Global Trends - Wine Industry Key Elements

US: Tapping the Potential of Wine in Kegs

Restaurants and wineries increasingly see wine on tap as the future of by-the-glass service.

Four years ago, the wine-on-tap category was just emerging. Thanks to enthusiasm from wineries and growing interest from restaurants, more than 3,900 locations in 49 states now offer it, nearly double the number of locations of two years ago.

The concept is an old idea made new again. Wine on tap has a long history in Europe, where customers can visit bars or wine co-ops and fill bottles or jugs with local wines.

In the U.S., the trend is a new model for wine-by-the-glass service in restaurants. The biggest problem with wine by the glass is freshness. Open a bottle to serve one customer and you're not sure you'll sell the other five glasses before oxygen kills the wine.

Wine on tap provides restaurants with wines that stay fresh longer.

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Wine tourism in SA may double by 2025

Tourism based on South Africa’s wine industry has the potential to more than double in size in the next nine years as the declining value of the rand makes the country increasingly attractive to visitors, according to an organisation representing producers.

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