Consumer Countries/Markets

Wine declines in popularity among the young in France, survey shows

Still wine is the preferred alcoholic drink of the French, being the top choice of 34% of consumers. Spirits and cocktails come next (22%), followed by beer (16%), then Champagne and sparkling wines (15%), according to the latest annual SOWINE/SSI Barometer survey of French attitudes to wine.

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British millennials: what are they drinking?

Targeting “millennials” is a common theme among brand owners in the drinks industry, but how much does this consumer group actually spend on BWS, and what do they like?

According to Nielsen, millennials represent around 14% of the population of Great Britain, although they account for less than 5% of total beers, wines and spirits (BWS) sales in the country.

In terms of their drinks preferences, Millennials are more likely to buy white or sparkling wine than spirits or beer, although they have a penchant for US whiskey.

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Global Trends - Wine Industry Key Elements

Ireland approves MUP and alcohol labelling law

The Irish government has approved new legislation to tackle alcohol misuse, including minimum unit pricing, compulsory nutritional labelling and health warnings on bottles.

The bill aims to make it illegal to sell or advertise alcohol on sale at a price below €0.10 per gram.
of alcohol to target “harmful and hazardous” drinkers and prevent cheap alcohol sales.

Under the new measures, labels on alcohol bottles will have to state how much pure alcohol in grams is present in the drink and the calorie content, as well as health warnings (including for pregnancy), and a link to a public health website.

Not only this, but alcohol will no longer be stored alongside “every day” products, and will have to be separated as part of ‘structural separation’ methods or confined in a closed cabinet.

Promotional offers will also be restricted, such as reduced prices or free offers, and will extend to ‘happy hour’ style promotions.

Meanwhile, advertising, marketing and sponsorship will also be restricted permitting only information about the product in an effort to ensure brands do not “glamorise” alcohol or make it appeal to children.

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The wine grown in a South African township

Township Winery and its growers hope to use wine to help change Nyanga-East neighbourhood's reputation.

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