Economic Environment

Leading Wine Regions Advocate for Elimination of Tariffs and Non-Tariff Barriers on Wine
The Wine Origins Alliance, a coalition of 26 winery and grape-growing organizations in 11 countries spanning North America, Europe, Africa, Asia and Australia, convened in Washington this week to discuss with policymakers barriers to trade in wine, including the lack of effective protection of wine region names in the U.S. and around the world.

The Wine Origins Alliance, previously known as the Joint Declaration to Protect Wine Place & Origin, works to ensure wine region names are protected and not abused or miscommunicated to consumers worldwide. Members represent the regions of Barossa, Bordeaux, Bourgogne/Chablis, British Columbia, Champagne, Chianti Classico, Jerez-Xérès-Sherry, Long Island, McLaren Vale, Missouri, Napa Valley, Oregon, Paso Robles, Porto, Rioja, Santa Barbara County, Sonoma County, South Africa, Texas, Tokaj, Victoria, Walla Walla Valley, Washington state, Willamette Valley, Western Australia and Yamanashi.

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Global Trends - Beverages

Premiumisation boost predicted for global wine
Although wine volumes are decreasing, value is predicted to continue to grow.

The IWSR’s numbers show that consumers around the world drank 700m fewer bottles of wine (still, sparkling, fortified, light aperitifs and other wines) last year, but the industry will be lifted by the ongoing process of premiumisation. This -1.6% consumption drop was the biggest fall for quarter of a century, but an increasing trend for drinkers to trade up pushed the value of the market up by more than 1.2%.

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How is the RTD Market Evolving?
Once predominantly focused on the younger market and value offerings, the ‘ready-to-drink’ (or ‘RTD’) category has undergone a resurgence, with lifestyle-led launches,
diverse new product development, and carefully styled packaging. And it’s booming as a result.

Low calorie and low ABV offerings, a focus on natural ingredients, the rise of the canned format, ever more sophisticated flavours, and Instagram-friendly brand identities have helped RTDs not only fit into consumers’ ever more health-focused lifestyles, but in many cases, made them aspirational too.

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Global Trends - Wine Industry Key Elements

5 Wineries Using Cutting-Edge Technologies
Wineries are stepping up and updating to the level of cutting-edge technology in order to make high-quality wines.
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Major Wine Producing Countries

UC: Leaving unsold grapes on vine ‘makes sense’
University of California viticulture experts say it “makes sense” to leave unsold grapes to wither on the vine when the prices offered would be less than the cost of production. UC Cooperative Extension viticulture advisor Rhonda Smith and agriculture ombudsman Karen Giovannini say continued market fallout from the large 2018 crop is causing a dilemma for some growers.

With this year’s yields coming in average or better and with a significant unsold inventory of bulk wines, custom-crushing uncontracted grapes in 2019 may not be worth the expense.
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