Consumer Countries/Markets

USA: Consumer, market changes unnerve wine industry

Less consumption, more grapes, higher costs bring uncertainties.

Changes in consumer attitudes, more competition among drink choices, a sudden global glut of grapes and increases in production costs have cast some clouds over a wine industry that has grown accustomed to sunny outlooks over the last few decades.

The U.S. wine market is still growing, but at a lower rate than before. Annual sales of wine cases rose by just 1.2 percent in 2018 to nearly 410 million cases, slowing a trajectory of annual growth that reached as high as 6 percent in 2011. Per capita alcohol consumption has remained relatively flat since 2003, and nearly half of regular wine drinkers – including two-thirds of Millennials – said in a recent survey they’re trying to drink less alcohol, mainly because of health and wellness concerns.

However, California is still the envy of the rest of the wine world. It has diverse varietals from diverse origins, and its wine consumers are divided equally among men and women and range widely in age. Moreover, studies show that alcoholic beverage consumers turn to wine as they mature.

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Global Trends - Wine Industry Key Elements

‘Deal’ or ‘No Deal’ – brexit and trade marks

By Donvay Wegierski, Director, Werksmans Attorneys, Jan 31, 2019

Depending on the circumstances, the following considerations and time frames concerning trade marks in the UK are expected to apply to European Trade Marks (“EUTM’s”)*.

- The UK and EU reach a ‘deal’ before 29 March 2019: All EUTM trade mark registrations will be considered in force and effect in the UK until 21 January 2021 whereafter UK trade marks will automatically be created, replicating the EUTM.
• The UK and EU reach ‘no deal’ and the UK exits the EU on 29 March 2019: Registered EUTMs will automatically be created into replica UK registrations on 29 March 2019. A transitional nine month period will follow allowing holders of pending EUTM’s to opt for UK replication.

Should the exit date be extended EUTM’s will continue to cover the UK as they currently do. Our recommendation remains that a separate UK application be filed simultaneously on filing EUTM’s to avoid any uncertainty.

*A EUTM covers all 27 member countries of the EU, namely Austria, Belgium, Bulgaria, Cyprus, The Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the UK.

Desire for healthier lifestyle leads to people drinking less wine
The Wine Narrative is Slowly Changing—In a Bad Way

Tom Wark Feb 1, 2019

"Narrative" - It’s a word that has come to be used more and more over the past decade to describe a given explanation or story concerning one topic or another. Most often you see the term "narrative" used to describe how the media is telling a particular story. For example, "the current narrative is that the Trump team worked with Russian representatives to influence the outcome of the 2016 election.” That’s a narrative. It may or may not be true.
I want to raise a concern about a "narrative" that is developing concerning alcohol vis-a-vis cannabis. More and more I see both alcohol and cannabis linked together as alternative ways of getting high. It’s true that alcohol (including wine) is a means to get “high”. But alcohol (and particularly wine) has also long carried an alternative narrative: a beverage that accompanies food and dining that has a long cultural and social history that is linked to land and agriculture. This latter narrative is very positive. It also has the benefit of being true.

Ask yourself what happens when this “narrative” of wine being nothing more than a vehicle for getting high, no different from cannabis, moves into the mainstream. What happens when consumers and, importantly, policymakers are regularly confronted with this narrative? I know what happens. Wine becomes no more than just another drug, like cannabis, cocaine and opiates.

This is one more reason why the wine industry ought to be working very hard right now to do whatever it can to disassociate its product from cannabis. They are two entirely different things and ought to be portrayed as entirely different things. And here’s what’s going to happen. If the wine industry does not begin to actively disassociate itself and its product from cannabis, the narrative is going to slowly change to the point where wine and cannabis are simply two vehicles for getting high. How does that help the wine industry?

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**Californian wineries get creative with their marketing**

With tasting room visitors at an all-time low—thanks to the proliferation of urban tasting rooms, new wine shipping services and changing demographics—producers are striving to make their wine club experiences more dynamic.

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