Consumer Countries/Markets

A game changer for Canadian wine

The year 2016 was a big year for the Canadian beverage alcohol industry in Canada.

We saw big changes to how the LCBO does business with the introduction of online sales. We also saw beer and wine beginning to make their way on to grocery store shelves in Ontario and B.C.

One of the biggest changes, though, for now anyway, comes in the way of labelling rules and requirements.

You might think that Canadian wine is just that, Canadian, but, you’d be wrong — kind of. You see, a long time ago in a winery far, far away, somebody much smarter than me figured out a way to bring bulk, inexpensive Canadian wine to market, in order to compete with inexpensive wines from California, Australia, Italy, etc. A new wine designation was thus created. ‘Cellared in Canada’ (CiC) was born in the late 1980s and gave producers a way to make wine on the cheap. The idea was to import cheap, pre-fermented bulk juice from other countries and mix it with a tiny bit of Canadian juice and still call it Canadian wine.

Let’s get one thing out of the way here, Cellared in Canada (now known as ICB – International Canadian Blends) wines are not Canadian wines. Dropping any reference to Canada from the name means that these wines won’t be people’s first impression of Canadian wine.

With wine, it’s all about place of origin.

A wine should have an identity, it should tell a story of where it came from, who was involved; it’s a time capsule. Wines that are just sloshed together, made from juices from all over the place don’t tell a story.

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Global Trends - Beverages

Now Spanish cava turns posh with £80 bottles on the way - and the sparkling wine could even give champagne a run for its money
• New high-end category of the sparkling wine set to go on sale soon
• Bottles are expected to be priced somewhere between £34 and £86
• To qualify, the wine must come from vines that are at least 10 years old
• The wine must have aged for at least three years in the bottle

Cava has long been seen as a cheap alternative to champagne and is often snubbed in favour of its trendy Italian rival, prosecco.

But that could be about to change, as Spain introduces a new high-end category of the sparkling wine.

With bottles selling for up to £86, Cava de Paraje Calificado (single vineyard or single estate cava), is expected to give its French and Italian cousins a run for their money.

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