Global Trends - Wine Industry Key Elements

How good is canned wine?

There are a number of advantages to canned wine, and it is currently enjoying increasing popularity in the United States, where it is seeing healthy sales. Click here to read more

Disloyalty is the new black

Goodbye 80/20 rule. As consumers become more brand disloyal, marketers can no longer expect 20% of their portfolio to drive 80% of their sales. Click here to read more

Technology

Heading to Mars? You Might Want to Pack Some Wine

Astronauts lose muscle and bone mass during long space flights; researchers find that the red wine compound resveratrol could fight that Click here to read more