Global Trends - Beverages

- Levels of consumer confusion ‘astonishing’, says industry expert

There are very few examples of regions which really add something on an international level in terms of consumer franchise.

A strong regional identity represents a shortcut for a very busy and very confused consumer. A brand, either as an individual or a collective, gets summed up by consumers in one sentence. It surely makes sense for a brand to make sure that sentence is positive.

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- Millionaires’ Club: The Brandy List

Drinks International's annual league of million-case brands returns. Here is a list of the world's best-selling Cognac and brandy brands in 2015.

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Global Trends - Wine Industry Key Elements

- Millennials have a thirst for cool climate wines

As climate change pushes viticulture further and further towards the poles, a similar shift is happening to the type of wine consumer and the types of wines they are consuming.

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