Global Trends - Beverages

Félix Solís boosts ‘heinous’ low-alcohol category with new range

Félix Solís has teamed up with Tesco to launch three wines containing just 0.5% alcohol, admitting that the category has been “heinous” for wine lovers.

The new range, which is exclusive to Tesco, comprises a Cabernet Tempranillo, Garnacha-Rosé and a Sauvignon Blanc (RRP: £3.00) from Spain, which have been de-alcoholised to 0.5% ABV using the spinning cone method.

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So Brexit is happening – what next for the wine trade?

On one level, the hung parliament delivered by the UK electorate on June 8 means more uncertainty after a year of… umm, uncertainty.

And yet for the wine trade, which almost unanimously wishes for trade to continue as uninterrupted as possible, the result offers plenty of reasons to be cheerful. Most importantly, Prime Minister May no longer has a majority, which makes her vision of an extreme Brexit far less workable.

Sterling is a good 15% down on last year and it has meant that wine prices so far for the UK consumer have risen slowly but surely. The £5 price barrier in the UK that consumers were traditionally unwilling to move beyond has been firmly broken. The average bottle price was £5.56 in the second quarter of 2017.

25% of EU wine exports are destined for the UK market, representing around €2 billion per year, and the UK is the second largest importer of wines in the world. But there is also the appeal of the individual consumer, and the depth of knowledge found within the market. The British consumer has always been a test bed for many wine styles, and always been window to the world, and this has huge value for wine brands looking to export internationally.
California: Labor Shortage Leaves Millions in Crops to Rot in Fields

More Mexican Immigrants are Leaving the U.S. Than Arriving.

Last year marked the fifth consecutive year Santa Barbara County’s agriculture industry has struggled with labor shortages, which have ranged from 15 to 26 percent. Farmers, therefore, must leave crops to rot in the fields. Total, there are anywhere from 15,000 to 23,000 ag workers in Santa Barbara County, most of whom are from Mexico. The number fluctuates as most crops are picked multiple times a year.

As Mexico’s economy improves and becomes less reliant on agriculture, Mexicans are having fewer children and “feeling less the push to migrate north. Security has also tightened along the southern border. As a broader demographic shift, Mexican immigrants who have worked in the fields for decades are getting older, and their children, born in Mexico or the United States, are not as likely to go work in the fields.