Consumer Countries/Markets

**Kenya: Streamline Campaign Against Illegal Liquor**

The decision to sack 99 chiefs and send home more than 10 senior police officers in the campaign against illicit liquor is a strong indication of the government's commitment to eliminating this menace.

It is the most significant proof that nobody, regardless of social status, will be spared in the efforts to stem the manufacture, sale, and consumption of the deadly drinks.

[Click here to read more](#)

**Australia: More people buy wine online than at cellar door**

In an industry flooded with different labels, standing out from the crowd is a hard ask.

Consultancy firm Wine Intelligence estimate 79 per cent of wine consumers use the internet. According to its work, more people are now buying wine online than at cellar doors.

Wine Intelligence country manager for Australia and New Zealand, Natasha Rastegar, said people were shopping online for different reasons - price, convenience and variety.

[Click here to read more](#)

**Global Trends - Beverages**

**Top 10 spirits brands on social media**

In recognition of the now vital role social media plays in marketing The Spirits Business ranked their Brand Champions on how engaging their communication really is.

1. Stolichnaya Vodka
Global Trends - Wine Industry Key Elements

WSTA chief critical of Welsh government move to introduce minimum pricing for alcohol

The Welsh government has been condemned by a drinks industry leader for following Scotland’s lead in outlining plans for minimum unit pricing.

Scotland’s plans for such a move are on hold pending a legal challenge in Europe and it seems certain that the Welsh proposal will face similar opposition.

Technology

Review document on debate on biotechnology in vitiviniculture within OIV

The purpose of this document is to recall and assemble in a single document some important elements of guidance from the OIV activities related to biotechnology in vitiviniculture. This study does not attempt to cover in detail all the issues and facts, but rather to contextualize the overall potential impact of the application of biotechnology in the wine sector. Its purpose is to provide a factual basis for potential discussion.

This document has not been submitted to the step Procedure for Examining Resolutions and cannot in any way be treated as an OIV resolution. Only resolutions adopted by the Member States of the OIV have an official character.

Different approaches regarding vitiviniculture products derived from modern biotechnology are expressed. This document includes in particular definitions adopted by Codex Alimentarius and by the Cartagena protocol on biosafety as well as the resolutions adopted by the OIV on this issue. Any approach implemented should be consistent with other texts already adopted by different intergovernmental organisations.

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