Global Trends - Beverages

Sales figures signal a brandy revival

South Africa makes some of the world’s finest potstill brandies, yet for the past decade, local consumers had been increasingly raising their glasses to whisky - until now.

In 2006, whisky overtook brandy as South Africa’s favourite spirit, but the decline in volume and market share for this homegrown spirit made from grapes has finally turned a corner, and brandy’s popularity is on the rise again. Nielson Statistics revealed an increase in volume of 4.7% for brandy and cognac between 2016 and 2017 in the off-consumption market.  
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Cognac versus South African brandy: what’s the difference?
If you didn’t know this already, cognac is a type of brandy. So what’s with the name? Well, cognac has to be made in a very particular way, as outlined by the Bureau National Interprofessionnel du Cognac. South African brandy also follows strict criteria, in this case determined by the Liquor Products Act. The growth and integrity of SA brandy is facilitated and preserved by the South African Brandy Foundation, a local NPO.

Let’s explore the subtleties that set these two world-leading brandies apart. 
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Nuusbrokkies / News Snippets

On moving SA wine forward

Opinion - Marthélize Tredoux. I glance back at some of the issues discussed since January – both that I’ve written and those of others – to try and pinpoint what’s still relevant, what will still be relevant in the next year and if anything has changed or is worth rehashing. One thing that seems clear to me is that the South African wine industry is hungry to move forward. Our methods may differ, our
strategies may be out of sync (and that’s a rather big problem right there) but we want to push South Africa as high as this ladder goes.

1. Science (and reason) – get with the program and stick with it
2. Digital Marketing – great power requires great scrutiny
3. Sell direct
4. Less conversation, more cooperation

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