Global Trends - Wine Industry Key Elements

Carlsberg unveils PAPER beer bottles made from sustainably-sourced wood which are fully recyclable

Carlsberg have announced they plan to develop a sustainable paper beer bottle. The company has revealed two prototypes that it says are fully recyclable and the Brewer said it will join forces with Coca-Cola and others to develop the bottles.

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Organic rise lifts Spain’s export potential

The number of organic wine producers in Spain jumped by 10% in 2018 to 1,033 up from 939 in 2017. Catalonia, Valencia and Andalucia accounted for the biggest growth in organic wine producers last year. Having grown more than tenfold, from 11,841ha in 2001 to more than 113,000ha in 2018, Spain is the EU country with the largest organic vineyard area.

However, organic vineyards in Spain represent less than 12% of the country’s total vineyard area – a similar percentage share to that of France and Italy. In a bid to drive-up exports, Spain is increasingly focusing on organic and biodynamic wines.

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Comment: According to various industry sources global certified organic wine
Leading EU wine companies united to tackle challenges

A total of 27 leaders from some of the EU’s major wine companies have gathered in Barcelona for the first edition of The European Committee of Wine Companies (CEEV) “Club of CEOs” meeting to discuss challenges at stake for the European wine trade including climate change and sustainability.

In this first edition, the leaders discussed four key topics for the wine sector: the importance of international trade, the necessary actions to limit and adapt to climate change, consumers’ expectations concerning sustainable wine production and the defence of the concept of wine in moderation in our culture and society as part of a healthy lifestyle.

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