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Global Trends - Wine Industry Key Elements

Western Cape takes a sober look at ways to curb drinking

The Western Cape's alcohol harms reduction policy white paper was published last week. It represents the Western Cape's policy position on alcohol, mitigating its harm and informing potential provincial law changes. Western Cape aims to make alcohol more expensive and as hard as possible to buy while increasing enforcement of infractions.

Here are some of the main proposals:

- Consider a provincial tax to increase the cost of alcohol.
- Restrict trading hours.
- Remove all bottle stores attached to grocery stores within five years.
- Reduce the density of alcohol outlets in communities and in areas where there are alcohol-related car accidents.
- Lobby government to ensure that drivers under the age of 21 or in their first three years of obtaining a licence may consume no alcohol at all if driving.
- Fine outlets that repeatedly serve underage drinkers or breach other laws.
- Bring all 3,400 estimated illegal liquor outlets (shebeens) in the province into the regulated market.
- Suggest a district court specifically for alcohol offences.
- Lobby government to ban alcohol advertising to under-18s.
- Compulsory training for people who need a liquor licence such as the managers who run restaurants, bottle stores or clubs; and encourage metro police to use legally admissible mobile breathalysers to test alcohol levels at roadblocks.

In the meantime, ensure no Western Cape government venues or events allow or use alcohol advertising.

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5 Social Media Trends That Will Have Maximum Impact in 2018
Opinion: The role of social media marketers is expanding.

1. Ephemeral content will provide the best engagement rate.
2. Content that engages audiences on a personal level will be liked the most.
3. Businesses leveraging the power of social chat bots for customer service will win the game.
4. Livestreaming and interactive broadcasting will be the next big thing.
5. AI and image recognition have already begun to transform social media marketing.

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