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Global Trends - Wine Industry Key Elements

Three global trends in wine production and consumption

If you were unable to attend Prowein's conference on future trends in the wine industry, here are the main takeaways:
1 Vineyard adaptation to climate change
2 Gamay and Chenin Blanc in vogue
3 "Yes we can": the development of canned wines
Click here to read more

Nostalgia Is Not Enough: Why Consumers Abandon Legacy Brands

Among legacy brands, Sears is in similar, troubled company. Payless ShoeSource is liquidating its 2,100 U.S. stores. Toys "R" Us — where many a young American parent remembers buying his or her first Transformer or Super Soaker — closed its 730 locations last year and is struggling to come back in some form post-bankruptcy.

You might have expected that the pull of nostalgia would have protected these brands from the retail re-sorting underway. Customers have emotional connections to certain stores — places where their parents brought them as children and where they did their first Christmas shopping, and developed certain buying habits and loyalties.

So what was the breaking point for customers? Price? Experience? Convenience? Why, in the end, are customers abandoning their shopping heritage and breaking up with brands?

It is more like these brands are breaking up with the customers. It looks like the brands are consistently giving the customer the signal that they are done with them, that they are not going ... to give them what they expect from the brand and what they used to offer.
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Technology

Robotics: Apples May Soon Be Picked By Laser-Shooting Robots
There’s the robot that harvests lettuce with a knife made of water. Now comes the apple-picking robot, a metallic farmer that just graduated from R&D and won a job in a New Zealand orchard. Its deployment may be limited at the moment, sure, but it’s a glimpse at a future in which hyper-specialized robots help feed our growing species.

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Internet World Stats Update

New Internet stats have been published with the latest statistics for the total internet as of March 2019.

Click here to read more

Internet Users in the World by Regions - March, 2019

![Internet Users in the World by Regions - March, 2019](image)

Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 4,346,561,853 Internet users in Mar. 25, 2019

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Internet World Stats March 2019