Global Trends - Wine Industry Key Elements

How Wine Labels Influence Purchase Decisions Using Eye-Tracking Technology

With countless bottles to choose from while shopping for wine, and without the ability of the winery to have their products sampled prior to purchase (most of the time anyway), the label on the bottle is the last hurrah, if you will, for a winery to maximize their chances of their bottles being the chosen ones.

What should a winery put on that label to get someone to buy it? A flashy label? A wordy story? The decision to what the label should look like can arguably be just as important as the growing of the grape and other winemaking processes prior to the wine even going into the bottle.

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Health: One step closer to finding out how wine may protect your neurons

Researchers have now found out how wine compounds are protective against neuronal death: they should pass through your stomach first.

Society is nowadays full of false myths about diet, and it is the role of both science and media to avoid the spread of these rumors, as well as make people aware of the importance of diet for your health.

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Major Wine Producing Countries

South Africa over-delivers at entry level, but needs to work harder to push premium message
Last week Harpers gathered a room full of wine trade experts to debate the health of the South African wine industry. Participants from the on-trade, multiples and independent sectors discussed how South Africa can better promote its premium offering and what its trump cards are.

There was a consensus that while South Africa is well positioned in the entry-level where it punches well above its weight, trying to get consumers to trade-up to plus £10 wines is tricky.

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**Natural / Physical Resources**

**Australia: Phylloxera spreads north in the Yarra Valley**

New detections of phylloxera have seen the boundary of Victoria’s Maroondah Phylloxera Infested Zone (PIZ) boundary extended to the north – incorporating four additional vineyards.

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