BI Daagliks - BI Daily

Consumer Countries/Markets

Sweden is more than a monopoly market

There are two different roads into the monopoly. The first is by submitting wines to a Systembolaget tender. If the wine makes it into the fixed, or core, range it has a guaranteed listing time of nine months; if it’s organic, the guaranteed listing time is 12 months. Tenders, which take place four times a year, are not easy to win, not least because buyers will instantly reject any wines that haven’t met the requested criteria. There is another way into Systembolaget — to list wines in the ‘ordering’ assortment. Any product can be listed in the ordering assortment. But that doesn’t give you any distribution whatsoever unless the demand from the customer grows to a certain amount. If you want to gain distribution you have to outsell the wines that are actually on the shelf.

New World wines are really struggling in general, unless the wine is intriguing or premium. South Africa is suffering and Australia isn’t doing fantastically well. There is a clear turn towards the Old World. Sweden is no longer an analogue market, but a digital market. Screwcaps are widely accepted, as is bag-in-box (BiB): the three litre BiB accounts for 60 per cent of all wine sold in Systembolaget. Click here to read more

Global Trends - Wine Industry Key Elements

NIH halts ethically challenged alcohol consumption study

The National Institutes of Health says it has halted a $100 million industry-funded moderate drinking study whose ethically questionable origins. Click here to read more

Nuusbrokkies / News Snippets
This Insect-Sized Flying Robot Is Powered by Lasers

Outside the lab, insect-sized autonomous robots could prove as practical as their larger counterparts, the drones. Scientists are not likely to solve the power problem any time soon, but these bugs can still be useful in short bursts. Their hoverability allows the bug bots to go on reconnaissance missions that the bigger robots are not well-suited for.

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