Global Trends - Wine Industry Key Elements

- Serving wine in larger glasses encourages people to drink more

Selling wine in larger glasses encourages people to drink more, even when the amount of wine served in different sized glass remains the same, new research suggests.

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- Are fruit infused wines the next big thing?

The fruit infused wine category is relatively new to Australia but has been making waves over in the UK, so should retailers be paying attention?

Led by a growing trend in the UK, the fruit infused wine category is one to watch, with retailers and suppliers who are looking to capture that 18 to 35-year-old female demographic, or entice new entrants into the wine market.

While it is evident the premiumisation trend is still going strong with both red and white wine showing growth in the $16-$25 category in 2015, according to suppliers, the more affordable fruit infused wine category is intended as a stepping stone for cider or craft beer drinkers to start exploring wine.

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