Economic Environment

Vinexpo outlines challenges of Brexit

The issues are: reaching favourable trade agreements; Brexit’s impact on duty, retail pricing, category management and distribution in the UK; re-exports; the impact of Brexit on travel retail; and the protection of designation of origin areas.

The topics will be discussed at a conference taking place at Bordeaux’s Parc des Expositions on Tuesday 20 June at 4pm. The conference will open with a review of the current EU trade agreement regarding wine and spirits imports, exports and tariffs.

Click here to read more

Global Trends - Wine Industry Key Elements

The loyalty paradox

Why our obsession with creating loyal customers may be a fool’s errand.

As consumers we generally tend to buy what we need, when we need it. At the same time we rarely stick to the same brand. If our preferred brand of cheese is not available, or maybe we simply don’t see it on the shelf, we buy another equivalent product.

Yet, if consumers don’t buy more than they need and naturally swap between brands, it seems strange that marketers spend a lot of their time thinking about fostering loyal customers. Can we make our customers buy us more even if they don’t need to? Can we expect them to stick religiously to our brand? Academic research has been grappling with this issue for many years, and the answer tends to be a fairly consistent “no”.

Click here to read more

Insight: Is consideration-set marketing the key to growth? Click here to read more BI Daily 17 March 2017
**Major Wine Producing Countries**

**SA: A troubled legacy keeps shackles on wine sector**

South African wines are increasingly being singled out as among the most exciting globally, but the industry has been struggling to leverage the new-found fame to raise the status and average price points of local wines in export markets.

The inability to shake off the "cheap and cheerful" label is hampering the growth of the industry, which, while it holds massive potential to boost the local economy, needs to find new ways to unlock more value — and fast.

The upstream effect of the inability to unlock value is, for example, that some wine producers revert to increasing yields — thereby reducing quality and placing strain on precious water resources — or price-taking to cover rising production costs rather than investing in building their brands, reputations and regional identities to differentiate products and earn higher prices in the long term.

South African wine brand owners also enjoy fewer trade preferences than many of their New World competitors. Trade Law Centre CEO Trudi Hartzenberg points out that Chile is a good example of a producer that has been "at the forefront of securing preferential market access to key export markets".

Also, a core issue is transformation.

[Click here to read more](#)

---

**Technology**

**Now, You Can Send Lemonade Over the Internet**

Researchers at the National University of Singapore successfully simulated the taste and appearance of lemonade in a plain glass of water using electrodes.

Using a system of electrodes and sensors, researchers at the National University of Singapore can digitally transmit the basic look and taste of lemonade to a plain glass of water. The team used color and pH sensors to capture the lemony hue and acidity of fresh lemonade, and then transmitted the data to electrodes surrounding the plain water. The drinker's taste buds were stimulated with electricity from the receiving electrodes, and LED lights mimicked the lemon color as they drank what tasted like lemonade.

The concept behind the concept (inevitably conjuring up the dystopian future of The Matrix) is simply to allow people to get online to share sensory experiences when they're apart.

[Click here to read more](#)