Consumer Countries/Markets

An insight into selling wine in Mexico

It’s important to remember that Mexico is still relatively new to imported wine – there is a growing patriotic fever encouraging sommeliers to showcase domestic wines on lists and by tradition many Mexicans will shun wine in favour of spirits.

Don’t make the mistake of channeling all resources into Mexico City. Yes, it’s the most dynamic and populous city but, equally, second-tier cities like Guadalajara, Puebla and Veracruz are also important and growing at a very healthy rate. And don’t forget tourist hotspots such as Cancun.

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Economic Environment

The business of EU subsidies

The aim of EU funding is to improve the competitiveness of agriculture within member countries, focusing on greater competitive equality, and an increase in the level of consumer knowledge regarding its agricultural products and their methods of production.

Funding for Italy’s wine industry falls under the Common Organisation of Agricultural Markets (COM) allowing the EU to fund a specific agricultural product – in this case, wine.

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