Consumer Countries/Markets

US: Off-premise top 20 table wine brands

Despite wine's premiumization hopes, 90% of the top 20 off-premise brands are under $10 (11 are under $6!).
France: New Vine Varieties Will Reduce Need for Pesticides in French Wine Industry

The French wine industry has announced the creation of four new vine varieties. The National Institute of Agricultural Research (INRA) has made Floreal, Voltis, Artaban, and Vidoc vines which are resistant to major disease. The development of these unique varieties required eighteen years of research. The Floreal vine variety is noted for its white wine with some notes of exotic fruit. Voltis is part of the family of fluffy white wines. Vidoc, a robust red, while Artaban provides a light, fruity wine.

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