Global Trends - Wine Industry Key Elements

Millennials Are Wary of Celebrity Endorsements

The practice of celebrity endorsements appears to be in trouble with at least one key demographic—millennials. A wide-ranging survey of US millennial internet users from Roth Capital Partners found that the vast majority of respondents, 78%, either had a negative view of celebrity endorsements, or were indifferent to the practice with regard to making a purchase.

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Other Wine Producing Countries

Turkey sets sight on ‘quality’ export markets

Wines of Turkey held their third annual London tasting yesterday with producers – suffering high domestic sales taxes and growing local restrictions on promotions and sales – eager to boost exports beyond the traditional markets, Germany and the US.

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Comment: According to the OIV Turkey ranks 5th with 480 000 ha (predominantly dried and fresh grapes). Wine production in 2016 was 58 million litres and 7% exported to main markets such as Belgium, Germany, UK and USA.