Global Trends - Wine Industry Key Elements

Is pushing wine into the digital age leaving too many behind?

With so much emphasis on the wine industry being at the forefront of the digital media and e-marketing world, Mike Turner reminds the industry to not forget to bring more reluctant members of the wine trade along too. Source: The Buyer

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Organic and biodynamic wines quality and characteristics: the scientific point of view

Nowadays the wine market proposes organic wines, biodynamic wines and a wide range of wines with different labels or claims without any law or regulation - natural wine, sustainable wines, wines with low environmental impact, vegan and vegetarian wines, wines without sulfites – which can confuse the consumers. Biodynamic wines are not regulated by law, but by private associations or by a self-declaration of one producer.

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The trend of eco-packaging

As consumers becomes increasingly aware of single-use plastics and their environmental impact, drinks producers want to be seen to be doing their part. Source: IWSR

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Major Wine Producing Countries

Harsh weather to cut French wine output by 12% this year
French wine production will drop by 12 per cent this year after vines were damaged by spring frosts, drought and hail, but quality will remain good, according to the agriculture ministry.

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