Consumer Countries/Markets

Generation gap emerging among highly involved Canadian wine drinkers, according to a new report

The rising generation of Canada’s more committed oenophiles is showing distinct differences from their older peers, according to a new report from Wine Intelligence.

A distinctive group of younger, affluent consumers, highly involved in wine and willing to spend more than average on a bottle. However while the previous generation can call on more extensive knowledge of the category, this new group, dubbed Generation Treaters by the report’s authors, don’t have the same level of understanding and tend to use third party validation as a way of supporting their purchase decisions.

This younger segment is one of six recognisable archetypes of Canadian regular wine drinkers identified in the report, with each segment having a distinct relationship with wine, as well as contrasting patterns of consumer behaviour.

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Economic Environment

California wine industry expected to benefit from Trans-Pacific Partnership

The North Coast wine industry likely stands to benefit from a trade pact that was reached early Monday by the United States and 11 other Pacific Rim countries writing new commerce rules for nearly 40 percent of the world’s gross domestic product.

The pact, known as the Trans-Pacific Partnership, eventually would end more than 18,000 tariffs that the participating countries have placed on U.S. exports, including autos, machinery, technology, consumer goods, chemicals and agricultural products as varied as avocados from California and wheat, pork and beef from the Plains states.

Most notably, local vintners could see lower tariffs from Japan, the third-largest export market for American wines last year at $88 million, according to the Wine Institute, which represents California producers.