Consumer Countries/Markets

Burger King wins UK alcohol licence

Burger King is thought to be the first UK’s first fast-food restaurant chain to be awarded an alcohol licence, despite opposition from police.

Despite applying for a licence that would enable it to sell alcohol from 10am to 11pm, Burger King will only be allowed to serve one beer per adult up to 9pm. In addition, patrons will not be allowed to take drinks outside over fears of increased crime and disorder.

Click here to read more

US wine booming in UK on-trade

Listings of US wine in the UK on-trade have doubled in the last year, according to a new report.

The new-found popularity of US wines in the UK extends across every price bracket, with high-end Napa Cabernet, Oregon Pinot and Washington Riesling benefiting as much as the popular Californian brands.

Last year’s report found Argentina and Spain the most fashionable wine-producing countries, with growth in 2014 up by 12% and 25% respectively. This year, the two countries are both down by some 25%.

Click here to read more

Regular US wine drinkers to reach over 100m by 2025

‘Next-Gen’ consumers are set to swell the number of regular wine drinkers in the US to well over 100m over the next decade, according to a new report.

There are currently about 93m regular wine drinkers in the US – or about 40% of the adult population – says research company Wine Intelligence, but that figure is set to grow to 109m, or 44% of all adults, by 2025.
The WISE/WOSA/BI initiated market and consumer research will provide more in-depth analysis of the USA market at the industry country workshop on February 8, 2016.