Consumer Countries/Markets

USA: Wine prices in 2017

Wine prices in 2017 aren’t going anywhere. How is that possible in this era of higher-priced wine?

First, U.S. wine prices are tied to the California grape harvest. As long as there are enough grapes, it’s difficult for anyone to raise prices because there is so much wine.

Second, the weak euro, which has dropped almost 20 percent in the past year, will put a damper on price increases.

Third, U.S. wine demand is flat as the 40-year wine boom comes to an end. Reduced demand also means it will be difficult to raise prices.

Fourth, increased competition, as the biggest retailers – Costco, Total Wine, and the grocery stores – exert more pressure than ever on prices.

Also, wineries big and not so big, will focus on knockoffs of more well-known national brands, and retailers will continue to add private label and store label brands.

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Global Trends - Beverages

Red, white, but not blue: Spain bans wine because it’s the wrong colour

When five young Spaniards came up with the idea of marketing a blue wine, it was dismissed by Spain’s traditional vintners as a gimmick that would never take off.

But since launching on the market last summer, Gik has shaken up the industry and sold close to 100,000 bottles to clients in some 25 countries, becoming something of a must-have tipple among young hipsters.

But now, the producers have been told they cannot market their produce as ‘wine’ because it is the wrong colour.