Global Trends - Wine Industry Key Elements

A Consumer Psychologist Looks at Why Customers Buy

Retailers are increasingly mining Big Data for insights into their customers.

What goes into the thought process of consumers before they decide to purchase is important too.

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On the draft liquor bill and its impact on marketing

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Michael Fridjhon

Wine-drinkers who think that regulation around the sale of liquor is unlikely to have any impact on their being able to enjoy their favourite tipple might have to think again.

Most of what the DTI is seeking to enshrine in the new act is prohibitionist in nature. For example, it wants the law changed so that there are no retail licences within 500 metres of schools, places of worship and transport routes. At a stroke of the pen there would then be no licensed restaurants in the Waterfront and no bottles stores pretty much anywhere in urban environments.

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