Global Trends - Wine Industry Key Elements

**Does it matter where a wine is bottled?**

Bulk wine shipping means a wine created in one part of the world may be bottled far from home. Does this matter, or is it important for a wine's package to come from its source?

Does it matter if a Peugeot car is manufactured in Britain, or a Bosch washing machine was assembled in Turkey or Thailand or Russia? Do you care if those stylish Prada sneakers or Armani glasses were shipped from a factory in China? How would you feel if your Chilean Cabernet was bottled in the north of England or your Californian Chardonnay was poured into a bag-in-box in Copenhagen?

Many people might have a visceral reaction against this kind of globalisation – an instinctive preference for a product that is produced and packaged by the people whose name it bears and in the region where they are based. With wine, this is especially true.

Around a third of the wine on sale in the UK and US is shipped in bulk and bottled locally, and the figure in Germany and the Netherlands is significantly higher. Wine drinkers in Sweden probably have no idea that the stuff in their glass paused at a Danish bottling plant on its journey from Argentina or Australia. The issue of quality assurance is dealt with by wine producers in much the same way as Armani and Prada.

While local bottling is not appropriate for premium and super premium wine, these represent a relatively tiny proportion of the annual global production. So why isn’t a greater proportion of more modestly priced wine shipped in bulk?

One answer is European appellation laws that have much in common with the ones that insist on wine being bottled with corks – even cheap and nasty ones – rather than screwcaps. Rules that seek to protect the quality and image of illustrious wine regions make perfect sense – but seem rather less logical when applied to AOP wines that leave the producers’ cellars for prices below €1 per litre.

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Australia: Industry roundtable tackles safe grape transport
The Chain of Responsibility Roundtable say grapegrowers and wine producers, together with carriers, harvest operators and drivers, must ensure they take all reasonable steps to comply with the Chain of Responsibility (CoR) Laws when their grapes and wine are distributed on roads by heavy vehicles.

Organised in response to industry requests, the roundtable covered learnings and observations from the 2019 vintage in relation to CoR laws.

It included presentations from the National Heavy Vehicle Regulator (NHVR) on issues relating to load restraint and spillage, the CoR investigations process and safety on the road. It also provided opportunities for grapegrowers, wine producers and carriers to share ideas and best practice.

Any grapegrower or wine producer that relies on road transport to distribute grapes or wine by a heavy vehicle is required to comply with the CoR laws under the Heavy Vehicle National Law.

That includes ensuring that grapes are not overloaded, that the load is safely restrained and that scheduling of work does not influence drivers to speed or drive while fatigued. Click here to read more

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