Global Trends - Beverages

Five things to know about natural wine

Natural wine has been trending over the past decade or so, and these days certain wine bars, restaurant lists and retail stores are solely devoted to it.
1. There is no one definition of “natural wine,” and the term is controversial.
2. Natural wine isn't new.
3. Natural wine is anti-science. Or is it?
4. Even some adherents are leery of the term “natural wine.”
5. "Natural" has changed the discussion about wine.

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Major Wine Producing Countries

Rising Costs and Flat Sales Threaten U.S. Fine Wine Industry

Labor costs, grape prices, and vineyard land prices are all rising. But the wine market is narrowing, and few vintners are able to raise prices.

Winery costs have been rising far faster than producers could possibly raise prices:
• Napa’s average grape prices increased by 21 percent since 2015, Sonoma’s by 32 percent, and prices in the Central Coast (Santa Barbara, San Luis Obispo, and Paso Robles) grew by 9 percent, with the increases at the highest end particularly drastic.
• From 2013 to 2017, average winery labor costs rose by 13 percent in Napa, 18 percent in Sonoma, 10 percent in Santa Barbara County and 16 percent in San Luis Obispo County.
• In the same period, average vineyard labor costs grew by 25 percent in Napa, 34 percent in Sonoma, 24 percent in Santa Barbara County and 24 percent in San Luis Obispo County, as the labor market tightened.

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Natural / Physical Resources
Rethinking the Business Side of Climate Change and Wine

April 2, 2019, by Mike Veseth, The Wine Economist

Last week’s column about the Porto conference on Climate Change and Wine struck an optimistic note. Powered in part by the Porto Protocol the big international gathering showed that the wine industry is moving the needle on climate change, both in terms of mitigating the impacts and addressing causes.

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