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Global Trends - Wine Industry Key Elements

Millennials buy more wine online and want it to be organic

The wine industry is shaping up to be more transparent and international than ever in 2019. Consumers want more local, sustainably sourced wines, but at the same time they are expanding their palates to newcomers on the market from places like Bulgaria, Hungary and Georgia.

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Nuusbrokkies / News Snippets

Will France reintroduce previously banned grape varieties?

Six grape varieties were banned in France in 1934: Clinton, Noah, Isabelle, Othello, Herbemont and Jacquez. It was believed that they were “almost” permanently banned but that was before the European Commission suggested they be re-introduced as part of the reform of the Common Agricultural Policy. In France, the proposal was received by industry representatives with a measure of indifference. However, the Gard PGI wine federation clearly came down in favour of their reintroduction.

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