### News Release

**Harvesting Insights: Knight Frank’s Mapping Tool to Propel UK Wine Industry Growth**

The Knight Frank Viticulture team, the only dedicated viticulture advisory service within UK property consultancy, has launched a pioneering demographic mapping tool set to redefine how vineyards and wineries target their audiences and expand direct-to-consumer sales. Officially unveiled on 5th December at an event hosted by WineGB at Knight Frank’s Baker Street office in London, this innovative tool offers a strategic edge to UK wine producers, revolutionising their marketing and operational approaches.

Designed to streamline decision-making, the tool draws upon a wealth of data sources, including Experian, TripAdvisor, Royal Mail postcode datasets, and traffic statistics. By analysing this data, it provides vineyards with precise, actionable insights to refine their marketing strategies and optimise customer engagement.

The tool segments customer proximity into three strategic radii - 10, 30, and 60 minutes - each tailored to specific opportunities. Within 10 miles, vineyards can focus on cultivating personal connections through invitations to harvest days, exclusive memberships, and local events. The 30-mile radius lends itself to targeted tastings and events, while the 60-mile zone supports wider-reaching initiatives, such as mail campaigns, promotional offers, and newsletters.

Beyond local brand penetration, the tool is a powerful driver of tourism revenue, enabling vineyards to attract visitors as part of broader regional experiences. By integrating vineyard tours with local attractions, pubs, restaurants, and hotels, wineries can curate bespoke wine and cultural weekends, fostering collaborations with complementary businesses. These insights also assist in identifying on-trade establishments aligned with target demographics, bolstering distribution strategies.

The tool further enhances visibility through a refined signage strategy. By leveraging data from Department for Transport records and traffic counts, it identifies high-visibility locations on arterial routes, ensuring that signage investments yield maximum impact. This precise targeting enhances brand presence and draws potential visitors to vineyard locations.

Knight Frank’s mapping tool also serves as a critical resource for site selection, merging traditional viticultural factors such as soil quality and slope with proximity to affluent population centres and high-value local businesses. This holistic approach reflects a growing trend in the industry, as producers increasingly combine winemaking with hospitality and tourism to create diversified, sustainable operations.

“This tool is a response to the industry's shift. With changes in taxation and the growing importance of direct-to-consumer sales, vineyards need smarter, data-driven solutions,” said Will Banham, Partner within Knight Frank’s viticulture consultancy. “The tool transforms anecdotal marketing into hard data. It’s not just about knowing your customers come from a particular town - it’s about knowing which postcodes to target, what those customers value, and how to engage them effectively.”

Ed Mansel-Lewis, Partner and Head of Viticulture at Knight Frank added, “Our demographic mapping tool marks a significant advancement for the UK wine industry, equipping producers with precise insights to expand their reach and build resilient, customer-focused businesses. By harnessing comprehensive data on demographics, tourism trends, and local infrastructure, we’re empowering vineyards to make targeted, strategic decisions that deliver measurable impact. We look forward to collaborating with producers nationwide - whether boutique operations or established estates - to unlock new opportunities and support their growth in an increasingly dynamic market.”

Hosted by WineGB, the national trade body for the English and Welsh wine industry for which Knight Frank is the exclusive property partner, the launch event was attended by 35 of the most senior figures in UK wine. Attendees were presented with a mock-up report to demonstrate the tool’s capabilities.

WineGB CEO Nicola Bates commented, “With direct-to-consumer sales accounting for 28% of the total mix and a 55% rise in visitors to English and Welsh vineyards since 2022, Knight Frank’s new mapping tool is well placed to support the growth of our industry. This tool will give our producers the data they need to make the most of their sales and marketing campaigns.”

The service is now available for vineyard owners and prospective winemakers looking to harness data to drive busier cellar doors, attract new customers, and maximise ROI. For further information on the demographic mapping tool or to explore how it could support your business, contact Ed Mansel-Lewis via edwardmansel.lewis@knightfrank.com.

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### Notes to Editors

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