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**Nuusbrokkies / News Snippets**

**The three inventions that created the modern wine world**  
By Robert Joseph

Whenever anyone discusses the history of wine, three men generally go unmentioned: Alois Senefelder, Clarence Saunders and Malcolm McLean. The trio, a German and two Americans, were born in 1771, 1881 and 1913 respectively. None of them, as far as I know, had anything directly to do with vines, wine or winemaking, but their inventions changed the nature of the wine industry.

In 1796, Senenfelder, an actor and playwright, invented lithographic printing as a means of cheaply producing promotional flyers and programmes for his plays. At a stroke, his invention also made it possible to print inexpensive colourful and ornate labels for wine.

It was Clarence Saunders who helped to boost the use of Senefelder’s invention when, in 1916, he opened a shop at 79 Jefferson Avenue in Memphis, Tennessee that he called Piggly Wiggly. It was the first self-service supermarket in the world, and it revolutionised shopping by allowing customers to pick the items they wanted from the 600 or so on the shelves, and to carry them in a basket to a checkout. The idea of the ‘self-servicing store’ was novel enough for Saunders to be able to patent it, as was his method of displaying prices and his creation of what we would now call the till receipt. A rival invented the shopping cart or trolley.

By the middle of the 20th century, retailing had begun to resemble what we are now used to, but with one major difference: the products on the shelves were generally locally produced. Shipping was slow and expensive. That changed in 1956 when Malcolm McLean took out a patent for the shipping container.  
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**VinIntell**

**VinIntell September 2019 Issue 41 - New & Novel Innovation@Work in the Wine Industry**
Globally, industries are being transformed by innovative technology and practices and the effect of digital technologies on innovation. Agriculture is a prime example of an industry experiencing a significant technological shift where there is rapid uptake and expansion in digital technologies in turn enhancing innovation.

Digital technologies like artificial intelligence (AI), augmented reality (AR), cross reality (CR), virtual reality (VR), robotics (machine learning) and drones, together with Internet of Things (IoT) and data proliferation are becoming key inputs for innovation. Innovation is harder to describe. Although there is consensus that it is important, nobody can quite seem to agree on what it actually is or what it means. There is consensus that it involves executing a new idea / thinking which addresses a specific challenge and achieves value for both the company and customer usually through increased revenues, reduced costs or both. Innovation is globally topical. It is at the centre of the EU2020 strategy. New technologies and their adoption by EU farmers are key drivers in innovation to maintain European agriculture competitiveness. Innovation cycles are also accelerating, services innovation is gaining importance and collaborative innovation matters more. It is perhaps pertinent to note that recently South Africa has been ranked among the top 10 countries leading the digital transformation change required to compete in 21st century economies according to the Dell Digital Transformation Index.

This VinIntell edition will focus on the digital technologies and their impact on innovation and business in the wine industry and will give practical examples of innovation at work in the wine industry in particular. Click here to read more