Global Trends - Wine Industry Key Elements

UK: Low Alcohol Descriptors Guidance

The Government published on 13 December 2018 its guidance on the use of low/no alcohol descriptors on beverages below 1.2% abv. Refer to the attached document.

Key points are:

1. This is guidance, not law, and will be used by Trading Standards authorities, other regulators and courts when determining if products are correctly or misleadingly labelled.
2. The descriptors themselves have not been changed from the previous law:
   a. Low alcohol – the drink must be 1.2% alcohol by volume (abv) or below and an indication of its maximum abv should be included on the label.
   b. Non-alcoholic – this should not be used in conjunction with a name commonly associated with an alcoholic drink. There is an exception for non-alcoholic wine where it is derived from unfermented grape juice and is intended exclusively for communion or sacramental use. The labelling or advertising of these non-alcoholic wine should make it clear that it is exclusively for such use.
   c. Alcohol free – this should only be applied to a drink from which the alcohol has been extracted if it contains no more than 0.05% abv, and the products should also include the abv (or state that they contain no alcohol) on the label in order to use the descriptor.
   d. De-alcoholised – this term should only be applied to a drink from which the alcohol has been extracted if it contains no more than 0.5% abv and the product should also include an indication of its alcoholic strength (or state that it contains no alcohol).
3. The guidance makes clear that these descriptors cannot be used with the names of the spirits drinks categories – so "low alcohol spirit drink" or "low alcohol gin" are not possible.
4. The guidance goes on to say that the descriptors can be used with spirits-based mixers e.g "low alcohol rum and coke", providing all the alcohol comes from the named spirit and the product otherwise meets the compound terms rules.
5. The guidance also makes it clear that the word “wine” is reserved for products meeting that definition. Low or no alcohol products made from wine should be referred to as "wine-based drinks" or similar. This is not new but is more clearly expressed than before.
6. Although not set out in the guidance, remember that low/no alcohol products need an ingredients list, and this should specify that alcohol has been removed (where an alcohol-free or dealcoholised descriptor is used).

With thanks to David Richardson, Regulatory & Commercial Affairs Director, WSTA and WOSA
French wines spearhead the global boxed wine market

World trade in wines packaged in 2 to 10-litre bag-in-boxes totalled 4.3 million hectolitres worth €588.9 million in the twelve months ending June 2018. This represents an increase of 4% in volume and 9% in value respectively compared with the previous year, according to customs data compiled by the Spanish Wine Market Observatory (OeMV). Trade in boxed wine has been differentiated since 2017 by the customs code 220422. The figures show that bag-in-boxes have continued to grow, now accounting for 2% of the volumes and 4% of the value of wines traded worldwide.

France is the leading bag-in-box exporter country by value (with €99.5 million) and the fourth by volume (after South Africa, Australia and Germany). French boxed wines account for one-sixth of the value and one-tenth of volumes exported worldwide. With an average price of 2.33 euros/litre, French boxed wines have a higher price tag than the global average (€1.37 /l), but not as high as some other producer countries (€3.61/l for Switzerland, €3.12 /l for Austria...) and countries that re-export the wines (€2.50/l for the Netherlands...). In terms of market share by value, France is a key player in Switzerland (44% of imported boxed wines), the United States (29%) and the United Kingdom (25%).

Source: www.vitisphere.com

Technology

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