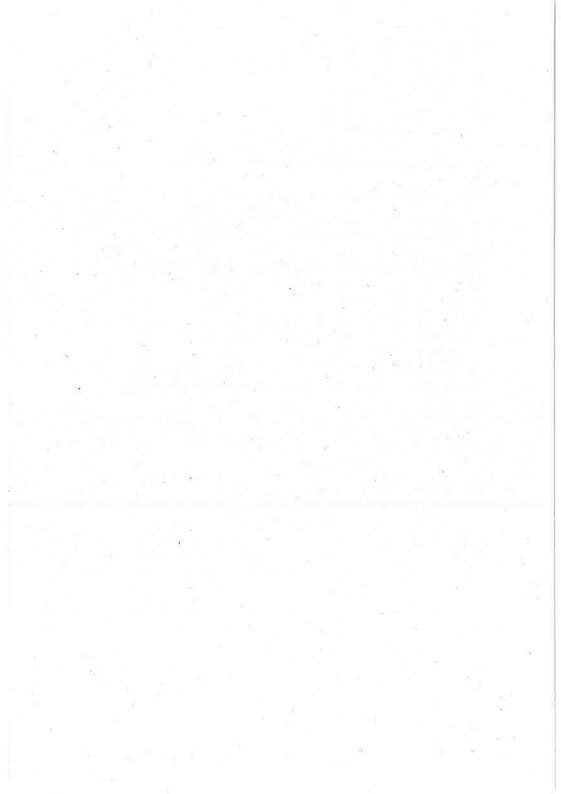
13. If you are not consumer, why? Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
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I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
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6. What kind of wine do you usually di	rink mare	often?	
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ANGER ANGE			
White wines			
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Sporkling wines			

	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
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	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic qualities.
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	Aroma XX
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10.	Strong and full-bodied wines Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariflena?
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12	Are you consumer of these wines?
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	No (continues in question number 13)

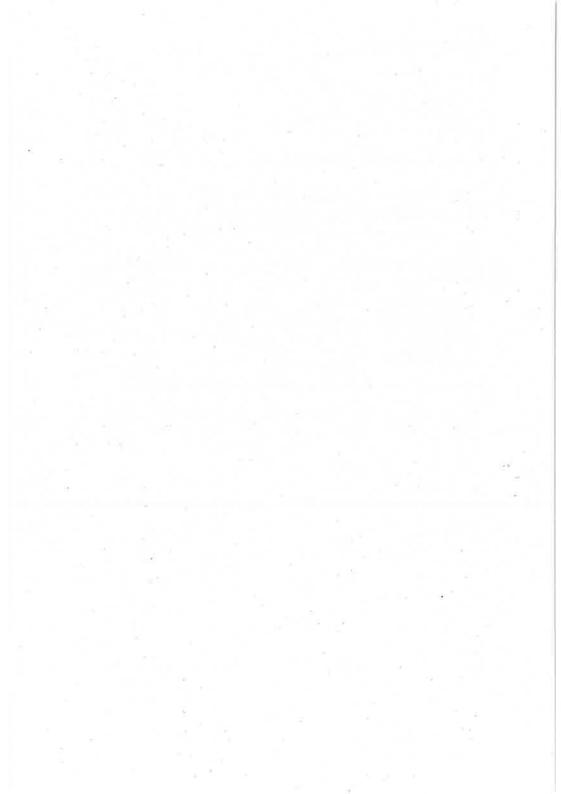
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Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007
16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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6. What kind of wine do you usually	drink mo	re often?	
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Pink wines			
Sporkling wines			

 Choose an option about your motivations to make a purchase (You can choose se options) 	veral
Selecciona todos los que correspondan.	
Quarantee of origin	
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8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.	
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Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carifiena?	
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12. Are you consumer of these wines?	
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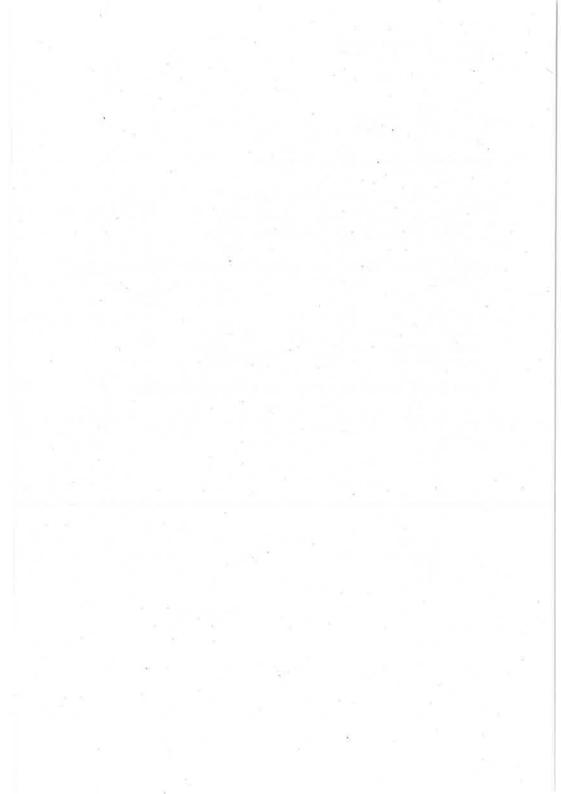
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14.	Choose an option about the purchase of these wines
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15,	Value from 1 to 7(1 \Rightarrow 1 don't like it ; 7 \Rightarrow Outstanding) the quality of the following Sar Valero wines
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	La Cantera Reserva 2007
16.	Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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6. What ki	ind of wine do you usually drink mo	re often?
		-
	White wines	
\varnothing	Red wines	
	Pink wines	
	Sporkling wines	

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan
	Quarantee of origin
	Price
	Grape variety
	N) Bottle design
	Recommendations and awards
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8.	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5 6 7
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	Strong and full-bodied wines Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carlhena?
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11	If you don't know this winery, Why? (you can choose several options) Selections todos los que corresponden.
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12	Are you consumer of these wines?
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13. If you are not consumer, why? Selecciona todos los que correspondan.
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14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → I don't like it ; 7→Outstanding) the quality of the following Sa Valero wines
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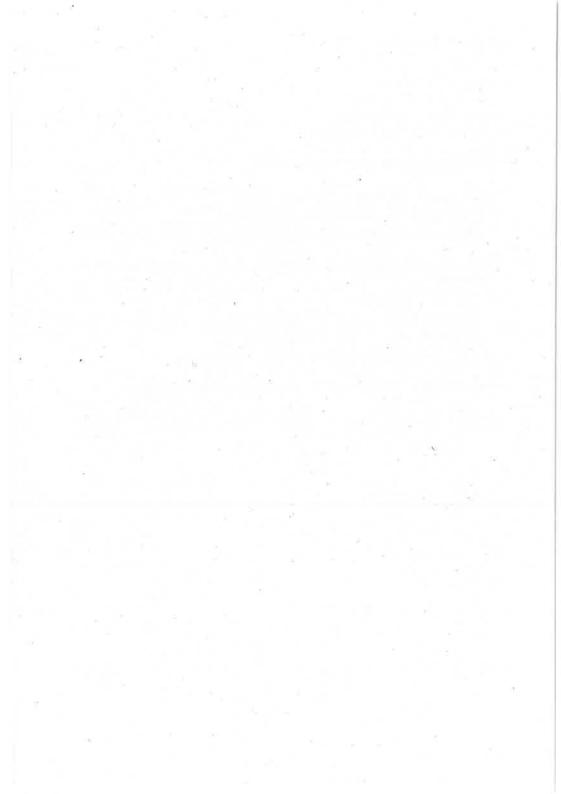
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	Worker Unemployed Retired			
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5,	Choose an option about your free	quency of wi	ne consu	mption
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6.	What kind of wine do you usually	drink more	often?	
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	White wines			
	Red wines			
	Pink wines			
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optiona)
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Brand
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities.
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Colour (C) (C) (C) (C) (C)
o Channa an antion according to view masters
9. Choose an option according to your preferences.
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Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Carlifena?
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Yes (continues in question number 12)
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11. If you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan,
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

7. Choose an option about your motivations to make a purchase (You can choose several

The price is too high
don't like their grape variety
I don't like their quaratee of origin
on't like their organoleptic qualities
4. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
7
1 2 3 4 5 6 7 Bombero Joven 2014
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16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winer
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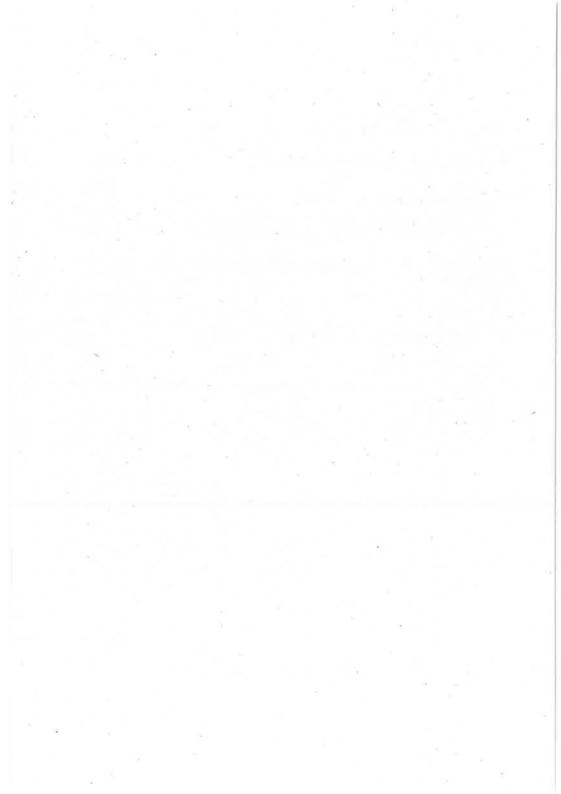
13. If you are not consumer, why?
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١.	What kind of wine do you usua	ally drink more often?
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	Red wines	
	Pink wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
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Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
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Brand
 Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities.
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Strong and full-bodled wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena?
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11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
I've never heard of it
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Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

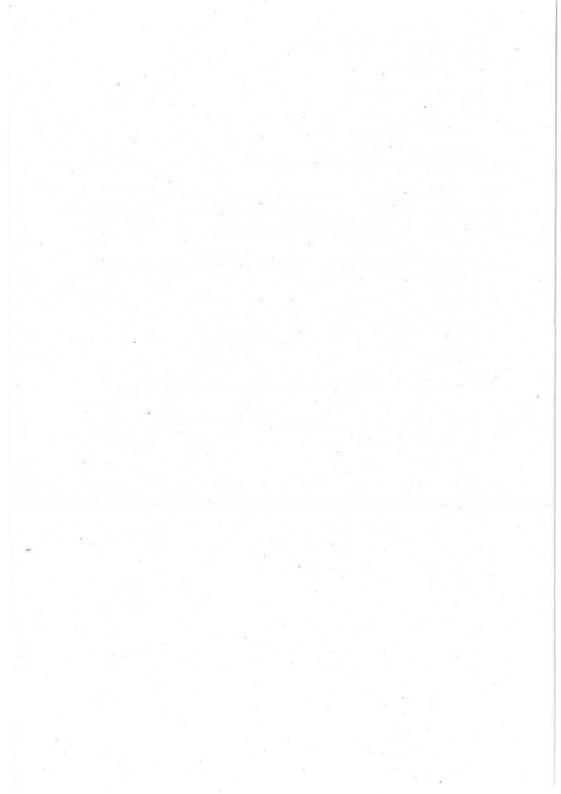
13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
[I don't like their grape variety
I don't like their quaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
Would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
 I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7
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La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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6.	What	kind of wine do you us:	ually drink more o	often?
		White wines		
		Red wines		
		Pink wines		

7.	Choose an option about your motivations to make a purchase (You can choose several options)					
	Selecciona todos los que correspondan.					
	Quarantee of origin					
	Price					
	Grape variety					
	Bottle design					
	Recommendations and awards					
	Brand					
8.	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.					
	1 2 3 4 5 6 7					
	Flavour XXXXXXX					
	Aroma					
	Colour					
	Choose an option according to your preferences.					
9.	Choose all option according to your preservations.					
	Strong and full-bodied wines					
	Soft and easy drinking wines					
10.	Do you know San Valero Winery and the quarantee of origin of Cariffena?					
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11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.					
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12	Are you consumer of these wines?					
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	Yes (continues in question number 14)					
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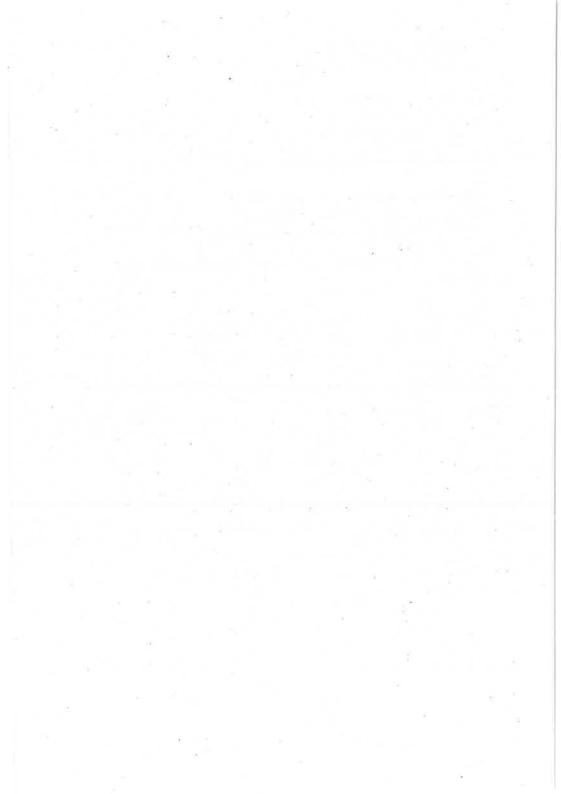
13. If you are not consumer, why? Selections todos los que correspondan.
The price is too high
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14. Choose an option about the purchase of these wines
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16. Value from 1 to 7 (1->) don't like it7-> outstanding) wines of San Valero Winery
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5. Choose an option abo	ut your frequency of wi	ne consumption
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6. What kind of wine do	you usually drink more	often?
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Red wines		
Pink wines		

 Choose an option about your motivations to make a purchase (You can choose several options)
Seleccione todos los que correspondan
Quarantee of origin
Price
Grape variety
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Bottle design
Recommendations and awards
Brand
 Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities.
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Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
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11. If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
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Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

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Choose	an option about t	the purcha	se of th	1856 Wi	nes		
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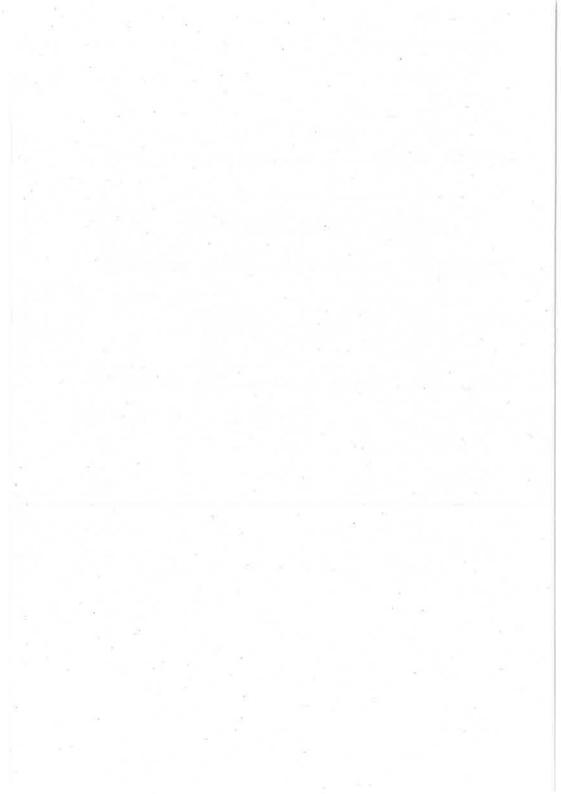


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		White wines
		Red wines
	\bigcirc	Pink wines
		Sporkling wines

Quarantee of origin Price Grape variety Bottle design Recommendations and awards Brand Nalue from 1 to 7 (1-> less important; 7 >> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey)
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Bottle design Recommendations and awards Brand 8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
Recommendations and awards Brand 8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
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8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
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qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
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Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena? Yes (continues in question number 12)
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Yes (continues in question number 12)
Yes (continues in question number 12)
No (answer the following question and let the survey)
11, if you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
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12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

7. Choose an option about your motivations to make a purchase (You can choose several

13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't lilke their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
O i would not say those times and would not soon many
15. Value from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009
La Cantera Reserva 2007 () () () () ()
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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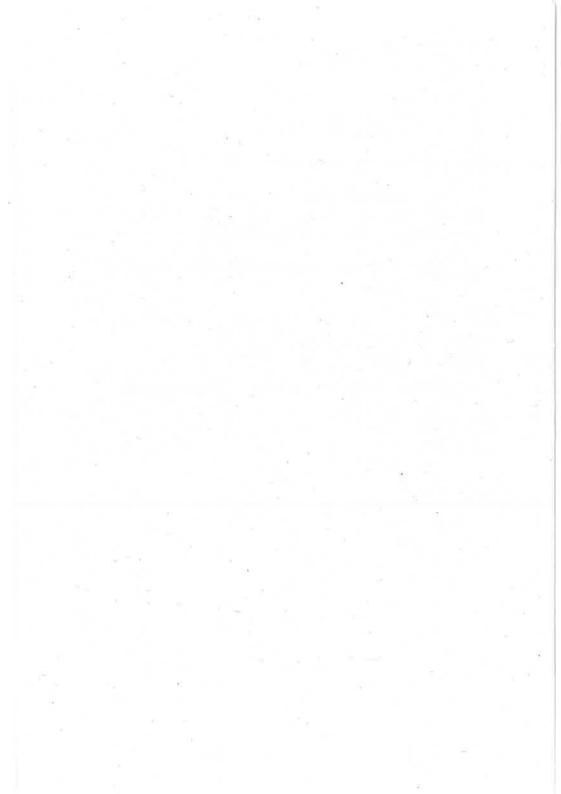


1. Nationality	
2. Sex	
2, 55%	
Male	
Female	
0.000	
3. Age	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your fre	quency of wine consumption
🔑 Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	y drink more often?
White wines	
Red wines	0
Pink wines	

Selecciona loud	os los que correspondan.	
Quarantee	of origin	
Price		
Grape vari	ety	
Bottle des		
	endations and awards	
Brand		
8. Value from 1 t qualities.	o 7 (1-> less important ; 7 -> very important)	different organoleptic
	1 2 3 4 5 6 7	
-	1 2 3 4 5 6 7	5
Flavour		
Colour		
Soft and	and full-bodied wines deasy drinking wines	us of Continuo 2
Soft and		in of Cariñena?
Soft and	l easy drinking wines San Valero Winery and the quarantee of origi	n of Cariñena?
Soft and	d easy drinking wines San Valero Winery and the quarantee of origination on times in question number 12)	n of Cariñena?
Soft and	l easy drinking wines San Valero Winery and the quarantee of origi	in of Cariñena?
Soft and O, Do you know Yes (or No (and	d easy drinking wines San Valero Winery and the quarantee of origination on times in question number 12)	
O. Do you know Yes (or No (ans) 1. If you don't kn Selecciona lod	d easy drinking wines San Valero Winery and the quarantee of originations in question number 12) swer the following question and let the survey) sow this winery, Why? (you can choose sever	
Soft and O. Do you know Yes (or No (and 1. If you don't kn Selectiona tod I've never	d easy drinking wines San Valero Winery and the quarantee of origination on times in question number 12) swer the following question and let the survey) sow this winery, Why? (you can choose sevents for que correspondants)	
Soft and O. Do you know Yes (or No (and 11. If you don't kn Selectiona tod	d easy drinking wines San Valero Winery and the quarantee of original partitions in question number 12) swer the following question and let the survey) sow this winery, Why? (you can choose sevents for que correspondants) heard of it	
Soft and O. Do you know Yes (co No (and 1. If you don't kn Selectiona tod I've never Little man Otro:	d easy drinking wines San Valero Winery and the quarantee of original partitions in question number 12) swer the following question and let the survey) sow this winery, Why? (you can choose sevents for que correspondants) heard of it	
Soft and O, Do you know Yes (or No (and I. If you don't kn Selectiona tool I've never Little man Otro: 12. Are you consi	deasy drinking wines San Valero Winery and the quarantee of originations in question number 12) swer the following question and let the survey) swer this winery, Why? (you can choose sevents for que correspondant) theard of it ket presence	
Yes (co. No you know Yes (co. No (and If you don't kn Selectiona tod I've never Little man Otro: Yes (co.	d easy drinking wines San Valero Winery and the quarantee of original portinues in question number 12) swer the following question and let the survey) swer this winery, Why? (you can choose sevents in a que correspondant. The ard of it it is the presence wines?	

7. Choose an option about your motivations to make a purchase (You can choose several

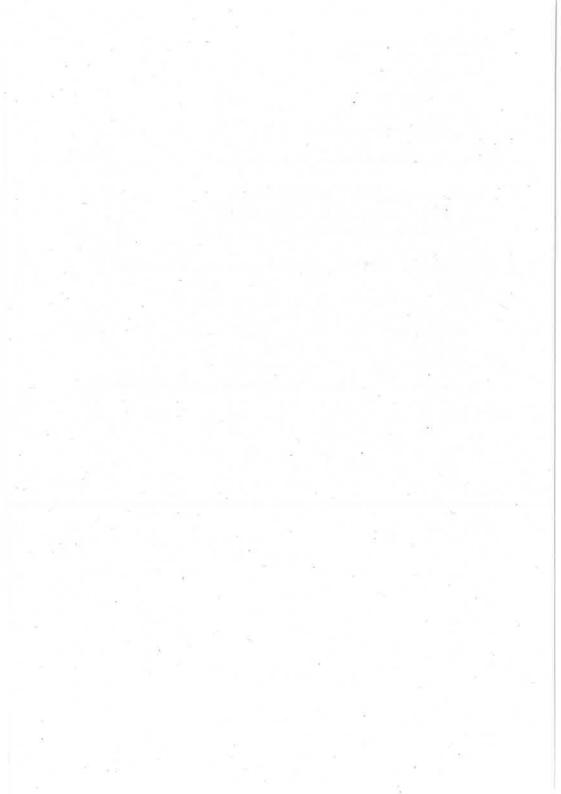
13. If you are not of Selectiona todo The price is		hy?				
The price i	is los que con		- 2			
		espondan.				
I don't like	s too high					
1 440 6 1000	their grape va	inety				
don't like	their quaratee	a of origin				
don't liika	their organol	eotic qualit	ies			
14, Choose an opt	ion about the	purchase	of these	wines		
C Lyould b	buy these wine	e and work	ld recomn	nend hus	ina	
\sim	•				•	
would b	uy these wine	is but woul	a not reco	mmend	buying	
would n	ot buy these	wines and	would not	recomm	end buying	
Valero wines) ((1-2-1 doi	i i i i ke it ,	/~Outsid	inomy,	uie quanty	of the following Sar
		1 2	3	4 5	6 7	
				6		
Bombero Jove	en 2014 -	(X	$\chi = \chi$	- X	\bigcirc	
	en 2014 - n Reserva 200	198	\bigotimes	30	88	



1. Nationality	
2. Sex	
2,000	
Mala	
Male Female	
Female	9 1
3, Age	
3, 74	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
4. Occupation	
C) Shudand	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequer	ncy of wine consumption
	% //
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually driv	nk more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan,
Quarantee of origin
Price
Grape variety
Battle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour () () ()
Aroma
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
area.
('ve never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
12. At you consulted of those whitest
(a) Van / aartinuan in guartina aurahar (4)
Yes (continues in question number 14)
No (continues in question πumber 13)

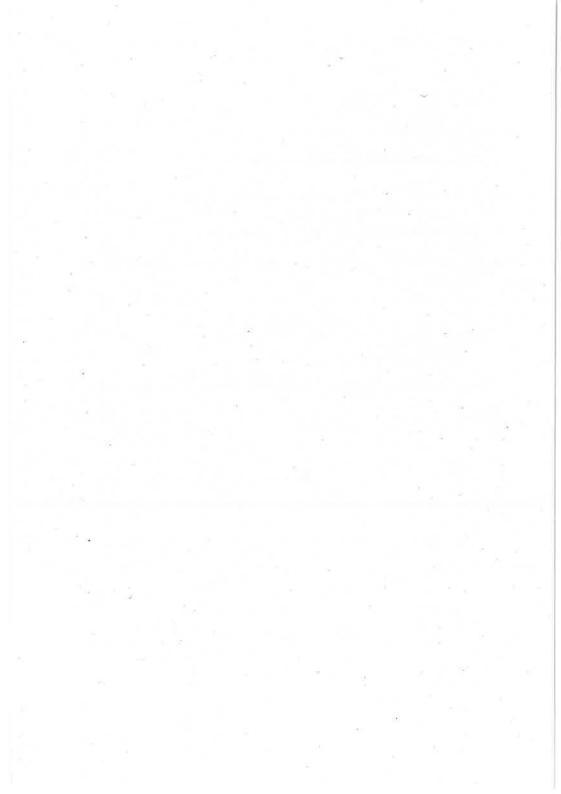
13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
1 don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it ; 7 → Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Resena 2009 La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it?-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
0000000



1, Nationality	
12	
2 Sex	
Male Female	
Female	
3, Age	
18-35 years old	
36-60 years old	
+50 years old	
4. Occupation	
Student	
Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequency	of wine consumption
Daily	
Several days a week Weekend Occasionally	
Occasionally	
Never	
O Wever	
6. What kind of wine do you usually drink :	more often?
() White wines	3
Red wines	
White wines Red wines Pink wines	

	7.	Choose an option about your motivations to make a purchase (You can choose several options)
		Selecciona todos los que correspondan.
		Quarantee of origin
		Price
		Grape variety
		Bottle design
		Recommendations and awards
		Brand
	8.	Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
		quantiqu.
		1 2 3 4 5 6 7
		Flavour
		Aroma
		Colour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
		Strong and full-bodied wines
		Soft and easy drinking wines
1	0.	Do you know San Valero Winery and the quarantee of origin of Carlfiena?
		Yes (continues in question number 12)
		No (answer the following question and let the survey)
•	11,	If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
		l've never heard of it
		Little market presence
		Otro:
		U Oito.
	12.	Are you consumer of these wines?
		Vac / continue in marking number 40
		Yes (continues in question number 14)
		No (continues in question number 13)

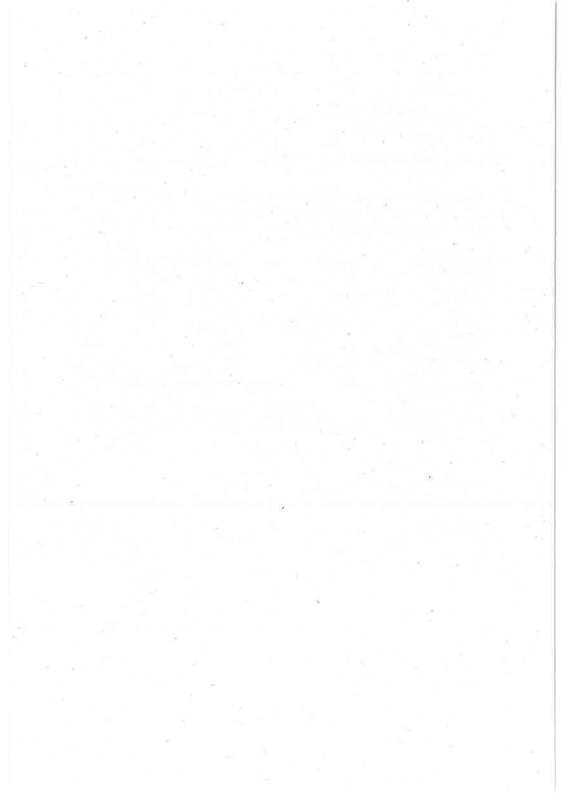
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3



1.	Nation	nality				
	-					
2.	Sex					
	3	Male Female				
		Female				
3.	Age			*		
		18-35 years old				
		36-60 years old				
	\bigcirc	+60 years old				
4.	Occup	ation				
	0	Student				
		Worker			11	
	0	Worker Unemployed				
		Retired				
5.	Choos	e an option about your	frequency	of wine o	onsump	tion
	\bigcirc	Daily				
		Daily Several days a week Weekend Occasionally				
		Weekend				
	$\overline{\bigcirc}$	Occasionally				
	$\overline{\bigcirc}$	Never				
6,	What	kind of wine do you us:	ually drink n	nore ofte	n?	
		Mhita vinas				
		White wines				
		Red wines Pink wines				
		Sporkling wines				

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan,
	Quarantee of origin
(Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1 \Rightarrow less important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour OOOOO
	Aroma
	Colour () () ()
	Strong and full-bodied wines Soft and easy drinking wines
10,	Do you know San Valero Winery and the quarantee of origin of Carinena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11,	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	1've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)
	O - 1

20.000101.0 10000 100 4	ue correspondan				
The price is too h	igh	,			
I don't like their g	rape variety				
don't like their q	varatee of origin				
I don't liike their o	organoleptic qualitie	98			
14. Choose an option ab	out the purchase	of these wi	nes		
				Α	
I would buy the	se wines and woul	d recommend	d buying		
I would buy the	se wines but would	not recomm	end buying		
I would not buy	these wines and v	vould not rec	ommend bu	ying	
15. Value from 1 to 7(1 - Valero wines	> I don't like it ; i	7-> Outstand	ing) the qu	ality of the fol	lowing San
	1 2	3 4	5 6	7	
Bombero Joven 201	4	3 4	5 6	7	×
Bombero Gran Rese	4 Cerva 2009	3 4	5 6	7	
	4 Cerva 2009	3 4	5 6	3	
Bombero Gran Rese	4 2009 2007 > I don't like it	7-> outstand	8	3	Winery

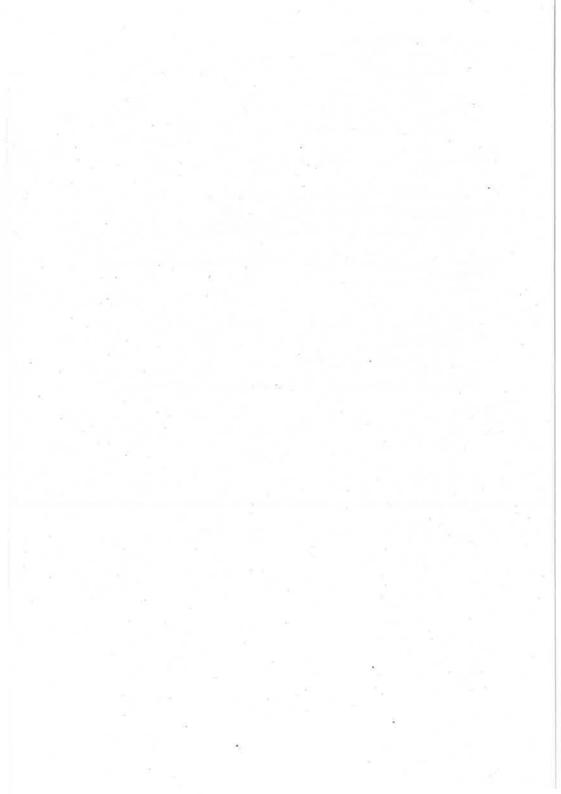


1,	Nation	nality		
		1 8		
		10		
2.	Sex			
	②	Male Female		
		Female		
3,	Age			
	-			
	\bigcirc	18-35 years old 36-60 years old		
	8	+60 years old		
	Occup	nation .		
4,	occup	, ation		
		Student		
	\sim	Moder		
		Student Worker Unemployed		
		Retired		
	(2)	Venien		
5.	Choos	se an option about your fi	equency of wine	consumption
		Daily		
	3	Several days a week		
		Weekend		
		Several days a week Weekend Occasionally		
		Never		
		*)		
6.	What I	kind of wine do you usual	lly drink more oft	en?
				8. 9
		White wines		
	0	Red wines		
(1)		Pink wines		
		Sporkling wines		

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	(Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	☑ Brand
8.	Value from 1 to $7'$ (1-> less important; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Aroma ()
	Colour
u,	Choose an option according to your preferences. Strong and full-bodied wines
	Soft and easy drinking wines
IQ.	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	() No (answer the following question and let the survey)
) in (2001) in (2001)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	I've never heard of it
	Little market presence
	[] Otro:
2	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

Selecciona todos los qu	le correspon	dan.						
The price is too hig	gh .							
I don't like their gra	ape variety -							
I don't like their qu	aratee of on	gin						
I don't liike their or	ganoleptic q	qualities	3					
Choose an option abo	ut the purc	hase o	f these w	ines				
would buy thes	e wines and	would	recomme	nd buyi	ng			
I would buy thes	e wines but	would r	not recomi	mend b	uying		-	
	hese wines .	and wo	uld not re	comme	end bu	ıvina		
		e it; 7-≥				ality of t	he follow	ving S
		e it ; 7-2				ality of t	he follow	ving S
5. Value from 1 to 7(1 →	l don't like		Outstand	ding) ti	he qu		he follow	ving S
Sombero Joven 2014 Bombero Gran Reser	I don't like		Outstand	ding) ti	he qu		he follow	ving S
5. Value from 1 to 7(1 -> Valero wines Bombero Joven 2014	I don't like		Outstand	ding) ti	he qu		he follow	ving S
Bombero Joven 2014 Bombero Gran Reser La Cantera Reserva 2	1 don't like	2	Outstand 3 4	s s	6	7		
Bombero Joven 2014 Bombero Gran Reser La Cantera Reserva 2	1 don't like	2	Outstand 3 4	s s	6	7		
Bombero Joven 2014 Bombero Gran Reser La Cantera Reserva 2	I don't like	2 1 it7-	3 4 > outstand	5 sading) t	6	7		
Sombero Joven 2014 Bombero Gran Reser	1 don't like	2	Outstand 3 4	s s	6	7		

13. If you are not consumer, why?

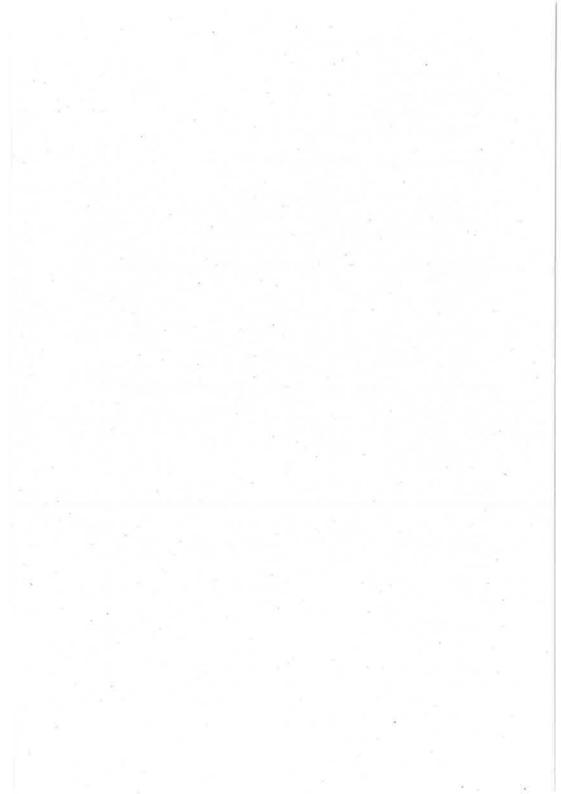


1. Nationality	
\cap	
	1
2. Sex	
V.	
Male Male	
Female	
3. Age	
3. Mgs	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
<u> </u>	
Student	
Worker	
Unemployed	
Retired -	
5. Choose an option about your	frequency of wine consumption
Daily	×
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usu	ally drink more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

options) Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1.2 less important ; 7 \Rightarrow very important) diffiqualities.	erent organoleptic
1 2 3 4 5 6 7	
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroma () () ()	
Colour ()()()()()()()()()()()()()	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of	Carlñena?
Vac (postinger in supplier symbol 42)	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several	ontions)
Seleccione todos los que correspondan.	- p,
I've never heard of it	
Little market presence	
Otro:	
Otto.	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

7. Choose an option about your motivations to make a purchase (You can choose several

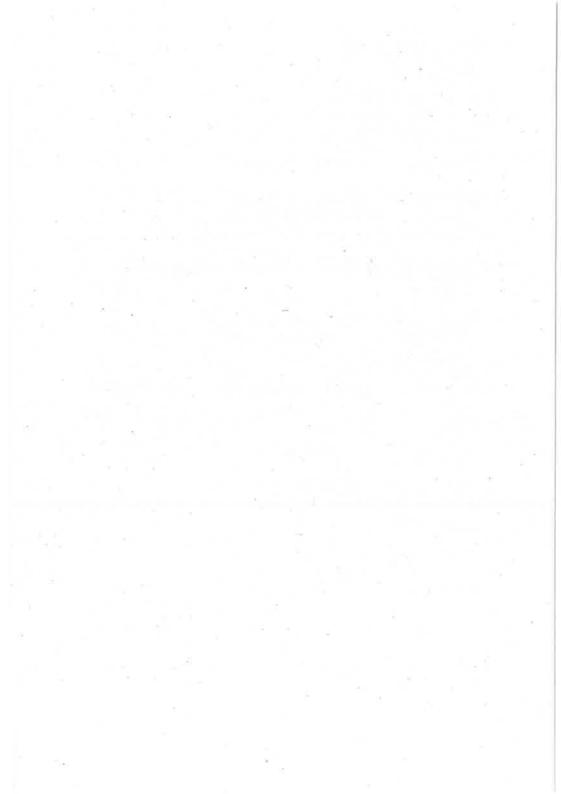
13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
i would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
Valero wines 1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	
1 2 3 4 5 6 7	
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1. Nationality		74		
2 Sex				
- 7				
Male Female				
Female		G.		
3, Age				
() 18-35 year	rs old			
36-60 year	rs old			
18-35 year 36-60 years	old			
4, Occupation				
Student				
Worker (
Unemploy-	ed			
Student Worker Unemploye				
4				
5, Choose an optio	n about your	frequency	of wine co	nsumption
Daily				
Several da	ys a week			
Weekend Occasiona	ally			
Never				
6. What kind of win	e do you usu	ially drink r	nore often?	?
() White win-	es			
White wines				- 4
Pink wines				

 Choose an option about your motivations to make a purchase (You can choose several options)
Seleccione todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
[] Brand
 Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariffena?
(F) Yes (continues in question number 12)
No (answer the following question and let the survey)
 If you don't know this winery, Why? (you can choose several options) Selectiona todos ios que corresponden.
1've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
12. Are you consumer of these wines? Yes (continues in question number 14)

	ou are not consumer, why? ecciona todos los que correspondan.	
	The price is too high	
	don't like their grape variety	
	I don't like their quaratee of origin	
	I don't lilke their organoleptic qualities	
14.	pose an option about the purchase of these wines	
	I would buy these wines and would recommend buying	
	I would buy these wines but would not recommend buying	
	I would not buy these wines and would not recommend buying	
	tue from 1 to 7(1 \Rightarrow 1 don't like it; 7 \Rightarrow Outstanding) the quality of the following ero wines $1 2 3 4 5 6 7$	Sa
	Bombero Joven 2014	
	Bombero Gran Reserva 2009 XXXXIII XXXIII XXIII X	
16.	tue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	
	1 2 3 4 5 6 7	
	00000000	

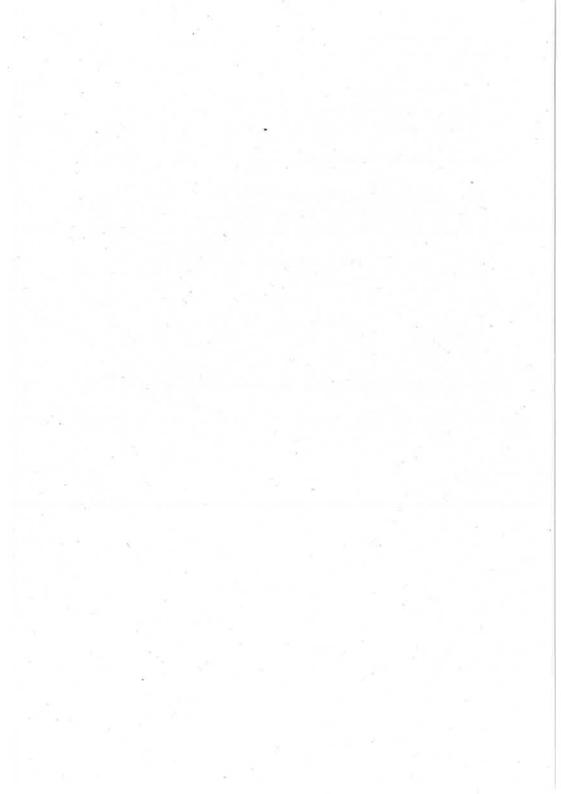


1. Nationality	
0	
()	
2. Sex	
*	
Male	
Male Female	8
3. Age	
J. 7180	
18-35 years old	
36-60 years old	
36-60 years old +60 years old	
O TO YEAR OIL	
4, Occupation	
Student	
Worker Unemployed	
Retired	
5. Choose an option about your fre	quency of wine consumption
@ Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	drink more often?
White wines	
Red wines	
Red wines Plink wines	

Sporkling wines

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	[] Brand
	Diarid
8.	Value from 1 to 7 (1→ less Important ; 7 → very Important) different organoleptic qualities.
	quarity.
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour () () () ()
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	<u> </u>
	Soft and easy drinking wines
10	Do you know San Valero Winery and the quarantee of origin of Carifiena?
10.	bo you most failed rimery and an quantities of origin at seminary
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	/ I've never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)
	The facilities in depotion intrinsic (a)

If you are not consumer, wh Selectiona todos los que com	
The price is too high	
I don't like their grape va	urlety
I don't like their quarates	nigho fo a
I don't liike their organole	eptic qualities
4, Choose an option about the	purchase of these wines
would buy these wine	es and would recommend buying
I would buy these wins	es but would not recommend buying
I would not buy these	wines and would not recommend buying
5, Value from 1 to 7(1 -> I dor Valero wines	n't like it ; 7-> Outstanding) the quality of the following S
Bombero Joven 2014 Bombero Gran Reserve 200	1 2 3 4 5 6 7
Valero wines Bombero Joven 2014	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2007 La Cantera Reserva 2007	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 200 La Cantera Reserva 2007 6. Value from 1 to 7 (1-> I dor	1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 200 La Cantera Reserva 2007 6. Value from 1 to 7 (1-> I dor	1 2 3 4 5 6 7 09 09 n't like it7-> outstanding) wines of San Valero Winery

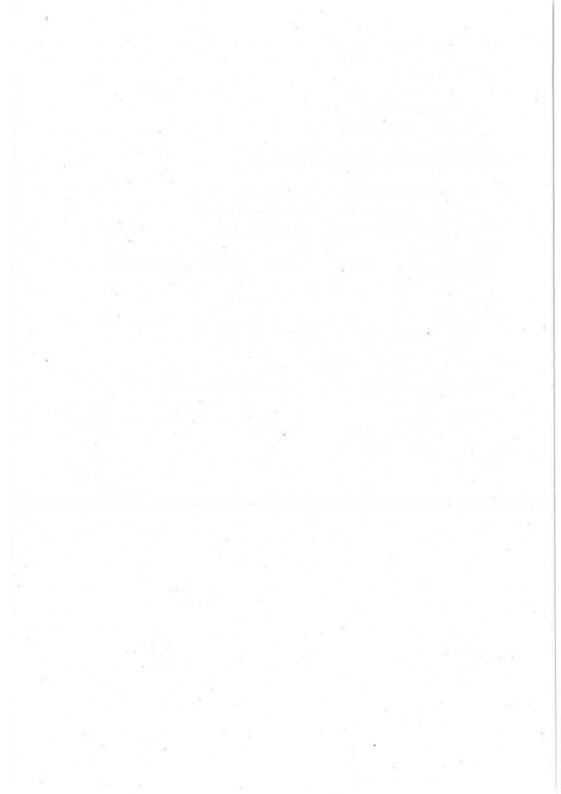


1,,	Nation	nality			
2.	Sex				
	0	Male			
		Female			
3.	Age	,			
	\bigcirc	18-35 years old			
	\sim	18-35 years old 36-60 years old			
		+60 years old			
4.	Оссир	pation			
	Ö	Student			
	$\overline{\bigcirc}$	Student Worker			
	$\overline{\bigcirc}$	Unemployed			
	2	Retired		5:	
5.	Choos	se an option about your fre	quency of wir	ne consum _i	otion
	(-)	Daily			
		Several days a week			
	1	Weekend			¥ "
	$\tilde{\Box}$	Occasionally			
	$\overline{\bigcirc}$				
6.	What I	kind of wine do you usuali	y dalok more	often?	
	-	White wines			
		Red wines			
	3	Pink wines			
		Sporkling wines			
	. /				

Seleccion	and the transfer of the contract of the contra
Selection	na todos los que correspondan.
Qua	arantee of origin
Prio	e
Gra Gra	pe variety
Bot	tle design
Rec	commendations and awards
Bra	nd
Value fre qualities	om 1 to 7 (1-> less important ; 7 -> very important) different organolepi
	1 2 3 4 5 6 7
Flavou	وسع وسير وسير وسير وسير وسير
Aroma	
Colour	
, 0110000	an option according to your preferences.
(T) 0	6
	trong and full-bodied wines
	trong and full-bodied wines oft and easy drinking wines
© \$	•
Do you l	oft and easy drinking wines
© \$, Do you I	oft and easy drinking wines know San Valero Winery and the quarantee of origin of Carifiena?
Do you l	oft and easy drinking wines know San Valero Winery and the quarantee of origin of Carlifena? es (continues in question number 12)
Do you I Y N If you do	oft and easy drinking wines know San Valero Winery and the quarantee of origin of Cariffena? es (continues in question number 12) to (answer the following question and let the survey) on't know this winery, Why? (you can choose several options)
Do you I Y N If you do Seleccio	es (continues in question number 12) to (answer the following question and let the survey) on't know this winery, Why? (you can choose several options) has lodes ios que corresponden.
Do you I Y N If you do Seleccio	es (continues in question number 12) to (answer the following question and let the survey) on't know this winery, Why? (you can choose several options) mailpdos los que correspondan. never heard of it
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7. Choose an option about your motivations to make a purchase (You can choose several

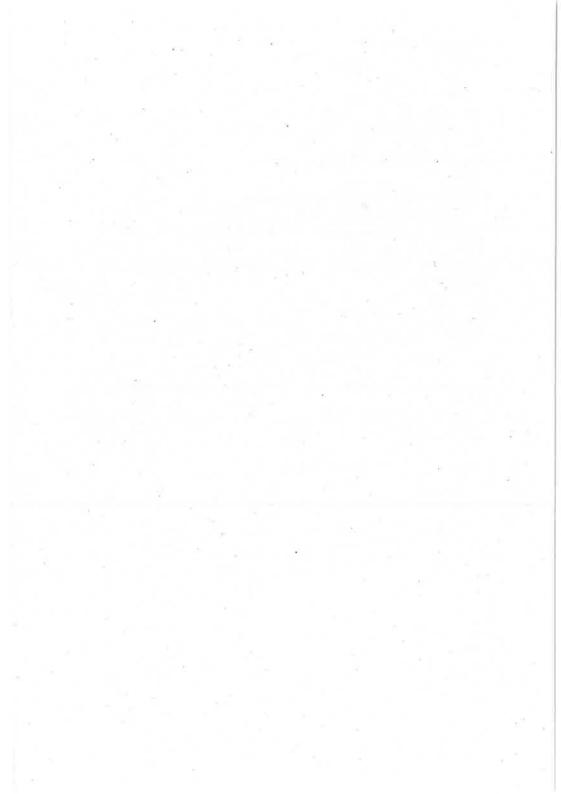
13. If you are лоt consumer, why?
Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
J don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
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Bombero Gran Reserva 2009
La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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1 2 3 4 5 6 7
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36-60 years old	
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. What kind of wine do you usua	ally drink more often?
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White wines	
Red wines	
Pink wines	
Sporkling wines	
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.7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Seleccione todos los que correspondan.
	Quarantee of origin
	Price -
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Aroma
	Colour
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
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11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
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	Otro:
12.	Are you consumer of these wines?
	() Yes (continues in question number 14)
	No (continues in question number 13)
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13. If you are not consumer, why?	
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The price is too high	
don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
 I would buy these wines and would recommend buying 	
I would buy these wines but would not recommend buying	
(I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the	following San
Valero wines	
1 2 3 4 5 6 7	
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16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Value	ro Winen
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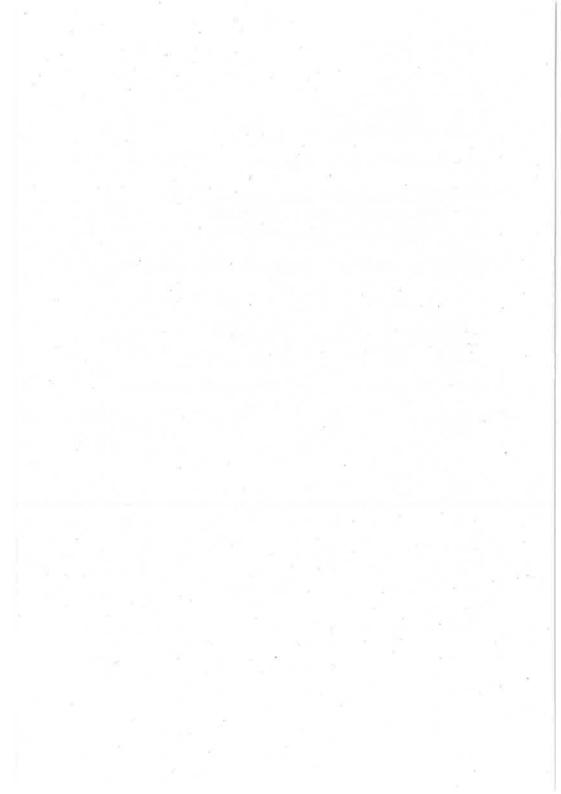


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5, Choose an option about your freque	ency of wine consumption
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White wines	
Red wines	
Pink wines	
FILIK WILLES	

Sporkling wines

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos las que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
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	Aroma
	Colour (XXX)
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariflena?
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	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona (odos los que correspondan.
	T've never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
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16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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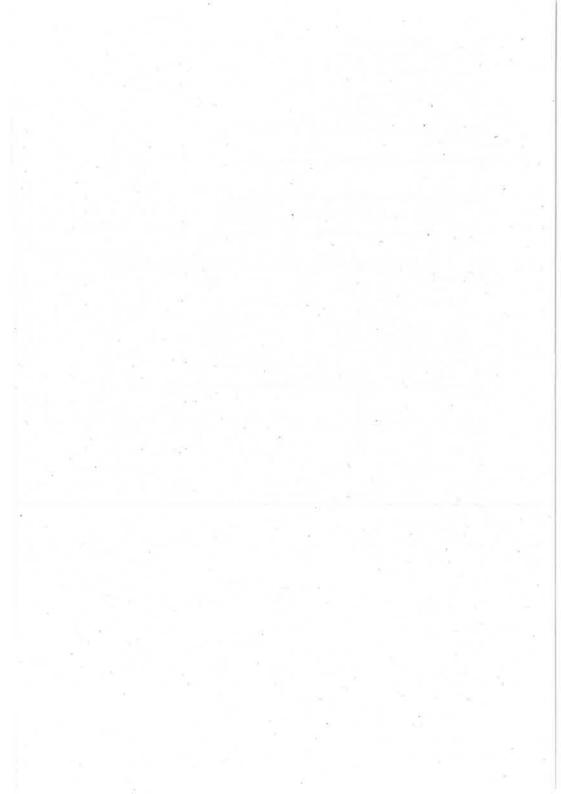


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7.	Choose an option about your motivations to make a purchase (You can choose several options) Selections todos los que correspondan.
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	Price
	Grape variety
	Bottle design
	Recommendations and awards
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	No (continues in question number 13)

13. If you are not consumer, why? Seleccione lodos los que correspondan.	
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I don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
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16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San	Valero Winery

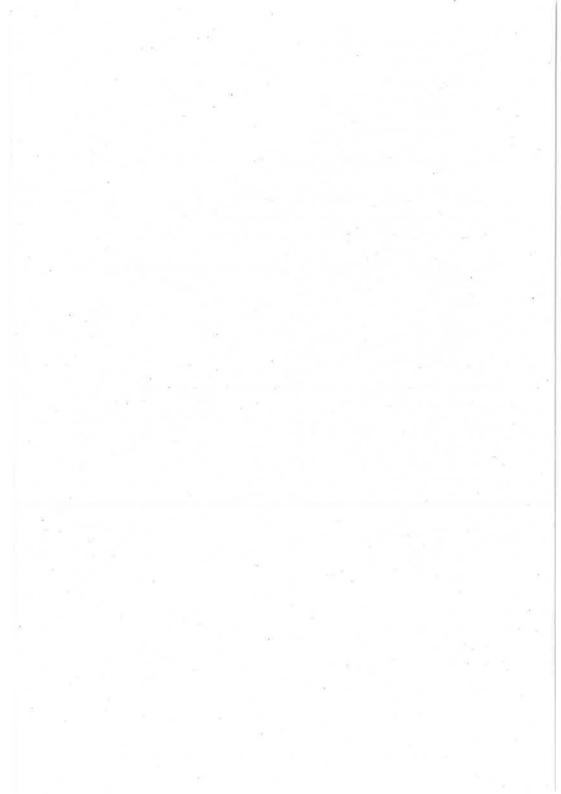


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1 2 3 4 5 6 7	
Flavour Aroma Colour	
9. Choose an option according to your preferences.	
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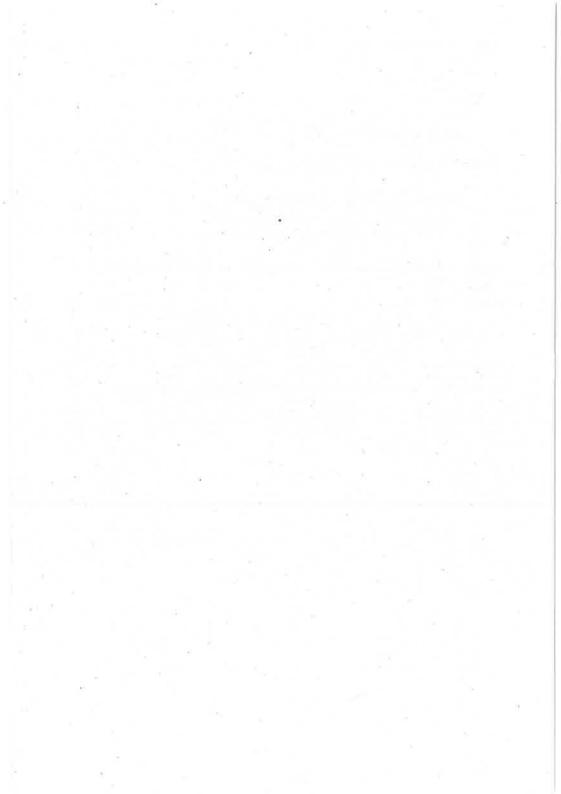
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Valero wines 1 2 3 4 5 6 7
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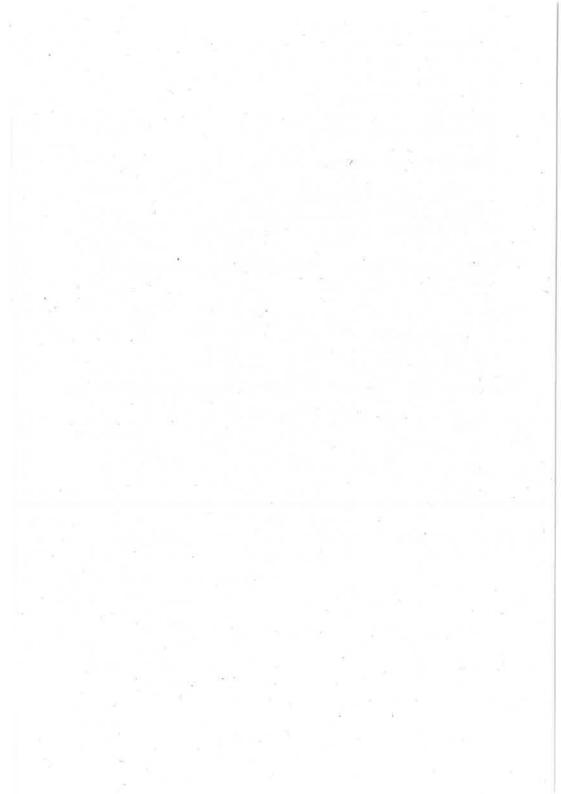
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6. What I	kind of wine do you usually drink more often?
	White wines
	Red wines
	Pink wines

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1.> less important ; 7.> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour (X) (X)
	Aroma
	Colour
9.	Choose an option according to your preferences, Strong and full-bodied wines Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
	L've never heard of it
	Little market presence
	Otro:
	Constitution of the second process of the second process of the second s
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

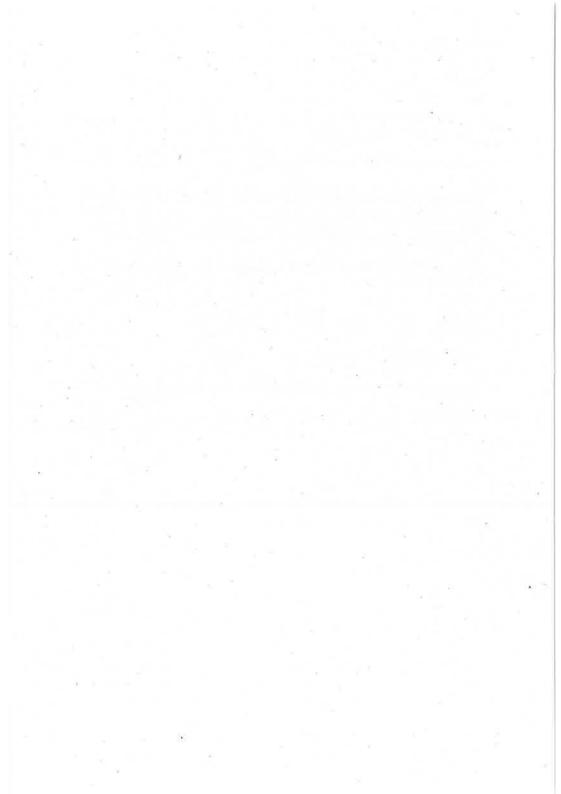
13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
l don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
Would buy these wines and would recommend buying
would buy these wines but would not recommend buying
would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → I don't like it ; 7-> Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009
Bullipero Gran Reserva 2009
La Cantera Reserva 2007 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery



1. Nationality	
[]	====
2, Sex	
Male Female	2.
Female	
3. Age	
18-35 years old	
36-60 years old	
+60 years old	12
0	
4. Occupation	
Student	
Worker	
Worker Unemployed	
Retired	
5. Choose an option about your frequency of	wine consumption
() Daily	
Several days a week	
Weekend	
Occasionally	
Never	
O WENCE	65
6. What kind of wine do you usually drink mo	re often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

Selections todos los que correspondan. Quarantee of origin Price Grape variety Bottle design Recommendations and awards Brand 8. Value from 1 to 7 (1> less important; 7 > very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes { continues in question number 12} No { answer the following question and let the survey} 11. If you don't know this winery, Why? { you can choose several options} Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes { continues in question number 14} No { continues in question number 13}		options)
Price Grape variety Bottle design Recommendations and awards Brand 8. Value from 1 to 7 (1~) less important; 7 ~> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: Yes (continues in question number 14)		Selecciona todos los que correspondan.
Grape variety Bottle design Recommendations and awards Brand 8. Value from 1 to 7 (1~) less important; 7 ~> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: Yes (continues in question number 14)		Quarantee of origin
Grape variety Bottle design Recommendations and awards Brand 8. Value from 1 to 7 (1~) less important; 7 ~> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: Yes (continues in question number 14)		Price
Bottle design Recommendations and awards Brand 8. Value from 1 to 7 (1~) less important; 7 ~> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		
Recommendations and awards Brand 8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		lagfiel
Brand 8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. 1 2 3 4 5 6 7 Flavour Aroma Colour 9. Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		
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Flavour Aroma Colour 9 Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10, Do you know San Valero Winery and the quarantee of origin of Carifiena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		
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Aroma Colour 9 Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10, Do you know San Valero Winery and the quarantee of origin of Cariñena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		المستور يوسيق يستون يوسيق المستور يوسيق المستور يوسيق
9 Choose an option according to your preferences. Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariñena? Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		The same of the sa
Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Cariñena? Yes { continues in question number 12} No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		Colour
Yes (continues in question number 12) No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)	10.1	
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No (answer the following question and let the survey) 11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		Yes (continues in question number 12)
Selecciona todos los que correspondan. I've never heard of it Little market presence Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		
Little market presence Otro: 12 Are you consumer of these wines? Yes (continues in question number 14)		
Otro: 12. Are you consumer of these wines? Yes (continues in question number 14)		I've never heard of it
12. Are you consumer of these wines? Yes (continues in question number 14)		Little market presence
Yes (continues in question number 14)		Otro:
	12.	Are you consumer of these wines?
No (continues in question number 13)		Yes (continues in question number 14)
		No (continues in question number 13)

13. If you are not consumer, why? Selecciona todos tos que correspondan.	
The price is too high	
I don't like their grape variety	
don't like their quaratee of origin	
don't liike their organoleptic qualities	*
14. Choose an option about the purchase of these wines	
would buy these wines and would recommend buying	
i would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 → I don't like it; 7→Outstanding) the quality Valero wines 1 2 3 4 5 6 7	of the following San
Bombero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of Sa	an Valero Winery
1 2 3 4 5 6 7	

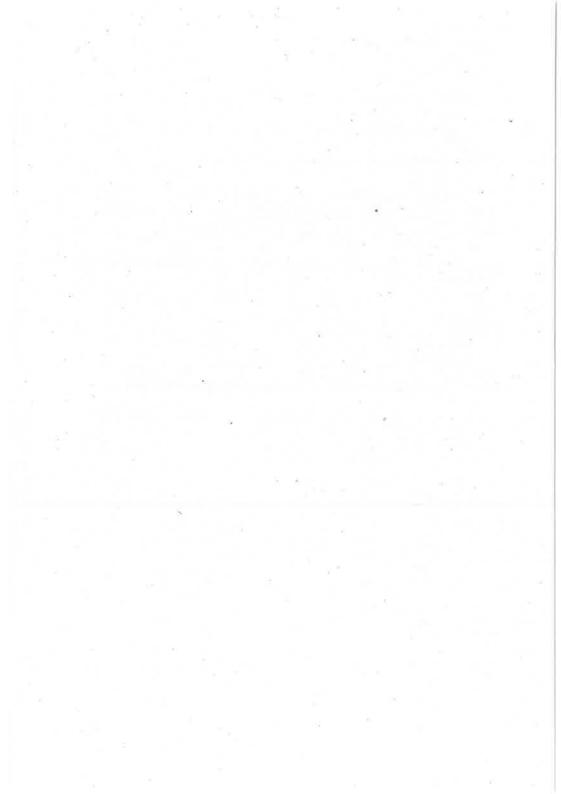


1.	Nation	nality		
		\circ		
2.	Sex			22
		Mal-		
		Male Female		
	\bigcirc	Female		
_	A			
3.	Age			
		(
	\bigcirc	18-35 years old		
	3	36-60 years old +60 years old		
		+60 years old		
4.	Occup	ation		
		Student		
		Worker		
		Worker Unemployed		
		Retired		
	\sim			
5.	Choos	se an option about your	frequency o	f wine consumption
	\bigcirc	Daily		
		Several days a week		
		Weekend Occasionally		
		Never		
6:	What	kind of wine do you usu	ally drink m	ore often?
		White wines		
		Red wines		
		Dink wines		

Q	ptions)
S	elecciona todos los que correspondan.
[A Quarantee of origin
ĺ	Price
Ī	Grape variety
1	Bottle design
- 1	Recommendations and awards
	Brand
	Jar Gillo
8. V	alue from 1 to 7 (1-> less important ; 7 → very important) different organoleptic
	ualities.
	1 2 3 4 5 6 7
	Flavour (YYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY
	Aroma
	Colour
	choose an option according to your preferences.
9. •	shoose an option according to your professions.
	Commence and Sill harderd referen
	Strong and full-bodied wines
	Soft and easy drinking wines
10 [o you know San Valero Winery and the quarantee of origin of Cariñena?
10, -	3700 11101 041 741010 111017
	Yes (continues in question number 12)
	9
	No (answer the following question and let the survey)
11 I	f you don't know this winery, Why? (you can choose several options)
	Selecciona todos los que correspondan.
	T've never heard of it
	Little market presence
	O(ro:
12 /	Are you consumer of these wines?
12. "	
	Yor / continuer in question gurpher 1/1
	Yes (continues in question number 14)
	No (continues in question number 13)

Se.	leccioni	a todos i	los que	carrespo	ondan.							
	The	price is t	oo high									
	Idon	1 like th	elr grap	e variety		.5						
] don	't like th	eir quan	atee of d	origin							
] I don	't liike th	neir orga	noleptic	qualitie	·\$						
14. C h	oose a	n optio	n about	the pu	rchase	of these	wines					
) I w	ould buy	these t	wines ar	nd would	l recomn	nend buy	ring				
	⊃ Iw	ould buy	these t	vines bu	ıt would	not reco	mmend	buying				
) Iw	ould not	buy the	se wine	s and w	ould not	recomm	end buy	ring			
	-	ro Joven	est el salvi a	\subseteq	1 2	3 ·	4 5	6	7			
		ro Gran I tera Res			₹-	$\langle - \rangle$	\	X-X	-			
					ke it7	'-> outs	landing)	wines	of San	Valero	Winery	
	1	2	3	4	5	6	7			<u>, , , , , , , , , , , , , , , , , , , </u>		
		\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc					
						×						
		7										

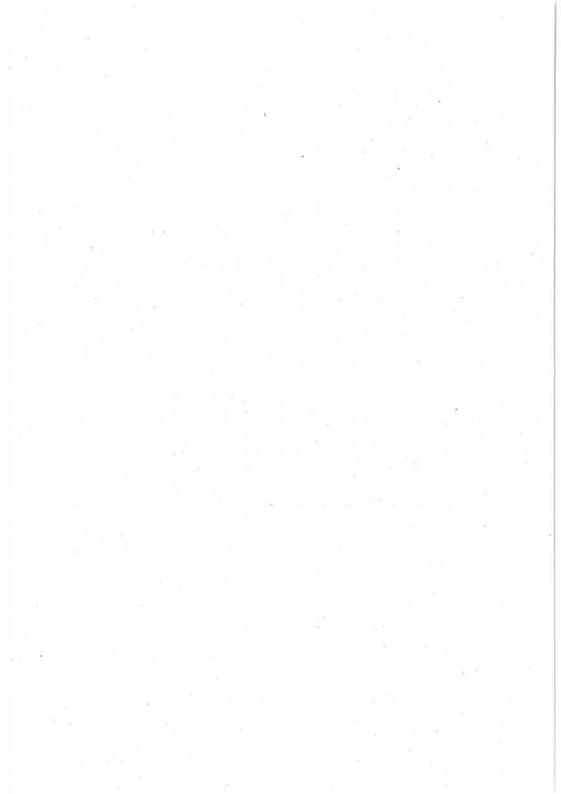
13. If you are not consumer, why?



1. Nationality				
2 Sex				
Male Fema				
Fema	ale			
3. Age	2		(20	
C 40.00				
18-35	years old			
36-60				
₹ +60 y	ears old			
4. Occupation	9			
O 85-14				
Stude	ent			
Work Uner	er			
Retire	ed			
5. Choose an o	option about your fi	requency of	f wine consu	mption
O Daily				
Sever	al days a week			
◯ Week	end			
Осса	sionally			
Never				
6, What kind o	f wine do you usua	lly drink mo	ore often?	
◯ White				84.
Red v	vines			
Red v	wines			
O Spork				

 Choose an option about your motivations to make a purchase (You can choose severa options)
Selecciona todos los que correspondan
Quarantee of origin
Price .
Grape variety
☐ Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour OOOO
Aroma
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Strong and full-bodied wines Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these Wines?
Yes (continues in question number 14)
No (continues in question number 13)

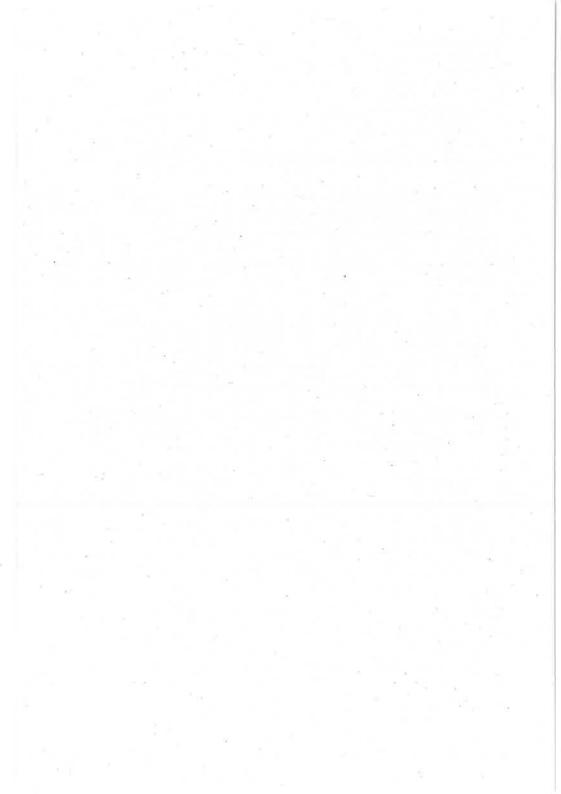
3. If you are not consumer, why? Selectiona todos los que correspondan. The price is too high I don't like their grape variety I don't like their quaratee of origin	
The price is too high I don't like their grape variety	
I don't like their grape variety	
I don't like their quaratee of origin	
==	
I don't liike their organoleptic qualities	
4. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
)	
would not buy these wines and would not recommend buying	
Valero wines	
1 2 3 4 5 6 7	
1 2 3 4 5 6 7 Bombero Joven 2014	



1. Nationality	
2. Sex	
Male Female	
Female	
3. Age	
18-35 years old	
18-35 years old 36-60 years old	
+60 years old	
0 45)65.5 514	
4. Occupation	
Student Worker Unemployed	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequency	of wine consumption
Daily	
Several days a week	
Several days a week Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink	more often?
White wines	
Red wines	
Red wines Pink wines	

options)	727
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
Diana	
8, Value from 1 to 7 (1-> less important ; 7 -> very important) different organizations.	anoleptic
1 2 3 4 5 6 7	
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Aroma	
Colour (Colour Colour C	
9. Choose an option according to your preferences.	
5, Shoose all option according to your presented.	
A. Channe and full heating orders	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñena	7
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
- Count	
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.	
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No { continues in question number 13}	
Mo f continues in direction infiling 19)	

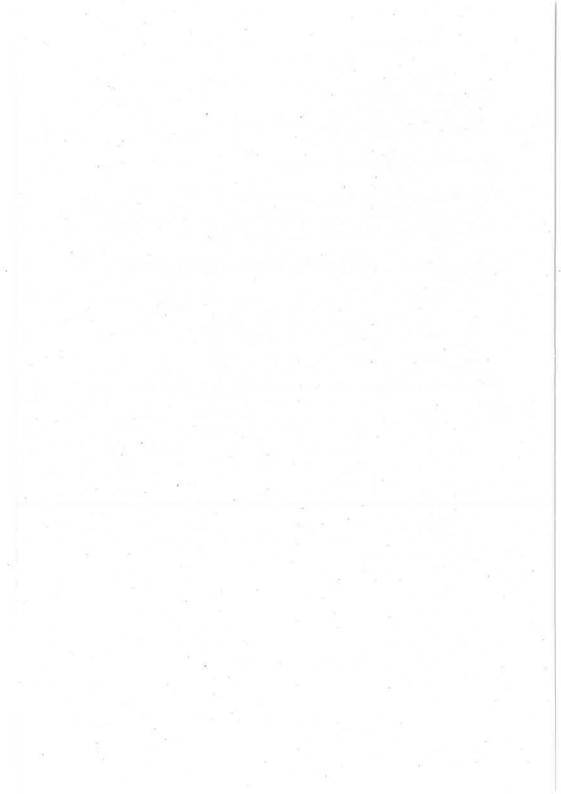
13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
don't like their grape variety
don't like their quaratee of origin
don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
2
would buy these wines and would recommend buying
would buy these wines but would not recommend buying
would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 → 1 don't like it; 7.→Outstanding) the quality of the following Sar Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
00000000



1. Nati	onality		
15.	~		
2, S ex			
	*		
(23)	Male		
0.00	Female -		
~	<i>y</i>		
3. Age			6.04
) 18-35 years old		
8.55	36-60 years old		
	+60 years old		
	na et a c		
4. OGC	upation		
-	S		
	Student		
6	Worker		
	Unemployed		
	Retired		
5, Cho	ose an option about your frequency	of wine can	sumption
_	Daily		
	Several days a week		
-	Weekend		
-			
	Occasionally	185	12
	Never		
- 18/h	**		
O, WHE	at kind of wine do you usually drink i	more orcen?	
	White wines		
Œ	Red wines		
-	Pink wines		

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour
Aroma Colour Colour
Colodi
Strong and full-bodied wines Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Was described in management (1)
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Seleccione todos los que corresponden.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

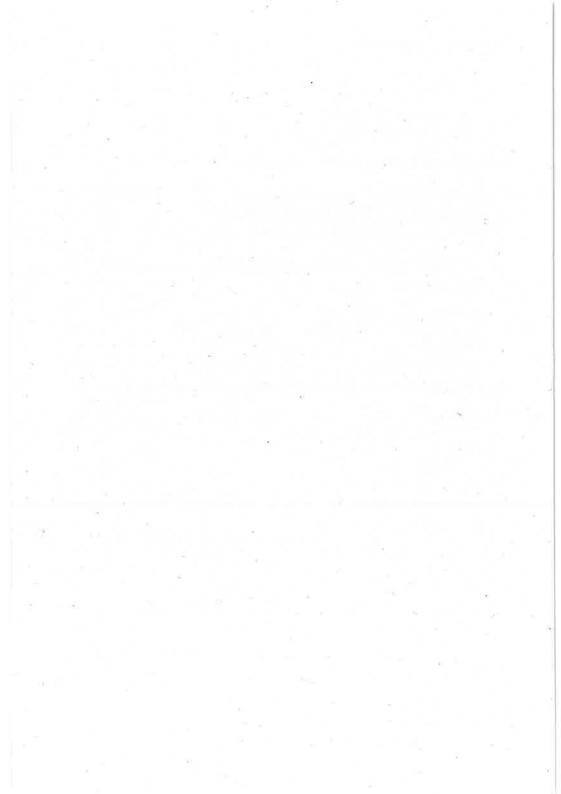
3. If you are not consumer, why? Selectiona todos los que correspondan.	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
4. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
 Value from 1 to 7(1 → I don't like it; 7→Outstanding) the quality of the following Sa Valero wines 	n
	n
Valero wines 1 2 3 4 5 6 7 Bornbero Joven 2014 Bornbero Gran Reserva 2009	n
1 2 3 4 5 6 7 Bornbero Joven 2014	n
Valero wines 1 2 3 4 5 6 7 Bornbero Joven 2014 Bornbero Gran Reserva 2009	n
1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 6. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	n



1. Nationality	
Ω	
2. Sex	
Male Female	
Female	
3, Age	
18-35 years old	
36-60 years old	
18-35 years old 36-60 years old +60 years old	
4, Occupation	
	72
Student Worker Unemployed	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequency of wine cons	umption
Daily .	
Several days a week	
Several days a week Weekend Occasionally	
Occasionally	
Never	
6, What kind of wine do you usually drink more often?	2.
White wines	
Red wines Pink wines	
Sporkling wines	

options) Seleccions todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7 > very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour C C C C C C C C C C C C C C C C C C C
Colour
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy dnnking wines
0. Do you know San Valero Winery and the quarantee of origin of Cariflena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
I've never heard of it
Little market presence
Otro:
2. Are you consumer of these wines?
Yes (continues in question number 14)

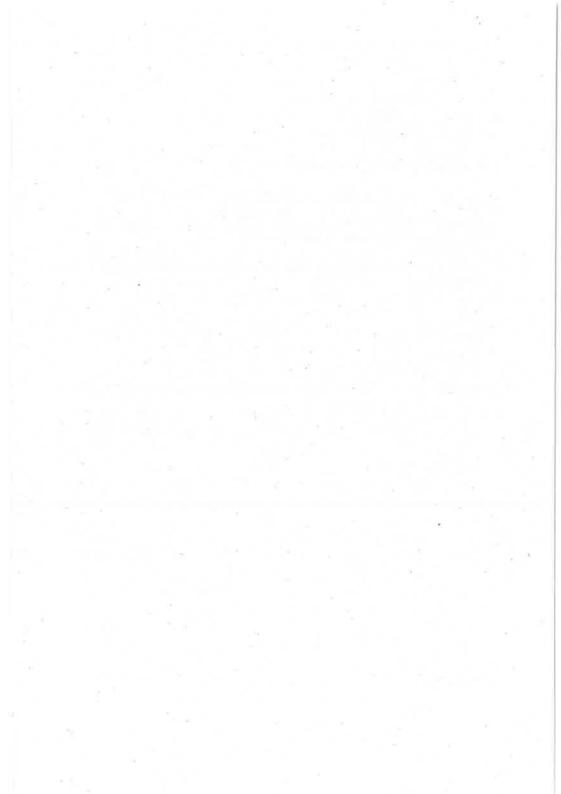
Selec				orrespa	ndan.						365
\Box	The pr	ice is t	oo high	1							
- <u> </u>	I don't	like th	eir grape	e variety							
	1 don't	like th	eir quara	atee of o	ngin						
	1 don't	t liike th	eir orga	noleptic	qualitie	S					
14. Chor	ose an	option	about	the pur	chase (of these	wines			٠,٠	
) Iwo	uld buy	these v	vines an	d would	recomm	nend buyi	ing			
_) I wo	uld buy	these v	vines bu	t would	not reco	mmend t	ouying			
C) I wo	uld not	buy the	se wines	and w	ould not	recomme	and buying	9		
		Joven		1	2	3	4 5	6 7			
			Reserva erva 200		\leftarrow	\rightarrow	$\exists \exists$	~~	3		
					ie it7	-> outs	tanding)	wines of	San Vale	ero Wine	ry
	1	2	3	4	5	6	7				
(\bigcirc	\bigcirc	\bigcirc	\bigcirc	E	\bigcirc				
										-	



1. Nationality			
2. Sex			
(SQ) Male			
Male Female			
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7. Choose an option about your motivations to make a purchase (You can choose several options)	n I
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8. Value from 1 to 7 (1> less important; 7 > very important) different organoleptic qualities.	
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12. Are you consumer of these wines?	
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No (continues in question number 13)	

13. If you are not consumer, why?
Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
l don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
would buy these wines and would recommend buying
would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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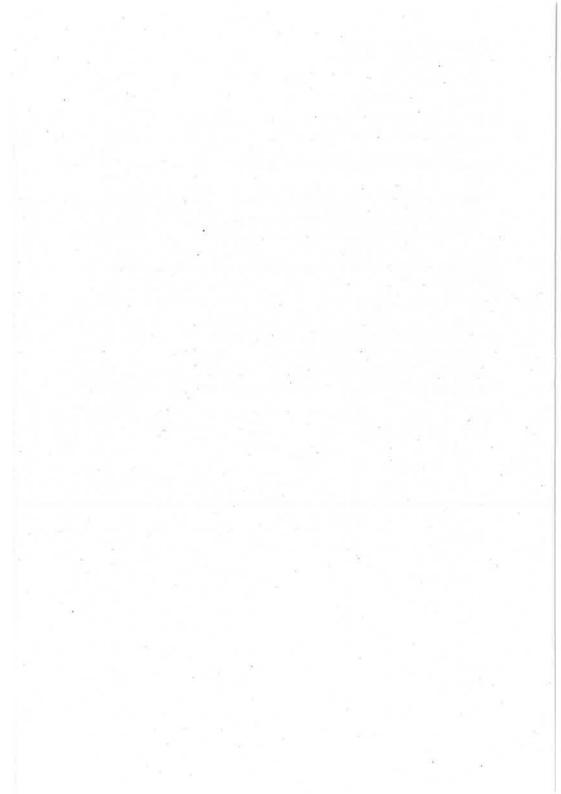


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 Choose an option about your motivations to make a purchase (You can choose sevel options) 	al
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Yes (continues in question number 14)	
No (continues in question number 13)	

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14.	Choose a	ın optic	n about	the pu	rchase (of these	wines			
	_									
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	O IN	rould bu	y these v	vines b	ut would	not reco	mmend bu	ying		
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			Reserva serva 200	12.00	\Rightarrow	\Rightarrow	-X-X			
16.					ke It7	> outs	landing) v	lnes of S	an Valero	Winery
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13. If you are not consumer, why?

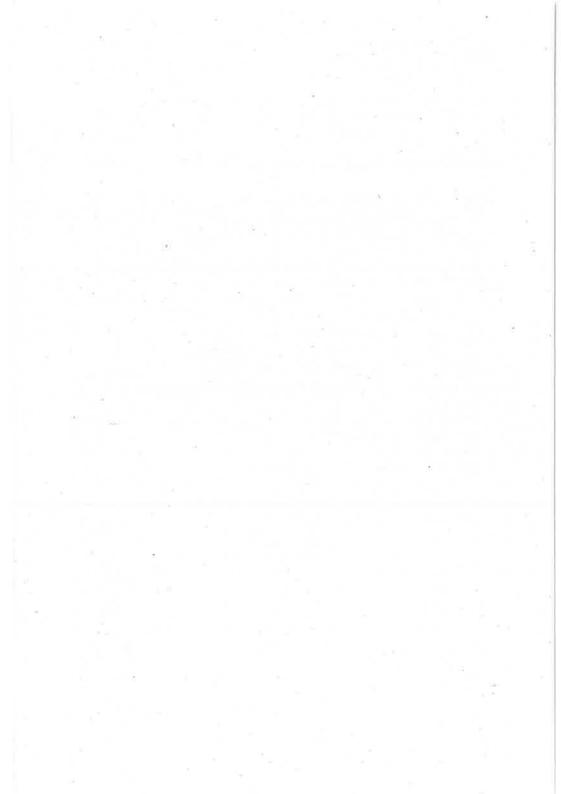


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12.	Yes (continues in question number 14) No (continues in question number 13)

7. Choose an option about your motivations to make a purchase (You can choose several

13. If you are not consumer, why?
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I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
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Bombero Gran Reserva 2009
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16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
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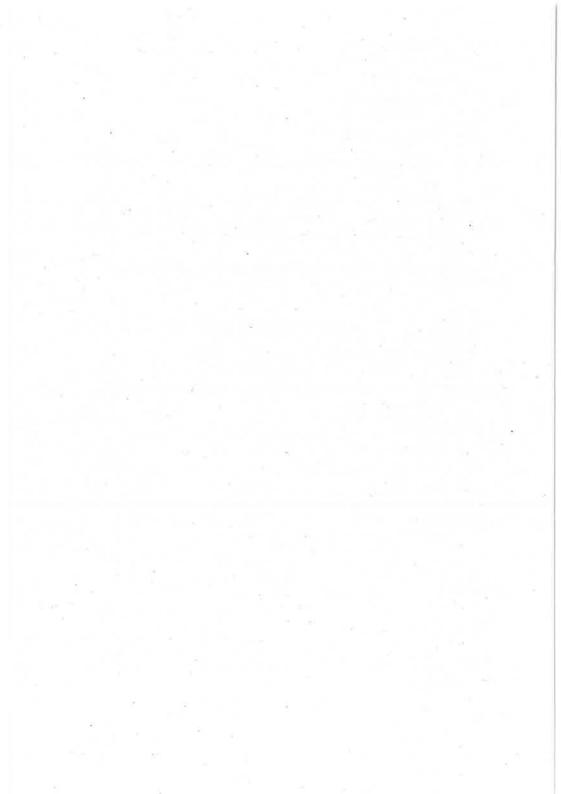


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7.	Choose an option about your motivations to make a purchase (You can choose several options)
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	Grape variety
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8.	Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities.
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10.	Strong and full-bodied wines Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena?
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14. Choose an option about the purchase of these wines
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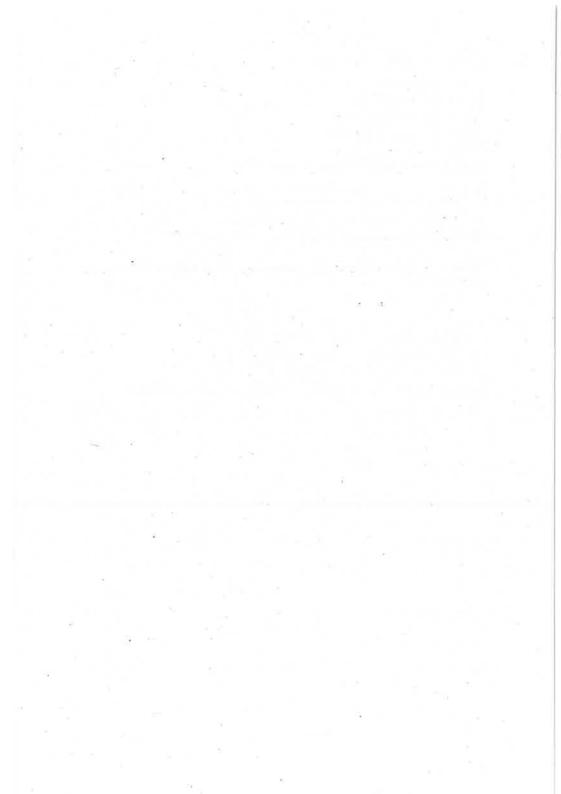
13. If you are not consumer, why?



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Pink wines		

7. Choose an option about your motivations to make a purchase (You can choose several
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Bottle design
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Otro:
12. Are you consumer of these wines?
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No (continues in question number 13)

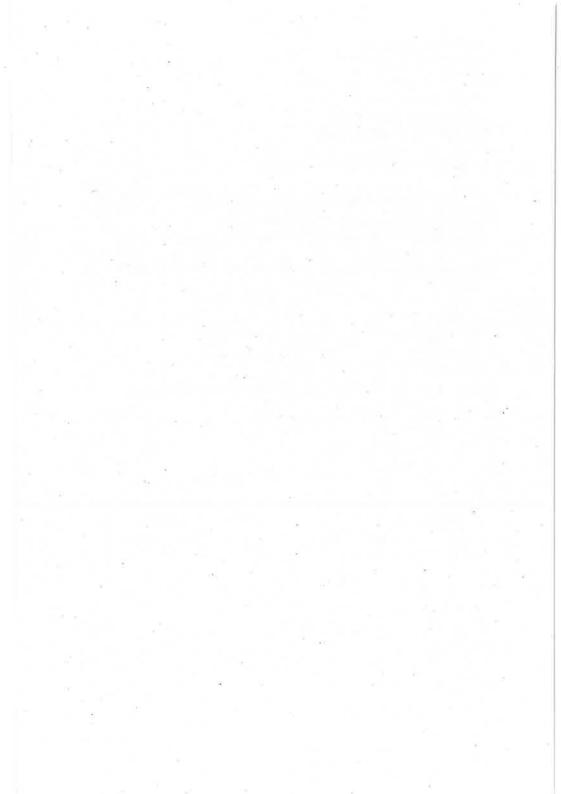
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Bombero Gran Reserva 2 La Cantera Reserva 2007 16, Value from 1 to 7 (1-> I de	on't like it7-> outstanding) wines of San Valero Winery
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Choose an option about your freque	ancy of witte consumption
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What kind of wine do you usually de	rink more often?
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White wines	
Red wines	
White wines Red wines Pink wines	
Sporkling wines	8

 Choose an option about your motivations to make a purchase (You can choose severa options)
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Price
Bottle design
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Strong and full-bodied wines Soft and easy drinking wines 10. Do you know San Valero Winery and the quarantee of origin of Carifiena?
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11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
I've never heard of it
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12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

If you are not consumer,	•
Selecciona todos los que o	orrespondan.
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I don't like their grape	· variety
1 don't like their quara	atea of origin
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5. Value from 1 to 7(1 -> 1 c	don't like it ; 7->Outstanding) the quality of the following Sa
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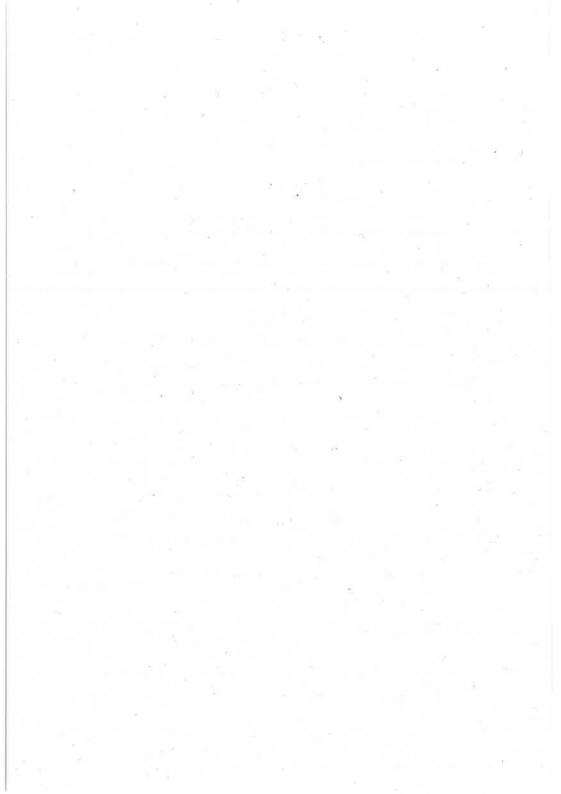


1. Nationality	
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Male Female	
3. Age	
18-35 years old	
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18-35 years old 36-60 years old +60 years old	
4. Occupation	
Student	
Worker Unemployed	
Retired	· ·
5. Choose an option about your freq	uency of wine consumption
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Weekend Occasionally	
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6. What kind of wine do you usually	drink more often?
White wines	
Red wines	
Pink wines	*
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options) Selecciona todos los que correspondan.	
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7. Choose an option about your motivations to make a purchase (You can choose several

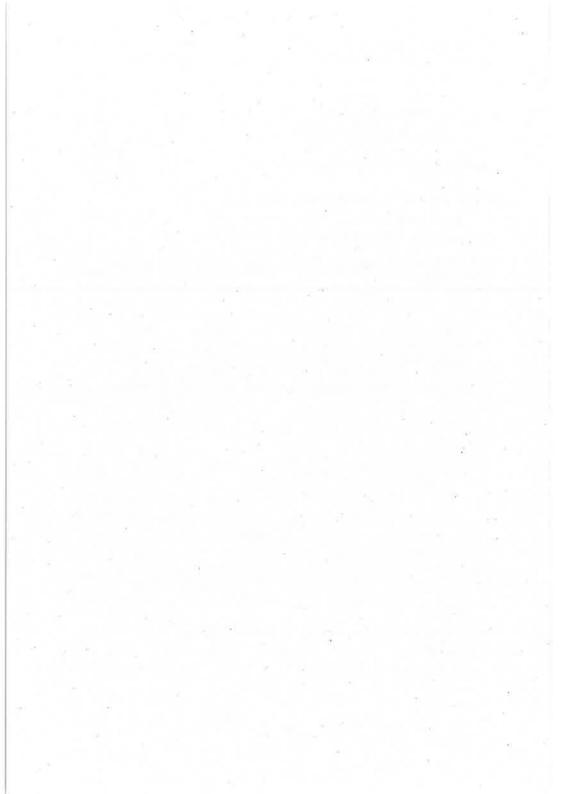
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15. Value from 1 to 7(1 -> I don Valero wines	't like it ; ?-> Outstanding) the quality of the following S	an
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4. Occupation	
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Worker Unemployed	
Unemployed	
Retired	
5. Choose an option about your frequ	ency of wine consumption
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6. What kind of wine do you usually d	rink more often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase () options) 	ou can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	36
8. Value from 1 to 7 (1→ less important; 7 → very important) differential qualities.	rent organoleptic
1 2 3 4 5 6 7	
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Strong and full-bodied wines Soft and easy drinking wines	v 5
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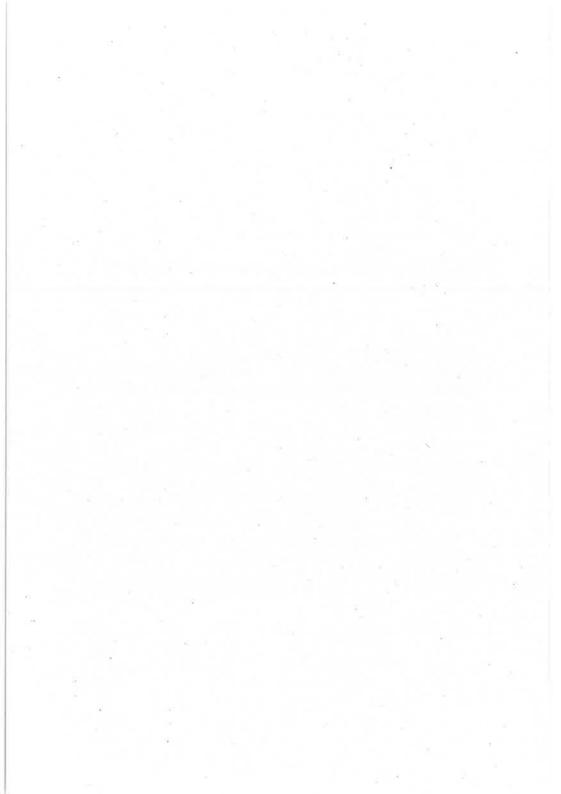
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I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 -> J don't like it : 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	14. Choose an option about the	purchase of these wines
I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 -> 1 don't like it : 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> 1 don't like it7-> outstanding) wines of San Valero Winery	I would buy these wines	and would recommend buying
15. Value from 1 to 7(1-> J don't like it ; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	I would buy these wines	but would not recommend buying
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	I would not buy these w	rines and would not recommend buying
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery		t like it ; 7-> Outstanding) the quality of the following San
Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery		
La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery		1 2 3 4 5 6 7
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery	Bombero Joven 2014	1 2 3 4 5 6 7
	Bombero Gran Reserva 2009	0000000
1 2 3 4 5 6 7	Bombero Gran Reserva 2009	0000000
1 2 3 4 5 6 7	Bombero Gran Reserva 2009 La Cantera Reserva 2007	
	Bombero Gran Reserva 2009 La Cantera Reserva 2007	
0000080	Bombero Gran Reserva 2005 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don'	t like it7-> outstanding) wines of San Valero Winery



1. Nationality	
	Hella Haranda Anna
2. Sex	
Male	
Male Female	
Pemaje	
3. Age	
18-35 years old	
20 00 110 110	
36-60 years old +60 years old	
+60 years old	
4. Occupation	2
Student	
Otadant	
Worker Unemployed	
Unamployed	
Retired	
5 Choose an ontion about	your frequency of wine consumption
o, encose an opner cosa.	. Jose medacine) or time constantion
Oaily Daily	
Several days a we	ek
Weekend	
Occasionally	
Never	
C. Milest fried of wine de ma	a verella drink more etten?
o surar wind of Mina no Ao	u usually drink more often?
White wines	
Red wines Pink wines	7 g 8
Pink wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
<u> </u>
Quarantee of origin
PPrice
Grape variety
Bottle design
Recommendations and awards
Brand
r (,,,)
 Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariflena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
0
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
Tve never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)
- 10 f sammings at disastern manner, 101

13. If you are not consumer, why? Selections todos los que correspondan.
The price is too high
I don't like their grape variety
don't like their quaratee of origin
don't lilke their organoleptic qualities
14. Choose an option about the purchase of these wines
Would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the following San Valero wines
e ^ ' *
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Reserva 2009() ()
La Cantera Resena 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
10, Talas non tro 1 1 1 1 1 and time Kills - obligating willow or out value willow
1 2 3 4 5 6 7
$\circ \circ $

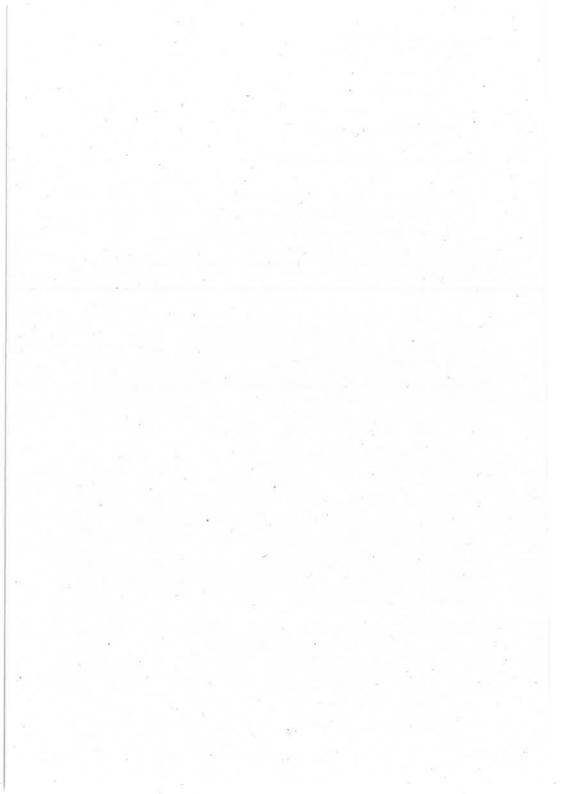


4. 85-41-11-116.		
1. Nationality		
~		
2, Sex		
KTA Mala		
Male Female		
Female		
3, Age		
() 18-35 years old		
30.60 years aid	3	
18-35 years old 36-60 years old +60 years old		
+60 years old		
,		
4. Occupation		
Student		
Worker Unemployed	4	
Unemployed		
Retired		
_		
5, Choose an option about your	frequency of wine consul	mption
Daily		
Several days a week		
Weekand		
Occasionally		
Never "	et .	
	1	
. Without kind of wine do you you	ally drink more often?	
6. What kind of wine do you usu	any ordin more orient	
J.		
White wines		
Red wines		
Pink wines		
Sporkling wines		

Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
12	
8. Value from 1 to 7 (1-> less important	; 7 > very important) different organoleptic
qualities.	
1 2 3 4	5 6 7
Flavour OO	2009
Aroma XX	XXX Q
Colour	
g. Choose an option according to your	preferences.
1,3	
Strong and full-bodied wines	
() Sort and easy drinking wines	30 50
Soft and easy drinking wines	10 DE
	the quarantee of origin of Carlflena?
10. Do you know San Valero Winery and	
10. Do you know San Valero Winery and Yes (continues in question num	ber 12)
10. Do you know San Valero Winery and	ber 12)
Yes (continues in question num No (answer the following question	ber 12) on and let the survey)
Yes (continues in question num No (answer the following question	ber 12) on and let the survey) { you can choose several options}
Yes (continues in question number No (answer the following question) 11. If you don't know this winery, Why?	ber 12) on and let the survey) { you can choose several options}
Yes (continues in question number No (answer the following question number). If you don't know this winery, Why? Selections todas los que correspondant.	ber 12) on and let the survey) { you can choose several options}
Yes (continues in question number) No (answer the following question) 11. If you don't know this winery, Why? Selecciona todos los que correspondan. I've never heard of it Little market presence	ber 12) on and let the survey) { you can choose several options}
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7. Choose an option about your motivations to make a purchase (You can choose several

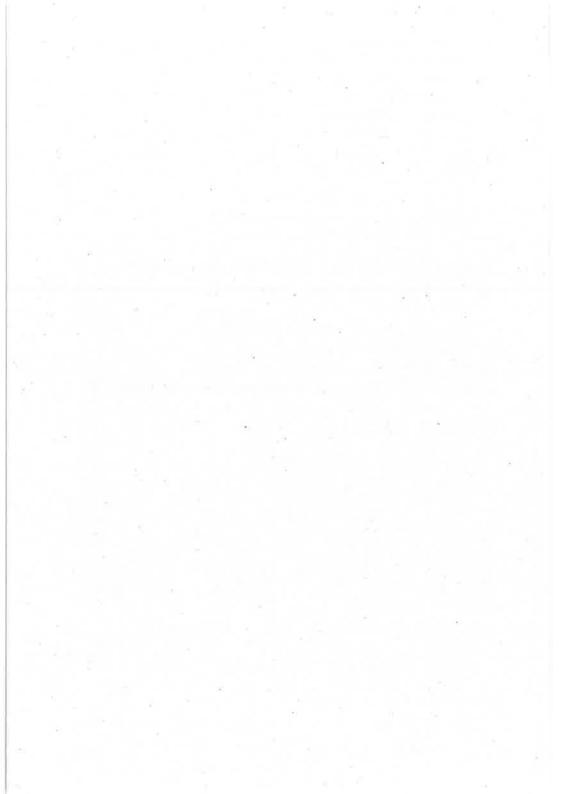
f you are not consumer, why? Selections todos los que correspondan. The price is too high I don't like their grape variety I don't like their quaratee of origin 1 don't like their organoleptic qualities	
The price is too high I don't like their grape variety I don't like their quaratee of origin	
I don't like their grape variety I don't like their quaratee of origin	
I don't like their quaratee of origin	
1 don't liike their organoleptic qualities	
Choose an option about the purchase of these wines	*
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
1 would not buy these willes and would not recommend boying	
	Ab - 8-11-
Value from 1 to 7(1 → 1 doπ't like it ; 7→Outstanding) the quality of t Valero wines 1 2 3 4 5 6 7	the folic
1 2 3 4 5 6 7	the rollo
Valero wines	the follo



1. Nationality	
2. Sex	
Male Female	
Female	
3. Age	
18-35 years old	
26-60 years old	
18-35 years old 36-60 years old +60 years old	**
4. Occupation	
Student	
Worker Unemployed	
Retired	
5. Choose an option about your free	quency of wine consumption
Oaily	- A - 3 - X
Several days a week Weekend	
Occasionally	
Never	
6. What kind of wine do you usually	drink more often?
-	10
White wines	
Red wines Pink wines	
Pink wines	
Condition wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantée of origin
2
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7-> very important) different organoleptic
qualities.
4 0 0 4 5 0 7
1 2 3 4 5 6 7
Flavour (1) (1)
Aroma
Colour
9. Choose an option according to your preferences.
, , , , , , , , , , , , , , , , , , , ,
Strong and full-bodied wines
Soft and easy drinking wines
16. Do you know San Valero Winery and the quarantee of origin of Carifiena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
140 (She was the londwing question and let the survey)
Ad 18 do "5 loo out the output 18th of the output and also as assessed and and
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.
Selectiona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
y :
12. Are you consumer of these winea?
TE THE PER CONTRACTOR OF MINERS
Yes (continues in question number 14)
No (continues in question number 13)

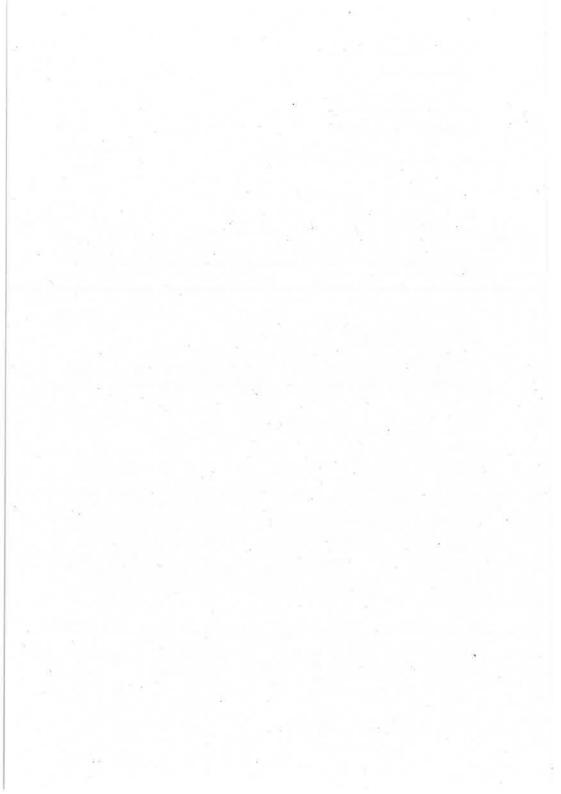
3. If you are not consumer, w	hy?		
Selecciona todos los que con	respondan		
The price is too high			
I don't like their grape va	ariety		
I don't like their quarate	e of origin		
I don't liike their organol	leptic qualities		
4, Choose an option about the	e purchase of thes	se wines	
I would buy these wind	es and would recon	mend buying	
I would buy these win	es but would not red	commend buving	
I would not buy these	whes and would no	ot recommend buy	/ing
5. Value from 1 to 7(1 -> I do Valero wines	n't like it ; 7->Outs	tanding) the qua	ality of the following Sa
	1 2 3	4 5 6	7
Bombero Joven 2014		YYY	
Bombero Gran Reserva 20	09()		******
La Cantera Reserva 2007			-
and control in the co			
, Value from 1 to 7 (1-> I do	n't like it7-> out	standing) wines	of San Valero Winery
	a At		
1 2 3	4 5 6	7	
0000			



1. Nationality		
n		
2. Sex		
Male Female		
Female		
· · · · · · · · · · · · · · · · · · ·		
3. Age		
18-35 years old		
36-60 years old		
+60 years old		
4 Consumption		
4, Occupation		
Student		
Worker		
Unemployed		
Retired		
5, Choose an option about your	frequency of win	e consumption
/ Daily		
Daily Several days a week		
Weekend		
Occasionally Never		
Never		
6. What kind of wine do you usu	ally drink more o	ften?
		(0)
White wines		
White wines Red wines Pink wines		
Pink wines		
Snodding wings		

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
	Dianu
8.	Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour XXXXXX
	Aroma XXXXX
	Colour
10.	Soft and easy drinking wines Do you know San Valero Winery and the quarantee of origin of Cariffena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que corresponden.
	Twe never heard of it
	Little market presence
<u>(</u>)	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

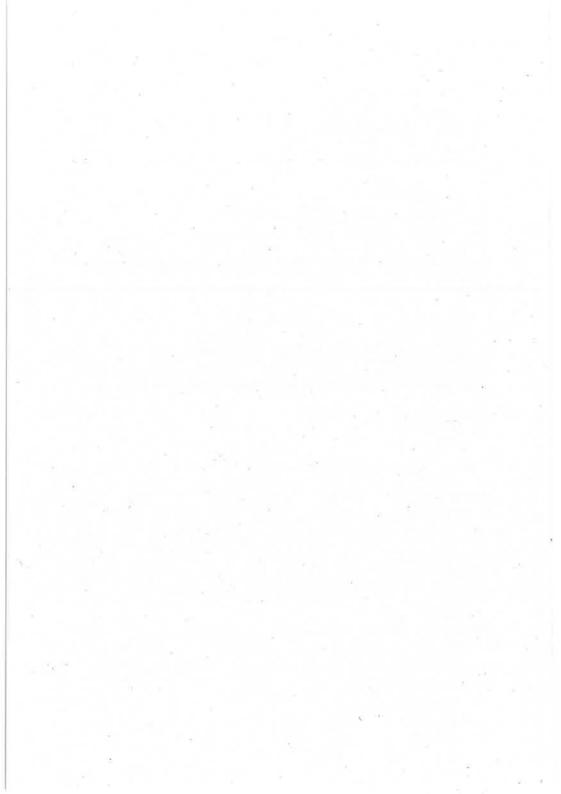
 If you are not consumer, why's Selecciona todos los que corres 		
	portour	
The price is too high		
[] I don't like their grape varie	ety	
I don't like their quaratee o	of origin	
I don't liike their organolep	tic qualities	
14. Choose an option about the p	ourchase of these wines	
, V		
I would buy these wines	and would recommend buying	
I would buy these wines	but would not recommend buying	
	nes and would not recommend buying	
er. Matus from 1 to 7(1 -> 1 don't	tike it : 7⇔Outstanding) the quality of the	following San
15. Value from 1 to 7(1 → 1 don't Valero wines	fike It; 7.→ Outstanding) the quality of the	following San
Valero wines Bombero Joven 2014	1 2 3 4 5 6 7	following San
Bombero Joven 2014 Bombero Gran Reserva 2009	1 2 3 4 5 6 7	following San
Valero wines Bombero Joven 2014	1 2 3 4 5 6 7	following San
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	1 2 3 4 5 6 7	
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	1 2 3 4 5 6 7 Like it7-> outstanding) wines of San Valo	
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't	1 2 3 4 5 6 7 Like it7-> outstanding) wines of San Valo	



1. Nationality	
2. Sex	
Male Female	
3. Age	
18-35 years old 36-60 years old +60 years old	
4. Occupation	į.
Student Worker Unemployed Retired	ω *
5. Choose an option about your f	requency of wine consumption
Daily Several days a week Weakend Occasionally Never	
6. What kind of wine do you usua	illy drink more often?
White wines Red wines Plnk wines	a a
Constitution of the contraction	

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que corresponden.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 \Rightarrow very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour
9.	Choose an option according to your preferences.
	Strong.and full-bodied wines
	Soft and easy drinking wines
10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11.	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	ve never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Man (antique in property)
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not consumer, why? Selectiona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of ongin
on't like their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
15. Value from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following San Valero wines
Valero wiπes
Valero wines 1 2 3 4 5 6 7
1 2 3 4 5 6 7 Bombero Joven 2014
Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery

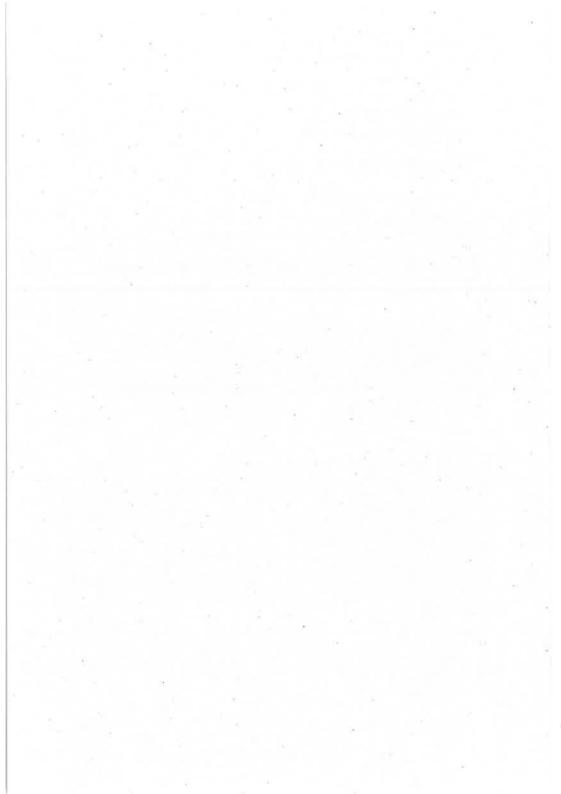


1. Nationality	
2. Sex	
Male	
Male Female	
3. Age	
18-35 year's old	
36-60 years old	
36-60 years old +60 years old	
4. Occupation	
Student	
Warker	
Warker Unemployed	
Retired	
5. Choose an option about your fr	equency of wine consumption
3. •	
Daily	
Several days a week	
Weekend	A)
Weekend Occasionally	
Never	
	V
6. What kind of wine do you usual	lly drink more often?
White wines	3.11
Red wines	
Pink wines	

options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
 Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selectiona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)
(4

7. Choose an option about your motivations to make a purchase (You can choose several

. If you					ponu	BW.									
Selecc	ciona to	108 108	s que o	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,											
[]] 1	the price	e is too	o high	4											
1 [I	don't lik	ce thei	ir grape	e varie	ly		9			8 8					
	don't lif	e thei	ir quara	atee o	forigi	n									
<u> </u>	don't lii	ke the	eir orga	nolepi	ic qu	alities	5								
			-		·										
Choos	se an o	ption	about	the p	urch	ase c	f thes	e wir	1es						
\bigcirc	would	l buy t	hese v	vines	and v	vould	recom	meno	l buyi	ing :					
0	Lwould	l buv t	hese v	vines	hist w	nuld :	not rec	omm	end I	uvino		2			
\sim			T		SGL 11	Julia				- 47 1415	3				
			our the	00.144		ad we	ould be	t rec	SERVICE A	and be	ومأمران				
	from 1		1 -> 1					120					the f	follov	ving S
					like i	it ; 7∹	>Outs	tandi	ng) t	he qı	ualli	ty of	the f	follov	ving S
Valero	from 1 wines	lo 7(1-> (120				ty of	the f	follov	ving \$
Valero Bon	from 1 wines	to 7(1 -> (a	don't	like i	it ; 7∹	>Outs	tandi	ng) t	he qı	ualli	ty of	the f	follav	ving §
Bon Bon	from 1 wines nbero Jo nbero G	to 7(1 → 1 ·	don't	like i	it ; 7∹	>Outs	tandi	ng) t	he qı	ualli	ty of	the f	follov	ving \$
Bon Bon	from 1 wines	to 7(1 → 1 ·	don't	like i	it ; 7∹	>Outs	tandi	ng) t	he qı	ualli	ty of	the f	follov	ving \$
Bon Bon La (from 1 wines where Johnston G	to 7(oven 2) ran Reser	1 -> 1 a	don't (2009)	like i	2	>Outs	4	ng) t	he qu	7	ty of			
Bon Bon La (from 1 wines where Johnston G	to 7(oven 2) ran Reser	1 -> 1 a	don't (2009)	like i	2	>Outs	4	ng) t	he qu	7	ty of			
Bon Bon La (from 1 wines where Johnston G	to 7(oven 2) ran Reser	1 -> 1 a	don't (2009)	like i	2	>Outs	4	ng) t	he qu	7	ty of			
Bon Bon La (from 1 wines where Jo nbero G Cantera from 1	to 7(oven 2) ran Reser	1 -> 1 a	don't (2009)	like i	2	>Outs	4 Standi	ng) t	he qu	7	ty of			
Bon La (from 1 wines where Jo nbero G Cantera from 1	to 7(1 -> 1 4 014 eserva rva 200 1 -> 1 1	(2009) (17 ()	like i	2 2 t7-	3 >> outs	4 Standi	5 Sling)	he qu	7	ty of			
Bon Bon La (from 1 wines where Jo nbero G Cantera from 1	to 7(1 -> 1 4 014 eserva rva 200 1 -> 1 1	(2009) (17 ()	like i	2 2 t7-	3 >> outs	4 Standi	5 Sling)	he qu	7	ty of			



1. Nationality	
\sim	
1	
2. Sex	
Male Female	
Female	
3. Age	
48.35 years ald	
18-35 years old 36-60 years old +60 years old	
150 years old	
T60 years old	
4. Occupation	
Student	*
Worker	
Worker Unemployed	0
Retired	
	14
5. Choose an option about your frequency	of wine consumption
Daily	
Several days a week	
Weekend Occasionally	
Never	1
6. What kind of wine do you usually drink n	nore often?
White wines	
Red wines	
Pink wines	
Sporkling wines	^

options)	
Selecciona todos los que correspondan.	
Quarantee of origin	
[ii] Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1→ less Important; 7 → very Important	different organoleptic
qualities.	,
	4
1 2 3 4 5 6 7	
Flavour	
Aroma (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Colour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
9. Choose an option according to your preferences.	
5, oncode an option according to your provision	
Strong and full-bodied wines	
Soft and easy drinking wines	
Do you know San Valero Winery and the quarantee of orig	In of Carifiena?
Yes (continues in question number 12)	at .
Yes (continues in question number 12) No (answer the following question and let the survey)	
O has (allowed the following decades and its the advise)	
1. If you don't know this winery, Why? (you can choose sev	oral ontione)
Selectiona todos los que correspondan.	erar options)
I've never heard of it	
Little market presence	
Otro:	
2. Are you consumer of these wines?	
2, Are you consumer of these wines?	
× a	
2. Are you consumer of these wines? Yes (continues in question number 14) No (continues in question number 13)	

7. Choose an option about your motivations to make a purchase (You can choose several

. If you are not consumer, wi								
Selecciona todos los que corr	responden.							
The price is too high								
I don't like their grape va	rietu							
	,							
I don't like their quarates	_							
I don't liike their organole	eptic qualit	ies		-				
Choose an option about the	nurahan	of then	i.					
. Onloose an option about the	puichasi	: Of thes	a Milles					
(2) I would buy these wine	es and wou	id recomi	mend buy	ring				
I would buy these wine	s but woul	d not rec	ommend	buvino)			
1								
I would not buy these	wines and	would not	t recomm	end bu		f tha f	ollow	ina ¢
	wines and n't like it ;	would not	t recomm	end bu		f the f	ollow	ing Sa
I would not buy these to Value from 1 to 7(1 -> I don	wines and	would not	t recomm	end bu		f the f	ollow	ing Sa
Value from 1 to 7(1 -> I don Valero wines	wines and 't like it;	would not	t recomm	end bu	ality of	f the f	ollow	ing S:
Value from 1 to 7(1 -> I don Valero wines Bombero Joven 2014 Bombero Gran Reserva 200	wines and 't like it;	would not	t recomm	end bu	ality of	f the f	ollow	ing Sa
Value from 1 to 7(1 -> I don Valero wines	wines and 't like it;	would not	t recomm	end bu	ality of	f the f	ollow	ing Sa
Use I would not buy these to Value from 1 to 7(1 -> I don Valero wines Bombero Joven 2014 Bombero Gran Reserva 2007	n't like it;	7-> Outst	anding)	end buthe qu	7			
Value from 1 to 7(1 -> I don Valero wines Bombero Joven 2014 Bombero Gran Reserva 200	n't like it;	7-> Outst	anding)	end buthe qu	7			
Use I would not buy these to Value from 1 to 7(1 -> I don Valero wines Bombero Joven 2014 Bombero Gran Reserva 2007	n't like it;	7-> Outst	anding)	end buthe qu	7			
I would not buy these vice value from 1 to 7(1 -> 1 don Valero wines Bombero Joven 2014 Bombero Gran Reserva 200 La Cantera Reserva 2007 Value from 1 to 7 (1-> 1 don	n't like it;	7-> Outst	anding)	end buthe qu	7			
I would not buy these vice value from 1 to 7(1 -> 1 don Valero wines Bombero Joven 2014 Bombero Gran Reserva 200 La Cantera Reserva 2007 Value from 1 to 7 (1-> 1 don	o't like it;	3 7.> Outst	anding)	end buthe qu	7			
I would not buy these vice value from 1 to 7(1 -> 1 don Valero wines Bombero Joven 2014 Bombero Gran Reserva 200 La Cantera Reserva 2007 Value from 1 to 7 (1-> 1 don	o't like it;	3 7.> Outst	anding)	end buthe qu	7			

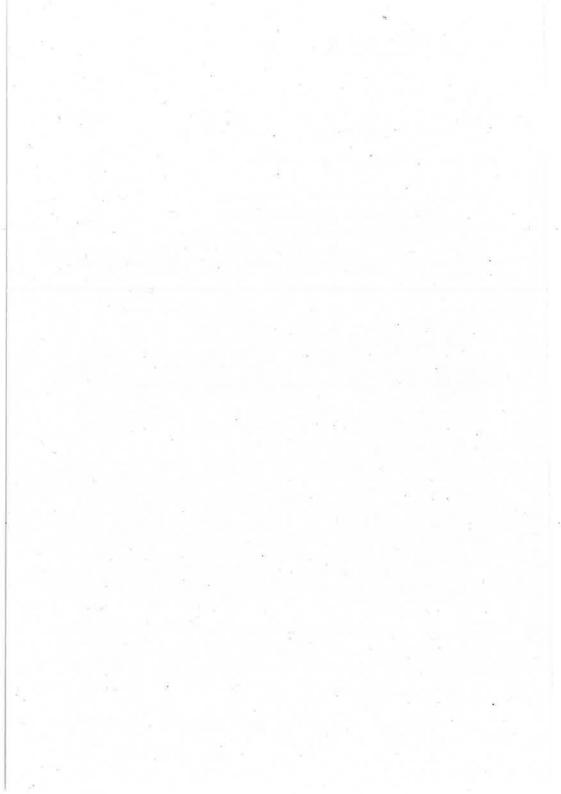


1. Nationality		
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1)		
2. Sex		
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Female		
3. Age		
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18-35 years old 36-60 years old +60 years old		
36-60 years old		
+60 yearş old		
4. Occupation		
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Studeni		
Worker Unemployed Retired		
Unemployed	*	
C) Ketired		
5. Choose an option about your fre	equency of wine cor	sumption
Daily		
Several days a week Weekend Occasionally		
Weekend		
Occasionally		
Never		
 6. What kind of wine do you usuall 	y drink more often?	
White wines		
Red wines	47	
Red wines Pink wines		
Sporkling wines		

 Choose an option about your motivations to make a purchase (You can options) 	choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
₩ Grape variety	
Bottle design	
Recommendations and awards	-, u
Brand	
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different org qualities.	anoleptic
1 2 3 4 5 6 7	
Flavour Aroma Colour	
g. Choose an option according to your preferences.	3
S. S	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carifiens	3? ×
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan.	R
[] I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

Selecciona todos los que correspondan.
The price is too high
I don't fike their grape variety
I don't like their quaratee of origin
1 don't lilke their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 → 1 don't like it : 7→Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Joven 2014 Bombero Gran Reserva 2009
Bombero Joven 2014
Bombero Joven 2014 Bombero Gran Reserva 2009
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1>1 don't like it7-> outstanding) wines of San Valero Winery
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1>1 don't like it7-> outstanding) wines of San Valero Winery

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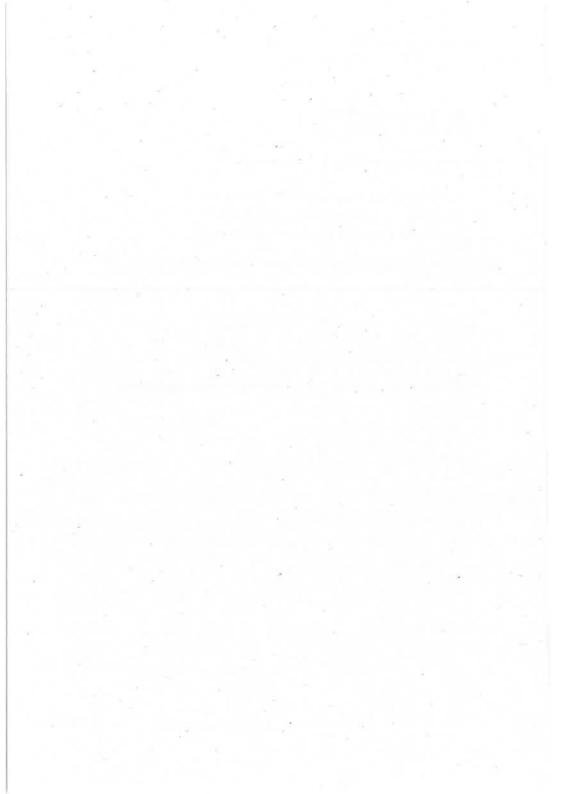


1. Nationality	
2. Sex	
2	
Male Female	
Female	4 1 4
3. Age	
2. 113	
18-35 years old	
18-35 years old 36-60 years old	
+60 years old	
0 100 1000	
4. Occupation	
Student	
Unemplayed	
Worker Unemplayed Retired	
5. Choose an option about your frequ	ency of wine consumption
C Daily	7 . 4
Daily Several days a week	
Weekend	
Weekend Occasionally	18
Never	
6. What kind of wine do you usually d	rink more often?
() White wines	
	9
Red wines Pink wines	
Sporkling wines	

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noleptic
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7. Choose an option about your motivations to make a purchase (You can choose several

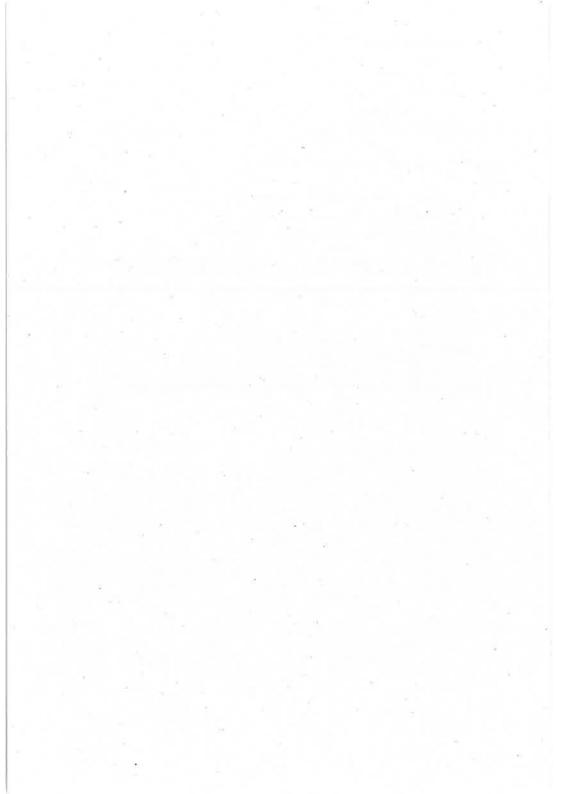
13.	r you are not consumer, why? Selecciona todos los que correspondan.
0	The price is too high
	1 don't like their grape variety
	I don't like their quaratee of origin
	I don't like their organoleptic qualities
14.	Choose an option about the purchase of these wines
	I would buy these wines and would recommend buying
	I would buy these wines but would not recommend buying
	I would not buy these wines and would not recommend buying
15.	Value from 1 to 7(1 \sim 1 don't like it ; 7 \sim Outstanding) the quality of the following San Valero wines
	1 2 3 4 5 6 7
	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16.	Value from 1 to 7 (1⇒ I don't like it7-> outstanding) wines of San Valero Winery
	1 2 3 4 5 6 7
	0000800



1. Nationality		
2. Sex		
Male		
Male Female		
3. Age		4
18-35 years old		10
36-60 years old		
36-60 years old +60 years old		
4. Occupation		
Student		
Worker		
Worker Unemployed		
Retired		
5. Choose an option about your freque	ency of wine consump	otion
Oaily .		
Daily Several days a week		
Weekend		
Weekend Occasionally		
Never		
6. What kind of wine do you usually d	rink more often?	
White wines		
Red wines		
Pink wines		
Sporkling wines		

7	. Choose an option about your motivations to make a purchase (You can choose several options)
	Seleccione todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	1 -
	Bottle design
	Recommendations and awards
	Brand
	N
8	√ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic qualities. □ Value from 1 to 7 (1-> less important; 7 -> very important) different organization. □ Value from 1 to 7 (1-> less important; 7 -> very important
	чишиеъ.
	1 2 3 4 5 6 7
	Flavour
	Aroma OOOOOO
	Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Strong and full-bodied wines Soft and easy drinking wines
10	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	No (answer the ionowing question and let the solvey)
11	. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que corresponden.
	I've never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)
	A.

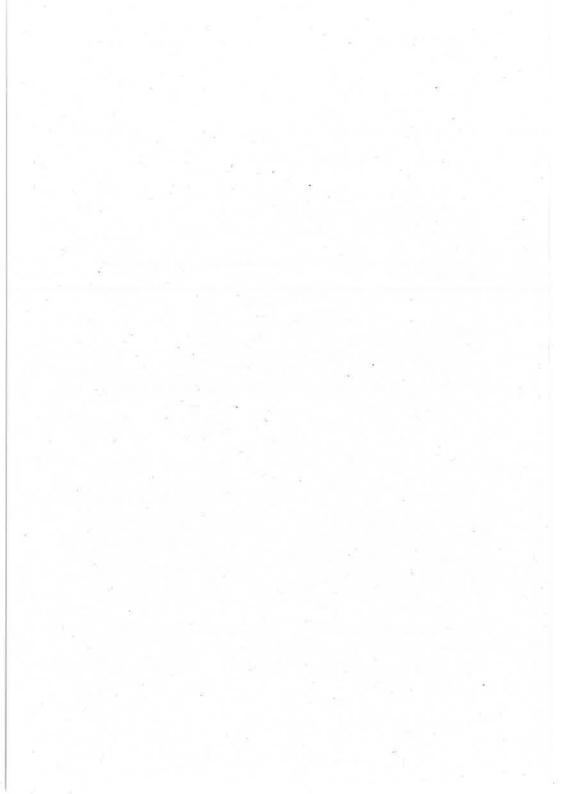
If you are not consum Selecciona todos los que	
[""] The price is too hi	
[] don't like their g	
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don't like their q	
[] I don't liike their d	organoleptic qualities
4 Choose an option abo	out the purchase of these wines
() I would buy then	se wines and would recommend buying
	se wines but would not recommend buying
I would not buy	these wines and would not recommend buying I don't (like it ; 7-> Outstanding) the quality of the following Sa
I would not buy	> I don't like it ; 7-> Outstanding) the quality of the following Sa
I would not buy 5. Value from 1 to 7(1 ↔ Valero wines	> I don't like it ; 7-> Outstanding) the quality of the following Sa
I would not buy 5. Value from 1 to 7(1 ↔ Valero wines Bombero Joven 2014	or I don't like it; 7-> Outstanding) the quality of the following Sa
5. Value from 1 to 7(1 ↔ Valero wines	1 2 3 4 5 6 7
5. Value from 1 to 7(1 -> Valero wines Bombero Joven 2014 Bombero Gran Rese La Cantera Reserva	1 2 3 4 5 6 7 A streat 2009
5. Value from 1 to 7(1 -> Valero wines Bombero Joven 2014 Bombero Gran Rese La Cantera Reserva	1 2 3 4 5 6 7
I would not buy 15. Value from 1 to 7(1 -> Valero wines Bombero Joven 2014 Bombero Gran Rese La Cantera Reserva	1 2 3 4 5 6 7 A crea 2009
I would not buy 15. Value from 1 to 7(1 -> Valero wines Bombero Joven 2014 Bombero Gran Rese La Cantera Reserva	1 2 3 4 5 6 7 A 2009 2007 I don't like it : 7-> Outstanding) the quality of the following San
I would not buy 15. Value from 1 to 7(1 -> Valero wines Bombero Joven 2014 Bombero Gran Rese La Cantera Reserva 16. Value from 1 to 7 (1->	1 2 3 4 5 6 7 A 2009 2007 I don't like it : 7-> Outstanding) the quality of the following San



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2. Sex			
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Male Female			
Female			
3, Age			
18-35 years old			
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7			
4, Occupation =			
Student			
Worker			
Unemployed			
Retired			
5. Choose an option about your f	requency of win	e consumption	
Daily			
Several days a week			
Weekend			
Occasionally			
Never			
O Neval			
6, What kind of wine do you usua	illy drink more o	ften?	
White wines			
Red wines			
Pink wines			
~ · · ·			

7.	Choose an option about your motivations to make a purchase (You can choose several options)
	Seleccione todos los que corresponden.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8.	Value from 1 to 7 (1-> less important ; 7 ⇒ very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma Colour
9.	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
	<u> </u>
10.	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11,	If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
	Vive never heard of it
	Little market presence
	Otro:
12.	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not consumer, Why?	
Selecciona todos los que corres _i	pondan.
The price is too high	
[] I don't like their grape varie	ty
don't like their quaratee of	forigin
i don't liike their organolept	tic qualities
14. Choose an option about the p	urchase of these wines
() I would buy these wines	and would recommend buying
I would buy these wines	but would not recommend buying
	nes and would not recommend buying
I would not buy these win	les and would not reconnicted onlying
Valero wines	like it; 7->Outstanding) the quality of the following San
	1 2 3 4 5 6 7
Bombero Joven 2014 (1 2 3 4 5 6 7
Bombero Joven 2014 Bombero Gran Reserva 2009	1 2 3 4 5 6 7
	1 2 3 4 5 6 7
Bombero Gran Reserva 2009 La Cantera Reserva 2007	1 2 3 4 5 6 7 like it7-> outstanding) wines of San Valero Winery
Bombero Gran Reserva 2009 La Cantera Reserva 2007	
Bombero Gran Reserva 2009 La Cantera Reserva 2007 (16. Value from 1 to 7 (1-> I don't	like it7-> outstanding) wines of San Valero Winery



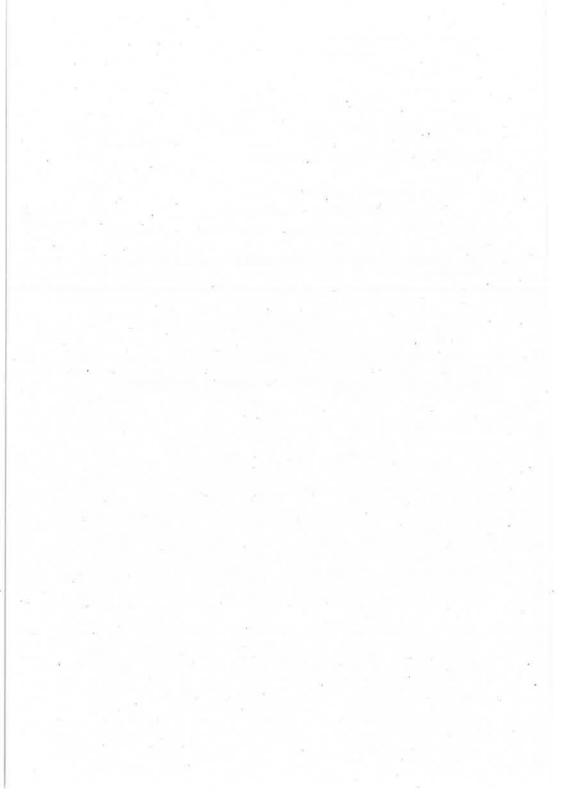
1. Nationality		
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		- 6
2. Sex		
Male		
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3. Age		
18-35 years old		
36-60 years old		
+60 years old		
4. Occupation		
4, Occupation		
Student		
Worker		- 1
Unemployed		
Relired		
5. Choose an option about your frequency of	of wine consu	mption
2 Daily		
Several days a week		
Weekend		
Occasionally		
Never		
What kind of wine do you usually drink m	iare otten?	
White wines		
Red wines		
Pink wines		
Specialization		

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
~
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic
qualities
1 2 3 4 5 6 7
Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Aroma
Colour
The state of the s
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
. 2
10. Do you know San Valero Winery and the quarantee of origin of Cariflena?
10. 20 700 11.10 11
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options)
Seleccione todos los que correspondan.
I've never heard of it
Little market presence
Otro:
Otto.
12. Are you consumer of these withes?
Yes (continues in question number 14)
No (continues in question number 13)

	f you are not consumer, why?
5	Selecciona todos los que correspondan
	The price is too high
	I don't like their grape variety
	I don't like their quaratee of origin
	1 don't liike their organoleptic qualities
14. 9	Choose an option about the purchase of these wines
	I would buy these wines and would recommend buying
	I would buy these wines but would not recommend buying
	I would not buy these wines and would not recommend buying
15, 1	Value from 1 to 7(1 → 1 don't like it; 7-> Outstanding) the quality of the following San
,	Valero wines
	1 2 3 4 5 6 7
	Bombero Joven 2014
	Bombero Gran Reserva 2009

16. Value from 1 to 7 (1->) don't like it ...7-> outstanding) wines of San Valero Winery

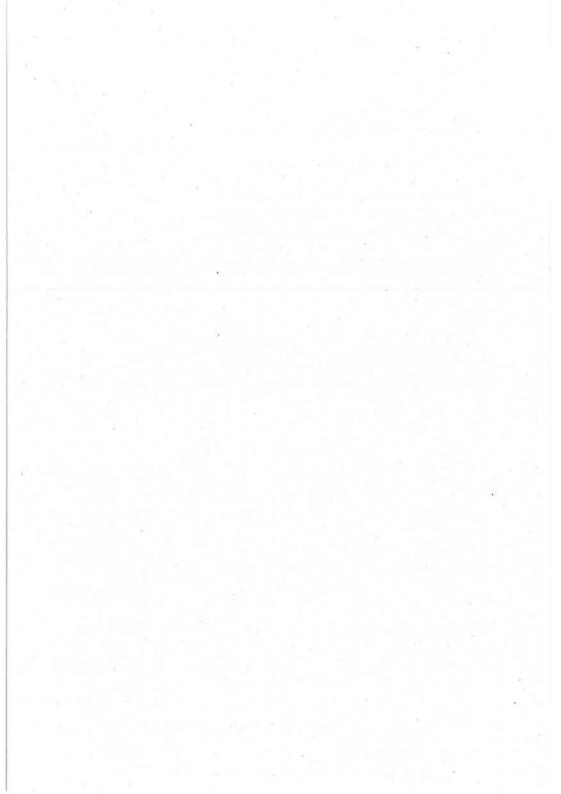
La Cantera Reserva 2007



1. Nationality	
2. Sex	
Male Female	
3. Age	
18-35 years old 36-60 years old	
+60 years old 4. Occupation	
Student Worker	
Unemployed Retired	
5. Choose an option about you	r frequency of wine consumption
Daily Several days a week	
Weekend Occasionally	
Never 6. What kind of wine do you us	ually drink more often?
White wines	
Red wines Pink wines	
Sporkling stanes	

Choose an option about your motivations to make a purchase (You can choose sever options)	al
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
☐ Bottle design	
Recommendations and awards	
∏ Brand	
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organoleptic	
qualities.	
1 2 3 4 5 6 7	
Flavour COCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCOCO	
Aroma (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariflena?	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
 If you don't know this winery, Why? (you can choose several options) Selections todos los que correspondan. 	
I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	
- D	

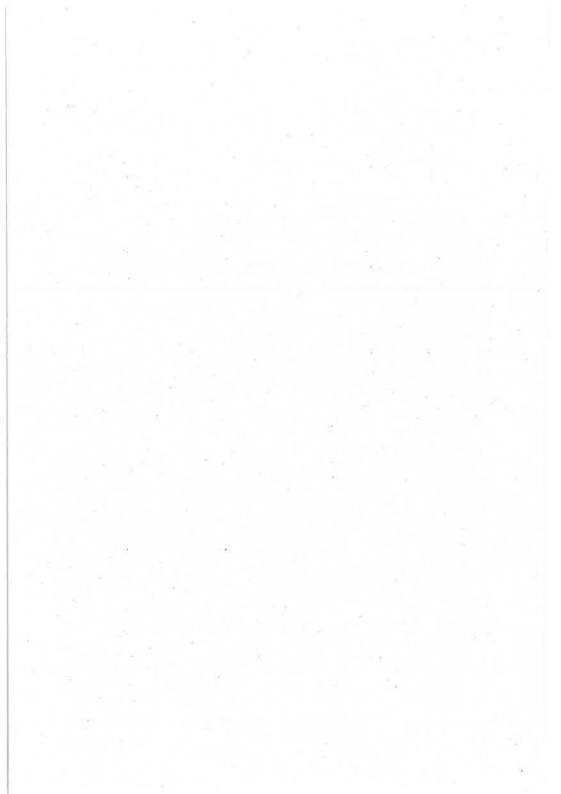
13, IF	you are not consumer, why?
Se	elecciona todos los que correspondan.
	The price is too high
	I don't like their grape variety
	I don't like their quaratee of origin
[I don't liike their organoleptic qualities
14, Cl	ncose an option about the purchase of these wines
(would buy these wines and would recommend buying
(would buy these wines but would not recommend buying
(I would not buy these wines and would not recommend buying
	tlue from 1 to 7(1 -> I don't like it ; 7-> Outstanding) the quality of the following San ilero wines
	1 2 3 4 5 6 7
-	Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007
16. Va	lue from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
	1 2 3 4 5 6 7



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2. Sex		
Male		
Famale		
3. Age		
s. Age		
18-35 years old		
36-60 years old		
+60 years old		
(2)		
4. Occupation		
Student		
Worker		
Unemployed		9
Retired		
5. Choose an option about your fr	equency of wine	consumption
Oaily		_ 0
Several days a week		
Weekend		
Occasionally		
Never		
6. What kind of wine do you usual	ly drink more ofte	en?
-2		
White wines		
Red wines		
Pink wines		
C Sportling wines		. 3

 Choose an option about your motivations to make a purcha options) 	ase (You can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	-
Frand	
IJ	
8. Value from 1 to 7 (1-> less important; 7 -> very important)	different organoleptic
qualities.	
Se v	
1 2 3 4 5 6 7	
Flavour OCC	
Aroma (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Colour XXXXXX	
9. Choose an option according to your preferences.	4
Strong and full-bodied wines	
Soft and easy drinking wines	
Don't still easy dimining wines	
10. Do you know San Valero Winery and the quarantee of origi	n of Cariñena?
Yes (continues in question number 12)	
No (answer the following question and let the survey)	- ×
THE T	
11. If you don't know this winery, Why? (you can choose seve	ral options)
Selecciona todos los que correspondan.	A 60
I've never heard of it	
Little market presence	
Otro:	
Lower cell	
12. Are you consumer of these wines?	9.
Yes (continues in question number 14)	
No (continues in question number 13)	
, -	

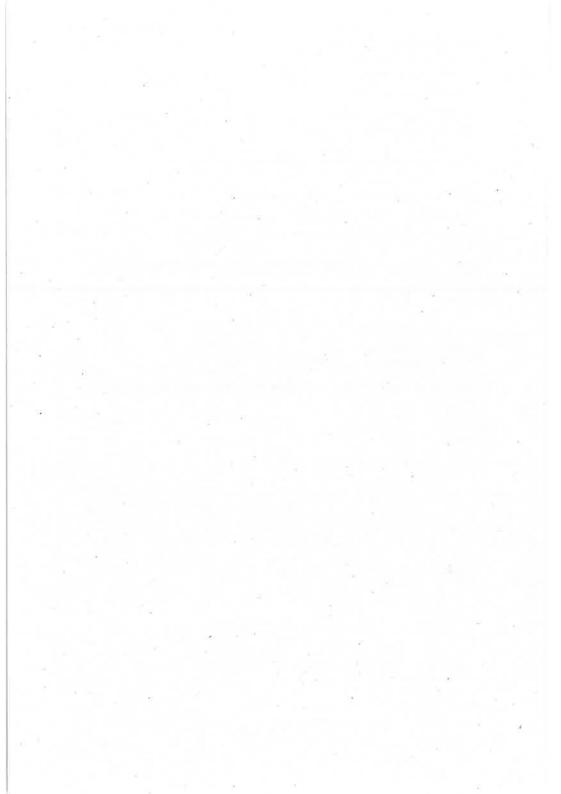
13; If you are not consumer, why? Seleccione todos los que correspondan.	
The price is too high	
1 don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
would buy these wines but would not recommend buying	
(would not buy these wines and would not recommend buying	
1 2 3 4 5 6 7	
Bornbero Joven 2014	
Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
6. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Va	alero Winery
1 2 3 4 5 6 7	'



1. Nationality	
2. Sex	
Male Female	
3. Age	
19-35 years old 36-60 years old +60 years old	
4. Occupation	
Student Worker Unemployed Retired	:4
5. Choose an option about your frequency of wine consu	mption
Daily Several days a week Weekend Occasionally Never	
6. What kind of wine do you usually drink more often?	
White wines Red wines Pink wines	

7. Choo òptio	se an option about your motivations to make a purchase (You can choose s is)	everal
Selec	ciona todos los que correspondan.	
	Quarantee of origin	
120	Price	
50	Grape variety	
	Bottle design	
*	Recommendations and awards	
	Brand	
a Malus	Co	
g, varue qualit	from 1 to 7 (1-> less important ; 7 -> very Important) different organoleptic iss.	;
400		
	1 2 3 4 5 6 7	
Fla	our CCCCC	
Arc	Send Send Send Send Send Send Send	
Co	our (1)11112	
9. Choo	se an option according to your preferences.	
-		
180	Strong and full-bodied wines	
Y-		
	Soft and easy drinking wines	
10. Do yo	u know San Valero Winery and the quarantee of origin of Carifiena?	
(7	Yes (continues in question number 12)	
	No (answer the following question and let the survey)	
11. If you	don't know this winery, Why? (you can choose several options)	
Selec	ciona todos los que correspondan,	
	ve never heard of it	
	ittle market presence	
	Otro;	
40 840 1	ou consumer of these wines?	
12. Are y	20 Consolute, of guese Milites i	
-6		
	Yes (continues in question number 14)	
· 'O	No (continues in question number 13)	

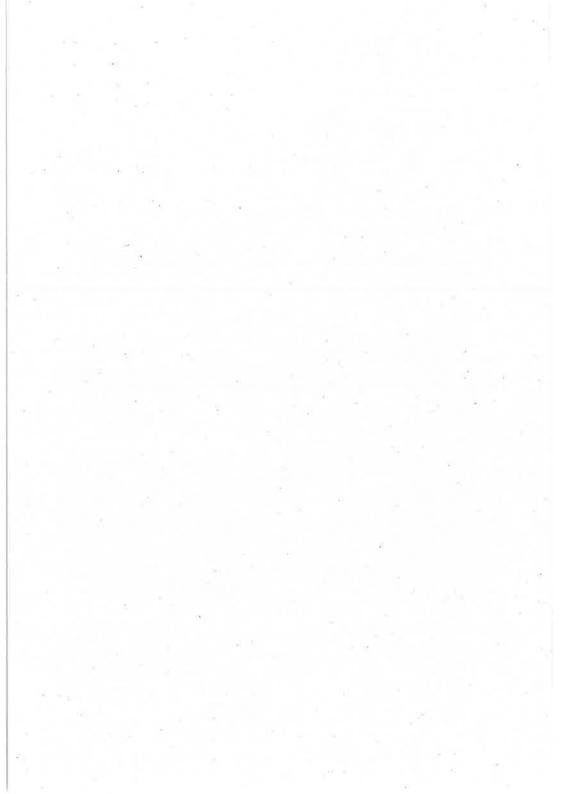
13. If you are not consumer, why Selecciona todos los que corres		an.									
The price is too high											
I don't like their grape varie	ety	,									
I don't like their quaratee o	of origi	п									
I don't lilke their organolep	tic qu	alities									
14. Choose an option about the p	ourcha	ise of	i thes	e wi	nes						
would buy these wines	and w	ould r	ecom	men	d buy	ìng					
I would buy these wines	but w	ould n	ot red	omn	nend I	ouying	9				
I would not buy these wi								of the	follov	vina Se	n
Valero wines					•		,				
Ar .	1	2	3	4	5	6	7				
Bombero Joven 2014		\supset	\supset X			8	$\overline{}$				
Bombero Gran Reserva 2009 La Cantera Reserva 2007 (\Rightarrow	X	\Rightarrow	\supseteq	\supseteq	2	9				
La Califera Reserva 2007		_^	_^	_^		7					
16. Value from 1 to 7 (1-> (don't	like It	7->	outs	tand	ling)	wines	s of Sa	ın Val	ero W	inery	
1 2 3 4	5	5	6	7	7						
0000	1	- N	-	1/200	-						



1. Nationality	
,	
2. Sex	
Male Female	
Female	*
3. Age	
19.35 years old	
18-35 years old 36-60 years old +60 years old	
#60 years old	
100 years sid	
4. Occupation	
Student Student	
○ Worker	
Worker Unemployed	
Retired	
5. Choose an option about your fo	requency of wine consumption
Oaily	
Several days a week	
Weekend	
Occasionally	
Never	
6: What kind of wine do you usua	lly drink more often?
White wines	4
Red wines	
Pink wines	
Carlina minus	

7	Choose an option about your motivations to make a purchase (You can choose sever options)
	Selecciona todos los que corresponden.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
8	Value from 1 to 7 (1→ less important ; 7 → very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Colour
9	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
10	Do you know San Valero Winery and the quarantee of origin of Cariflena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
11	. If you don't know this winery, Why? (you can choose several options)
	Seleccione todos los que correspondan.
	(ve never heard of it
	Little market presence
	Otro:
12	Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)

13. If you are not consumer, why?
Selecciona todos los que correspondan.
The price is too high
I don't like their grape variety
I don't like their quaratee of origin
I don't like their organoleptic qualities
14. Choose an option about the purchase of these wines
I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
I would not buy these wines and would not recommend buying
4
15. Value from 1 to 7(1 → 1 don't like it; 7→Outstanding) the quality of the following San Valero wines
1 2 3 4 5 6 7
Bombero Joven 2014
Bombero Gran Ressna 2009
La Cantera Reserva 2007 (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery
1 2 3 4 5 6 7
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1. Nationality
2. Sex
Male Female
3. Age
18-35 years old 36-80 years old +60 years old
4. Occupation
Student Worker Unemployed Retired
5. Choose an option about your frequency of wine consumption
Daily Several days a week Weekend Occasionally Never
6. What kind of wine do you usually drink more often?
White wines Red wines Pink wines Sporkling wines

	 Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	A Bottle design
	Recommendations and awards
	Brand
	Diano
;	3. Value from 1 to 7 (1⇒ less important ; 7 ⇒ very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour
	Aroma
	Colour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
	Choose an option according to your preferences.
	Strong and full-bodied wines
	Soft and easy drinking wines
1	Do you know San Valero Winery and the quarantee of origin of Cariñena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
	The (allowed the following question and lot the source)
1	If you don't know this winery, Why? (you can choose several options) Seleccione todos los que correspondan.
	I've never heard of it
	Little market presence
	Otro:
1:	2. Are you consumer of these wines?
	Yes (continues in question number 14)
	No (continues in question number 13)
	C 110 Language in depositor manager (a)

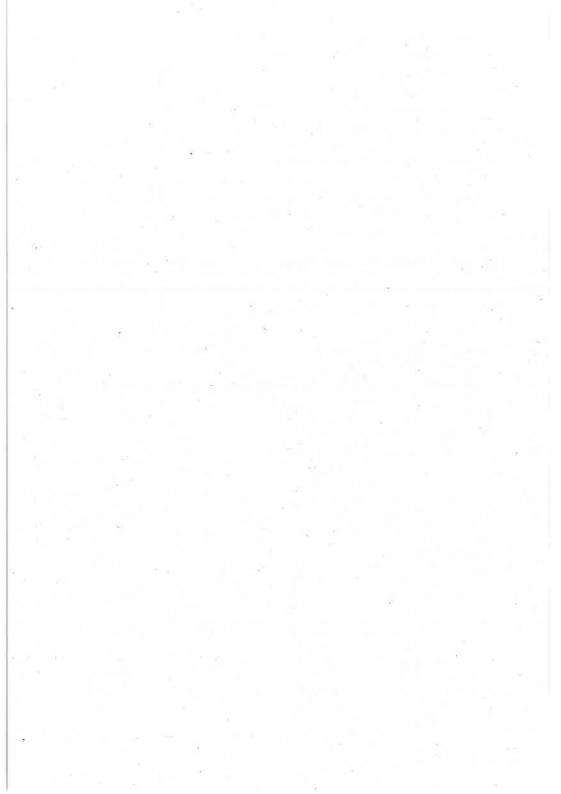
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1 2014 Reserva 2009	it ; 7-> Outstand	ding) the qual	
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erva 2007		X	5
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 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1-> less important; 7 -> very important) different organoleptic
qualities.
1 2 3 4 5 6 7
Flavour
Aroma Colour
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Cariffena?
Company of the control of the contro
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

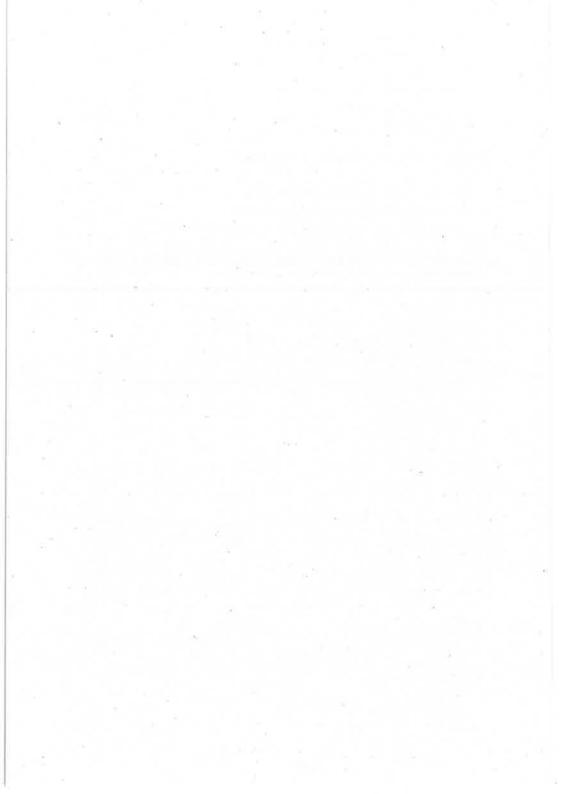
	If you are not consumer, w Seleccione todos los que con	•	an.									
	The price is too high	,										
	I don't like their grape v	ariety										
	I don't like their quarate	,	in									
	I don't liike their organo	_		;								
										- 2		
14.	Choose an option about th	e purch	ase o	f the	se wi	nes						
	(2) I would buy these win	es and v	Vould	recor	nmen	d buy	ing					
	I would buy these win	es but w	ould r	not re	comn	nend 1	buying)				
	I would not buy these	wines a	nd wo	uld n	ot rec	отт	end b	Jying				
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15.	· ·	n't like							of th	e follo	wing Sar	1
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	Bombero Joven 2014 Bombero Gran Reserva 20 La Cantera Reserva 2007 Value from 1 to 7 (1-> I do	1 09 n't like	2 it7-	3 	4 Stand	5 	6	8				1



1. Nationality	
	4
2. Sex	
2. 30%	
Male	
Female	
3. Age	
18-35 years old	
36-60 years old	
+60 years old	
4. Occupation	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequency of	wine consumption
Daily	
Several days a week	
Weekend	
Occasionally	¥
Never	
6. What kind of wine do you usually drink mor	re often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose options) 	several
Selecciona todos los que correspondan,	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important ; 7 -> very important) different organolept	ic
qualities.	
1 2 3 4 5 6 7	
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Colour	
Charac on autien according to your profession	
9. Choose an option according to your preferences.	
() Strong and full-bodied wines	
Soft and easy drinking wines	
Soft and easy difficulty writes	
10. Do you know San Valero Winery and the quarantee of origin of Carinena?	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selections todos los que corresponden.	
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Little market presence	
Olro.	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

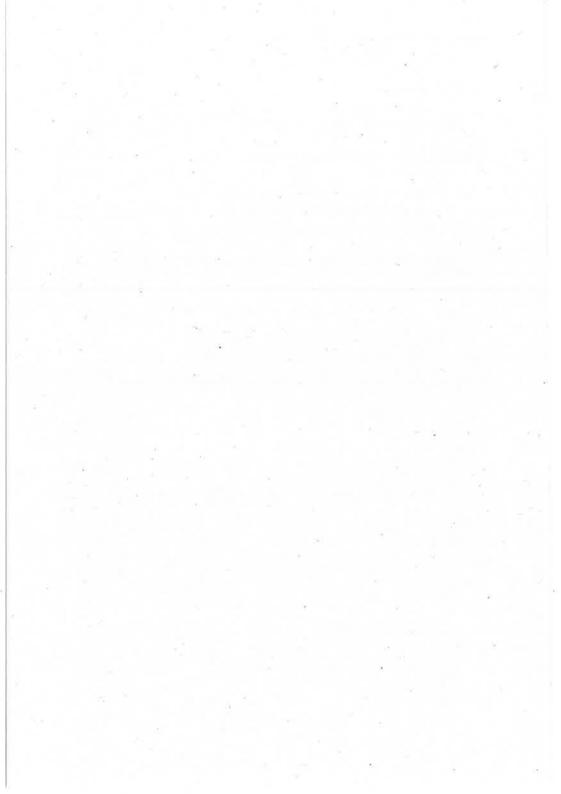
13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
J don't like their grape variety	20
l don't like their quaratee of origin	*,
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
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I would not buy these wines and would not recommend buying	
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Bombero Gran Reserva 2009	
La Cantera Reserva 2007	
16, Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San	Valero Winery
1 2 3 4 5 6 7	
000000	



1. Nationality	
2. Sex	
Male Male	
Female	
3. Age	
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36-60 years old	
_	
+60 years old	
4, Occupation	
4, Sociapation	9. 1
Student	
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Worker Unemployed	
Retired	
5. Choose an option about your frequency of wine consumption	n
	a v
Daily	
Several days a week	
Weekend	
Occasionally	
Never	
6. What kind of wine do you usually drink more often?	
White wines	
Red wines	
Pink wines	
O continue visco	

7	 Choose an option about your motivations to make a purchase (You can choose several options)
	Selecciona todos los que correspondan.
	Quarantee of origin
	Price
	Grape variety
	Bottle design
	Recommendations and awards
	Brand
	Walnu from 4 to 7 (4 > from immediant - 7 > years immediant) different external anti-
ł	3. Value from 1 to 7 (1-> less important; 7 → very important) different organoleptic qualities.
	1 2 3 4 5 6 7
	Flavour Aroma
. 0	Colour
	Strong and full-bodied wines Soft and easy drinking wines
10). Do you know San Valero Winery and the quarantee of origin of Carifiena?
	Yes (continues in question number 12)
	No (answer the following question and let the survey)
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	Tve never heard of it
	Little market presence
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12	Are you consumer of these wines?
	(Z) Yes (continues in question number 14)
	No (continues in question number 13)
3	Mo (continues in destroit transcer 15)

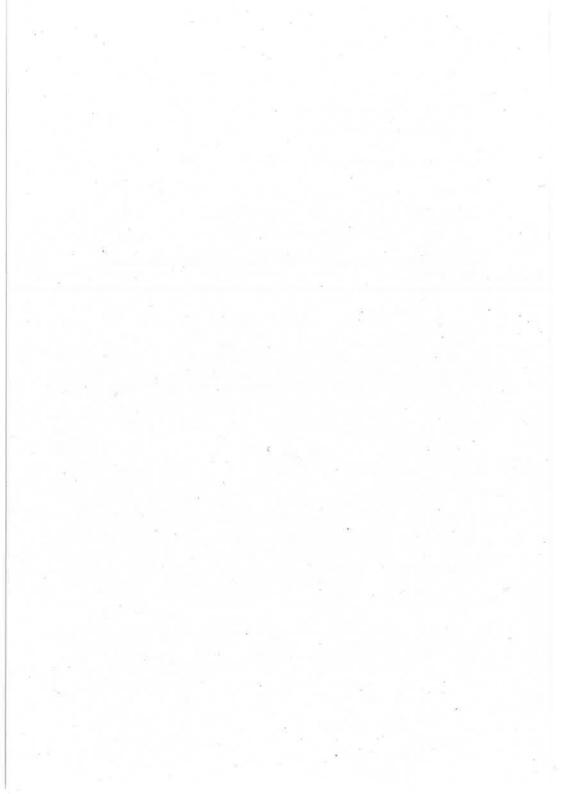
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4. Choose an option about the purchase of these wines I would buy these wines and would recommend buying I would buy these wines but would not recommend buying I would not buy these wines and would not recommend buying 5. Value from 1 to 7(1 -> 1 don't like it; 7-> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 6. Value from 1 to 7 (1-> 1 don't like it7-> outstanding) wines of San Valero Winery		I don't like their quaratee of origin
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15. Value from 1 to 7(1 > I don't like it; 7.> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1 > I don't like It 7 > outstanding) wines of San Valero Winery		I would buy these wines but would not recommend buying
15. Value from 1 to 7(1 > I don't like it; 7.> Outstanding) the quality of the following San Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1 > I don't like It 7 > outstanding) wines of San Valero Winery		1 would not buy these wines and would not recommend buying
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La Cantera Reserva 2007 6. Value from 1 to 7 (1-> I don't like it?-> outstanding) wines of San Valero Winery	15.	Valero wines
6. Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Winery	5.	Valero wines 1 2 3 4 5 6 7
	5.	"1 2 3 4 5 6 7 Bombero Joven 2014
	5.	Valero wines 1 2 3 4 5 6 7 Bombero Joven 2014 Bombero Gran Reserva 2009
		Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Winery
		Value from 1 to 7 (1-> I don't like It7-> outstanding) wines of San Valero Winery
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1. Nationality		
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Maje		
Female		
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18-35 years old 36-60 years old	4	
36-60 years old		
+60 years old		
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Several days a week		
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6. What kind of wine do you usually d	rink more ofte	n ?
P. AAUSE KILLE OF MILE OF JOS GREEN'S C	IIIIK IIIOI O OILO	
White wines		
-		
Red wines		
Pink wines		
Sporkling wines		

Choose an option about your motivations to options)	makė a purchase (You can choose several
Seleccione todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
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 Value from 1 to 7 (1-> less important; 7 -> \(\) qualities. 	very Important) different organoleptic
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Flavour (XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
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Colour XXXX	
Strong and full-bodied wines Soft and easy drinking wines	
10. Do you know San Valero Winery and the qu	arantee of orlgin of Cariñena?
- x	
Yes (continues in question number 12)	
No (answer the following question and l	et the survey)
11. If you don't know this winery, Why? (you consections today los que corresponden.	an choose several options)
i've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	*
No (continues in question number 13)	
The (SERVINGES III Specifical Harrison 10)	

13. If you are not consumer, why?						
Selecciona todos los que correspondan	l.					
The price is too high						
I don't like their grape variety						
I don't like their quaratee of origin						
I don't liike their organoleptic quali	íties					
A CONTINUE CIGNIC GOLD GOLD	ICO S					
14. Choose an option about the purchas	e of the	se wh	nes			
11,						
			Na anata			
I would buy these wines and wo	uid recor	nmeno	i buyır	ıg		
I would buy these wines but wou	uld not re	comm	end b	uying		
I would not buy these wines and	would n	ot reco	mme	nd bu	ying	
15. Value from 1 to 7(1 → 1 don't like it						
Valero wines						2
	2 3	4	5	6	7	*
4	2 3	4	5	6	7	a a
1	2 3	4	5	6	7	*
Bombero Joven 2014	2 3	4	5	6	7	
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	38	4			3	*
Bombero Joven 2014 Bombero Gran Reserva 2009	38	4			3	n Valero Winery
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	38	4 Stand			3	n Valero Winery
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007 16. Value from 1 to 7 (1-> I don't like It.	7-> ou		Oling) v		3	n Valero Winery
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	38				3	n Valero Winery
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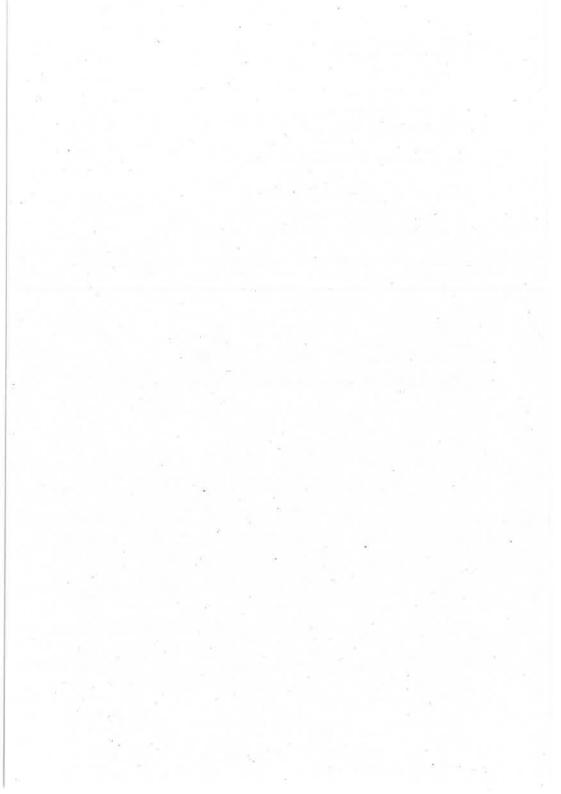


1. Nationality	
0.604	
2. Sex	
(Male	
Male Female	
3. Age	
18-35 years old	
36-60 years old +60 years old	
700 years old	
4. Occupation	
Student	
Worker Unemployed	
Retired	
5, Choose an option about your frequency of	wine consumption
Daily	
Several days a week	
Weekend Occasionally	
Never	
O Ideael	
6. What kind of wine do you usually drink mo	re often?
White wines	
Red wines	
Pink wines	
Sporkling wines	

options)	
Selecciona todos los que correspondan	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
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g. Value from 1 to 7 (1-> less important; 7 -> very important) different of qualities.	rganoleptic
1 2 3 4 5 6 7	
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9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
p. Do you know San Valero Winery and the quarantee of origin of Carifie	na?
,	****
Yes (continues in question number 12)	1
No (answer the following question and let the survey)	9
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 If you don't know this winery, Why? (you can choose several options Selections todos tos que correspondan. 	3)
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Little market presence Otro:	
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Otro:	

7. Choose an option about your motivations to make a purchasa (You can choose several

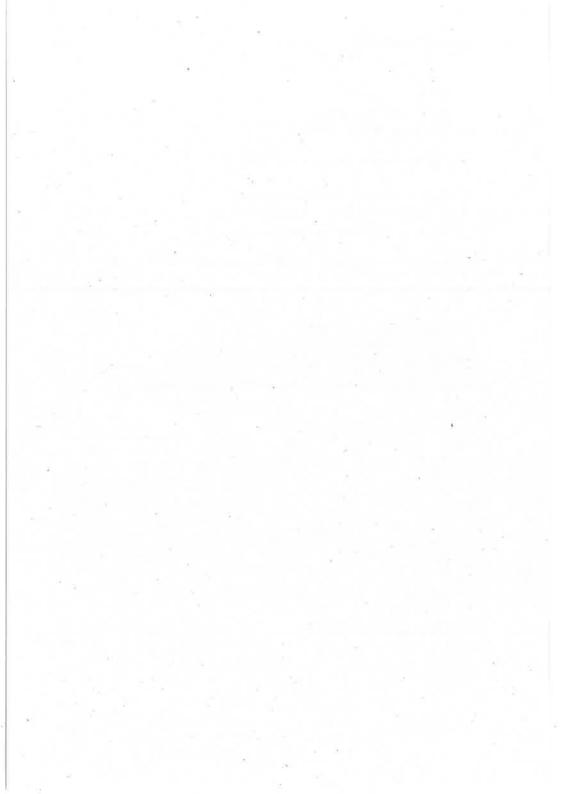
13. If you are not consumer, why? Selecciona todos los que correspondan.	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't liike their organoleptic qualities	
14. Choose an option about the purchase of these wines	
8	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
15. Value from 1 to 7(1 -> I don't like it; 7-> Outstanding) the quality of the follows:	owing San
Valero wines	
1 2 3 4 5 6 7	
Bombero Joven 2014 Bombero Gran Reserva 2009 La Cantera Reserva 2007	
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero	Winery
1 2 3 4 5 6 7	
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1. Nationality	
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2. Sex	
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3. Age	
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4. Occupation	
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5. Choose an option about your frequen	ncy of wine consumption
Daily	
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<u> </u>	
6. What kind of wine do you usually dri	ink more often?
	. 8
White wines	
Red Wines	
Plnk wines	
Sporkling wines	

Choose an option about your motivations to make a purchase (You can choose sev options)	eral
Selecciona todos los que correspondan.	
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Grape variety	
Sottle design	
Recommendations and awards	
☐ Brand	
 Value from 1 to 7 (1-> less important; 7 → very important) different organoleptic qualities. 	
4	
1 2 3 4 5 6 7	
Flavour	
Aroma	
Colour	
9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?	
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11. If you don't know this winery, Why? (you can choose several options) Selecciona todos los que correspondan.	
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No (continues in question number 13)	
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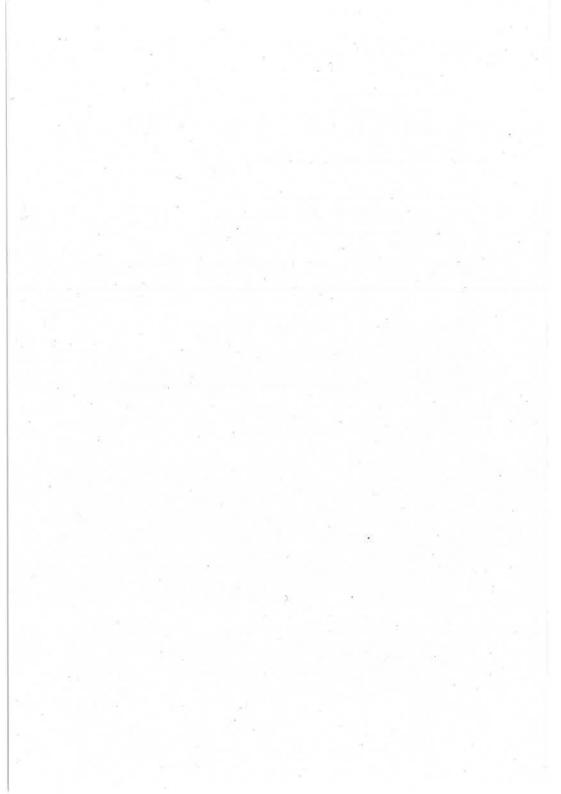
3.	If you are not consumer, why? Selectiona todos los que correspondan.
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N.	I don't like their grape variety
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	I would not buy these wines and would not recommend buying
15.	Value from 1 to 7(1 \sim 1 don't like it ; 7 \sim Outstanding) the quality of the following Sa Valero wines
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	La Cantera Reserva 2007



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Sporkling wines	

 Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
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8. Value from 1 to 7 (1-> less important ; 7 ⇒ very important) different organoleptic
qualities.
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Flavour () () () () () () () () () (
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9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10, Do you know San Valero Winery and the quarantee of origin of Carifiena?
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12. Are you consumer of these wines?
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No (continues in question number 13)
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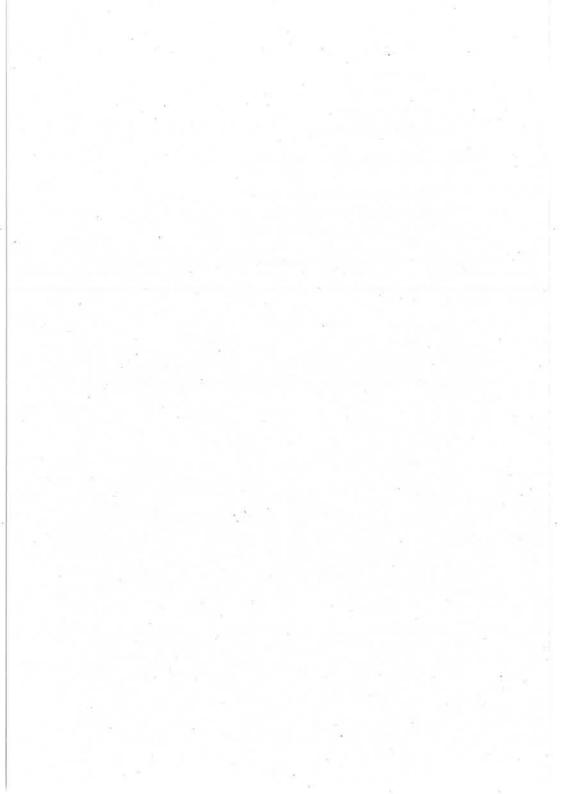
13	If you are not consumer, why?
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15.	Value from 1 to 7(1 → I don't like it ; 7→Outstanding) the quality of the following San Valero wines
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15.	1 2 3 4 5 6 7 Bombero Joven 2014
15.	1 2 3 4 5 6 7
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White wines	
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Sporkling wines	

 Choose an option about your motivations to make a p options) 	urchase (You can choose several
Seleccione todos los que correspondan.	
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Choose an option according to your preferences.	
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Strong and full-bodied wines	
Soft and easy drinking wines	
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10. Do you know San Valero Winery and the quarantee of	origin of Catifiena?
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12. Are you consumer of these wines?	
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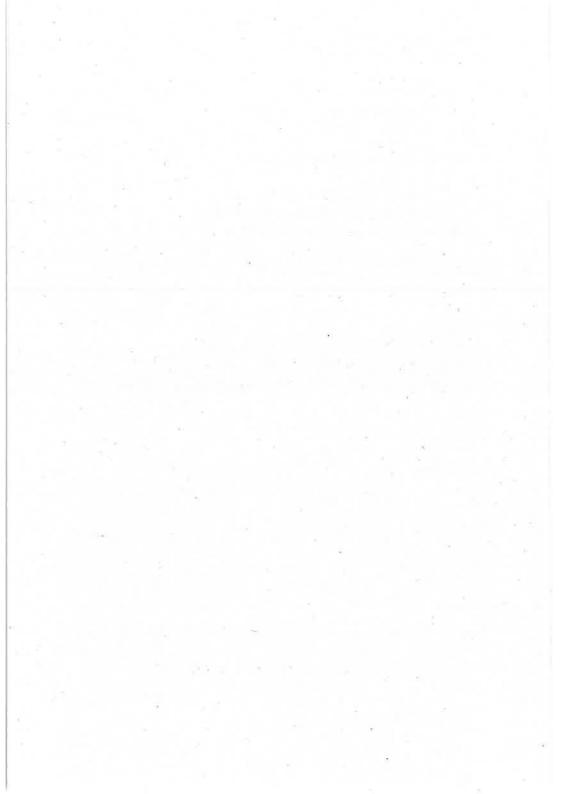
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No (continues in question number 13)	
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3.	If you are not consumer, why? Seleccione rodos los que correspondan.	
	The price is too high	
	don't like their quaratee of origin	
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4,	Choose an option about the purchase of these wines	
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	I would buy these wines but would not recommend buying	
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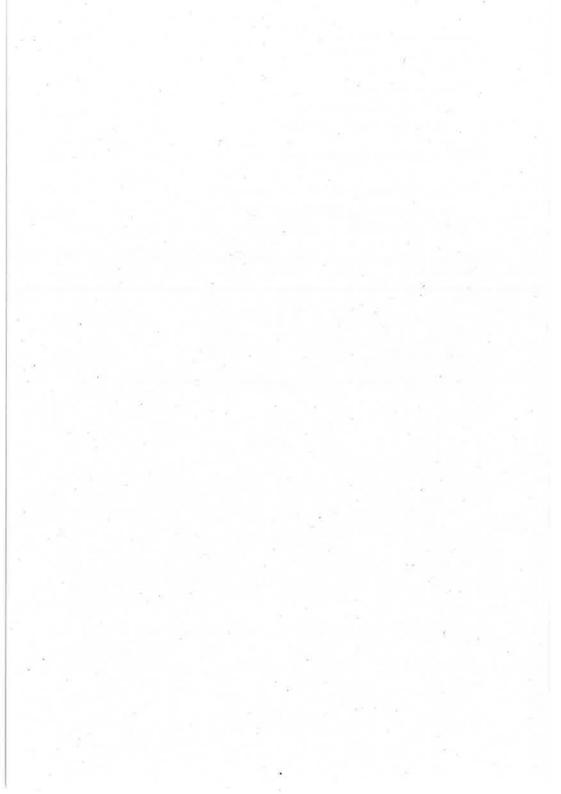


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Several days a week	
Weekend	
Occasionally	*
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6. What kind of wine do you u	usually drink more often?
residence.	
White wines	
Red wines	
Pink wines	
Sporkling wines	

options)	
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
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Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1-> less important; 7 -> very important) different org qualities.	anoleptic
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9. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Carifien	a? 🥶
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several options) Selectione todos los que correspondan.	
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Little market presence	
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12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

7. Choose an option about your motivations to make a purchase (You can choose several)

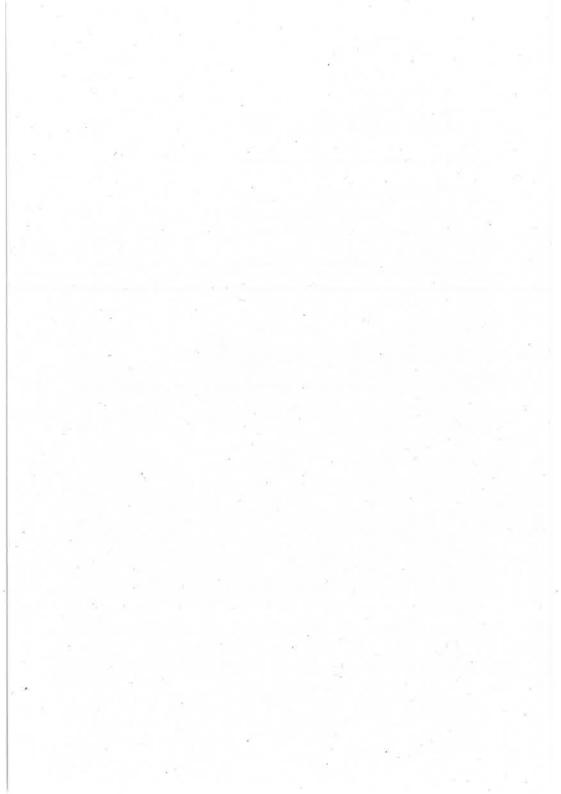
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1 2 3 4 5 6 7	1 2 3 4 5 6 7	Value from 1 to 7(Valero wines Bombero Joven 2 Bombero Gran R La Cantera Rese	1 -> I don't like 1 2014 eserva 2009 rva 2007	2	Outstand	s S	he qu	7			
1 2 3 4 5 6 7	1 2 3 4 5 6 7	Value from 1 to 7(Valeto Wines Bombero Joven 2 Bombero Gran R La Cantera Rese	1 -> I don't like 1 2014 eserva 2009 rva 2007	2	Outstand	s S	he qu	7			
		Value from 1 to 7(Valeto wines Bombero Joven 2 Bombero Gran R La Cantera Rese	1 -> I don't like 1 2014 eserva 2009 rva 2007	2	Outstand	s S	he qu	7			
		Bombero Joven 2 Bombero Gran R La Cantera Rese	1 -> I don't like 1 2014 eserva 2009 rva 2007 (1-> I don't like	2 2 3 it7->	Outstand 3 4	5 ding) t	he qu	7			
		Bombero Joven 2 Bombero Gran R La Cantera Rese	1 -> I don't like 1 2014 eserva 2009 rva 2007 (1-> I don't like	2 2 3 it7->	Outstand 3 4	5 ding) t	he qu	7			



1. Nationality	
\bigcap .	
2. Sex	
(Male	
Female	
0	
3. Age	
18-35 years old	•
36-60 years old	
+60 years old	
Too years old	
4, Occupation	
4, 000spenon	1 b_
C Student	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequence	y of wine consumption
Dally	
Several days a week	
Weekend	*
Occasionally	
Never	
6. What kind of wine do you usually drint	k more often?
	8
White wines	
Red wines	
Pink wines	
Sporkling wines	91

 Choose an option about your motivations to make a purchase (Yo options) 	u can choose several
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
Grape variety	
Bottle design	
Recommendations and awards	
☐ Brand	
 Value from 1 to 7 (1-> less important; 7 -> very important) differe qualities. 	nt organoleptic
1 2 3 4 5 6 7	
Flavour XXXX	
Aroma	
Colour	
લુ. Choose an option according to your preferences.	
Strong and full-bodied wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Ca	riñena?
10, 00 you know San valero willery and the dumantee of origin of or	100000
Vac / continues in quanties number (2)	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
11. If you don't know this winery, Why? (you can choose several opt Seleccions todos los que correspondan.	lions)
"Tye never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
Yes (continues in question number 14)	
No (continues in question number 13)	

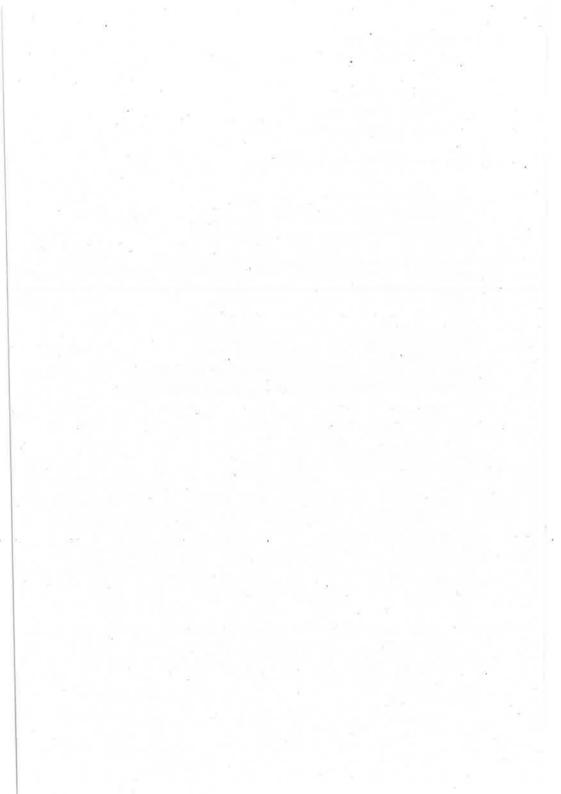
If you are not consumer	, why?
Selecciona todos los que	corresponden.
The price is too high	
I don't like their grap	e variety
I don't like their quar	ratee of origin
l don't lijke their orga	anoleptic qualities
Choose an option about	the purchase of these wines
Committee to the committee of the commit	
I would buy these t	wines and would recommend buying
	wines and would recommend buying wines but would not recommend buying
I would buy these	
I would buy these to I would not buy the Value from 1 to 7(1 > I	wines but would not recommend buying
I would buy these to I would not buy the Value from 1 to 7(1 > I	wines but would not recommend buying use wines and would not recommend buying
I would buy these to I would not buy the	wines but would not recommend buying use wines and would not recommend buying don't like it; 7-> Outstanding) the quality of the following
I would buy these to I would not buy the Value from 1 to 7(1 > I Valero wines	wines but would not recommend buying use wines and would not recommend buying don't like it; 7-> Outstanding) the quality of the following



1. Nationality		
\square		
V		
2. Sex		
Male		
Female		
3, Age		
3, Aye		
18-35 years old		
36-60 years old		
+60 years old		
4, Occupation		
Student		
Worker Worker		
Unemployed		
Retired		
5. Choose an option about you	it frequency of wine con	eumption
5, 5, 5, 5, 5, 5, 5, 5, 5, 5, 5, 5, 5, 5	windrama or wine con	oumphon
Daily		
Several days a week		
Weekend		
Occasionally		
Never		
6. What kind of wine do you us	ually drink more often?	
10 finite a sulpara		
White wines		
Red wines		
Pink wines	è	
Sporkling wines		

options)	¥C1
Selecciona todos los que correspondan.	
Quarantee of origin	
Price	
	î
Grape variety	
Bottle design	
Recommendations and awards	
Brand	
8. Value from 1 to 7 (1> less important ; 7 > very important) different organoleptic qualities.	
1 2 3 4 5 6 7	
Flavour Aroma	
Colout	
9. Choose an option according to your preferences.	
Λ 14	
Strong and full-bodled wines	
Soft and easy drinking wines	
10. Do you know San Valero Winery and the quarantee of origin of Cariñena?	
Yes (continues in question number 12)	
No (answer the following question and let the survey)	
N. C.	
11. If you don't know this winery, Why? (you can choose several options)	
Seleccione todos los que correspondan.	
() I've never heard of it	
Little market presence	
Otro:	
12. Are you consumer of these wines?	
(Yes (continues in question number 14)	
No (continues in question number 13)	
The Landingo in Apparent regimes (a)	

13. If you are not consumer, why? Selecciona todos los que correspondan.
The price is too high
don't like their grape variety
don't like their quaratee of origin
I don't liike their organoleptic qualities
14. Choose an option about the purchase of these wines
 I would buy these wines and would recommend buying
I would buy these wines but would not recommend buying
i would not buy these wines and would not recommend buying 15. Value from 1 to 7(1 → 1 don't like it; 7 > Outstanding) the quality of the following San Valero wines
Valero wines 1 2 3 4 5 6 7
Bombero Joven 2014 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Bombero Gran Resena 2009 La Cantera Resena 2007
16. Value from 1 to 7 (1-> I don't like it7-> outstanding) wines of San Valero Winery 1 2 3 4 5 6 7



1. Nationality	
^	
2. Sex	
Male	
Female	
2 8 00	
3. Age	
18-35 years old	
36-60 years old	
+60 years old	
00,000	
4, Occupation	
*	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your frequency of wine cor	sumption
Dath.	
Daily Served down a week	
Several days a week Weekend	- 54
Occasionally	
Never	
Never	
6. What kind of wine do you usually drink more often?	
White wines	
Red wines	
Pink wines	
Sporkling wines	

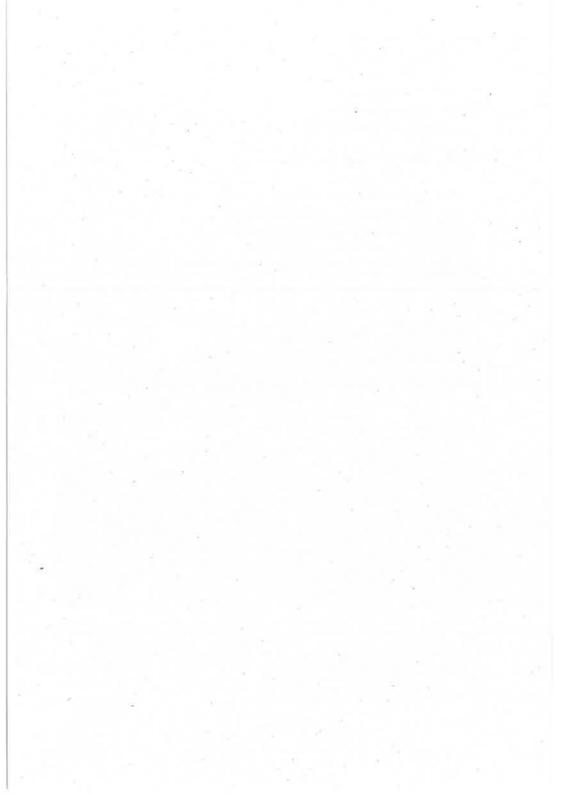
options)
Selecciona todos los que correspondan
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Brand
8. Value from 1 to 7 (1> less important ; 7 > very important) different organolept
qualities.
1 2 3 4 5 6 7
Flavour OOO
Aroma
Colout (1)
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Carlifena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan.
I've never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

7. Choose an option about your motivations to make a purchase (You can choose several

I don't like their grape var	nlety		
I don't like their quaratee	of arigin		
on't liike their organole	optic qualities		·
14. Choose an option about the	purchase of these wines		
() I would buy these wine	s and would recommend buyin	a	
-	s but would not recommend bu		
	vines and would not recommer		
15. Value from 1 to 7(1 → 1 don Valero wines	't like it ; 7->Outstanding) the	e quality of the follo	wing San
	1 2 3 4 5	6 7	
Bombero Joven 2014 Bombero Gran Reserva 200 La Cantera Reserva 2007		38	
16. Value from 1 to 7 (1-> I don	't like it7-> outstanding) w	ines of San Valero V	finery
1 2 3 4	5 6 7		
0080			4
	1		
		5 10	
,	2		

13. If you are not consumer, why?
Selecciona todos los que correspondan.

The price is too high



Sparkling wines

1. Nationality	
\sim	
2. Sex	*
Male Male	
Female	
3. Age	
2 18-35 years old	
36-60 years old	
+60 years old	
4, Occupation	
Student	
Worker	
Unemployed	
Retired	
5. Choose an option about your f	requency of wine consumption
Daily	
Several days a week	
Weekend	
@ Occasionally	
Never	
6. What kind of wine do you usua	my arink more often?
LANCIA	
White wines	
Red Wines	
Pink wines	

Choose an option about your motivations to make a purchase (You can choose several options)
Selecciona todos los que correspondan.
Quarantee of origin
Price
Grape variety
Bottle design
Recommendations and awards
Erand Brand
 Value from 1 to 7 (1→ less important; 7 → very important) different organoleptic qualities.
1 2 3 4 5 6 7
Flavour
Aroma
Colour Co
9. Choose an option according to your preferences.
Strong and full-bodied wines
Soft and easy drinking wines
10. Do you know San Valero Winery and the quarantee of origin of Carlinena?
Yes (continues in question number 12)
No (answer the following question and let the survey)
11. If you don't know this winery, Why? (you can choose several options)
Selecciona todos los que correspondan.
Ve never heard of it
Little market presence
Otro:
12. Are you consumer of these wines?
Yes (continues in question number 14)
No (continues in question number 13)

13. If you are not consumer, why?	
Selecciona todos los que correspondan.	
The price is too high	
I don't like their grape variety	
I don't like their quaratee of origin	
I don't lilke their organoleptic qualities	
14. Choose an option about the purchase of these wines	
I would buy these wines and would recommend buying	
I would buy these wines but would not recommend buying	
I would not buy these wines and would not recommend buying	
15. Value from 1 to 7(1 → I don't like it ; 7.> Outstanding) the quality of the	following San
Valero wines	ionoming oan
1 2 3 4 5 6 7	
Bombero Joven 2014	
Bombero Gran Reserva 2009 La Cantera Reserva 2007	

