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**Nuusbrokkies / News Snippets**

**Big Alcohol Is Bracing for a More Sober Future**

People are drinking less and less as non-alcoholic beverages flood the market. Now the alcohol industry wants in. The wellness industry has flooded the market with non-alcoholic drink options, from CBD-infused lattes to cactus water (Cannabidiol-infused).

But, alcohol isn't going anywhere. If anything, drinking standards are being raised across the board.
[Click here to read more](#)

**Socio-Cultural Environment**

**Millenials do not exist: so why market to them?**

We often read in the wine press about the (supposed) difficulty of marketing wine to Millenials (eg. The maddening business of marketing to Millennials). However, the main reason Millenials are hard to market to is because they don't exist. The idea of "generations" is a marketing concept — there is no such thing as a discrete generation, because human reproduction is continuous, and thus all generations overlap — their distinction is arbitrary.

Nevertheless, marketers often recognize cohorts of people who behave in a similar manner, because they can then market to the group rather than to the individuals. This does not change the fundamental idea that cohorts do not exist in reality, because generations overlap. We may thus be making life difficult for ourselves, by trying to do something that is biologically illogical.

Where does the concept of discrete cohorts come from?
[Click here to read more](#)

**Technology**
Napa’s Rise of the Machines

California's wine mecca might be perfect on the surface, but there is a battle for its soul. A war between tradition and technology is being fought in Napa Valley and (to a lesser extent) Sonoma. And while it seems like a classic American conundrum – humanity vs. the machine – it represents a larger battle for the soul of wine, even agriculture itself. While the drama is in stark relief in wine country, the issues are universal.

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