The rise of US urban wineries
The line between wine and beer has blurred... and for US urban wineries, it's a good thing, says Jason Tesauro.

The room hums with motorcycle memorabilia, vintage records, an oil-can guitar, and neon. Depeche Mode's World in my Eyes pours from speakers. Jacey, a sales associate, decants into her giant Erlenmeyer flask a non-vintage red named I Had Too Much to Dream Last Night. She calls it an eight-grape, kitchen-sink blend. I catch hints of Barbera and Carignan and the reference to a 1966 Electric Prunes song. I ask more about it, but Jacey shrugs off my questions: 'We don't spend too much time talking about winemaking details.' I understand. It's garage rock... must we fuss over the time signature?

Wine-loving but ageing boomers are not being replaced by millennials. The growing young-consumer base doesn't give primacy to wine. They date around: spirits, beer, spiked seltzer, cannabis. Plus, while they generally have a higher food and beverage IQ at their age than boomers did, they have less disposable income. They've embraced the liquor-is-quicker equation when it comes to oomph and cost per serving. Then there's the whole low-alcohol, sober-curious thing – 'Dry January' certainly doesn't refer to fino Sherry or brut rosé. It all adds up to fewer new people falling in love with wine.

Global Trends - Wine Industry Key Elements

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