Global Trends - Beverages

- **What Is Blue Wine?**

There’s red wine, white wine, even pink wine. But now thanks to six young Spanish entrepreneurs, in collaboration with the University of the Basque Country and Azti Tecnalia (the food research department of the Basque Government), blue wine—which targets millennial drinkers—is about to hit European markets.

The 11.5 percent ABV juice is hued neon blue with anthocyanin (a pigment found in grape skin) and indigo (a dye extracted from the Isatis tinctoria plant), and a non-caloric sweetener is added as well. A 750ml bottle retails for 10 euros, or about $11 USD.

[Click here to read more]

Global Trends - Wine Industry Key Elements

- **Selling Luxury: How High-end Brands Are Embracing the Internet**

Despite the rising tide of online shopping, luxury retailers are only dipping a toe in the water. Research shows that only 10% of sales in that market happen online. But that doesn’t mean that luxury retailers aren’t getting on board.

How does a luxury brand retain its extravagant feel while catering to the growing horde of consumers who love to shop online?

Luxury brands have a story to share, a legacy to maintain and an experience for the customer. That’s why many of them often don’t sell their products online or offer only a curated number of items for online purchase. Instead, they use their websites as a digital extension of the customer experience.

[Click here to read more]

Comment: According to industry sources global online wine trading is 10 - 15% and in South Africa 4 - 6%.
Socio-Cultural Environment

- Western Cape Agriculture boosts young black agriculture graduates

The Western Cape Department of Agriculture is running an awareness campaign in community newspapers across the province to boost the number of young, black applicants and women applicants.

Minister Winde said the Western Cape had identified skills for young people as a key priority.

"Through Project Khulisa we have set ourselves the goal of adding up to a further 100 000 jobs to the agri-processing sector. Agriculture, with its backward link to agri-processing, is a key focus area for us. This sector presents a significant opportunity to create job opportunities, especially for youth in rural areas. Young people are the future of the sector, so I would like to encourage them to consider a career in agriculture."

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