Global Trends - Wine Industry Key Elements

How Apple’s new technology will overturn wine marketing

Now, since the launch of iOS 11, anyone with recent iPhone will have instant access to the world of AR as soon as they obey the prompt to update their software. September has already seen a torrent of launches and announcements. As well as playing with everything in the Ikea catalogue, iPhone users can point their phone at a banana and all kinds of other foods in order to check its calorie content and allergy issues.

A Washington State brewery has animated its labels, while Treasury Wine Estates has already introduced the talking wine bottle, in the shape of AR-powered labels that allow the faces of convicts featured on its 19 Crimes wines to move and speak. Again, it is easy to imagine another brand bringing its winemaker - or a celebrity - to life in a similar way. Another unsuspected use of augmented reality would be to do something at which the wine industry has historically not been very successful: cross-selling. Why not introduce the buyer of your standard Cabernet Sauvignon to your Reserve bottling, or your Merlot, or - why not? - your Chardonnay?

Finally, and most prosaically, even if wineries choose not to use AR to offer the kind of background information that does not fit onto their back labels, regulators could easily insist that they provide a link to their website on which they provide ingredient listing and health warnings.

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Major Wine Producing Countries

Wildfires ravage Napa, Sonoma, Lake & Mendocino Counties

Wineries damaged or destroyed (Updated 2:01 pm PDT)
1. James Cole Winery
2. Signorello Estate
3. William Hill Estate Winery
NOTE: Because these are early reports, most have been confirmed by owners, employees, or neighbors. However their status may change as conditions allow a more measured assessed.

Natural / Physical Resources

Grape harvest dates and the evidence for global warming

Written records of harvest dates exist in western Europe because the harvest dates are usually officially decreed, based on the ripeness of the grapes. The grapes are used for wine-making, and this activity has traditionally been under some sort of official control. Thus, we have historical records for many locations over many years.

Two long-term datasets for wine-growing regions, one for Two centuries of Bordeaux vintages and one for Three centuries of Rheingau vintages show very large changes in the timing of the start of the grape harvests, especially in recent decades. In this post David Morrison highlights the data.

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