Consumer Countries/Markets

US Wine prices in 2016

Wine prices in 2016 won’t necessarily be higher or lower; instead, they’ll be more confusing. That’s because more retailers will move to tier pricing, where each wine has two or three or even four prices, making it that much more difficult for consumers to figure out what’s going on.

This approach, which grocery stores have used successfully for the past five or six years, features a combination of sale prices, club prices, and quantity discounts.

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Major Wine Producing Countries

SA wines more than just volume

Let’s all raise a glass to 2015, a breakthrough year for South African wines around the world.

Whichever way you look at it – volume, value, quality – South African wines are earning a place on every table.

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