Global Trends - Wine Industry Key Elements

What matters in customer-experience transformations

Few debate the importance of customer experience, but companies still have trouble transforming their organizations to capture all the advantages of excellent customer experience. While approaches vary based on the maturity of the business and the customer opportunities, the most-successful companies address three building blocks: aligning on a strong aspiration, implementing a disciplined process for transformation, and building up the enablers to make it all work.

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Which country drinks the most wine?

The latest figures released by OIV ranked the 15 countries with the highest per capita wine consumption.

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Australian wine boom in China could just be the beginning

Australia’s recent rise to the top of the Chinese wine market is only the beginning of a decade of unprecedented opportunity, according to a leading exporter from South Australia.

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