Major Wine Producing Countries

Light But High-Quality California Winegrape Harvest

It's a stellar vintage for California vintners and growers. The 2015 season produced an earlier, lighter crop (3.8 million tons) than previous years (-3% on 2014), but grapes are excellent quality across the board.

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Socio-Cultural Environment

Here's who comes after Generation Z - Generation Alpha

They'll be the most transformative age group ever.

Futurist, demographer, and TEDx speaker Mark McCrindle is leading the campaign to call anyone born after 2010 a part of Generation Alpha. According to him, 2.5 million Alphas are born around the globe every week.

Alpha kids will grow up with iPads in hand, never live without a smartphone, and have the ability to transfer a thought online in seconds. These massive technological changes, among others, make Generation Alpha the most transformative generation ever, according to McCrindle.

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