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Global Trends - Wine Industry Key Elements

Alcohol Intake (In Moderation) Is Actually Good For You

A 2005 Dutch study found that moderate drinkers are at a 30% lower risk of developing Type-2 Diabetes. A study published in the 2010 journal Alcoholism: Clinical and Experimental Research found that those who drank in moderation were likely to live longer than those who abstained. However, research published in Obesity found that being “mildly intoxicated” can make a woman’s brain more sensitive to food aromas.

So how is alcohol good for you? Champagne may improve memory, bubbly is good for your heart and new trend: rooibos-infused cocktails.

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5 Top Trends for Customer Loyalty in 2018

#1. The path to Customer Centricity begins with Engagement.
#2. The value of customer data has never been higher, or its future value at higher risk.
#3. Mobile is an important channel but may not be the "one channel to rule them all".
#4. To follow
#5. To follow

Part 1 - Click here to read more
Part 2 - Click here to read more
Part 3 - To follow

Major Wine Producing Countries
Australia: Winemakers head for higher ground as temperature increases force vigneron to rethink future

With little rain and increasing average temperatures, winemakers in central-west New South Wales are having to change the grape varieties they grow, while the grape harvest is occurring several weeks earlier than it used to. While traditional wine styles like Pinot Gris, Rose, Chardonnay and particularly Pinot Noir are proving increasingly popular, winemakers are noticing less demand for the type of varieties that thrive in warmer conditions. But with changes in the climate, grapes for wines like Tempranillo and Sangiovese are being considered for planting as part of a 20-year strategy. 
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