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Consumer Countries/Markets

Latest US wine sales data show 22 years of consecutive growth

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• Last year wine sales in the US achieved their 22nd consecutive year of volume growth as it ended the year up by 1.7% at 357.4m nine-litre cases.

• Still wine drove the addition of 4.5m nine-litre cases on a 1.4% growth rate over the previous year.

• Sparkling wine saw the strongest growth, up by 8.1% adding 1.6m nine-litre cases last year.

• Three of the top five leading brand volumes declined (Franzia, Carlo Rossi and Sutter Home) amid the trend of consumers trading up to more premium-priced (over $10.00) products.

• Total alcohol consumption in the US increased by 0.7% in 2016 to reach 3.4bn nine litre cases.

Source: IWSR 2017 US Beverage Alcohol Preview, Vinex

Global Trends - Wine Industry Key Elements

New Zealand steps up Albariño ambitions

An increasing number of New Zealand winemakers are investing in the Spanish variety Albariño, believing it to offer the acidity, salinity and softness to become an appealing, albeit small volume, alternative to Sauvignon Blanc.

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Comment: According to the 2015 Vineyard Status, South Africa has 8.94 ha Albariño/Alvarhino planted.