Consumer Countries/Markets

**Xiamen aims to become China’s biggest wine import city**

China’s coastal city Xiamen in Fujian province has opened a sprawling 5,900-square-metre wine trade centre, which it hopes will allow the city to become the largest trading centre for imported wines in China within five years. Built with wine exhibition, trading, tasting and training facilities, the centre will enjoy preferential support from the Free Trade Zone on finance, e-commerce and customs clearance, according to Lin Shuxi, an official with the FTZ’s administrative centre.

Currently ranked as China’s third largest trading hub for wine, Xiamen was one of the first ports in China to begin importing wines. In the first six months of the year, wines worth US$47 million were shipped to the coastal city, the majority French.

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**South African wines see increased interest from US consumers**

As US interest in South African wines grows, Chenin Blanc is providing a focal point for introducing more and more consumers to the category, according to industry body Wines of South Africa (WOSA).

US imports of South African wines have seen double digit volume growth, with WOSA predicting that growth will continue in the coming years. Meanwhile, the South African wine industry can further boost the sector by rallying round Chenin Blanc as an entry point to other varieties. The US is the South African wine industry’s fifth largest market: coming after the UK, Germany, the Netherlands and Sweden.

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Moderate Drinking Has Benefits, How Much is Too Much?

Drinking in moderation has been linked, in numerous studies, to a wide variety of health benefits — lowering the risk of heart disease, diabetes, and cholesterol. But it’s also possible to get too much of a good thing, experts say.

The Big Q: What is drinking in moderation?

The Big A: According to the Mayo Clinic, moderate alcohol consumption for Women is 1 drink per day, a beer, glass of wine, or cocktail. For Men, it’s 2 drinks, but after 65 anni men should limit alcohol consumption to 1 drink per day. Drink size depends on the type of beverage.

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