Major Wine Producing Countries

The 10 Most Popular Wine Grapes in the U.S.

Roughly 800,000 acres (320,000 hectares) of vineyards for wine production in the United States. (Total 440 000 hectares). California is by far the most important US wine region with 80-90% of the total US production.

1. Chardonnay (w) 106,000 acres (43,000 ha)
2. Cabernet Sauvignon (r) 101,300 acres (41,000 ha)
3. Pinot Noir (r) 61,800 acres (25,000 ha)
4. Merlot (r) 51,900 acres (21,000 ha)
5. Zinfandel (r) 47,000 acres (19,000 ha)
6. Syrah (r) 22,200 acres (9,000 ha)
7. Pinot Gris (w) 19,800 acres (8,000 ha)
8. French Colombard (w) 19,700 (8,000 ha)
9. Sauvignon blanc (w)
10. Rubired (crossing between Tinta Cão and Alicante Ganzin with pigmented juice).

Click here to read more

Nuusbrokkies / News Snippets

Carlsberg CEO: ‘Purpose, health and sustainability will define the future of the beer category’

Beer has a strong cultural heritage – and brewers have developed successful business models to allow them to grow and thrive - but this won’t be enough to assure the future of the category. Brewers will need to focus increasingly on the key trends valued by millennials in order to enjoy continued success, says Carlsberg CEO Cees ‘t Hart. Click here to read more
The UK loses £218 million every year from counterfeit wine and spirits

The UK loses billions of pounds each year due to counterfeiting, with wine and spirits such as vodka and Scotch key targets for fakers, according to a study published by the European Union’s Intellectual Property Office (EUIPO). [Click here to read more]

VinIntell

VinIntell May2018 Issue 36: WILL SCRAPING THE BARREL CONTINUE?

Much has happened and occurred since September 2013, the last time VinIntell reported on scenarios for the South African Wine Industry. Broadly using the Political, Economic, Social, Technology, Environment and Legal (PESTEL) analysis method various aspects are once again visited and analysed to present a picture of how each might play out over the next decade to around 2025. A literature review of previous futures studies was conducted including VinIntell editions of 2017 and 2018.

From a South African Wine Industry perspective the desirable status for the future remains the following:
- To be globally competitive and highly profitable;
- To dominate select market niches;
- To produce products that are ‘distillates of nature’;
- To be innovation driven and market directed and ensure continuous renewal and sustainable customer and consumer satisfaction in all the products and services that it offers; and
- To be an ethical, socially responsible and sustainable industry that develops its people; builds relationships with its community and contributes towards creating a better society in South Africa through its behaviour, activities and engagement.

These studies and previous VinIntell research point to the fact that certain drivers and other variables continue to impact on the future of wine in South Africa in both positive and challenging manners including climate change, regulatory change and technological advances (robotics, artificial intelligence (AI)). The PESTEL series aimed to unpack prominent macro factors that impact on each category. For this edition of VinIntell, an update of the optimistic (Cup Runneth Over) and less optimistic scenario (Scraping the Barrel) presented in 2013 is provided using the PESTEL method.

About scenarios

Scenarios are mere roadmaps; they contain no predictions and are at best, constructed stories build around variables about a particular point in the future and some informed speculation about the crosscutting paths that might get us there based on currently known facts. There will not be one scenario for the wine industry in 2025. Rather, it will be an increasingly confused set of extremes. Such a conclusion is hardly surprising. Rather than simply provide simple optimistic and less optimistic outcomes, this edition of VinIntell focuses first on drivers and variables that are likely to propel change in the wine industry where after two pictures of what the world and South Africa is likely to look like in 2025 will be presented.

Drivers and variables that are shaping the futures - [Click here to read more]