Major Wine Producing Countries

New Zealand eyes premium low alcohol wine sector

As demand for low alcohol wine grows New Zealand is working to ensure it is ahead of the curve, having crossed the half way point of a seven-year research project into the production of premium, naturally-made low alcohol wines, trading off the success of Marlborough Sauvignon Blanc. Funded by the New Zealand government, NZ Winegrowers and around 15 individual wineries, the project is working to develop new ways of working in the vineyard, the winery and responding to changing market demands in order to position New Zealand as a premium producer of low alcohol wines in the future. The intention is to create a point of difference for New Zealand low alcohol wines, offering a naturally low abv wine that stands apart from other methods that use fruit juice of manufacturing techniques, such as de-alcoholisation using a cone machine, to lower the alcohol content of a wine. A trend for low alcohol and even non-alcoholic wines and spirits has grown in recent years, with many UK supermarkets expanding and introducing new ranges of low alcohol wines.

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War over planting rights erupts in Champagne

A war over planting rights is being waged in France, where Champagne growers want to severely limit new plantings of vines by rival growers in areas surrounding Champagne’s production zone. Wine growers are aiming to secure planting rights for hundreds of hectares for the production of mainly still, but also sparkling wine as part of the restoration of Ile-de-France, which historically until the 19 century, was one of France’s leading wine regions.

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US: Another record year for food and drink acquisitions in 2017

2017 was another record year for food and drink acquisitions with 727 transactions registered in the bevblog.net mergers and acquisitions database, an average of almost 14
each week. The most active sectors were dairy on 72, ingredients and soft drinks on 68, then packaging on 54. Beer on 40 was ahead of spirits on 37 and wine on 30.

Wine Sales Gain 2% on Slow and Steady Growth

U.S. wine sales posted slower growth in 2017 than in 2016, but the steady pace of gains is helping wine edge out other forms of alcohol with consumers. Packaged imports have also been a significant force in the U.S. wine market during the past year. Sales of these increased by 5%.

US wine industry needs to adapt to survive

Wine sales continue to grow in the US, but that rate of growth has started to decline, and the industry should adapt before it is too late. What consumers want is value. The U.S. wine industry also faces increasing competition from foreign wine as imports are growing in importance. Wineries should focus on selling wines online and target young customers through big data to attract them with coupons to tasting rooms.