Global Trends - Beverages

Wine wheel to help translate wine terms

A new ‘translation wheel’ that will help Chinese wine drinkers better understand Western wine terminology around tastes and aromas is nearing completion.

In a simple format it translates Western terms into ‘tastes’ that are more common to the Chinese palate; for example apple equates to dragon fruit and strawberry to yangmei.

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Global Trends - Wine Industry Key Elements

Diageo sells Gleneagles, Spanish wine warfare, and more beverage bites

Diageo announces the sale of luxury hotel and golf resort Gleneagles, while Heineken and Ball Packaging launch ‘groovy’ cans. Meanwhile, Spain’s annual wine fight takes place.

More beverage bites - Click here to read more