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Global Trends - Wine Industry Key Elements

- **Cultivating Brand Loyalty in Even the Toughest Customer**

AMERICANS are both more loyal and more fickle than ever before, judging by the number of customer rewards cards they have and the number they actually use.

Households, on average, hold membership in 29 loyalty programs across the retail, financial services, travel and other industries — that's a total of 3.3 billion nationwide, up 26 percent from 2013, according to a 2015 report.

Loyalty programs do attract customers and customers say they were more likely to continue doing business with brands that offered loyalty programs.

But to be successful, the programs can no longer offer just a discount or a free dessert.

- discounts are important
- special treatment and
- offers not available to others in a loyalty program.

They come for the perks, but they stay for the experience.

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Major Wine Producing Countries

- **Portuguese still wine producers’ patience is paying off**

While Portugal is still most famous for its fortified wines, Portuguese still wines are gaining ground in the world of wine, but it has been a long road.

Portuguese wine sales are up 6.8%, from January to April 2016 compared to a year before for the same period. Primarily the change is due to a massive 45% increase in sales in Canada, the largest export market for Portuguese wines. The top three largest markets all saw double digit for the period. Switzerland saw sales increase 19.1% and Germany saw sales increase 35.3%. China saw an increase of 198%, although from a relatively small base, it is still a significant increase.
Comment: Vineyard area in Portugal is 217 000 hectares (9th in the world), wine production 670 000 000 litres, domestic consumption 480 000 000 litres, exports 280 000 000 litres and imports 170 000 000 litres (2015).

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**Technology**

- **Emerging technologies revolutionise vineyards**

New and emerging technologies are allowing vineyard growers to increase efficiency, yield, fruit quality, or a combination of these, last month's International Cool Climate Wine Symposium in Brighton heard.

Examples are:
- depositing trimmings as a mulch
- automated leaf thinner which uses blasts of compressed air
- mechanical harvesters
- unmanned Aerial Vehicles or drones
- a soil sensor matrix
- ultrasonic sensors to characterise the canopy density to control air and liquid flow on sprayers
- Spain's Vine Robot

Diagnostic tools - if you can't measure it, you can't improve it.

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