Global Trends - Wine Industry Key Elements

**McKinsey & Company: Latest perspectives on the coronavirus pandemic**

Companies need to think and act across five horizons.

**Resolve**  
Address the immediate challenges that COVID-19 represents to institution’s workforce, customers, technology, and business partners.

**Resilience**  
Address near-term cash-management challenges and broader resiliency issues during virus-related shutdowns and economic knock-on effects.

**Return**  
Create detailed plan to return business to scale quickly as COVID-19 situation evolves and knock-on effects become clearer.

**Reimagination**  
Reimagine the next normal: what a discontinuous shift looks like and implications for how institutions should reinvent.

**Reform**  
Be clear about how regulatory and competitive environments in industry may shift.

The Scenarios for the economic impact of the COVID-19 crisis.  
- Rapid and effective control of virus spread  
- Effective response, but virus recurs  
- Broad failure of public-health interventions

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**South Africa COVID-19 Q&A: Exporting, trading, serving and transporting liquor**  
According to the Disaster Management Act and the national lockdown from midnight on 26 March 2020 to midnight on 16 April 2020, the export, sale, dispensing or transportation of alcoholic beverages are prohibited, with no exceptions. No alcoholic beverages may be sold in the local market (either in the on- or off-trade), exported or transported. Therefore, there may be no sale or
delivery of alcoholic beverages either to an outlet, individual client or port. Although online sales may continue, no delivery may take place during the lockdown.

In terms of the amendment on 26 March 2020, in which the wine industry has been confirmed as an essential agricultural service, the industry may complete the harvest and related cellar activities to ensure that the 2020 crop isn’t wasted. In terms of this, grape juice which is intended for wine may be transported in bulk, while the transport of alcohol remains prohibited.

As of 27 March 2020 the wine industry is in discussion with Government to lift the ban on exports, and further developments will be communicated.

**Major Wine Producing Countries**

**Chilean Harvest 2020**
Chilean winemakers urging government to classify wine as essential so 2020 vintage can be completed. With up to 200,000 workers employed on the harvest, agriculture is the main employer for one in seven Chileans. If the harvest is not allowed to continue, this could have severe repercussions for many vineyard workers. With China their number one overseas market, Chilean winemakers were already facing hard times as the Asian nation stopped buying wine when the pandemic kicked off. And now, the country has closed its borders to all visitors, which will not help with trade.

**Nuusbrokkies / News Snippets**

**USA: Open Letter to MADD On Their Fear of Zombie Alcohol Kids**

Posted by Tom Wark on Mar 30, 2020
So, again, with respect and with an appreciation for your previous work, I wonder if you might consider postponing the unfounded scary monster tactics, at least until the real scary monster has been chased back into the sea and the villagers can emerge from their homes. Then, if you still want to draw scary pictures, point to imaginary monsters, or warn of the invasion of Alcohol Zombie Kids overtaking our communities, please have at it.

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