Global Trends - Wine Industry Key Elements

Competition aims to boost sales of South African wines in the on-trade

Wines of South Africa’s triennial Sommelier Cup competition is now accepting entries as the organisation strives to boost on-trade sales.

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Other Wine Producing Countries

Bulgarian Wine

After decades of making underwhelming wines from international varieties, Bulgaria is rediscovering wines made from its traditional grapes.

Bulgaria, although far from the most famous or prestigious of the world’s wine-producing nations, certainly ranks among the most prolific. The Eastern European country has a long history of viticulture, and its wine has more about it than implied by the sea of cheap red (mostly varietal Cabernet Sauvignon) that flowed westwards during the 1980s.

The major markets for Bulgarian wine are the western European countries (Britain, the Netherlands and Germany, for example) and Russia, although the latter market has begun to dry up.

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Comment: According to the OIV, Bulgaria has 78 000 hectares.