Global Trends - Wine Industry Key Elements

Which social media networking sites should brands keep an eye on?

The vast majority of brands are familiar with how to use social networking mainstays like Facebook, Twitter and Instagram for marketing purposes.

But each of these social media networking sites came from somewhere, and there was a time when they weren’t as well-known as they are now – and those brands who were prescient enough to get in on the ground floor were able to reap the “early adopter” rewards.

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Pecorino? Nascetta? Gringet? If you don’t know these long-sleepy grape varietals, get yourself educated. They’re the next hot thing in wine.

By Elin McCoy. The current flood of delicious wines made from little-known grapes such as these can’t compete with floods of rosé being poured everywhere, but the vogue for exotic varietals is a trend that just keeps growing.

Bear in mind that what’s considered an “obscure” grape evolves pretty quickly. For example, Assyrtiko from Santorini burst onto the scene a couple of years ago and is now part of the popular mainstream. Curious drinkers bored with last year’s “in” grapes (such as Corsican sciaccarellu) needn’t worry. Among the new wave of hot grapes making tracks in New York are a host of light-bodied, aromatic reds and crisp floral whites with such names as trepat, pecorino, ruchè, and gringet.

The flood continues because young, adventurous winemakers in France, Italy, Greece, Spain, and elsewhere keep discovering long-lost grapes, rescue them from extinction, and then turn them into wines that expand our taste horizons.

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Think tank in France discusses the future of ‘fine’ wine
The "Fine Minds 4 Fine Wines, a Think Tank Amongst Wine Tanks" was to contemplate what the years ahead could hold for this product we call "fine" wine. Admittedly, those of us who merely live in the wine bubble as consumers don’t fully grasp the discomfiting issues confronting the industry in the 21st century.

The times are indeed changing. Attendees admitted they found the mere concept of quote-unquote fine wine, the fundamental starting point, to be hopelessly anachronistic - if it’s to be implied that a wine can only be truly fine if it hails from a certain prestigious place and goes for above a certain price point.

The wide-ranging array of questions we sought to find answers for included:

- How will the trend toward deformalization of fine dining affect the future of fine wine?
- How will fine wine adapt to a new generation of post-Parker tastemakers?
- What will generation-next sommeliers be looking for when they build their lists?
- What are the next seismic economic shifts likely to be - climate change factors hugely into this - and which large wine regions are likely to be most affected?
- How will tradition and terroir work in the IoE (internet of everything) world?
- How can wine producers grasp the opportunities presented by the trends of smart luxury and eco-luxury?
- From wineries to the wines they produce, who will be tomorrow’s investors and which regions will be attracting the most investment dollars?
- Can wine help connect generations and cultures that are growing apart?
- Can wine, in conjunction with its "sacred" rituals, preserve its place as a bastion of high culture?

Definitive conclusions and fail-safe courses of action, of course, proved elusive - think tanks are, by definition, ongoing entities - but the conversations were spirited and we were rewarded for all our deep thinking by to-die-for tasting opportunities.

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