Global Trends - Beverages

How looming wine shortages could shape the market

Taken collectively, climatically-driven shortages have made for the smallest 2017 harvest in 36 years and the dearth will be most keenly felt this year. However, wine producers in Eastern European countries like Romania, Macedonia, and Moldova all have plenty of 2017 wine to sell - and sales staff who are busily fending off urgent enquiries about the availability of Pinot Grigio and Merlot. Unfortunately, even where they are able to supply some of this demand, countries like these know that they are simply filling a gap until wine begins to flow again through the traditional pipelines. Worse still for them, of course, is the lack of commercial (as opposed to intellectual) interest in the local grape varieties of which they have far larger volumes.

Two solutions are clear. On the one hand, 2018 offers a unique opportunity for any hitherto lesser-known wine region or country with wine in its tanks to devote every dollar it has to market itself to the international wine trade. On the other hand, it is time for wine brand-owners to begin to wean consumers off their simplistic diet of varietal wine.

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A look at direct to consumer wine selling

As wine brands compete for consumer attention in an oversaturated market and retail profits diminish, more wineries are trying to sell part—or all—of their products directly to consumers; selling directly from the tasting room and through wine clubs allows wineries to earn significantly more for their wines.

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Wine Trends to Watch For in 2018

1. Same Wine, Alternative Packaging.
2. Rosé All Day.

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Japan tightens wine labelling rules

Japanese wineries are scrambling to change wine labels in anticipation of new laws that will require any bottles stating geographic designations of origin must contain at least 85% of grapes sourced from that region.

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