Consumer Countries/Markets

**Premiumisation trend takes hold in Portugal**
As regular wine consumers embrace higher prices and become more involved in the category, the premiumisation trend takes hold in Portugal. Price is also being used as the most important driver of choice, suggesting Portuguese consumers are confident that the cost of the product on the shelf is a good reflection of the quality inside the bottle.
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Global Trends - Wine Industry Key Elements

**World’s largest wine blockchain trial under way in Clare Valley**
More than 100 vineyard blocks in the Clare Valley in South Australia are participating in what is believed to be the world’s largest ever wine provenance blockchain trial. The trial has enabled real-time tracking of grapes leaving the vineyard, real time weighbridge data and automated yield averaging and live comparisons of yields in various Clare Valley sub regions.
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Major Wine Producing Countries

**Warm winter puts a freeze on German ice wine**
German vineyards will produce none of the country's famous ice wine this year because a warm winter has made it impossible. The break in production, the first in many years, was announced by the German Wine Institute yesterday. The institute said none of the country's wine regions saw the temperature low of -7C necessary to produce the costly golden wine, made from grapes that have been left to freeze on the vine.
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