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Consumer Countries/Markets

Australian wine is at war

Four time international winemaker of the year, Neil McGuigan has claimed that the wine industry is at war to win over the hearts and minds of young consumers.

"People don't understand that the wine industry is in a war - we are in a war against beer, against spirits and against RTDs," McGuigan said in an exclusive interview at ProWein.

"If we don't understand that, we've got to get to those young adults who are getting into drinking alcoholic beverages and I don't mind if they have flavoured wine, I don't mind if they have rosé on the rocks or frosé, as long as we get them into wine in any way and then we can take them on the journey of Shiraz and Cabernet and Merlot and other varietals. So we need to be creative and we need to embrace people - what we must not do is we must not have arrogance about wine, that attitude has got to change. We have got to be embracing people into wine and make them feel comfortable with wine - then we can win.

The American Wine Industry Party May Be Winding Down

Beginning in 1968, and for twenty years thereafter, the so-called Baby Boomer generation in the United States (US) was responsible for doubling per capita wine consumption. That generation's influence is still being felt today to the tune of about forty percent of US wine sales. But today's demographics may mean trouble in paradise.

In November 2016, a study released by Wine Intelligence, of London, found that, "Two measures suggest that the US market for wine may have peaked – or at least paused. There has been a reduction in the average consumption per head of wine in the last few years, coupled with a reduction in the number of very frequent wine drinkers – that is, those drinking wine on a near daily basis."

Is the US wine boom over?