

Segment number	Segment name	Notes	New / Removed
443107	Sparkling wine;Extra brut;<8	New price position, below 10€	Removed
443108	Sparkling wine;Extra brut;8-9,99	New price positions	Removed
443126	Sparkling wine;Extra brut;<10		New
443111	Sparkling wine;Extra sec & Sec;<8	New price position, below 10€	Removed
443112	Sparkling wine;Extra sec & Sec;8-9,99	New price positions	Removed
443127	Sparkling wine;Extra sec & Sec;<10		New
441130	Red wine;robust & powerful;<10	New price position, below 12€	Removed
441131	Red wine;robust & powerful;10-12,99	New price positions	Removed
441132	Red wine;robust & powerful;13-14,99	New price positions	Removed
441136	Red wine;robust & powerful;<12		New
441137	Red wine;robust & powerful;12-14,99		New
441123	Red wine;nuanced & developed;<8	New price position, below 10€	Removed
441124	Red wine;nuanced & developed;8-9,99	New price positions	Removed
441138	Red wine;nuanced & developed;<10		New
442116	White wine;crisp & fruity;10-12,99	New price positions	Removed
442117	White wine;crisp & fruity;13-19,99	New price positions	Removed
442131	White wine;crisp & fruity;10-11,99		New
442132	White wine;crisp & fruity;12-14,99		New
442133	White wine;crisp & fruity;15-19,99		New
442127	White wine;generous & toasty;<10	New price position, below 12€	Removed
442128	White wine;generous & toasty;10-14,99	New price positions	Removed
442134	White wine;generous & toasty;<12		New
442135	White wine;generous & toasty;12-14,99		New
272101	RTD;Grapefruit		Remains
272102	RTD;Other variants;bottle	New logic in segmentation	Removed
272103	RTD;Other variants;can	New logic in segmentation	Removed
272104	RTD;Ready to serve		Remains
272105	RTD;Other taste styles		New
272106	RTD;Ready drinks		New
615101	Armagnac and Calvados;Armagnac;<=50cl	Package size consolidation	Removed
615102	Armagnac and Calvados;Armagnac;>=70cl	Package size consolidation	Removed
615103	Armagnac and Calvados;Calvados;<=50cl	Package size consolidation	Removed
615104	Armagnac and Calvados;Calvados;>=70cl	Package size consolidation	Removed
615105	Armagnac and Calvados;Armagnac		New
615106	Armagnac and Calvados;Calvados		New
616103	Brandy;>=70cl	Two price points to segmentation	Removed
616104	Brandy;>=70cl;<23	Below 23€	New
616105	Brandy;>=70cl;>=23	23€ or more	New
617102	Whisky;Malt;>=70cl	Two price points to segmentation	Removed
617112	Whisky;Malt;>=70cl;<60	Below 60€	New
617113	Whisky;Malt;>=70cl;>=60	60€ or more	New
611105	Vodka and spirit;Vodka;>=70cl	Two price points to segmentation	Removed
611111	Vodka and spirit;Vodka;>=70cl;<23	Below 23€	New
611112	Vodka and spirit;Vodka;>=70cl;>=23	23€ or more	New