BI Daagliks - BI Daily

Global Trends - Wine Industry Key Elements

Young consumers are making UK leisure spend more diverse

The thirst for new experiences among young consumers is driving a trend towards diversity in leisure spending, according to the latest Greene King Leisure Trend Tracker.

Close to a third of British consumers are eating and drinking at a wider range of venues than they were two years ago.

Among those aged 18 - 24, that rises to 51% and to 37% for 25 – 34 year olds.

Click here to read more

Technology

What to look for in your tasting room POS system

Visiting a tasting room is a rewarding experience for customers. With so many new varietals hitting the market and increased access to new wines due to ecommerce, consumers expect more when they visit your brick-and-mortar location.

One key piece of technology that can enhance the tasting room is a mobile point of sale system.

1. Access to the cloud
2. Portability
3. Mobile payment-compatibility

Click here to read more