Global Trends - Wine Industry Key Elements

Europe’s screwcap kings

European wine-producers are generally reluctant to adopt screw cap closures; consumer disaffection is often said to be the cause. Not so in Franconia: screw caps are now used for 99 per cent of white wines (and whites constitute 81 per cent of production in this region of Northern Bavaria). They’re used for four out of every five bottles of red, too. This surely constitutes the most comprehensive adoption of screw cap by any European region.

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Note
Franconia is a region in Germany, characterised by its culture and language, and may be roughly associated with the areas in which the East Franconian dialect group, locally referred to as fränkisch,

The Four Successful Types Of Wine Tourism

1. "Open Door" wine tourism - Receiving people for wine tastings and cellar visits.
2. "Edutainment" (education + entertainment) - This is something more, something a little bit more complex and organised than “just a visit”. For example: blending session, harvesting workshop, vineyard nature walks, cooking class....
3. "Disneyland" Wine Tourism - This is Big Budget projects, often with mixed contents also including “general” tourism (not directly wine related). For example restaurant, hotel, museum...
4. "Eventification" - This refers to one-time events focussed on wine. For example: wine festivals, fête du vin, gastro-walks, village harvest festival etcetera.

On the “demand side” there are different kinds of wine tourists:
• The Wine Geeks: Want to know everything. Wine is the sole purpose.
• The Gastro-Tourist: Food and wine is an important element.
• The Passing-By Casual (Wine) Tourist: “We’re in a wine region so let’s visit a winery.”

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Major Wine Producing Countries

French wine harvest 2017 set for ‘historic low’
Production from France's 2017 wine harvest may fall by 17 percent to between 37 million hectolitres (4.9bn bottles) and 38.2 million hectolitres, versus 45.5 million in 2016, the country's ministry of agriculture said. Frost and hail are largely to blame.

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