Economic Environment

Groups unite to form World Spirits Alliance

Leading spirits producers and trade groups have come together to create the World Spirits Alliance (WSA) – an international association to represent the views and interests of the industry globally. The WSA will aim to act as a "global voice" for the distilled spirits sector, and will be a representative partner and interlocutor for the industry in front of international organisations, including the World Trade Organization (WTO), the World Health Organization (WHO) and the United Nations (UN).

Topics of interest for the WSA include the elimination of tariffs, non-tariff barriers, and discriminatory taxes; fair, transparent and evidence-based regulation; "adequate" excise tax structures; "proportionate" evidence-based public health measures for distilled spirits; and "ambitious" strategies to combat illicit alcohol. The WSA includes: Spirits Europe, Asia Pacific International Wines and Spirits Alliance, Camara Nacional de la Industria Tequilera, Scotch Whisky Association, Association of Canadian Distillers, Pernod Ricard, Diageo, International Spirits and Wines Association of India, Japanese Spirits Liquor Makers Association, Brown-Forman, Distilled Spirits Council of the US, Spirits New Zealand, Rémy Cointreau, Beam Suntory, Spirits and Cocktail Australia, Campari and Edrington.

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Global Trends - Wine Industry Key Elements

UK’s top five wine brands in retail revealed

Recent Nielsen data shows the best-selling wine brand in UK retail is Hardys, then Barefoot Wine, Australian powerhouses McGuigan and Yellowtail, followed by Casillero del Diablo, the first Chilean brand to make the top 5.

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No Country for Plastic Wine and its Low-life Boozers
The recent navel-gazing done by the South African wine industry shows that 52% of all wine sold locally reaches the consumer at below R30 a litre. This means some 220m of cheap wine is being made available to the public at prices that most industry insiders would regard as being "unsustainable". Others would call it irresponsible and dangerous.

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**Natural / Physical Resources**

**Cognac producers combat climate change**

Climate change is having a noticeable effect on Cognac as untimely frosts and freak hailstorms batter the region. The Spirits Business delves into what producers are doing to tackle Mother Nature’s unpredictability.

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**Technology**

**How the 4th industrial revolution and AI are changing winemaking**

Could the fourth Industrial Revolution change the wine industry? Artificial intelligence touches everything from growing the grapes to selecting the right drop to match with dinner.

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