Consumer Countries/Markets

The somms of Sweden

Players in Sweden’s acclaimed food and wine scene turn to its sommeliers to assure success. Despite a highly regulated national alcohol retail monopoly, a social system laden with high taxes and labour costs and scant domestic wine production, Swedish sommeliers thrive both at home and abroad. A successful sommelier represents not only the difference between losing money and making a profit, but capturing a popular cultural zeitgeist, the kind that attracts attention, burnishes brands and bestows Michelin stars. Producers, importers, restaurants and wine bars all want the attention of these industry influencers.

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Global Trends - Wine Industry Key Elements

Alcohol advertisers are fleeing the Twitter nest

Twitter is undoubtedly the most effective customer service platform, but alcohol brands have been historically wary of using it as a core marketing channel. A key reason is age targeting. Twitter is seen to be a less innovative marketplace when targeting a younger demographic on social. As media budgets increase, other platforms, particularly Instagram and Facebook, offer much greater control over who can see content.

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Nuusbrokkies / News Snippets

New Zealand - New wine fountain
A wine fountain like those in Italy and Spain could boost tourism in Blenheim, Marlborough promoting Marlborough as the home of world-class wines.

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**Socio-Cultural Environment**

**Winetech 2018 Study Groups and Workshops for Senior Cellar Assistants**

The Winetech study groups make a considerable contribution in the transfer of knowledge to cellar assistants in the South African wine industry. These study groups are endorsed by industry organisations, i.e. Shiraz SA and the Cape Winemakers Guild and aim to address development and the transfer of knowledge in a practical and holistic manner, through closer collaboration with cellars. There is a serious need for the development of practical knowledge, as well as general knowledge of cellar assistants, which should add value to their careers. Apart from the study groups, which are available to all cellar assistants, a pilot programme, consisting of two workshops for senior cellar assistants, will be launched in 2018. The aim of the Winetech study groups and workshops are to broaden knowledge and to increase productivity.

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