

D.1.3.1 Report on wine, food and spirits consumption



Italy – Croatia



DELIVERABLE SUMMARY	
PROJECT INFORMATION	
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Participating partner(s)	Ca' Foscary University of Venice
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Italy – Croatia



Contents

Introduction	1
1. Information about the respondent	2
2. Food consumption	8
3. Wine, spirits, beer and mixed drinks consumption	24



Introduction

Task of the research: to understand modern food preferences, dietary needs, and consumption patterns, which will help identify the common challenges faced by local producers and tourism providers. By understanding these trends, the project intends to develop strategies to enhance the quality and sustainability of local food and drink offerings in tourist destinations. The research, conducted through a comprehensive questionnaire titled "Questionnaire about food, wine, spirits, beer, and mixed drinks consumption," which received responses from 281 respondents. This questionnaire is dedicated to collecting valuable data on tourists' consumption behaviours. This data is crucial to better understand how food, wine, spirits, beer and mixed drinks impact tourists' destination choices and their in-destination behaviour. The questionnaire was carefully designed to capture a broad spectrum of consumer preferences, offering insights into modern food consumption trends and the evolving needs of tourists. The research will lead to the creation of a joint research document, which will provide in-depth analysis and insights into novel food and drink choices, and how these preferences are shaping tourism behaviour.

The activity is being led by the Juraj Dobrila University of Pula (UNIPU), with participation from Ca' Foscari University of Venice. The research team includes experts from both institutions: Juraj Dobrila University of Pula Iva Slivar, PhD, Tamara Floričić, PhD, Anica Dobran Černjul, MSc (Juraj Dobrila University of Pula), and Francesca Checchinato (Ca' Foscari University of Venice).

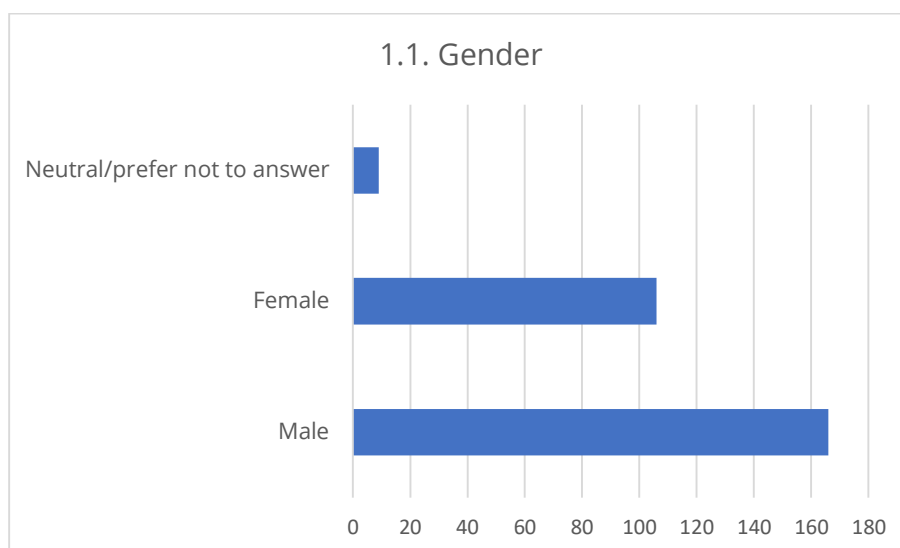


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1. Information about the respondent

1. Information about respondent	
1.1. Gender	
Male	166
Female	106
Neutral/prefer not to answer	9



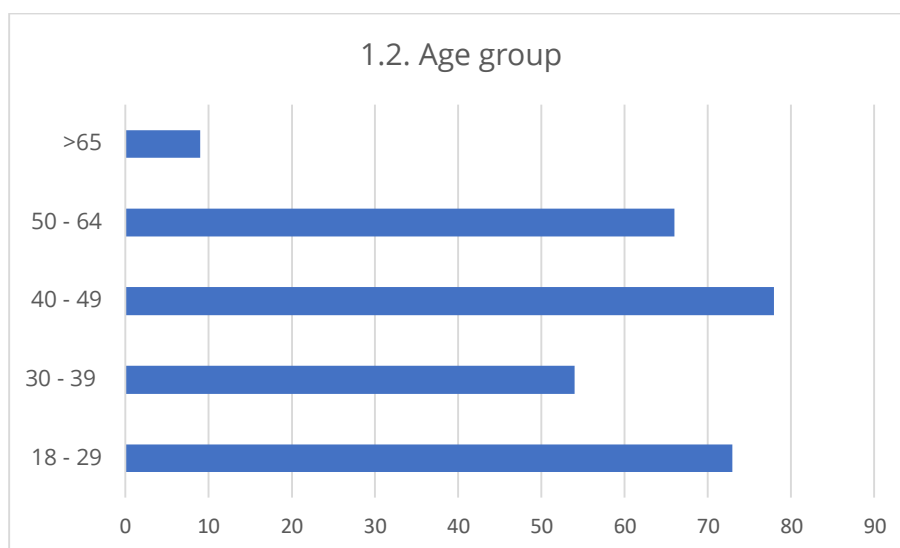
Out of a total of 281 respondents, 166 identified as a male, 106 identified as female and 9 selected neutral/prefer not to answer.



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1.2. Age group	
18 - 29	73
30 - 39	54
40 - 49	78
50 - 64	66
>65	9



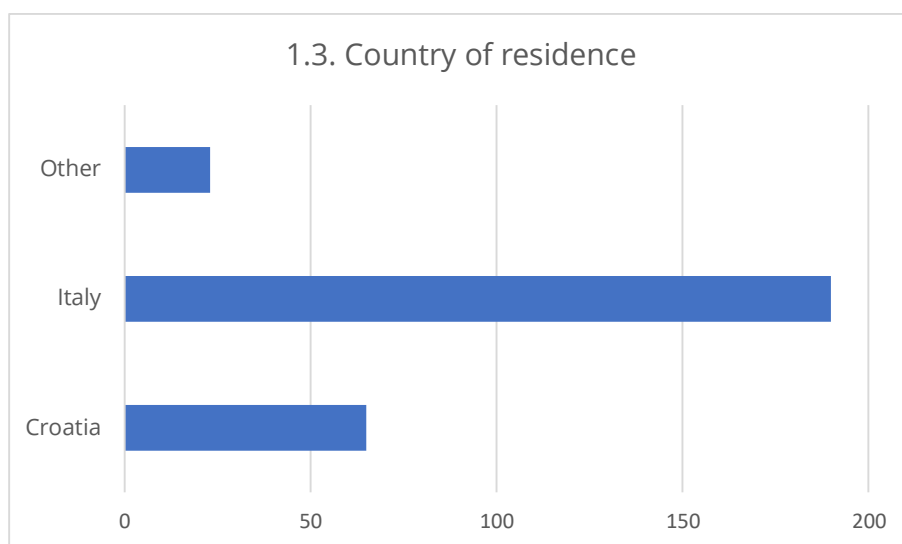
The questionnaire respondents were categorized into five age groups. The largest representation came from the 40–49 (78 respondents) age group, followed by the 18–29 age group (73 respondents) and the 50–64 age group (66 respondents). The 30–39 age group had 54 respondents, while the smallest representation came from respondents aged 65 and older (9 respondents).



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1.3. Country of residence	
Croatia	65
Italy	190
Other	23



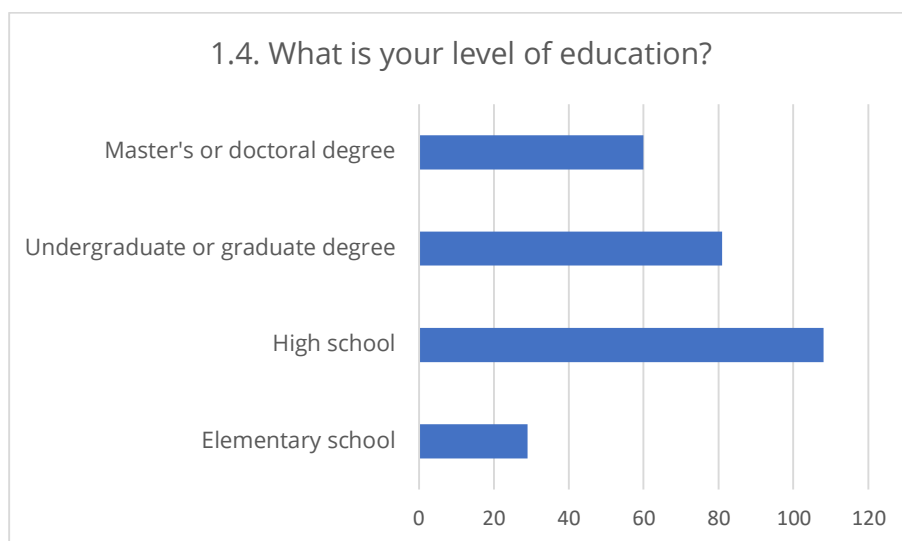
Majority of the respondents are from Italy (190 respondents), while 65 of respondents are from Croatia. Remaining respondents choose "Other" (23 respondents). Respondents who selected "other" stated that they come from the following countries, seven respondents are from Serbia, while one respondent each comes from the following countries: Austria, Germany, Montenegro, Ireland, Denmark, Slovenia, France, and Australia.



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1.4. What is your level of education?	
Elementary school	29
High school	108
Undergraduate or graduate degree	81
Master's or doctoral degree	60



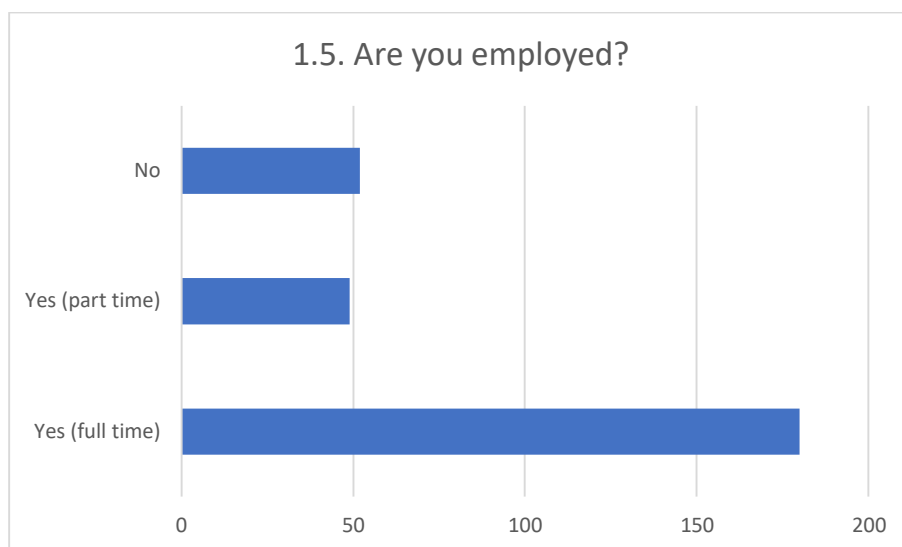
The questionnaire respondents have varying levels of education. The majority, 108 respondents, reported having completed high school, making it the largest group. The second largest group consists of those with an undergraduate or graduate degree (81 respondents), followed by respondents with a master's or doctoral degree (60 respondents). The smallest group is made up of respondents who have completed elementary school (29 respondents).



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1.5. Are you employed?	
Yes (full time)	180
Yes (part time)	49
No	52



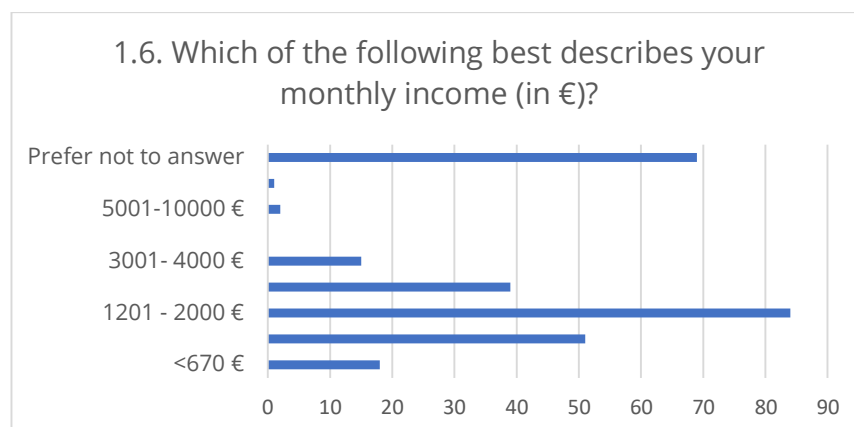
The majority of respondents (180) indicated that they are employed full-time, while 49 respondents stated that they are employed part time. The number of respondents who stated that they are not employed at all is 52. This highlights a significantly higher proportion of full-time employment among the respondents.



Italy – Croatia



1.6. Which of the following best describes your monthly income (in €)?	
<670 €	18
670 - 1200 €	51
1201 - 2000 €	84
2001- 3000 €	39
3001- 4000 €	15
4001-5000 €	0
5001-10000 €	2
>10000 €	1
Prefer not to answer	69



The questionnaire respondents reported a wide range of monthly incomes. The largest group, 84 respondents, indicated an income between 1201–2000 €, followed by 51 respondents earning 670–1200 €. A smaller group, 39 respondents, reported earning 2001–3000 €, while 15 respondents earn 3001–4000 €. A very small number of respondents reported higher incomes, with 2 respondents earning between 5001–10000 € and 1 respondent earning more than 10,000 €.

No respondents indicated an income in the 4001–5000 € range. Additionally, a significant group of 69 respondents preferred not to disclose their monthly income, while 18 respondents reported earning less than 670 €.

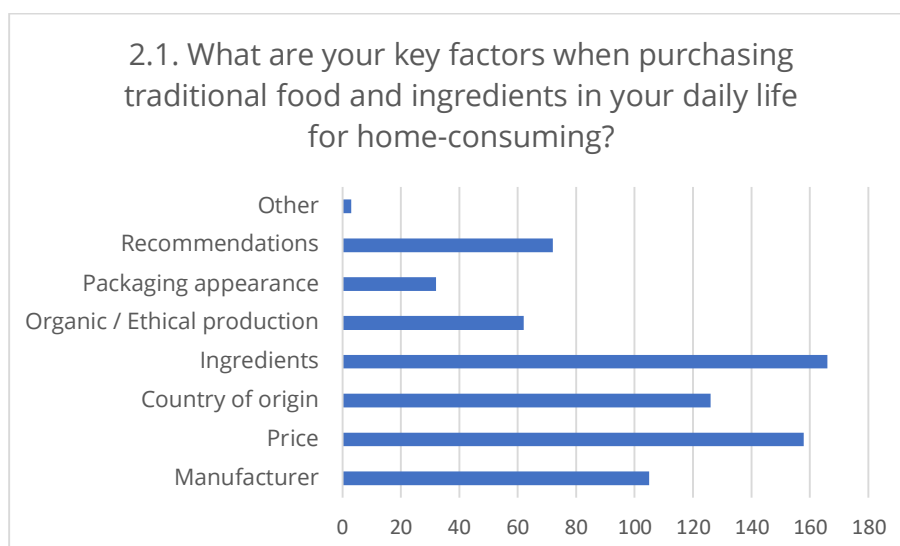


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2. Food consumption

<i>2. Food consumption</i>	
2.1. What are your key factors when purchasing traditional food and ingredients in your daily life for home-consuming?	
Manufacturer	105
Price	158
Country of origin	126
Ingredients	166
Organic / Ethical production	62
Packaging appearance	32
Recommendations	72
Other	3



When purchasing traditional food and ingredients for home consumption, respondents identified several key factors influencing their decisions. The most important factor is ingredients, selected by 166 respondents, followed closely by price, chosen by 158 respondents, and country of origin, mentioned by 126 respondents.

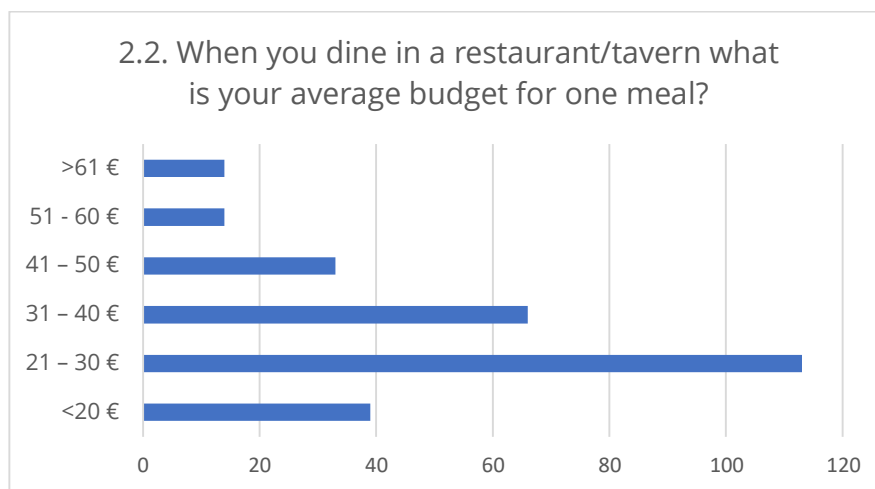


Italy – Croatia



Other significant considerations include the manufacturer, cited by 105 respondents, and recommendations, which influenced 72 respondents. Factors such as organic/ethical production (62 respondents) and packaging appearance (32 respondents) were less important overall. A small number of respondents (3) mentioned other factors that influence their purchasing decisions. Respondents who chose other have mentioned reviews, that it should be a small product and health.

2.2. When you dine in a restaurant/tavern what is your average budget for one meal?	
<20 €	39
21 – 30 €	113
31 – 40 €	66
41 – 50 €	33
51 – 60 €	14
>61 €	14



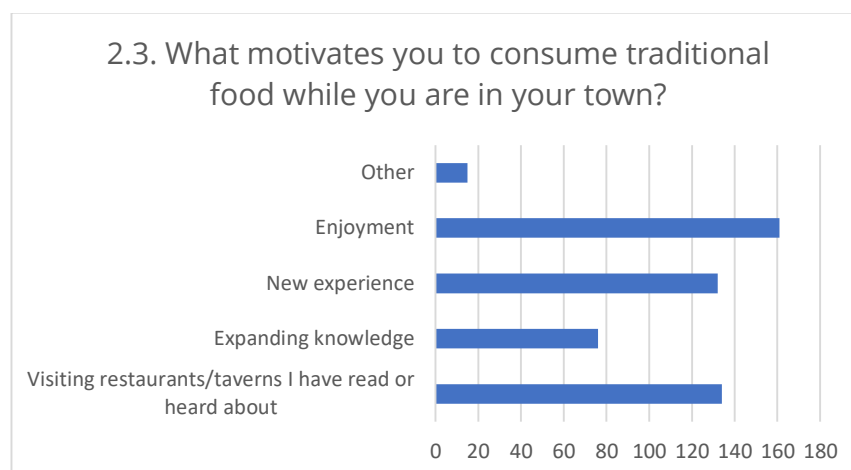
The results show a varied budget for dining out. The majority of respondents, 113 people, spend between 21 – 30 € per meal, followed by 66 respondents spending 31 – 40 €. A smaller group, 33 respondents, allocate 41 – 50 €, while 14 people spend between 51 – 60 €. Only 14 respondents reported spending more than 61 € on a meal, and 39 people indicated spending less than 20 €.



Italy – Croatia



2.3. What motivates you to consume traditional food while you are in your town?	
Visiting restaurants/taverns I have read or heard about	134
Expanding knowledge	76
New experience	132
Enjoyment	161
Other	15



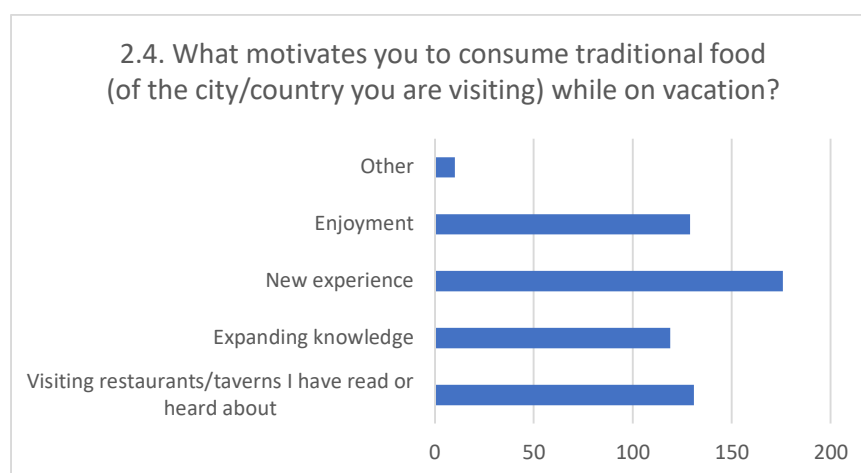
The main motivations for consuming traditional food in their town are enjoyment, with 161 respondents indicating this as their primary reason. This is followed by 134 respondents who are motivated by visiting restaurants or taverns they have read or heard about. A desire for new experiences is mentioned by 132 respondents, while 76 respondents are motivated by expanding their knowledge. Finally, 15 respondents selected "other" as their motivation. Respondents who selected 'other' mentioned: rediscover genuine products made with simplicity and flavour, healthy habit, I never go to restaurants, maybe 1 or 2 times a year, knowing traditions, it is healthier, associated memories, habits mentioned by 4 respondents, it is a guarantee about what I am eating, consume something I wouldn't consume at home and discounts for locals/residents.



Italy – Croatia



2.4. What motivates you to consume traditional food (of the city/country you are visiting) while on vacation?	
Visiting restaurants/taverns I have read or heard about	131
Expanding knowledge	119
New experience	176
Enjoyment	129
Other	10



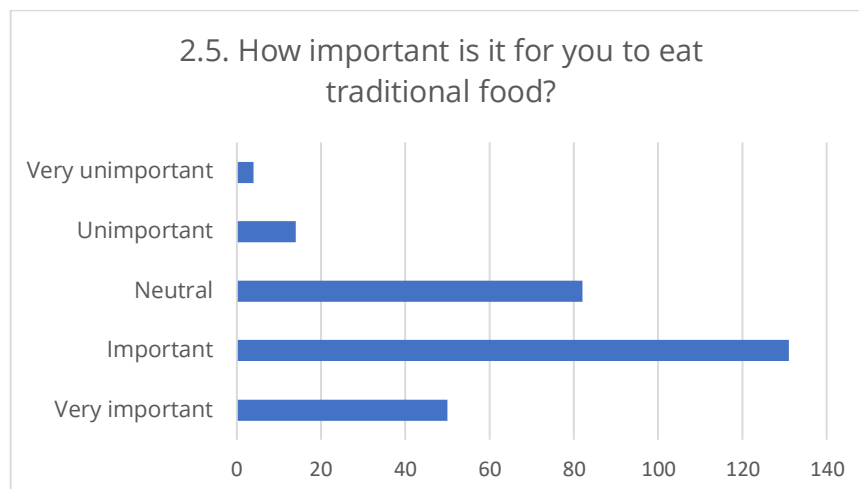
The main motivation for consuming traditional food while on vacation are new experiences, with 176 respondents indicating this as their primary reason. This is followed by enjoyment, mentioned by 129 respondents, and visiting restaurants or taverns they have read or heard about, chosen by 131 respondents. Expanding knowledge is a motivation for 119 respondents, while 10 respondents selected "other" as their motivation. The respondents who selected "other" as their motivation provided the following reasons: respect towards the visiting place, learning about the culture of places through food, healthy habits, discovering new tastes and dishes, getting to know new foods, memories, curiosity, consuming something they wouldn't have at home, learning, and enjoying fruit and vegetable dishes.



Italy – Croatia



2.5. How important is it for you to eat traditional food?	
Very important	50
Important	131
Neutral	82
Unimportant	14
Very unimportant	4



The importance of eating traditional food is considered important by 131 respondents, followed by 82 respondents who are neutral on the matter. For 50 respondents, it is very important, while 14 respondents find it unimportant and 4 respondents consider it very unimportant.



Italy – Croatia



2.6. How important is it for you to taste traditional food (of the city/country you are visiting) while on vacation?	
Very important	91
Important	129
Neutral	46
Unimportant	12
Very unimportant	2



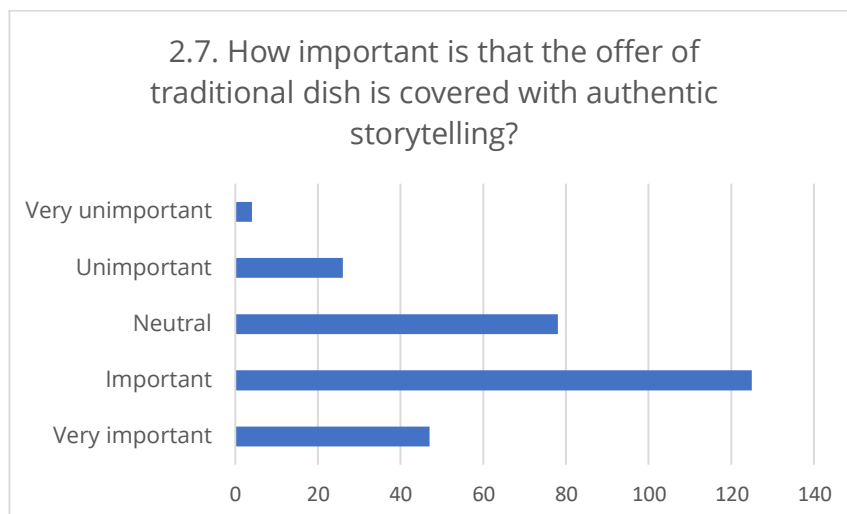
Tasting traditional food while on vacation is considered important by 129 respondents, followed by 91 respondents who find it very important. 46 respondents are neutral on the matter, while 12 respondents find it unimportant and 2 respondents consider it very unimportant.



Italy – Croatia



2.7. How important is that the offer of traditional dish is covered with authentic storytelling?	
Very important	47
Important	125
Neutral	78
Unimportant	26
Very unimportant	4



The importance of authentic storytelling accompanying traditional dishes is considered important by 125 respondents, followed by 78 respondents who are neutral on the matter. For 47 respondents, it is very important, while 26 respondents find it unimportant and 4 respondents consider it very unimportant.



Italy – Croatia



2.8. Where do you most frequently eat traditional food in your everyday life?	
Restaurants	118
Street food	37
Supermarkets	143
Markets	95
Specialized stores (butchers, bakeries...)	124
Other	14



The most frequent places where traditional food is consumed in everyday life are supermarkets, with 143 respondents indicating this as their primary location. This is followed by specialized stores (such as butchers and bakeries) with 124 respondents, restaurants with 118 respondents, and markets with 95 respondents. Street food is chosen by 37 respondents, while 14 respondents selected "other". The respondents who selected "other" as their preferred place for consuming traditional food provided the following locations and reasons: home (mentioned by 9 respondents), directly from the farmer or manufacturer, cooking their own food instead of buying ready meals, taverns, places where they are sure of the authenticity of the product, family gatherings, holidays, private family agricultural farms, private individuals, and shops.



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2.9. Where do you most frequently eat traditional food while on vacation?	
Restaurants	221
Street food	93
Supermarkets	64
Markets	73
Specialized stores (butchers, bakeries...)	72
Other	6



The most frequent places where traditional food is consumed while on vacation are restaurants, with 221 respondents choosing this answer. This is followed by street food with 93 respondents, markets with 73 respondents, specialized stores (such as butchers and bakeries) with 72 respondents, and supermarkets with 64 respondents. Lastly, six respondents selected "other" as their preferred location.

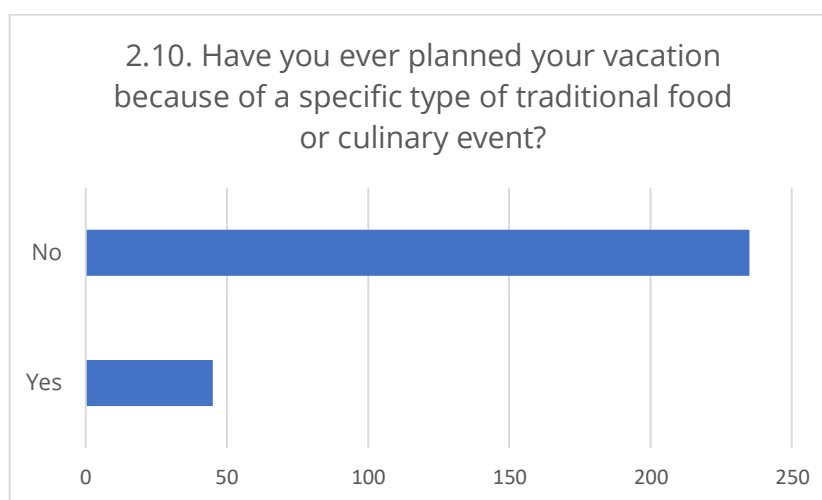
The respondents who selected "other" as their preferred place for eating traditional food while on vacation provided the following locations and reasons: directly from the producer (farmer, breeder, fisherman, etc.), from the manufacturer, brought from home, , and fairs and events.



Italy – Croatia



2.10. Have you ever planned your vacation because of a specific type of traditional food or culinary event?	
Yes	45
No	235



The majority of respondents, 235, have not planned their vacation because of a specific type of traditional food or culinary event. However, 45 respondents have planned their vacation with such an event or food in mind. The respondents who selected "yes" and planned their vacation because of a specific type of traditional food or culinary event mentioned a variety of destinations and events. Umbria was mentioned by 3 respondents, with a focus on the village summer local festivals. Neapolitan cuisine, including pizza, pizza frita, graffe, and sfogliatelle, was highlighted by one respondent.

Several other regions were mentioned once, such as Japan for Japanese cuisine, Truffle and wine, and the Tortellino Fest in Emilia Romagna (fresh pasta). Apulian bombettes, Fish brodetto from Costa dei Trabocchi, and the Village festival were also mentioned by individual respondents, along with Fiorentina steak and Truffle from Alba.



Italy – Croatia



Wien was noted for its chocolate, while Tuscany was cited for its wine and cured meats by 1 respondent. Campania was mentioned for oil, cured meats, pizza, and wine. Bacaro in Venice and Truffles and wines in Alba were other notable mentions. Gin Tonic in Trieste, Prosecco from the winery, and Sarde in saor and cuttlefish in Venice were also selected as culinary highlights by respondents, along with Balsamic vinegar in Modena and Burrata in Apulia.

The Chocolate in Gorizia / Porchetta in Florence was a popular reason, as well as Tuscany for its traditional dishes like pici and fiorentina. Unique mentions included The onions of Cavasso Novo and Tuscan wine tasting with local food pairings. Several culinary festivals were highlighted, such as the Truffle Festival in Alba, Langhe-Prosecco Hill, and Made in malga (cheese). Other destinations mentioned were Nelle Marche Market enogastronomici with ciauscolo, Tuscany for Chianti wine, olive oil, and Chianina beef, and Trieste for its typical boiled meat stew called "Marmitta."

Additionally, food events like the Gorgonzola sagra, the International Prosciutto Fair in Tinjan, and the Tiramisu Festival in Treviso were cited, along with the Festival of oysters and Chocolate Festival. Fishing days in Kopačevo, Croatian Zagorje for stuffed dough-štrukli and some good restaurants offering meat dishes like "ćevapčići" were among other responses.

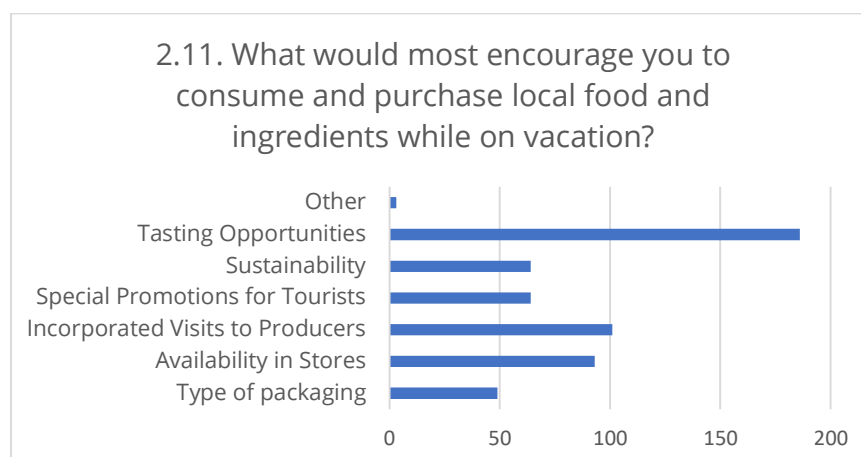
This reflects the variety of culinary experiences that respondents have planned their vacations around, with some regions and events being mentioned multiple times, like Tuscany and Napoli.



Italy – Croatia



2.11. What would most encourage you to consume and purchase local food and ingredients while on vacation?	
Type of packaging	49
Availability in Stores	93
Incorporated Visits to Producers	101
Special Promotions for Tourists	64
Sustainability	64
Tasting Opportunities	186
Other	3



The main factors that would encourage respondents to consume and purchase local food and ingredients while on vacation are tasting opportunities, with 186 respondents indicating this as a motivating factor. This is followed by incorporated visits to producers, mentioned by 101 respondents, and availability in stores, with 93 respondents. Both special promotions for tourists and sustainability were mentioned by 64 respondents each. Lastly, 49 respondents selected that the type of packaging would encourage them, while 3 respondents selected "other" as a factor.

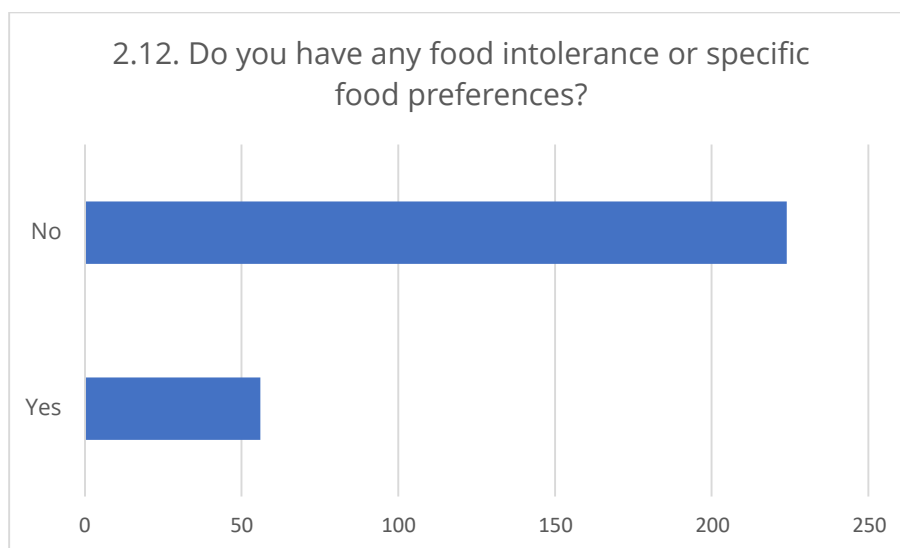


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The respondents who selected "other" as a factor that would encourage them to consume and purchase local food and ingredients while on vacation provided the following reasons: the uniqueness of traditional products available locally, not included in commercial circuits, ensuring the products are not too expensive, and availability in restaurants.

2.12. Do you have any food intolerance or specific food preferences?	
Yes	56
No	224



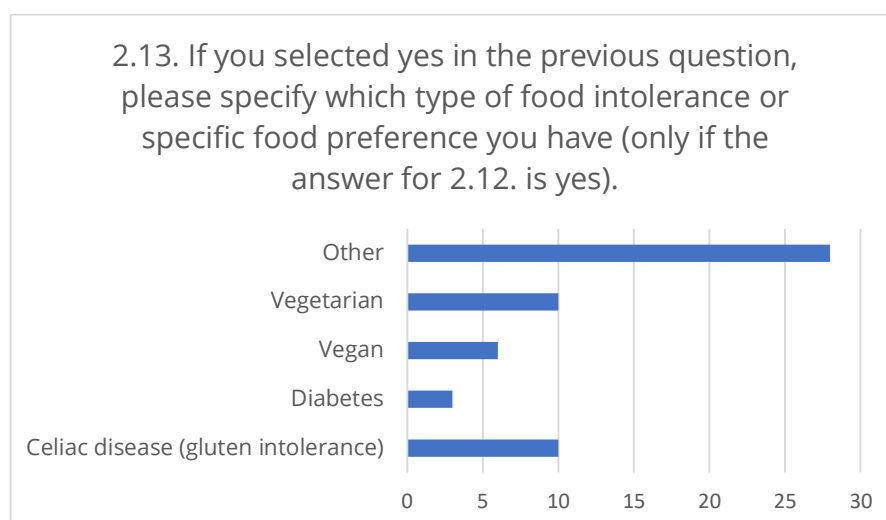
Total of 56 respondents reported having food intolerances or specific food preferences, while 224 respondents indicated that they do not have any intolerances or preferences. While there was one respondent that did not chose any of the answers.



Italy – Croatia



2.13. If you selected yes in the previous question, please specify which type of food intolerance or specific food preference you have (only if the answer for 2.12. is yes).	
Celiac disease (gluten intolerance)	10
Diabetes	3
Vegan	6
Vegetarian	10
Other	28



Among the 56 respondents who reported having food intolerances or specific food preferences, the breakdown is as follows: 10 respondents have celiac disease (gluten intolerance), 3 have diabetes, 6 follow a vegan diet, and 10 are vegetarian. Additionally, 28 respondents selected other and specified various other preferences or intolerances. The respondents who selected "other" and specified their food intolerance or preferences provided the following details: lactose intolerance (mentioned by 15 respondents), allergies (7 respondents), intolerance to cream, chronic illness, raw onion and garlic, flexitarian (flexible vegetarian), and a diet that aims for 3000 calories per day, with 40% of them coming from protein. One respondent reported having two food intolerances, gluten and lactose intolerance.



Italy – Croatia



3.14. How important is it for you to try traditional food that meets your food intolerance or specific food preference (only if the answer for 3.12. is yes)?	
Very important	27
Important	20
Neutral	7
Unimportant	1
Very unimportant	1



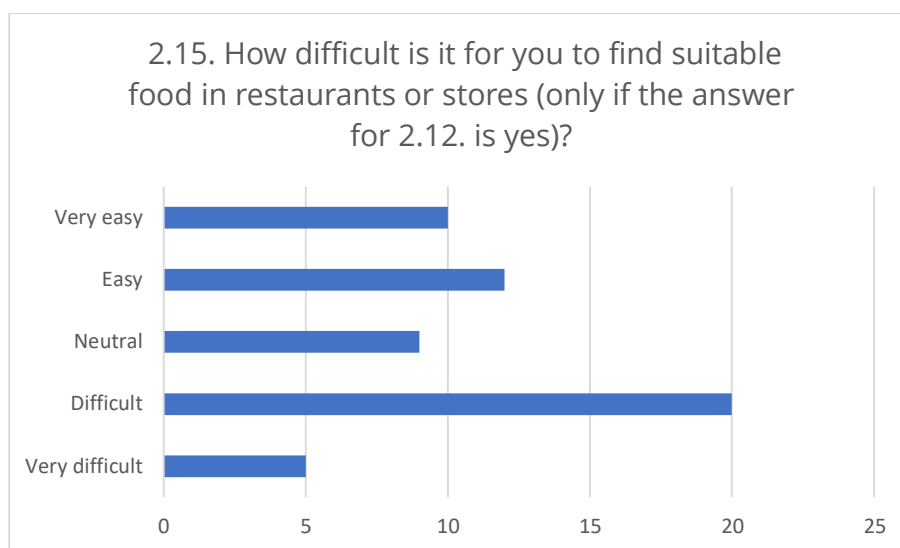
For respondents who have food intolerances or specific food preferences, the importance of trying traditional food that meets these needs is as follows: 27 respondents find it very important, 20 respondents consider it important, 7 respondents are neutral, 1 respondent finds it unimportant, and one respondent considers it very unimportant.



Italy – Croatia



2.15. How difficult is it for you to find suitable food in restaurants or stores (only if the answer for 2.12. is yes)?	
Very difficult	5
Difficult	20
Neutral	9
Easy	12
Very easy	10



For respondents with food intolerances or specific food preferences, the difficulty of finding suitable food in restaurants or stores is as follows: 5 respondents find it very difficult, 20 respondents find it difficult, 9 respondents are neutral, 12 respondents find it easy, and 10 respondents find it very easy.

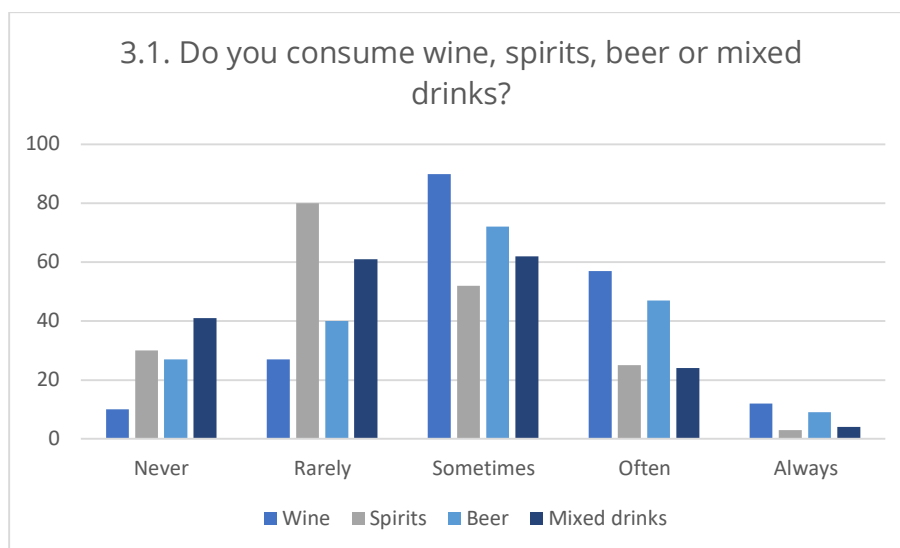


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3. Wine, spirits, beer and mixed drinks consumption

3.1. Do you consume wine, spirits, beer or mixed drinks?	Wine	Spirits	Beer	Mixed drinks
Never	10	30	27	41
Rarely	27	80	40	61
Sometimes	90	52	72	62
Often	57	25	47	24
Always	12	3	9	4



Regarding wine consumption, the responses are as follows: 10 respondents never consume wine, 27 respondents consume it rarely, 90 respondents consume it sometimes, 57 respondents consume it often, and 12 respondents consume it always. Regarding the consumption of spirits, the responses are as follows: 30 respondents never consume spirits, 80 respondents consume them rarely, 52 respondents consume them sometimes, 25 respondents consume them often, and 3 respondents consume them always.



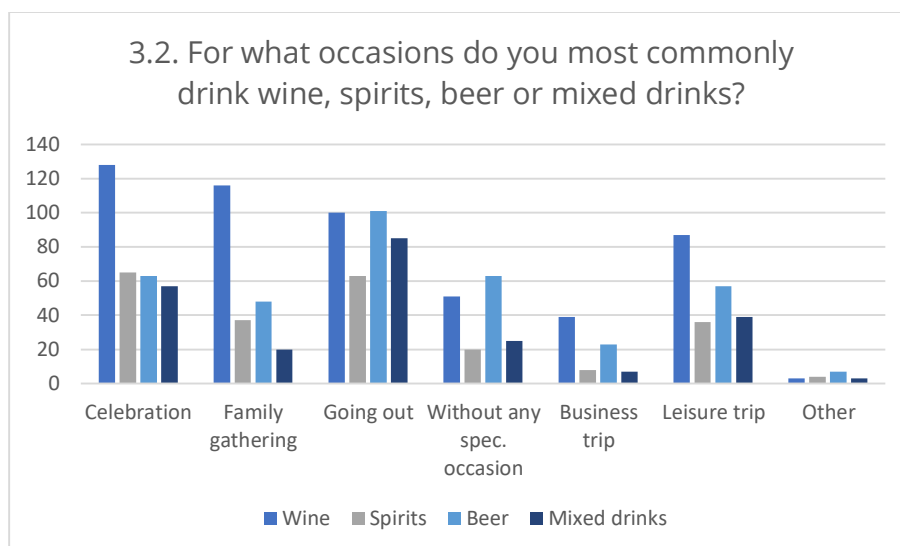
Italy – Croatia



When it comes to the consumption of beer, the responses are as follows: 27 respondents never consume beer, 40 respondents consume it rarely, 72 respondents consume it sometimes, 47 respondents consume it often, and 9 respondents consume it always.

Regarding the consumption of mixed drinks, the responses are as follows: 41 respondents never consume mixed drinks, 61 respondents consume them rarely, 62 respondents consume them sometimes, 24 respondents consume them often, and 4 respondents consume them always.

3.2. For what occasions do you most commonly drink wine, spirits, beer or mixed drinks?	Wine	Spirits	Beer	Mixed drinks
Celebration	128	65	63	57
Family gathering	116	37	48	20
Going out	100	63	101	85
Without any spec. occasion	51	20	63	25
Business trip	39	8	23	7
Leisure trip	87	36	57	39
Other	3	4	7	3



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At the occasions of consuming wine, the most common responses are celebrations, mentioned by 128 respondents, followed by family gatherings with 116 respondents. Going out was selected by 100 respondents, while leisure trips were mentioned by 87 respondents. Without any specific occasion was chosen by 51 respondents, and business trips were selected by 39 respondents. Lastly, 3 respondents selected "other" as their reason. The respondents who selected "other" mentioned that they consume wine after or during a meal.

When it comes to occasions of consuming spirits, the most common responses are celebrations, mentioned by 65 respondents, followed by going out, selected by 63 respondents. Family gatherings were chosen by 37 respondents, while leisure trips were mentioned by 36 respondents. Without any specific occasion was indicated by 20 respondents, and business trips were mentioned by 8 respondents. Other was selected by 4 respondents. The respondents who selected "other" mentioned that they consume wine after or during a meal.

Furthermore, at the occasions of consuming beer, the most common responses are going out, mentioned by 101 respondents. Celebrations and without any specific occasion were each selected by 63 respondents, while family gatherings were chosen by 48 respondents. Leisure trips were mentioned by 57 respondents, and business trips were indicated by 23 respondents. Other was selected by 7 respondents. The respondents who selected "other" mentioned that they consume wine after or during a meal and that they do not consume beer at some occasions.

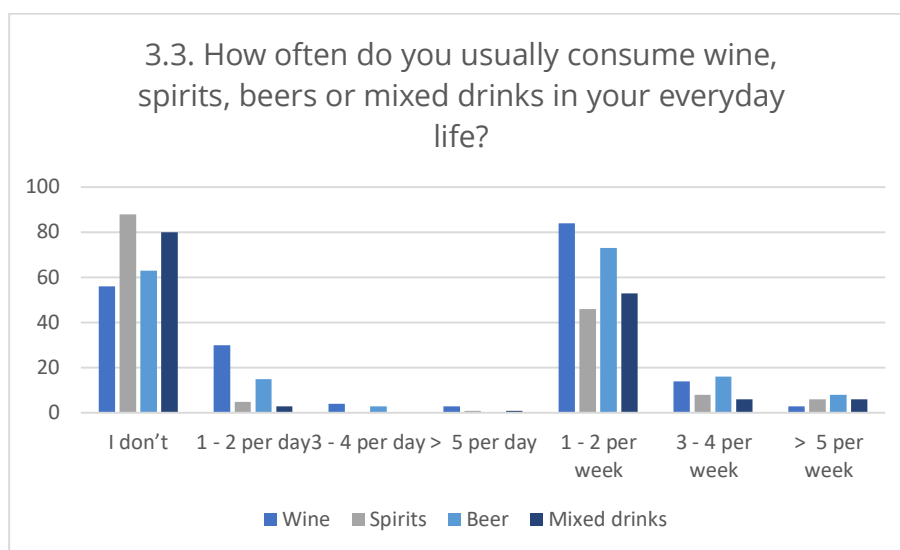
Regarding the consummation of mixed drinks, the most common responses are going out, mentioned by 85 respondents, followed by celebrations, selected by 57 respondents. Leisure trips were chosen by 39 respondents, while without any specific occasion was indicated by 25 respondents. Family gatherings were mentioned by 20 respondents, and business trips were selected by 7 respondents. Other was chosen by 3 respondents. The respondents who selected "other" mentioned that they consume wine after or during a meal.



Italy – Croatia



3.3. How often do you usually consume wine, spirits, beers or mixed drinks in your everyday life?	Wine	Spirits	Beer	Mixed drinks
I don't	56	88	63	80
1 - 2 per day	30	5	15	3
3 - 4 per day	4	0	3	0
> 5 per day	3	1	0	1
1 - 2 per week	84	46	73	53
3 - 4 per week	14	8	16	6
> 5 per week	3	6	8	6



The data reveals that the majority of respondents consume wine 1–2 times per week, with 84 respondents reporting this frequency. This is followed by 56 respondents who stated they do not consume wine at all. A total of 30 respondents consume wine 1–2 times per day, while 14 respondents drink wine 3–4 times per week. Smaller groups include 4 respondents who consume wine 3–4 times per day and 3 respondents who drink wine more than 5 times per day or more than 5 times per week.



Italy – Croatia



The data indicates that 88 respondents do not consume spirits at all in their everyday life, making this the most common response. This is followed by 46 respondents who consume spirits 1–2 times per week. Eight respondents report drinking spirits 3–4 times per week, while 6 respondents consume spirits more than 5 times per week. Smaller groups include 5 respondents who drink spirits 1–2 times per day and 1 individual who consumes spirits more than 5 times per day. No respondents reported consuming spirits 3–4 times per day.

The data shows that 73 respondents consume beer 1–2 times per week in their everyday life, making it the most common frequency. This is followed by 63 respondents who do not consume beer at all in their everyday life. Sixteen respondents report drinking beer 3–4 times per week, while 15 respondents consume beer 1–2 times per day. Smaller groups include 8 respondents who drink beer more than 5 times per week and 3 respondents who consume beer 3–4 times per day. No respondents reported drinking beer more than 5 times per day.

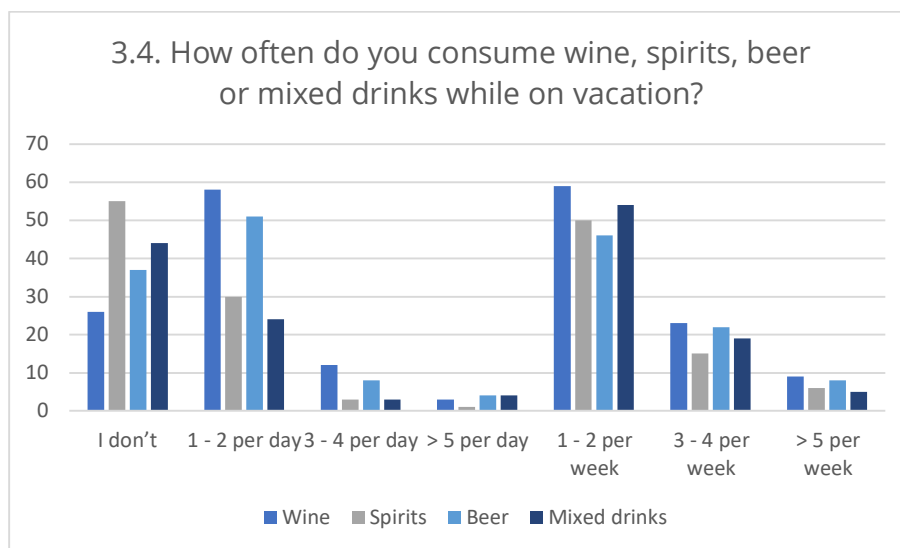
The data reveals that 80 respondents do not consume mixed drinks in their everyday life, making this the most frequent response. This is followed by 53 respondents who consume mixed drinks 1–2 times per week. Six respondents report drinking mixed drinks 3–4 times per week, while an additional 6 respondents consume them more than 5 times per week. Smaller groups include 3 respondents who drink mixed drinks 1–2 times per day and 1 respondent who consumes mixed drinks more than 5 times per day. No respondents reported drinking mixed drinks 3–4 times per day.



Italy – Croatia



3.4. How often do you consume wine, spirits, beer or mixed drinks while on vacation?	Wine	Spirits	Beer	Mixed drinks
I don't	26	55	37	44
1 - 2 per day	58	30	51	24
3 - 4 per day	12	3	8	3
> 5 per day	3	1	4	4
1 - 2 per week	59	50	46	54
3 - 4 per week	23	15	22	19
> 5 per week	9	6	8	5



The data shows that 59 respondents consume wine 1–2 times per week while on vacation, closely followed by 58 respondents who drink wine 1–2 times per day. Twenty-six respondents stated that they do not consume wine at all during vacation. A total of 23 respondents reported drinking wine 3–4 times per week, while smaller groups include 12 respondents who consume wine 3–4 times per day, 9 respondents who drink wine more than 5 times per week, and 3 respondents who consume wine more than 5 times per day.



Italy – Croatia



The data indicates that 55 respondents do not consume spirits while on vacation, making this the most common response. This is followed by 50 respondents who consume spirits 1–2 times per week and 30 respondents who drink spirits 1–2 times per day. Fifteen respondents reported consuming spirits 3–4 times per week, while smaller groups include 6 respondents who drink spirits more than 5 times per week, 3 respondents who consume spirits 3–4 times per day, and 1 respondents who drinks spirits more than 5 times per day.

The data shows that 51 respondents consume beer 1–2 times per day while on vacation, making it the most common response. This is followed by 46 respondents who drink beer 1–2 times per week and 37 respondents who do not consume beer at all. Twenty-two respondents reported drinking beer 3–4 times per week, while smaller groups include 8 respondents who consume beer 3–4 times per day or more than 5 times per week, and 4 respondents who drink beer more than 5 times per day.

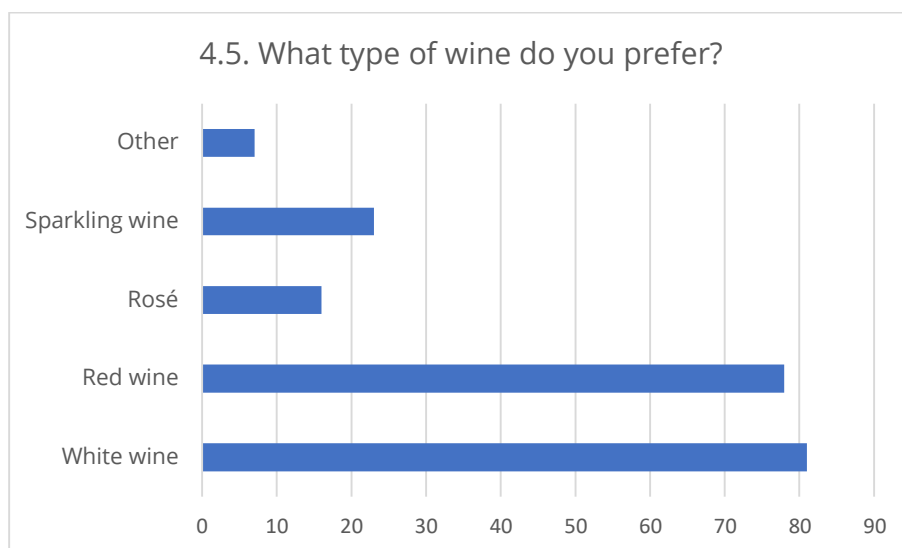
The data reveals that 54 respondents consume mixed drinks 1–2 times per week while on vacation, making it the most frequent response. This is followed by 44 respondents who do not consume mixed drinks at all and 24 respondents who drink mixed drinks 1–2 times per day. Nineteen respondents reported consuming mixed drinks 3–4 times per week, while smaller groups include 5 respondents who drink mixed drinks more than 5 times per week, 4 respondents who consume mixed drinks more than 5 times per day, and 3 respondents who drink mixed drinks 3–4 times per day.



Italy – Croatia



3.5. What type of wine do you prefer?	
White wine	81
Red wine	78
Rosé	16
Sparkling wine	23
Other	7



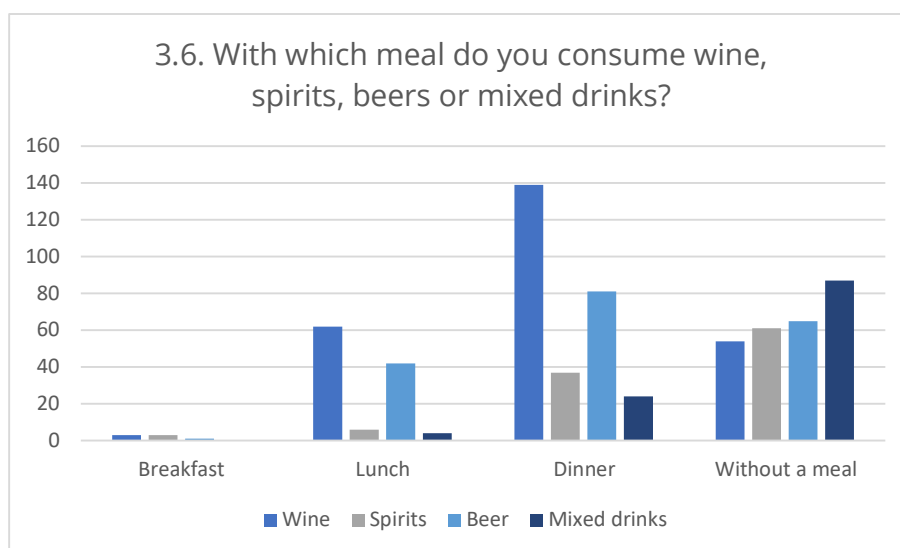
The data shows that the most preferred type of wine is white wine, chosen by 81 respondents. This is closely followed by red wine, preferred by 78 respondents. Sparkling wine is selected by 23 respondents, while rosé is favoured by 16 respondents. A smaller group of 7 respondents indicated a preference for other types of wine. Among the respondents who selected "other," 2 stated that they do not drink wine, while 2 mentioned prosecco as their preference. Another respondent noted that their choice depends on the season and location, with a preference for local sparkling wine.



Italy – Croatia



3.6. With which meal do you consume wine, spirits, beers or mixed drinks?	Wine	Spirits	Beer	Mixed drinks
Breakfast	3	3	1	0
Lunch	62	6	42	4
Dinner	139	37	81	24
Without a meal	54	61	65	87



Collected data shows that the majority of respondents consume wine with dinner, with 139 respondents reporting this preference. This is followed by 62 respondents who drink wine with lunch. A smaller group of 54 respondents indicated that they consume wine without a meal, while only three respondents reported drinking wine with breakfast.

The respondents reveal that the most common time for consuming spirits is without a meal, with 61 respondents indicating this preference. This is followed by 37 respondents who drink spirits with dinner, 6 who consume spirits with lunch, and 3 who drink spirits with breakfast.

The data reveals that the most common time for consuming beer is without a meal, with 65 respondents indicating this preference. This is followed by 81 respondents who drink beer with dinner and 42 who consume beer with lunch. Only 1 respondent reported drinking beer with breakfast.

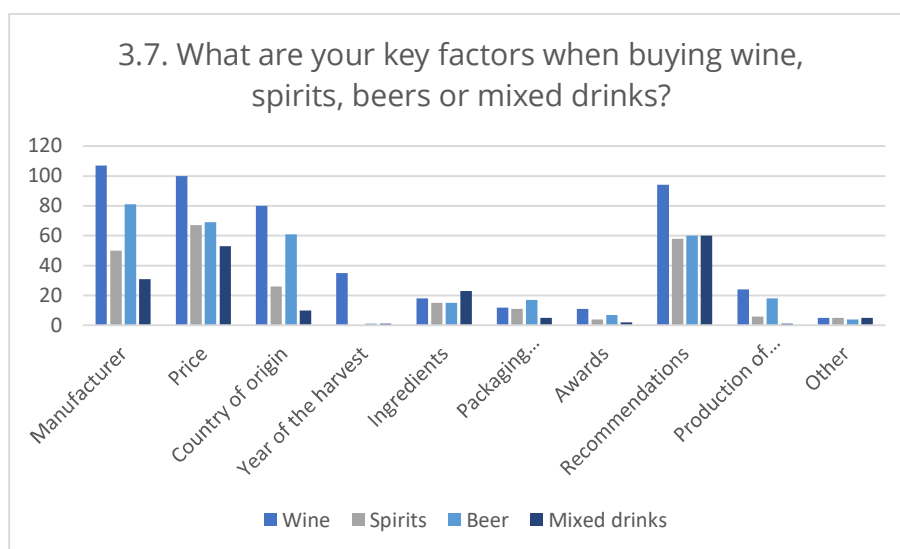


Italy – Croatia



The data shows that the majority of respondents consume mixed drinks without a meal, with 87 respondents indicating this preference. This is followed by 24 respondents who drink mixed drinks with dinner and 4 who consume them with lunch. No respondents reported drinking mixed drinks with breakfast.

3.7. What are your key factors when buying wine, spirits, beers or mixed drinks?	Wine	Spirits	Beer	Mixed drinks
Manufacturer	107	50	81	31
Price	100	67	69	53
Country of origin	80	26	61	10
Year of the harvest	35	0	1	1
Ingredients	18	15	15	23
Packaging appearance	12	11	17	5
Awards	11	4	7	2
Recommendations	94	58	60	60
Production of methodology	24	6	18	1
Other	5	5	4	5



Italy – Croatia



The data reveals that the key factors when buying wine are the manufacturer, chosen by 107 respondents, and the price, selected by 100 respondents. Recommendations are also a significant factor, with 94 respondents mentioning them. The country of origin is considered by 80 respondents, while the year of the harvest influences 35 respondents. Other factors include the production methodology (24 respondents), ingredients (18), packaging appearance (12), and awards (11) and a small group of 5 respondents chose "other".

The data shows that the most important factor when buying spirits is the price, with 67 respondents choosing this response. This is followed by the manufacturer, selected by 50 respondents, and recommendations, chosen by 58 respondents. The country of origin influences 26 respondents, while ingredients are a factor for 15 respondents. Packaging appearance is considered by 11 respondents, and awards are important for 4 respondents. The production methodology is a factor for 6 respondents, and 5 respondents mentioned other factors.

The year of the harvest was not considered by any respondent. The data shows that when buying beer, the most important factor is the manufacturer, chosen by 81 respondents. Price follows closely, with 69 respondents considering it, while the country of origin is a key factor for 61 respondents. Recommendations influence 60 respondents, and packaging appearance is important for 17 respondents. Ingredients are a factor for 15 respondents, and the production methodology is considered by 18 respondents. Awards are a key consideration for 7 respondents, while only 1 respondent factors in the year of the harvest, and 4 chose "other". Respondents who chose other said that they do not consume beer.

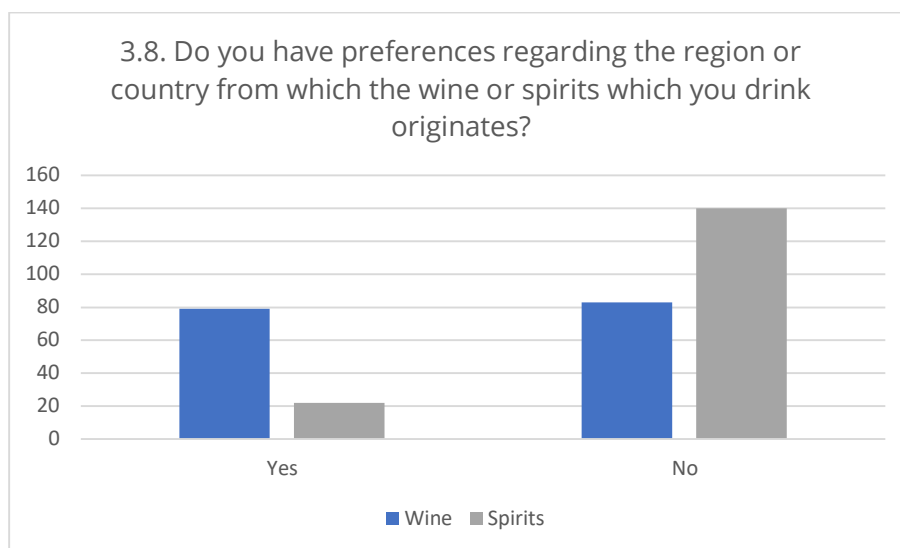
The data shows that the most important factors when buying mixed drinks are recommendations, selected by 60 respondents, and price, considered by 53 respondents. The manufacturer is a key factor for 31 respondents, while ingredients influence 23 respondents. Smaller groups include 10 respondents who consider the country of origin and 5 who focus on packaging appearance or other factors. Awards are important to 2 respondents, and both the year of the harvest and the production methodology are considered by 1 respondent each.



Italy – Croatia



3.8. Do you have preferences regarding the region or country from which the wine or spirits which you drink originates?	Wine	Spirits
Yes	79	22
No	83	140



The data reveals that preferences regarding the region or country of origin for wine are relatively balanced. A total of 83 respondents stated they do not have preferences, while 79 indicated that they do. If respondents selected "yes" were asked to specify the preferences. They mentioned: Croatia (5 respondents), Italy (4 respondents), that they do not drink this beverage (3 respondents), Baranja region in Croatia, Tuscany, Sicily, France and Chile. The data indicates that most respondents do not have preferences regarding the region or country of origin for spirits, with 140 respondents choosing "No." Only 22 respondents expressed having such preferences. Twenty-two respondents said they do not drink this beverage.



Italy – Croatia



3.9. How much money do you usually spend on a bottle of wine purchased in a store?	
<20 €	115
21 - 30 €	46
31 - 40 €	19
41 - 50 €	3
51 - 60 €	1
> 60 €	2



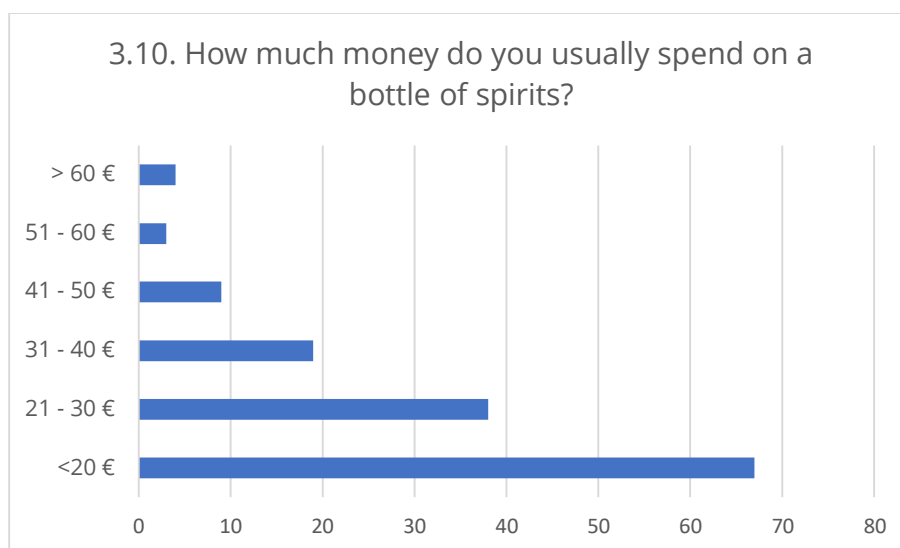
The data shows that most respondents spend less than 20 € on a bottle of wine purchased in a store, with 115 respondents reporting this amount. This is followed by 46 respondents who spend 21–30 €, while 19 respondents typically spend 31–40 €. Smaller groups include 3 respondents who spend 41–50 €, 1 respondent who spends 51–60 €, and 2 who spend more than 60 €.



Italy – Croatia



3.10. How much money do you usually spend on a bottle of spirits?	
<20 €	67
21 - 30 €	38
31 - 40 €	19
41 - 50 €	9
51 - 60 €	3
> 60 €	4



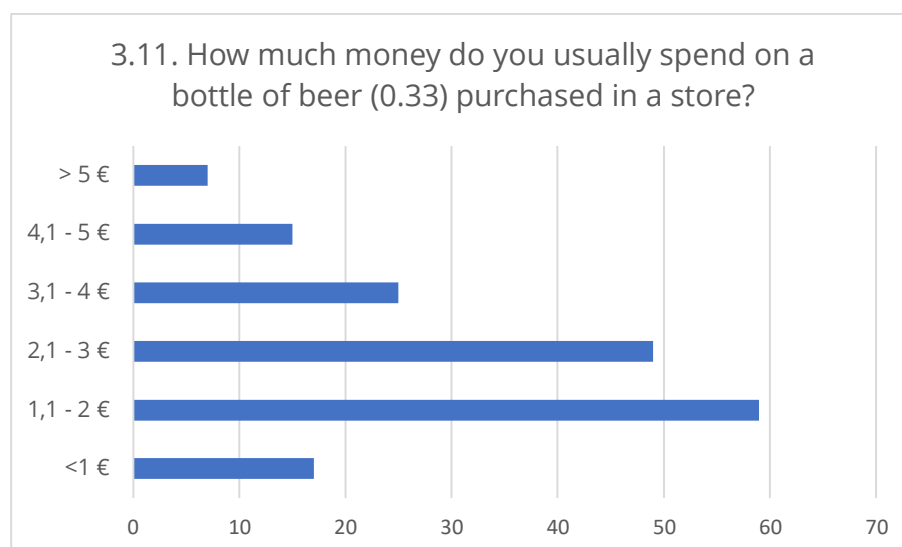
The data reveals that the majority of respondents spend less than 20 € on a bottle of spirits, with 67 respondents reporting this amount. This is followed by 38 respondents who spend 21–30 € and 19 who spend 31–40 €. Smaller groups include 9 respondents who spend 41–50 €, 3 who spend 51–60 €, and 4 who spend more than 60 €.



Italy – Croatia



3.11. How much money do you usually spend on a bottle of beer (0.33) purchased in a store?	
<1 €	17
1,1 - 2 €	59
2,1 - 3 €	49
3,1 - 4 €	25
4,1 - 5 €	15
> 5 €	7



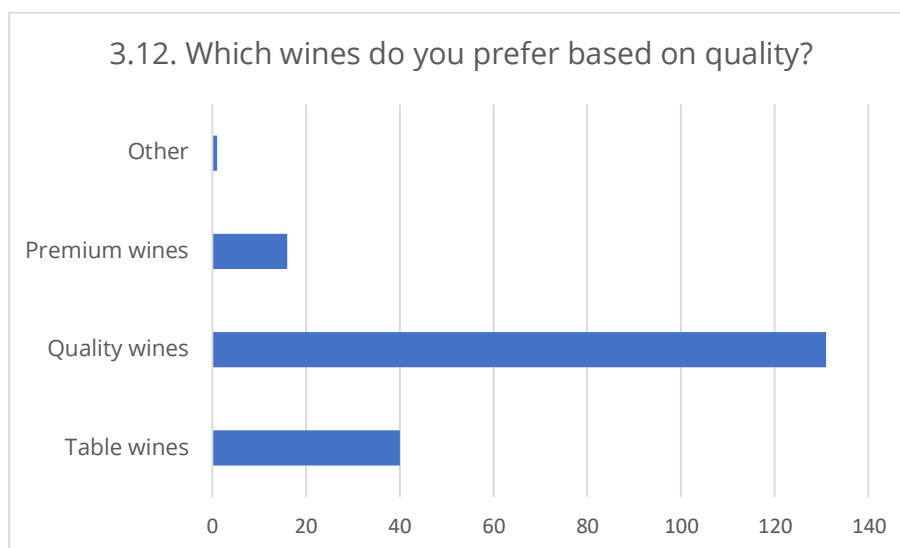
The data shows that the most common amount spent on a bottle of beer (0.33) purchased in a store is between 1.1 and 2 €, with 59 respondents indicating this range. This is followed by 49 respondents who spend 2.1–3 €, and 25 who spend 3.1–4 €. Smaller groups include 17 respondents who spend less than 1 €, 15 who spend 4.1–5 €, and 7 who spend more than 5 Euros.



Italy – Croatia



3.12. Which wines do you prefer based on quality?	
Table wines	40
Quality wines	131
Premium wines	16
Other	1



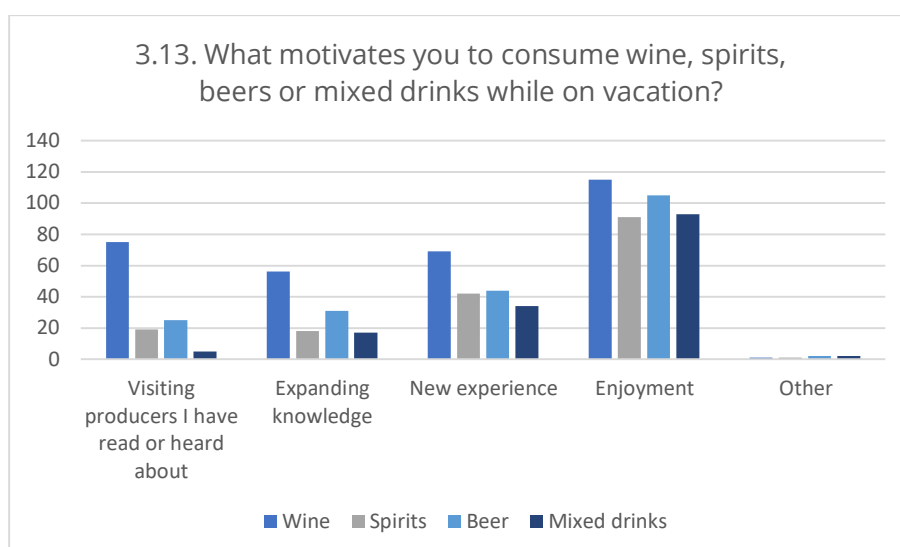
The data indicates that the majority of respondents prefer quality wines, with 131 respondents selecting this option. This is followed by 40 respondents who prefer table wines and 16 who opt for premium wines. Only 1 respondent mentioned a preference for other types of wine.



Italy – Croatia



3.13. What motivates you to consume wine, spirits, beers or mixed drinks while on vacation?	Wine	Spirits	Beer	Mixed drinks
Visiting producers I have read or heard about	75	19	25	5
Expanding knowledge	56	18	31	17
New experience	69	42	44	34
Enjoyment	115	91	105	93
Other	1	1	2	2



The data indicates that the majority of respondents consume wine for enjoyment, with 115 respondents selecting this option. This is followed by the motivation of seeking new experiences, chosen by 69 respondents, while 75 respondents are motivated by visiting producers they have read or heard about. Fewer respondents, specifically 56, indicate expanding their knowledge as a reason for consuming wine, and only one respondent chose "other".



Italy – Croatia



The majority of respondents consume spirits for enjoyment, with 91 respondents selecting this option. This is followed by the motivation of seeking new experiences, chosen by 42 respondents. 19 respondents are motivated by visiting producers they have read or heard about, while 18 respondents indicate expanding their knowledge as a reason for consuming spirits. Only one respondent chose "other".

Collected answers indicate that the majority of respondents consume beer for enjoyment, with 105 respondents selecting this option. This is followed by the motivation of seeking new experiences, chosen by 44 respondents. 31 respondents are motivated by expanding their knowledge, while 25 respondents are driven by visiting producers they have read or heard about. Only two respondents chose "other". They said: relaxation and that they do not consume beer.

The data indicates that the majority of respondents consume mixed drinks for enjoyment, with 93 respondents selecting this option. This is followed by the motivation of seeking new experiences, chosen by 34 respondents. 17 respondents are motivated by expanding their knowledge, while 5 respondents are driven by visiting producers they have read or heard about. Only two respondents chose "other".



Italy – Croatia



3.14. How important to you is that the offer of traditional wines and spirits is accompanied with authentic storytelling?	
Very important	29
Important	76
Neutral	66
Unimportant	23
Very unimportant	3



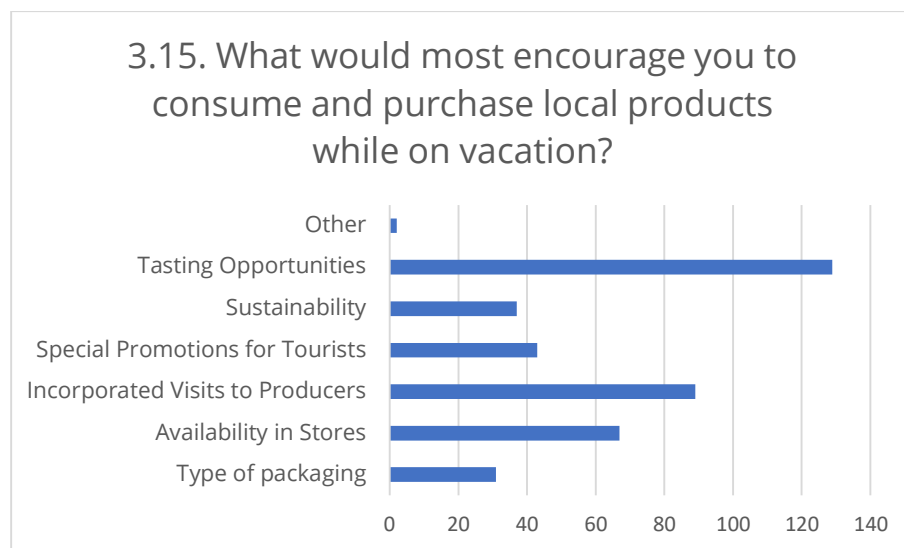
The data indicates that the majority of respondents consider it important for the offer of traditional wines and spirits to be accompanied by authentic storytelling, with 76 respondents selecting this option as important. This is followed by 29 respondents who consider it very important. 66 respondents feel neutral about the importance of storytelling, while 23 respondents find it unimportant. Only 3 respondents consider it very unimportant.



Italy – Croatia



3.15. What would most encourage you to consume and purchase local products while on vacation?	
Type of packaging	31
Availability in Stores	67
Incorporated Visits to Producers	89
Special Promotions for Tourists	43
Sustainability	37
Tasting Opportunities	129
Other	2



The data indicates that the majority of respondents would be most encouraged to consume and purchase local products while on vacation due to tasting opportunities, with 129 respondents selecting this option. This is followed by the motivation of incorporated visits to producers, chosen by 89 respondents. 67 respondents are encouraged by the availability of products in stores, while 43 respondents are motivated by special promotions for tourists. 37 respondents are influenced by sustainability, and 31 respondents are encouraged by the type of packaging. Only two respondents chose other, they mentioned absence of tourists and luggage price.



Italy – Croatia



Final question was “What do you think would help local producers the most in effectively selling their products to tourists? It was written as open question asking respondents to share their suggestions or any positive experiences, they had in purchasing local products while traveling. Total of 105 respondents shared their opinion on this question.

Large number of respondents emphasized the importance of tasting opportunities. Many believe that offering tasting experiences plays a crucial role in attracting tourists to local products. A few respondents specifically mentioned combining tasting with storytelling, such as organoleptic analysis or pairing drinks with local food. The idea of incorporating multiple experiences, such as visits to producers or hands-on participation in production processes, was also commonly mentioned. Several others suggested that tasting events should be paired with informative experiences, offering detailed explanations about the raw materials, production processes, and history behind the products.

Some respondents highlighted the importance of storytelling, advocating for local producers to share authentic and captivating narratives about their products. This could be facilitated through events, fairs, or even QR codes on product packaging that provide additional information. It's clear that consumers value the opportunity to connect with the history and culture of a place, and effective storytelling could be a powerful tool in promoting local products. Presentations and demonstrations of the production process were also seen as valuable in engaging tourists.

Others recommended organizing thematic events or festivals where tourists could sample products and learn about the traditions behind them. Food and wine festivals were frequently mentioned as excellent opportunities for producers to showcase their offerings. Additionally, creating ad-hoc events with the support of local restaurants, stores, and hotels was suggested as a way to integrate local products into the broader tourist experience.

Product availability and accessibility were important factors for many respondents. Suggestions included ensuring products are easily available in key tourist spots such as markets, hotels, and airports, and creating opportunities to purchase locally made goods directly from the producer. Respondents also appreciated the idea of making products easily transportable with compact or travel-friendly packaging, so that tourists could take home souvenirs without difficulty.



Italy – Croatia



Few respondents wrote that reasonable pricing is essential in attracting tourists. They recommended offering free samples, especially for food and beverages, to allow tourists to experience the product first hand before committing to a purchase. In addition, some pointed out the need for local producers to maintain fair pricing, ensuring that tourists do not feel exploited.

Several respondents suggested leveraging local restaurants as an essential point of promotion. Restaurants were seen as the gateway to introducing tourists to local products. By partnering with local guides or tour operators, producers could gain more exposure and offer tourists a more holistic experience of the local culture.

Other suggestions included improving product knowledge among those selling the items, as well as emphasizing sustainability and ethical production. Producers could also benefit from branding and marketing efforts that effectively communicate the quality of their products, helping to build consumer trust.

In conclusion, the responses indicate that a combination of tasting opportunities, storytelling, product availability, and fair pricing would help local producers in effectively selling their products to tourists. By focusing on creating authentic, engaging experiences that highlight the local culture and history, producers can better connect with tourists and encourage them to purchase local products.

