BI Daagliks - BI Daily

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Global Trends - Beverages

- Bulk wine now 38% of global wine exports

The growing bulk wine category now accounts for 38.6% of global wine exports, with 39.49 million hectoliters exported around the world last year. In comparison, bottled wine accounted for 54.3% of global exports and sparkling wine just 7.1% despite an insatiable global thirst for fizz. Since the year 2000 bulk wine has grown its total share of global wine exports by over 4%, from 34% to 38.6%.

Global bulk wine sales have increased by a whopping 71%, from 59.99 million hectoliters in 2000 to 102.43 million hectoliters last year.

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Comment: South African bulk wine exports were almost 60% in 2015.

Global Trends - Wine Industry Key Elements

- Australia: Wine industry soon to have smartphone app advising on irrigation and harvesting

The wine industry will soon have another tool at its fingertips to help navigate important on-farm decisions.

The function of the app will be to help growers and winemakers make better decisions about their grapes by helping them identify the ideal window to pick fruit or make a particular wine style.

It will also assist in management of irrigation, thereby limiting berry water loss and potentially shrivelling.

The app works by the user taking a photograph of the grape bunch on the vine.

It will then analyse the image and automatically detect the number of berries on the bunch, their size and colour distribution.