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For something different

What Next? Wine Industry Mid-Year Report & Preliminary Brexit Analysis

July 12, 2016
By Mike Veseth, The Wine Economist
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Regarding Brexit in case you missed it:
BI Daily 11 July 2016 - • What does Brexit mean for supermarket wine?
BI Daily 6 July 2016 - • Beverage companies in the wake of Brexit
BI Daily 28 June 2016 - • Wine Intelligence: How the nation’s wine drinkers might be feeling, post-Brexit
BI Daily 24 June 2016 - • All your #Brexit questions answered

Global Trends - Wine Industry Key Elements

Bag-in-box wine in line for strong comeback

Bag-in-box wine is set to make a big return to prominence, only this time it’s boutique rather than shabby-chic.

While most would feel that this rather ramshackle way of consuming wine, and that its resurgence is coming off the back of possible recession, but it is actually in so-called ‘progressive bars’ where the bag-in-box style is truly taking hold.

Mostly centred around London, many independent retailers and importers are jumping on the back of the trend with a focus on quality rather than shifting cheap units in bulk.

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Major Wine Producing Countries
Is ‘brand Australia’ dead?

‘Country of origin’ has been found across numerous international studies to be consistently relied upon by consumers to inform their perceptions of wine quality and their willingness to pay a premium price – even overriding the actual taste of the wine in some instances.

“People don't consider a product on its own. They consider the country, people, food and wine image all together.”

The perception of Australia is "single dimensional" - they only think of one aspect of the country and for Australia it’s our landscape, history or animals. The USA, for example, is multifaceted.

moving forward, there were only really two choices available for Australian wine producers who wanted to successfully export to the US.

Options: One is to continue the country strategy, but don’t call it Australia, and focus on more premium wines. Call it something else — perhaps ‘Fine Wines from the Land of Oz. Second is to resurrect 'regional hero's strategy' - a regional focus seems to make more sense, because you don't see other fine wine countries using a country strategy – they use region.

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