Global Trends - Beverages

Wine and the Myth of Natural

Is "natural wine" better for you? Is "natural wine" tastier? Is "natural wine" really just an expression of a nostalgic ideology but possessing no particular benefits over conventionally made wine?

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Global Trends - Wine Industry Key Elements

Argentine vintners worrying about recession and trade deal

Argentine wineries, already struggling due to an economic downturn that has cut deeply into domestic sales of Malbecs and Bonardas, are now wondering whether a "blockbuster" trade deal with Europe will be a good or bad thing for their vineyards.

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Technology

How digital is powering the next wave of growth in key-account management

New research highlights what the best-performing sales organizations are doing. “When you spend that kind of money, you expect the white-glove treatment.” This kind of thinking has dominated key-account management (KAM). It’s a push for a personalized experience delivered in person by representatives who often fly out to meet their customers, even for small requests. Its time may—and should—be up. Digital and advanced analytics are changing the game for B2B businesses, even for the largest of customers, and those that get it right see the rewards.

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