The Flavour and Varietal Preference in the South Korean Market 2018 report is a useful guide for businesses who wish to gain an insight into the varietal usage and preference of South Korean wine drinkers. In addition, it provides detailed information about their views of both style and flavour descriptors for white wine and red wine. For this study, we have divided common wine descriptors into two groups; style descriptors and flavour descriptors. Style descriptors express the general structure and body of a wine, whether it is ‘crisp’, ‘fresh’, ‘juicy’ or ‘bold’. Flavour descriptors are those that describe more specific wine characteristics such as ‘tropical fruit’ or ‘blackberry’.

Key highlights of the report:
1. Sauvignon Blanc and Chardonnay are two firm white favourites of South Korean wine drinkers (those who drink imported wine at least every 6 months), this preference also holding true across different age segments, except for wine drinkers between 19 to 24 years old, who are less likely to favour Chardonnay
2. Younger South Korean wine drinkers have a preference for sweeter wine styles, with wine drinkers between 25 to 44 years old being more likely to report Moscato as their favourite varietal
3. Cabernet Sauvignon is the ‘universal favourite’ among South Korean wine drinkers who drink red wine. While Cabernet Sauvignon is a clear favourite among all age groups, Pinot Noir is significantly more appealing to younger drinkers
4. South Korean drinkers of white wine are drawn to white wines described as approachable, with a balance of softness, sweetness balanced with a level of crispness. Descriptors relating to freshness and fruitiness are the most appealing in terms of flavour
5. Similar to white wine, red wine drinkers find fruit-forward berry flavour descriptors more appealing than descriptors related to spice or ageing such as leather and vanilla

Drawing on data collected from our January 2018 wave of Vinitrac® (the world’s largest ongoing omnibus survey on wine consumer attitudes and behaviours), secondary sources and market experience, this 60-page report offers a detailed analysis of how the market is performing and includes:
- Favourite red and white grape varietals among semi-annual grape-based imported wine drinkers in South Korea by age
- Appeal of style and flavour descriptors for both red and white wine among semi-annual grape-based
Economic Environment

Brexit’s implications for the rest of the world

Brexit has become an all-consuming issue for many in the United Kingdom. Hardly a day goes past without some new angle or discussion in the media and political world about what sort of Brexit we might be heading for. So, while in the UK the debate will continue, it’s worth considering how other parts of the world might be looking at this issue. The UK is probably one of the most international markets in the world, with produce sourced from the European Union, as well as other countries, including the U.S., South Africa, Chile, Peru, Turkey and New Zealand.

What happens here in the UK post-Brexit will have implications for them all, but the full extent is still unknown. For countries in the EU, such as Holland, Spain, Italy and France, the UK is an important export market for fresh produce. It is likely that the growers/exporters in these countries would want to see a relatively soft Brexit, whereby they still have good access to the UK in terms of tariff and non-tariff barriers. And the UK would still want to be able to import freely from them. In other parts of the world such as the U.S., South Africa, Chile, Peru and Oceania, the UK has been a prime export market for many years.

However, over the past 10 years, there has been a strong effort to diversify exports to new markets, especially to India, southeast Asia, parts of Africa and the Middle East.

The simplest thing to do would be to revamp the details of these (current arrangements) to allow trade to carry on with the UK in a relatively uninterrupted fashion. This would include the U.S.

Major Wine Producing Countries

Australian wine gets broader powers to protect nation’s wine reputation

With wine from Australia not able to be exported without approval from Wine Australia, the regulations give the industry body the authority to deny the approval of shipments where a product could not be lawfully sold in the country to which it would be exported, including preventing the export of a wine from Australia that infringe intellectual property-related laws in the destination country. Additionly, exporters will no longer be able to export on behalf of companies or individuals that are not themselves eligible to hold an export licence, such as where a licence has been cancelled. Comprising a number of changes, the most important one was the capacity to assess whether an exporter was a “fit and proper person”, said Andreas Clark, CEO, Wine Australia.

Nuusbrokkies / News Snippets
South Africa introduces sugar tax

South Africa’s Sugary Beverages Levy has come into effect this week, and is expected to raise the price of sugary soft drinks. Proposals for the tax on sugar-sweetened beverages were announced in 2016 and came into effect on Sunday (April 1). South Africa has the highest level of obesity in sub-Saharan Africa and the policy is addressed at reducing sugar intake. The government has set out targets to reduce obesity prevalence by 10% by 2020, with a sugar tax being one of the measures to achieve this. The new Sugary Beverages Levy (part of the Health Promotion Levy) is fixed at 2.1 cents per gram of the sugar content that exceeds 4g per 100ml (the first 4g per 100ml are levy free). 'Sugar' refers to intrinsic and added sugars and other sweetening matter. However, fruit juice is exempt.

Click here to read more

Who Wins A U.S.-China Trade War? Maybe Australia

As the U.S. and China ratchet up a tit-for-tat tariff dispute, it has been said often in the last few weeks: "No one wins a trade war." Nevertheless, staying out of a war is often the best way to win, or at least not to lose. Take Australia, for example.

Click here to read more