

ITALIAN RESTAURANT WINE INSIGHTS

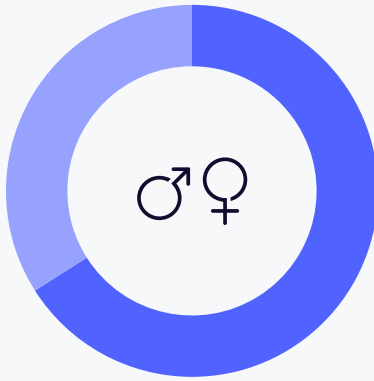
NATIONAL





Demographics

Gender

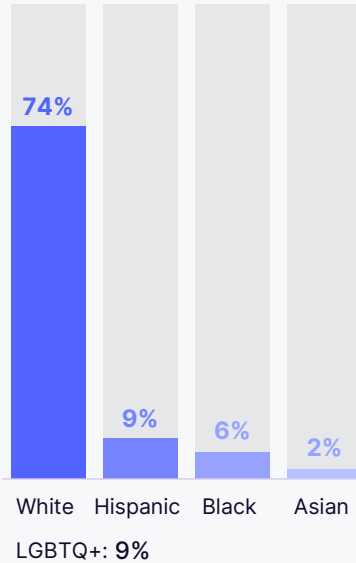


34% Male
66% Female

+6%

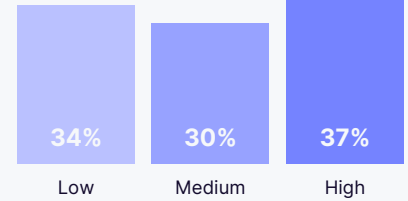
Cultural Affinity

+7%



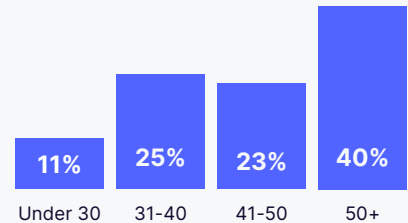
Income

+14%



Age

+10%



Wine Mentions



Top Italian Restaurant Wine Mentions



Consumers are **382%** more likely to mention drinking **Chianti** in Italian Restaurants than in the On-Premise generally.

Varietal/Type Ranked by Mention Share	Mention Share	Index
PROSECCO		↑103%
CHIANTI		↑382%
CABERNET SAUVIGNON		+9%
PINOT GRIGIO		↑78%
MERLOT		↗19%
RED BLEND		+11%
DESSERT WINE		↑60%



Trending Italian Restaurant Wine Mentions



The percentage of consumers mentioning **Dessert Wine** in Italian Restaurants has increased by **50%** in the last 2 years.

Varietal/Type Ranked by Mention Trend	Mention Share	Trend
DESSERT WINE		↑50%
RED BLEND		↗33%
SYRAH / SHIRAZ		↗33%
SAUVIGNON BLANC		+14%
PINOT GRIGIO		+11%





Occasion Mentions



Top Italian Restaurant Wine Occasions



Consumers in Italian Restaurants are **46%** more likely to mention drinking wine at **Dinner** than in the On-Premise generally.

Varietal/Type Ranked by Mention Share	Mention Share	Index
DINNER		↗ 46%
FAMILY		↗ 27%
LUNCH		↗ 42%
DATE NIGHT		↗ 49%
ANNIVERSARY		+14%
NEW YEARS		↗ 20%
SPRING SEASON		↗ 20%



Growing Italian Restaurant Wine Occasions



Consumers in Italian Restaurants were **160%** more likely to mention **Galentine's Day** while drinking wine versus two years ago.

Varietal/Type Ranked by Growth	2-YR Growth
GALENTINE'S DAY	↑ 160%
SPORTS	↑ 82%
FOURTH OF JULY	↑ 59%
WEDDING	↗ 40%
LATE NIGHT	↗ 30%



Environment Mentions



Top Italian Restaurant Wine Environments



Consumers are **169%** more likely to mention drinking wine on the **Patio** of Italian Restaurants than in the on-premise generally.

Varietal/Type Ranked by Mention Share	Mention Share	Index
PATIO		↑ 169%
LIVE MUSIC		↗ 37%
MOST REVIEWED		↑ 144%
PRIVATE EVENTS		↑ 89%
DANCING		↑ 166%



Growing Italian Restaurant Wine Environments



Wine drinkers at Italian Restaurants are **110%** more likely to mention **Kid Friendly** environments than 2 years ago.

Varietal/Type Ranked by Growth	2-YR Growth
KID FRIENDLY	↑ 110%
RELAX	↑ 95%
CIGARS	↑ 91%
KARAOKE	↑ 81%
WATERFRONT	↗ 46%
JAZZ	↗ 17%





ITALIAN RESTAURANT WINE BY-THE-GLASS

MENU INSIGHTS | NATIONAL

POWERED BY GROUND SIGNAL.AI



How do Italian Restaurants Price Different Varietals BTG?



74% of by-the-glass menus in Italian Restaurants feature a Cabernet Sauvignon. The average price of those listing is **\$14.40** and it has grown by **2.6%** Year on Year.

VARIETAL	BY-THE-GLASS MENU SHARE (YoY CHANGE)	AVERAGE BTG PRICE (YoY CHANGE)
ALL	100%	\$13.41 ▲ 2.6%
CABERNET SAUVIGNON (RED)	74%	\$14.40 ▲ 2.9%
CHARDONNAY (WHITE)	76%	\$13.35 ▲ 3.2%
SANGIOVESE (RED)	73%	\$13.87 ▲ 2.1%
PINOT GRIGIO (WHITE)	73%	\$11.75 ▲ 2.2%
GLERA (SPARKLING)	70%	\$12.21 ▲ 2.5%
PINOT NOIR (RED)	67%	\$13.51 ▲ 2.4%
SAUVIGNON BLANC (WHITE)	68%	\$13.50 ▲ 3.8%
MERLOT (RED)	58%	\$13.44 ▲ 3.7%
NEBBIOLO (RED)	23%	\$18.56 ▲ 2.2%
CHARDONNAY (SPARKLING)	23%	\$17.89 ▲ 1.7%

NORTH
ITALIA



kate.nongnokchada17

Simple afternoon with a cabernet



What Brands are Winning BTG Menus in Independent Italian Restaurants?



Ruffino is the most featured brand on Italian Restaurant By-The-Glass Menus – appearing on **12%** of menus and decreasing **4%** Year over Year.

BRAND	BY-THE-GLASS MENU SHARE (YoY CHANGE)	BOTTLE + BTG MENU SHARE (YoY CHANGE)	AVERAGE BTG PRICE (YoY CHANGE)
 RUFFINO	12% ▼ 4%	22% ▼ 2%	\$13.41 ▲ 2.6%
 BANFI	12% ▲ 4%	21% ▼ 2%	\$11.71 ▲ 5.1%
 CAYMUS	4% ▲ 12%	20% ▲ 2%	\$13.45 ▲ 7.1%
 ANTINORI	6% ▲ 11%	21% ▼ 5%	\$17.34 ▲ 4.8%
 VEUVE CLICQUOT	2% ▼ 10%	19% ▲ 0%	\$16.35 ▲ 5.0%
 SANTA MARGHERITA	7% ▲ 2%	19% ▼ 4%	\$26.36 ▲ 7.4%
 THE PRISONER	3% ▲ 11%	14% ▼ 2%	\$15.77 ▲ 1.3%
 STAG'S LEAP	2% ▼ 16%	14% ▼ 4%	\$18.85 ▲ 2.2%
 CAKEBREAD CELLARS	2% ▼ 13%	13% ▼ 3%	\$17.69 ▼ 3.3%
 FERRARI CARANO	5% ▲ 3%	13% ▲ 6%	\$19.66 ▲ 5.0%

Menu data pulled July 2026.



CONTACT INSIGHTS@GROUNDSIGNAL.AI FOR MORE INFORMATION