Global Trends - Wine Industry Key Elements

The future of personalization—and how to get ready for it

Personalization will be the prime driver of marketing success within five years. Here are the capabilities companies need to develop to stay ahead of the curve.

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Cabernet Sauvignon is the world’s most widely planted grape variety. Australia is home to what are believed to be among the oldest productive Cabernet Sauvignon vines in the world.

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