Economic Environment

France strikes deal with China over wine exports

French and Chinese authorities to create 'smart corridors' for wine exports to China.

French customs has reached an agreement with the Chinese quarantine authority to further reduce the time it takes wine to pass through China's border.

Exporters are asked to provide more information about the shipment, such as weight and number of containers, to the French customs, so that the Chinese administration is certain that 'what was loaded in France is the same as what’s been received in China'.

Global Trends - Wine Industry Key Elements

Younger wine drinkers ready to try something new

While some consumers like to stick with what they know, others are more adventurous—even in the alcoholic beverage aisle.

Nielsen fielded an English-only survey of more than two thousand adults in an attempt to determine which alcoholic beverage drinkers are the most open to trying new brands—beer, wine or spirit drinkers.

It appears that those who drink wine are the most brand adventurous —19% have bought 10 or more wine brands in the past year.

Comparatively, only 15% of beer drinkers and a mere 5% of spirit drinkers have tried the same number of brands.

Meanwhile, spirit drinkers were most likely to stick to their favorites: 60% of spirit drinkers, 48% of beer drinkers and 43% of wine drinkers have purchased only one to three brands of their alcoholic beverage of choice in the past year.
New NASA data show how the world is running out of water

The world’s largest underground aquifers — a source of fresh water for hundreds of millions of people — are being depleted at alarming rates.

Twenty-one of the world’s 37 largest aquifers — in locations from India and China to the United States and France — have passed their sustainability tipping points, meaning more water was removed than replaced during the decade-long study period. Thirteen aquifers declined at rates that put them into the most troubled category.

The aquifers under the most stress are in poor, densely populated regions, such as northwest India, Pakistan and North Africa, where alternatives are limited and water shortages could quickly lead to instability.

The world’s most stressed aquifer — defined as suffering rapid depletion with little or no sign of recharging — was the Arabian Aquifer, a water source used by more than 60 million people. That was followed by the Indus Basin in India and Pakistan, then the Murzuk-Djado Basin in Libya and Niger.