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### Global Trends - Beverages

#### Demand rising for low-to-no-alcohol wines

Reduced alcohol winemakers could be looking at a bumper year in 2019. A new report is forecasting demand increases for low to no alcohol wines of almost 18% in the US, 7% in the UK, 4% in Germany and 20% in Spain.

The biggest issue for wine producers, and indeed for consumers, Mark Meek, CEO of drinks market analyst IWSR said, is flavour. “Anyone who has tried a low alcohol wine knows they don’t taste great. It’s very hard to remove the alcohol and not affect the taste.” Adding to the difficulty for winemakers is that now, when low-alcohol wine is unavailable or tastes bad, low and no alcohol beers are filling gap.

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### Major Wine Producing Countries

#### New Zealand has a healthy wine industry

The New Zealand wine industry continues to perform well on the back of profitability for wineries of all sizes, strengthening balance sheets and a healthy propensity for innovation.

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