Global Trends - Wine Industry Key Elements

How can the beverage industry bring about a sea change in sustainability?
The drinks industry scores a measly 4.8 out of 10 for sustainability in a report released this week.

How can it improve?

A change in culture is one of the key ways to bring about change across all sectors: such as engaging employees in efforts and setting meaningful targets. Collaboration across companies and stakeholders is also vital. That’s according to the inaugural Drinks Industry Sustainability Index Trends Report 2020, published by Magners producer C&C Group and Footprint intelligence. The report scores the beverage industry across eight key areas: including packaging, waste, water, energy and emissions.

The industry has made some good inroads, but...
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Natural / Physical Resources

How Global Warming Impacts the Wine Industry
Climate change is real. But how does global warming impact the wine industry?
According to a study published in the Proceedings of the National Academy of Sciences (PNAS), up to 56% of current wine-growing lands may no longer be suitable for vineyards if the planet warms by two degrees Celsius.

That figure rises to 85% if the temperature increases by four degrees, says the study, which used historical growing season data for 11 grape varieties, including Cabernet Sauvignon, Pinot Noir and Chardonnay, to create its model.

The temperature targets are based on the Paris Agreement, which sets out a global framework to avoid dangerous climate change by limiting global warming to well below two degrees. According to the PNAS study, cooler wine regions, such as New Zealand, the Pacific Northwest and Germany, would be relatively unaffected in this scenario.
Controversially, the study’s authors suggested that wine-growers in France’s famed Burgundy region could replace the predominant Pinot Noir with Grenache or uprooting the Cabernet Sauvignon for Mourvèdre in Bordeaux. They acknowledged that such change could come with a side serving of legal, cultural and financial challenges.

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