Global Trends - Beverages

- New Grape Varieties for Champagne

Champagne makers face two main challenges in the following decades.

In the worst case scenario temperatures could rise 4.5°C by 2100. There’s also the pressing need to develop vines that have a high resistance against diseases such as powdery and downy mildew. These new varieties would lead to a decline in the use of chemical products and so help the environment. This is an integral part of sustainable winemaking.

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Major Wine Producing Countries

- Australia: Cheap wine damaging brand overseas

Treasury Wine Estates chief executive Michael Clarke, whose global portfolio includes Penfolds, Wolf Blass and Lindemans, has warned Australia must move away from the poor reputation “Brand Australia” has overseas for cheap wine, to an industry that stands for more premium wine that generates sustainable profits.

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Socio-Cultural Environment

- Developing a customer-experience vision

To provide a distinctive experience for customers, an organization must unite around the goal of meeting their true needs. Done well, the effort can power a vast amount of innovation.
Key questions commonly underpin successful stories and strategies:

- What is a company’s appetite for change in the near term? Is the goal to change the customer experience fundamentally or simply to improve it at the margins?
- What is the gap between the needs and wants of customers and what they actually experience?
- How can the company gain a customer-experience advantage against competitors?
- At which point in the experience should the company concentrate to have a real impact?
- How do the overall capabilities of the staff support the customer experience the company wants to provide?

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