Economic Environment

Californian brand launches blockchain wine bottles in US

Californian label Böen has started applying closures to its wine bottles that use blockchain technology to protect against counterfeiting and enable consumers to learn more about the brand. The caps, which are created by Italian packaging giant Guala Closures in a partnership with London-based tech company Sharpend, use Near Field Communication. It allows wine drinkers to scan bottles using their smartphones in order to determine their authenticity. The technology is also able to indicate whether the bottle has been opened in order to detect any possible product tampering. The closures also allow consumers to get to know the wine brand better. Drinkers will have “instant access to unparalleled information about the wine they are purchasing simply by tapping the bottle’s cap with their smartphone and taking them to the vineyards where the wines are made,” according to an emailed statement.

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Note: See VinIntell March 2019 and May 2019 editions for more on Blockchain - Click here to read more

Global Trends - Beverages

Rosé wine sales rocket

Once derided as a poor relation of real wine, sales of rosé have rocketed across Britain and France over the last few years as consumers look to expand their taste experiences.

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Global Trends - Wine Industry Key Elements

Tier 1 trends in China
Consumers in Tier 1 cities, especially Shanghai and Beijing, are looking for very niche wines, boutique wines, specific terroirs and varietals

Major Wine Producing Countries

Italy’s main Pinot Grigio region stops new plantings

The Consorzio, founded in 2017, covers the three regions of Triveneto, including Veneto, Trentino-Aldo Adige and Friuli-Venezia-Giulia, and is the largest Pinot Grigio production area in the world. The decision has “the objective of improving and guaranteeing the quality of all the Triveneto Pinot Grigio,” according to a statement from the Consorzio. At present, the area spreads over 26,000 hectares, but is set to increase to 30,000 in the next few years once the vineyards that have already been planted are taken into account. All Pinot Grigio wines from the region are certified under a coordinated system. The Consorzio predicts the region will sell around 270m bottles of Pinot Grigio in 2019.

Natural / Physical Resources

This Voracious, Unstoppable Bug Is Killing Off Vineyards

Some Pennsylvania wine growers have reported losing 90 percent of their grapes due to damage from the invasive spotted lanternfly.

Technology

Why a Grape Turns Into a Fireball in a Microwave

Nuking a grape produces sparks of plasma, as plenty of YouTube videos document. Now physicists think they can explain how that energy builds up. The internet is full of videos of thoughtful people setting things on fire. Here’s a perennial favorite: Cleave a grape in half, leaving a little skin connecting the two hemispheres. Blitz it in the microwave for five seconds. For one glorious moment, the grape halves will produce a fireball unfit for domestic life.