Consumer Countries/Markets

China wine market: millennial drinkers are buying online and moving away from established brands

Young wine drinkers in China are strongly influenced by their friends and social media, and have few preconceptions when it comes to the wine market in general, heard visitors at day one of Vinexpo Hong Kong 2018. Consumer patterns and preferences are shifting, with young wine drinkers buying online and moving away from established brands, both domestic and imported. 

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Major Wine Producing Countries

Wine Australia signs Chinese e-commerce MoU with Alibaba

Wine Australia and Chinese multinational e-commerce conglomerate Alibaba have signed a Memorandum of Understanding (MoU) to better showcase Australian wine on the world’s fastest growing e-commerce platform, Tmall. The MoU complements Wine Australia’s investment in China’s e-commerce sector as part of the Australian Government’s $50 million Export and Regional Wine Support Package (the $50m Package). Wine Australia chief executive Andreas Clark said the signing of this MoU recognised the strong engagement of Chinese consumers in online retail and their growing interest in Australian wine.

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Selfie Quadcopter

First, there was the standard selfie, then the selfie stick, and now the next evolution of the selfie has arrived. Click here to read more
Wine on Tap

Wine on tap is a relatively new offering that has quickly risen in the popularity stakes for both consumers and venues. Initially, tap wine was mostly found in large pubs and hotels, but now up-scale restaurants are installing wine taps to reduce waste and save money, space and time. Click here to read more