Global Trends - Wine Industry Key Elements

Consumer Buying Behaviour

The main goal of this study was to gain a better understanding of the buying behaviour of wine consumers in Portugal. These findings for Portugal are in accordance with what has been observed in other Western countries.

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Are we ready for genetically modified wine?

Grapes that make wines are some of the most genetically modified organisms in the world. It’s just that this modification hasn’t happened using modern gene-editing.

While there are tens of thousands of grape varieties that could be candidates for a perfectly good (maybe even excellent) wine, most aren’t used. That’s because the industry focuses on just a few centuries-old varieties, like Chardonnay, Pinot or Cabernet Franc. And in some growing areas like France, Italy and California, only those varieties will do. According to a USDA study, wine-grapes have been harvested for at least 8,000 years, and our well-known successful varieties have been cultivated (and kept genetically the same) for nearly that long.

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