Russian Demand for Budget ‘Wine Drink’ Surges Amid Financial Crisis

The production of low-quality wine alternatives is booming in Russia, as citizens look for cheaper alternatives amidst the ongoing economic crisis, says Russian alcohol market experts.

According to Russian law, a drink that contains anything apart from fermented grapes cannot be called wine. But there’s a budget alternative called the “wine drink,” which can include artificially added sugars, sweeteners, alcohol, coloring and flavoring. Wine drink is no synthetic, bootlegged booze—it’s sold legitimately in shops.

Russia’s independent Center for the Study of the Federal and Regional Alcohol Market estimates that since the start of the year production of wine drinks is up by 51 percent.

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Major Wine Producing Countries


Maart 2016
Geraamde 2016 Druiwe- en Wynoes
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Geraamde Oes, Afset en Voorraad
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March 2016
Estimated 2016 Grape and Wine Crop
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Estimated Harvest, Sales and Stock
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