Global Trends - Wine Industry Key Elements

Wine packaging in the modern world is not (yet) sustainable
Much of the wine industry is still in a world with traditions that might have made sense back in the 1800s — but that was more than a century ago, and is separated from now by two world wars, several pandemics and recessions, plus global climate change. You'd think some things would have changed, and of course they have. However, many of the operating practices seem not to have done so.

David Morrison, The Wine Gourd

To this end, in recent years, there have been moves to make grape growing more energy efficient and environmentally less disruptive and there have been moves to make wineries energy neutral, but what about the processes after the wine is made?

The packaging and marketing of wine is being changed as I write; but it is solely the packaging that I would like to write about here. On the other hand, much of the media focus has been on the modern way of selling (Covid’s winery wake up call), with a shift away from the on-trade and towards retail, and notably e-commerce and social media. Recent commentary during the pandemic has, of course, been about changes in the main channels used for selling, and whether these changes are likely to continue long-term.

Packaging, on the other hand, has received less media attention.
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Major Wine Producing Countries

Vineyard Removals Still Needed to Balance California Grape Supply
The Unified Wine & Grape Symposium, Allied Grape Growers President Jeff Bitter called on the California wine industry to remove 30,000 vineyard acres to achieve supply balance following a four million ton 2019 harvest where a record amount of fruit left hanging without a home.

An estimated 35,000 vineyard acres have since been removed because of the acute oversupply, but the industry is still only half way toward the goal Bitter outlined during Unified of reaching a target bearing acreage range of between 540,000 and 560,000 acres.

That’s because another 20,000 acres of grapes planted in 2017 are coming on line. “We haven’t corrected our overall supply situation in one year just by removing 35,000 acres,” he said.
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South African Wine industry enters digital space to boost sales during the lockdown

The wine industry has no doubt been one of the businesses worst hit by the lockdown, but a new digital platform that is aimed at promoting the country’s wine exports globally, brings a glimmer of hope to this battered sector.

The Cape Export Network, a brainchild of Wesgro and Wines of SA, will help wine buyers and importers who have an interest in local wine to safely select wine of their choice using criteria that include wine type, tasting notes as well as the region where the wine has been produced. Based on their selection, the platform will present wines listed that meet these criteria. 

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