Global Trends - Wine Industry Key Elements

What shoppers really want from personalized marketing

When done right, personalization can be a huge boom for retailers and consumers. Targeted communications that are relevant and useful can create lasting customer loyalty and drive revenue growth of 10 to 30 percent. The challenge is to personalize in a way that doesn’t cross lines and delivers genuine value and relevance. But how do you know?

1. "Give me relevant recommendations I wouldn’t have thought of myself."
2. "Talk to me when I’m in shopping mode."
3. "Remind me of things I want to know but might not be keeping track of."
4. "Know me no matter where I interact with you."
5. "Share the value in a way that’s meaningful to me."

What to do to ensure you’re not being creepy.
Are you infusing empathy into your customer analytics and communications design?
Are you listening carefully for feedback on customer acceptance?

[What-shoppers-really-want-from-personalized-marketing-vF]

Major Wine Producing Countries

Australian wine: the way forward

British buyers have long fought for low prices on Australian wine and a number of producers Down Under have in turn enjoyed enormous volume growth. It remains by far the largest country of origin on UK shelves, the size of France and Spain combined, and it has returned to growth over the summer, but the average price point still stands at just £5.23 (Nielsen, year to July 2017).

That is unsustainable for retailers and producers alike in the wake of duty increases and exchange rate pressures, so Wine Australia is on a mission to educate the British public about the country’s ability to compete at higher price points, its regional diversity and its willingness to challenge the sunshine-in-a-
glass stereotype with wines that are elegant and complex yet still offer great value for money.

There is still experimentation and dynamism, but the different regions’ leading lights are all pulling in the same direction and working collegiately to increase the general quality of the wine and the clarity of their marketing messages.  

Nuusbrokkies / News Snippets

Number of British wine producers reaches record high to fuel growing demand for ‘boutique´ drinks

The number of wine producers in Britain has jumped 13pc over the past year to meet the booming demand for "boutique" drinks, which has also propelled the growth of craft breweries and independent distilleries across the country. The number of wine producers in the UK is currently 397, up from 352 in 2015.

Technology

The Farms of the Future Will Be Automated From Seed to Harvest

Swarms of drones buzz overhead, while robotic vehicles crawl across the landscape. Orbiting satellites snap high-resolution images of the scene far below. Not one human being can be seen in the pre-dawn glow spreading across the land. This isn’t some post-apocalyptic vision of the future à la The Terminator. This is a snapshot of the farm of the future. Every phase of the operation—from seed to harvest—may someday be automated, without the need to ever get one’s fingernails dirty.

In fact, it’s science fiction already being engineered into reality. Today, robots empowered with artificial intelligence can zap weeds with preternatural precision, while autonomous tractors move with tireless efficiency across the farmland. Satellites can assess crop health from outer space, providing gobs of data to help produce the sort of business intelligence once accessible only to Fortune 500 companies.