Global Trends - Wine Industry Key Elements

Data shows 7 interesting shopping habits of South Africans during the lockdown
In South Africa, one of the major areas that have changed considerably is how people shop. But exactly how have our shopping behaviours changed?

1. Essentials, essentials, essentials - As a result, South Africans are stocking up on masks, vitamins, soaps and hand sanitisers.
2. Sustainability - People are now opting to buy from local sellers and are generally making healthier more sustainable shopping choices.
3. Spending more on data - some of the most online searched shops are mobile service providers; the trend of searching for lower data solutions from South African mobile services providers will continue.
4. Focus on online buying - increasingly more consumers are buying online.
5. More affordable purchases
6. Buying in bulk
7. ‘No’ for luxury items - consumers are shopping more for what they need and less for what they want.

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UK Government Sleepwalking to Fine Wine Disaster
What is at stake here is Britain's position as the world’s leading fine wine trading hub. While production of English and Welsh wine was fewer than 120,000 cases in 2019, the value of the UK's wine exports – at $837 million (according to howmuch.net) – exceeded those of both Argentina ($798m) and South Africa ($663m). The UK makes up approximately a third of the global $6.3 billion a year fine wine trade and wine is the UK's sixth biggest food and drink export. Products originating from the EU account for the overwhelming majority of these sales. Not all that is traded is exported but around $214m goes to Hong Kong and around $111m to the USA. The economic importance of the UK's fine wine trading interests does not appear to be understood or appreciated by the UK Government.
The potential bureaucratic problem principally revolves around the VI-1 document, which – in the event of a no-deal scenario – would immediately replace the eAD (the electronic equivalent of the old paper Administrative Accompanying Document, or AAD) as the accompanying shipping document for all wine entering the UK from the EU under duty suspension. Where an eAD lists basic information (unit size, strength, name, type etc) relating to all the wines on a shipment, a VI-1 details a full laboratory analysis, giving not only alcohol and acidity but dry extract and a breakdown of acids by type – interesting information but mostly irrelevant for shipping purposes.

Surely this was the sort of red tape the UK aimed to avoid by leaving the EU?

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