BI Daaglik - BI Daily

Consumer Countries/Markets

Indian wine consumption getting interesting

Wine consumption is low but opportunity for growth is considerable. The legal drinking age of 25 is high compared with Western cultures. But there are 485 million people above this age. According to the report, “2-3 million consumers consume a total 24 million litres”.

Sales of alcohol are on the increase (9 per cent CAGR 2009-14):
• Spirits: up 7 per cent
• Beer: up 10 per cent
• Wine: up 12 per cent

For something different

Drunken Monkeys: A Scientific Explanation for Our Drinking

Humans in general have a thing for alcohol. Drinking alcohol has been a part of the human experience for essentially as long as there have been humans. But why do humans like alcohol so much? The answer could go all the way back to evolution and what's known as the drunken monkey hypothesis.

The theory was originally put forth by Robert Dudley, a professor of integrative biology at the University of California, Berkeley, in a 2000 article called “Evolutionary origins of human alcoholism in primate frugivory.” The hypothesis proposes that apes and early humans evolved to seek out ethyl alcohol because it led them to food. These early primates are known as frugivores, referring to their preference for fruit over any other food. But in order to locate that desirable fruit and those crucial calories, frugivores couldn't just hit the local Whole Foods. They had to rely on their sense of smell. And one thing that routinely led them to fruit was the smell of alcohol.

Click here to read more
South African wine producers target China

South African vintners are busy in China. In March, South African wines appeared at the “Great Wines of Southern Hemisphere 2017” trade show, which took place in the southern city of Chengdu just before China’s largest annual food and wine fair.

This month they will be participating in a series of promotions culminating in the “Discover South Africa” tasting event in Shanghai on 27 April. According to Michaela Stander, market manager for Asia at Wines of South Africa (WOSA), this will include about 20 exhibitors showcasing over 200 wines.

And that’s not all.

Click here to read more