Consumer Countries/Markets

World wines: Room for internationals to scoop market lead in ‘attractive’ German market

International wine makers should seriously consider Germany at a time when consumers are willing to pay more and discounters are premiumizing the segment, says Wine Intelligence.

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Global Trends - Wine Industry Key Elements

Brand Keys Annual Survey Reveals the Most Patriotic Brands in America

The following are the Brand Keys 2015 top 50 most patriotic brands. Percentages indicate emotional engagement strength for the individual value – ‘patriotism.’

1 Jeep (98%)
2 Coca-Cola (97%)
3 Disney (96%)
4 Ralph Lauren (95%)
5 Levi Strauss (94%)
6 Ford/Jack Daniels (93%)
7 Harley Davidson/Gillette (92%)
8 Apple/Coors (91%)
9 American Express/Wrigley's (90%)
10 Gatorade/Zippo (89%)

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US: Industry Experts Sound Off On Climate Change

Climate change has been a polarizing issue in our society, but over the past few decades the tide has turned, and today polls show most Americans now believe the climate is in fact changing, and it is man made.

First, they were asked if they believe the climate is changing, and also asked them to elaborate on their reasoning. Second, they were asked that if they believe change is afoot:

- Will fruit, grape, and nut production be appreciably different 20 years from now? If so, how?
- Will climate change be a factor in breeding programs in the future? Should it?
- What types of production techniques will growers need to adopt to be better prepared for weather extremes in the future?
- Many of the proactive steps for dealing with a changing climate — relocating, converting to protected production, changing crop mixes — could be capital intensive. What suggestions would you have for smaller growers who may not have the resources to invest in some of these other solutions?
- If you could give a grower one single piece of advice when it comes to climate change, what would it be?

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