Global Trends - Wine Industry Key Elements

Supermarkets need to ‘ditch portfolio deals’

Retailers need to move away from large portfolio deals with wine brands and become more customer-focused. UK’s wine retailers were increasingly moving away from “conditionally attached” deals with large brands.

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Other Wine Producing Countries

Wine Industry in U.K. Braced for a Boost From Warmer Climate

The U.K.’s 100 million pound ($144 million) wine industry will thrive in warmer temperatures caused by climate change, so long as investors carefully site vineyards and prepare for some poor harvests caused by weather shocks.

British wine makers have found more success in recent years when they switched from some of the heavier Germanic varieties to lighter sparkling wines, such as Chardonnay and Pinot Noir. The lighter varieties are more sensitive to changes in weather patterns, according to the paper.

The industry is expecting production to double in the next five years from an average of 5 million bottles to 10 million and is planning to start exporting as volumes increase.

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