Global Trends - Wine Industry Key Elements

- New South Wales proposes bill to ban alcohol ads

The Australian alcohol and sporting industry has rounded on proposals to ban alcohol adverts in New South Wales (NSW) claiming that it will harm the industry and, despite claims to the contrary, will not do anything to discourage drinking among young people. "Once you appreciate that the advertising that you are seeking to ban is not causing the problem that you are trying to solve, it becomes a moot point."

Brown Forman Australia, whose brands include Jack Daniel’s, Woodford Reserve and Finlandia, said it strongly supports an “evidence-based approach to policymaking”, but that it sees "no evidence to support a change in approach to alcohol advertising and marketing in New South Wales", in its submission to the inquiry.

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Major Wine Producing Countries

- What’s the value of creating a new appellation?

Another day; another freshly-minted appellation. This time, it’s Bourgogne Côte d’Or, the new designation for wines produced exclusively within the most hallowed bit of Burgundy, from Pinot Noir or Chardonnay. The best explanation for Bourgogne Côte d’Or is that it’s really part of the same tidying-up process as the transition, in 2011, of the gloriously badly named Bourgogne Grand Ordinaire and Bourgogne Ordinaire to Coteaux Bourguignons.

So, how will the new appellation work for them? I guess that it may have some resonance in France, where the Côte d’Or is a geographical region through which many Parisians will have passed on their way to spend August in the south. Whether it will strike any kind of chord in other countries is a lot less certain. To be successful beyond France and possibly Belgium, the Côte d’Or appellation will have
Robots may soon have a bigger role in some of the world’s most prestigious vineyards, after successful trials in Bordeaux and Portugal this year. ‘Ted’ to help with soil cultivation and weeding in its vines and will be able to relieve them of some of the repetitive tasks, but a robot will never replace the human hand [which is] essential for a perfect, high quality harvest.

Technology

- Bordeaux: Robot vineyard worker impresses at Clerc Milon

'Ted' the robot