

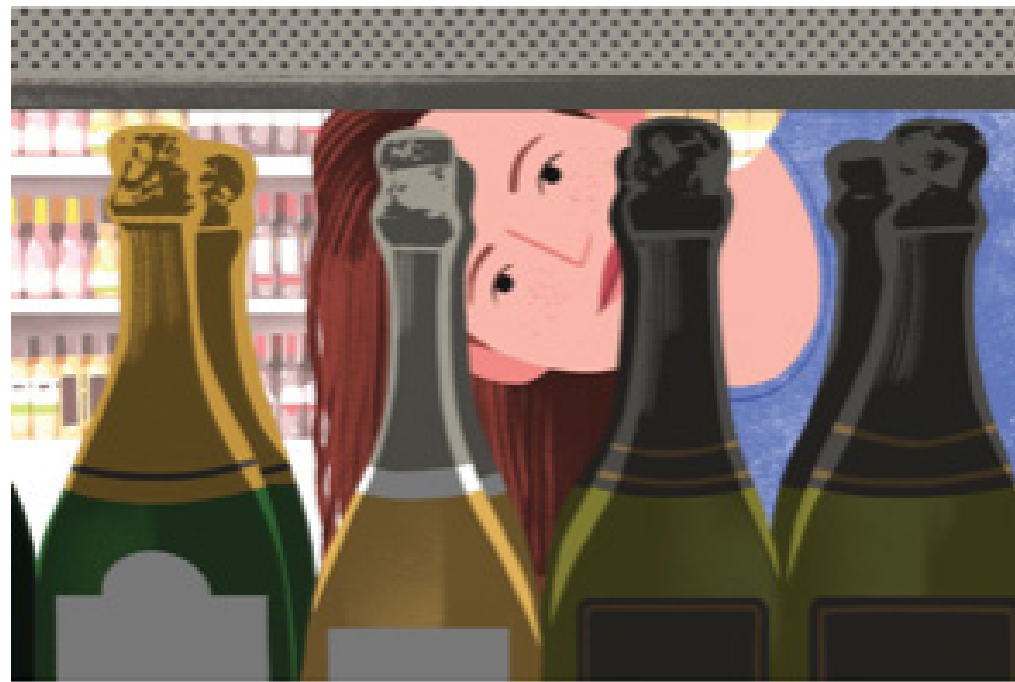
Millennials Change the Wine Business - Infographic

A

ON WINE

The Top Values in Champagne This Season: Our Expert's Under-\$40 Picks

How low can you go and still get a good bottle of Champagne? Lettie Teague discovers five bargains for the holiday season.



BARGAIN BUBBLES Some excellent Champagnes are hiding in plain sight on the lower shelves of your wine store. Our columnist sought out the best Champagnes at the best prices available now.

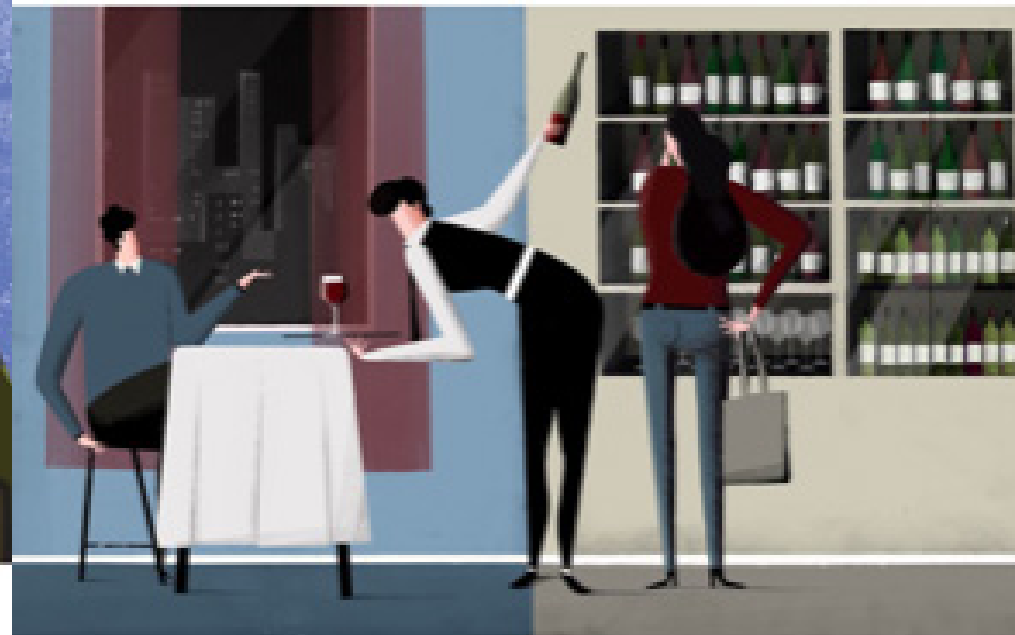
DREW BARDANA

B

ON WINE

Wine to Drink in a Restaurant vs. Wine to Drink at Home: Why the Divide?

Wine pros find that some bottles play well in restaurants while others are an easy sell for drinking at home. Our wine columnist considers how this stark divide may be limiting our drinking pleasure.



SHELF GAME You loved that wine your sommelier recommended, but would you have passed it by in a store?

PEP SERRA

By Lettie Teague [+ Follow](#)

C

The Wines Actually Worth Buying From NBA Stars

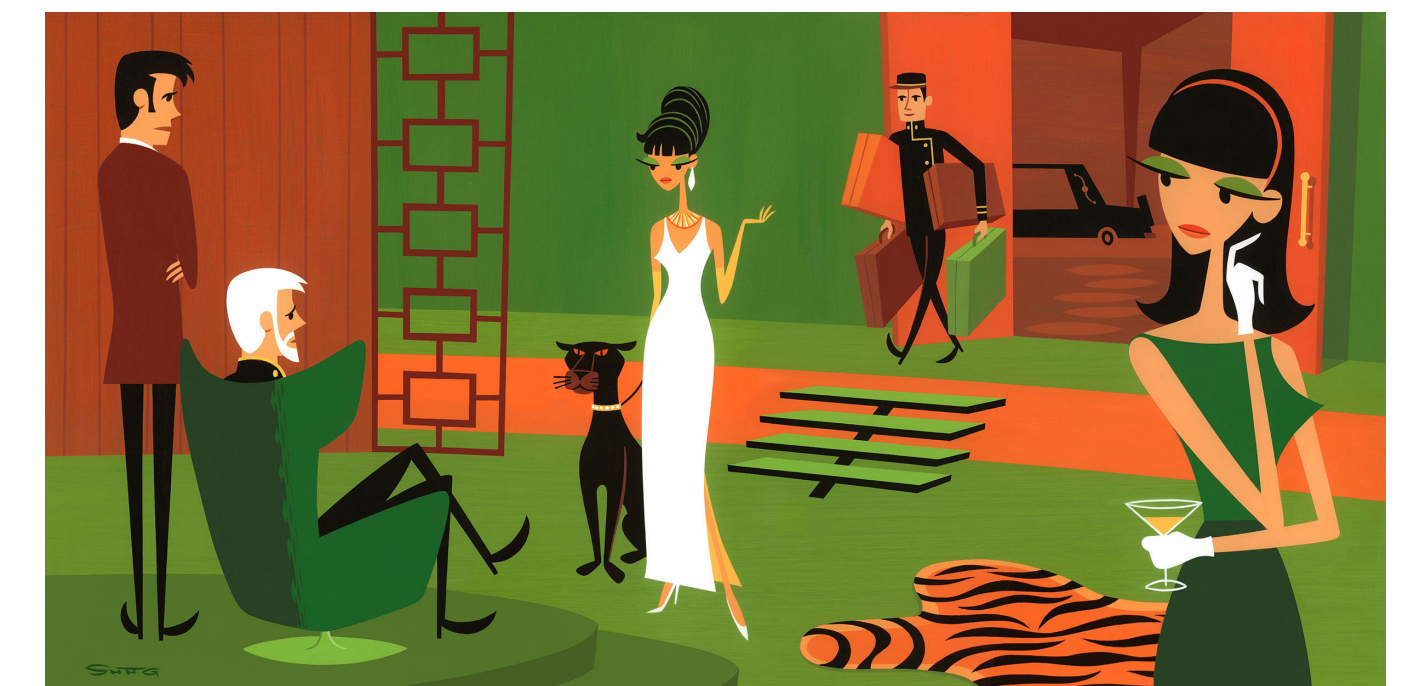
Our wine columnist (also an avid basketball fan) tasted current offerings from Stephen Curry, CJ McCollum and others to determine which players bring as much passion to the winery as they do to the court.



The colors and style of the wine bottles in **A** mixed with the sophistication and abstraction of the characters in **B** will create a graphic that would feel at home in either the Wallstreet Journal or the New Yorker. Sophisticated, informative, yet fun and a little whimsical. We decided **C** was too much.



We also discussed building graphics with text since wine bottles lend themselves well to that application.



Think as colorful-if less exaggerated and "chic" as the work of Shag

For this infographic, we wan something playful & colorful, but still professional. Lily, Scott and I discussed these examples.

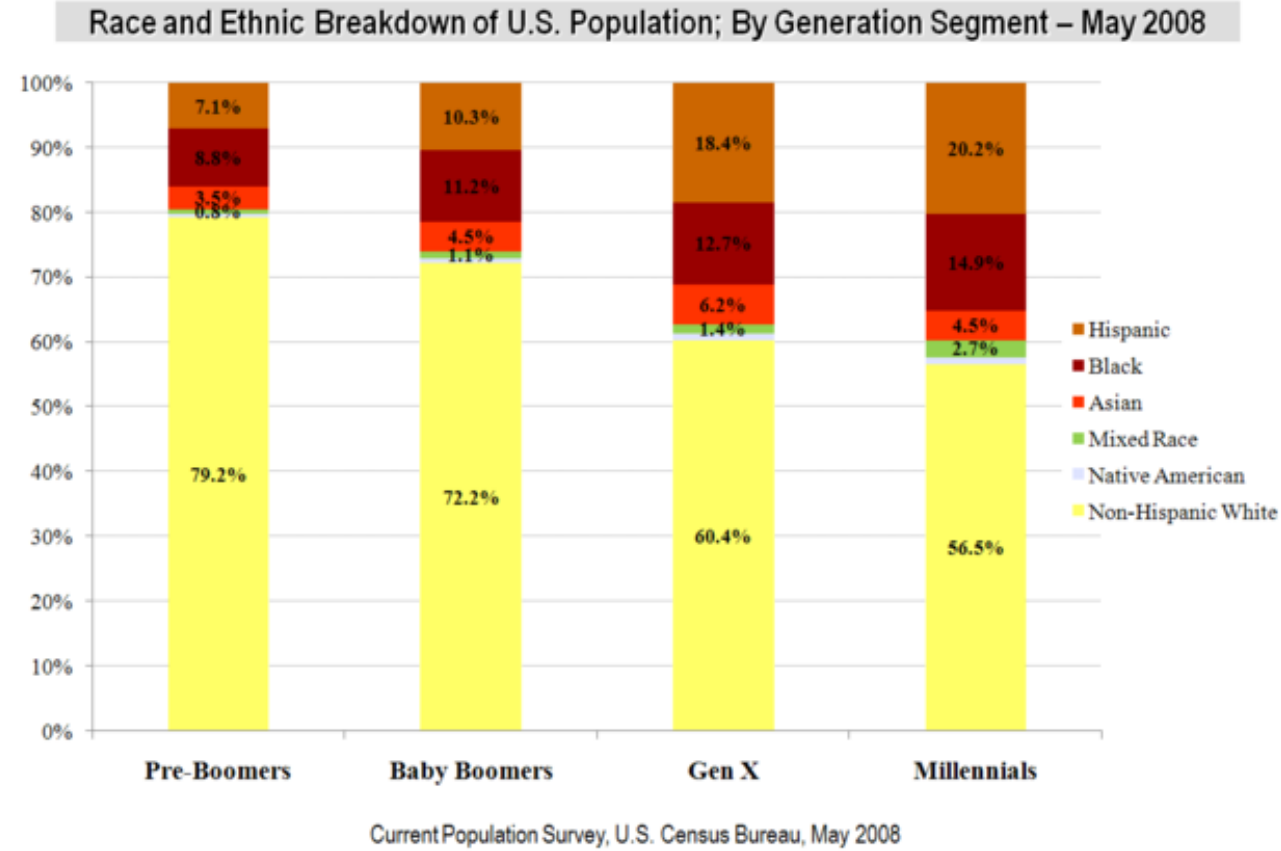
Visualization & Design Examples



Traditional Graphs

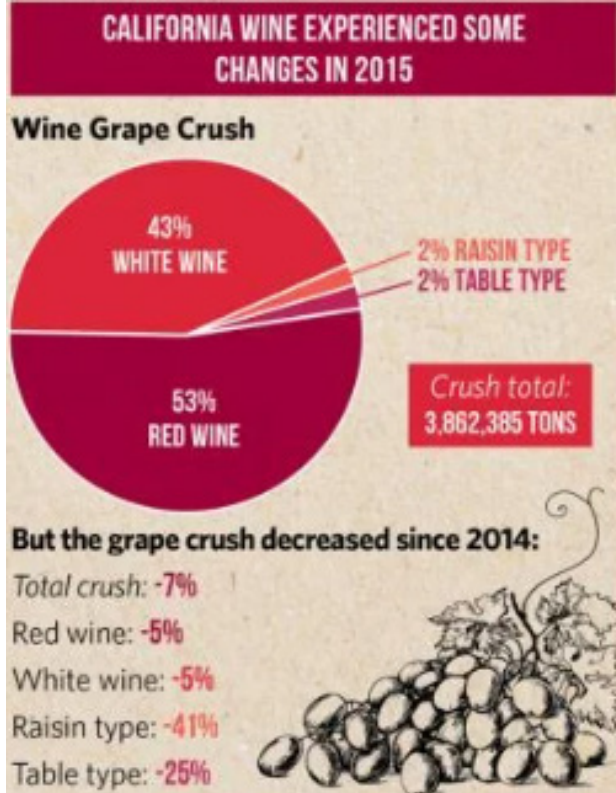
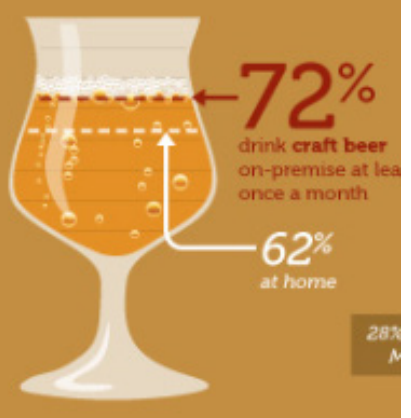
Help add legitimacy to the graphic for our intended audience. Something like this bar graph for the canned-sparkling wine segment perhaps.

Hispanics Drive Increasing Diversity Among Millennials



Fun Graphs

Glasses & bottles lend themselves well to bar graphs and even charts. A wine glass tipped sideways would be a good foundation for a line graph.



Pie charts are a good choice for "Better for you drinks."



Characters & props

Since we're talking about generations, we'll need to show some people. perhaps scatter what interest them throughout the article to identify a generation.

