

[View this email in your browser](#)



## BI Daily

12 November 2024

### SOUTH AFRICAN TRENDS

#### SA's wine industry focuses on sustainability, innovation for future growth

In collaboration with South Africa Wine, the Agricultural Business Chamber of South Africa (Agbiz) recently hosted a media day at Picardi Farm in Paarl, bringing together industry leaders, stakeholders, and media representatives to address key issues and explore innovations within South Africa's agricultural and wine sectors. The event featured insightful presentations, a dynamic panel discussion, and a wine-tasting experience, fostering collaboration and knowledge-sharing across the industry.

[Click here to read more](#)

#### Cellar Assistants' Programme makes a difference in knowledge transfer

The Cellar Assistants' Programme hosted four information days for cellar assistants in the participating districts of Stellenbosch, Wellington, Paarl, Franschhoek, Worcester, Breedekloof and Robertson. In addition to the information days, five workshops were presented to senior cellar assistants in the above-mentioned participating districts, including Klawer and Upington.

Feedback from cellars confirmed a need for developing practical, general knowledge of cellar assistants, which will add value to careers. The 2024 Cellar Assistants' Programme aims to address this need and to contribute to knowledge transfer practically and holistically.

[Click here to read more](#)

### GLOBAL TRENDS

#### Global wine trade unites in Adelaide to build international success

More than 60 delegates from 13 wine-trading countries met in Adelaide for the 2024 Annual Meeting of the WWTG, a group which brings together government and industry to facilitate international trade in wine. Dr John Barker, director general of the International Organisation for Vine and Wine (OIV), was also present at the WWTG this year.

“We look forward to continuing our involvement with the WWTG, using our scientific expertise to support its efforts to harmonise regulations and remove barriers to trade.”

“While non-tariff measures and barriers to trade are becoming increasingly prevalent in some markets, the WWTG’s commitment to mutual acceptance and harmonisation is more important now than ever.

[Click here to read more](#)

### **Does innovation add value?**

IWSR data shows that RTD products that do well tend to be either domestic or international brands that have developed very local flavour innovations. In flavour-driven markets (such as Brazil), well-conceived new-to-world RTD brands that tap into a national taste preference can often gain share rapidly. Meanwhile, in brand-loyal markets (such as Australia or the UK) the barriers to entry are higher, and the rewards typically slower to achieve.

Innovations still account for a far larger share of the sales revenue in the RTD category than they do in other categories, but the drop-off in the number of launches in recent years has been significant. RTD innovations are 66% down from a category peak in 2021.

[Click here to read more](#)

### **Understanding the Indian Wine Market**

India is not a wine-drinking market, and a large proportion of the population does not drink any kind of alcohol. In 2022, according to Euromonitor figures, it consumed a total of 6.2bn litres of alcohol. Of these, just 37.5m litres were wine – around 0.6%. Indians drink less than 0.03 litres of wine per year and, for every litre of wine drunk in India, there are seven and a half of beer and nine of spirits – mostly domestically-produced whisky. Wine comes in fourth on the list of alcoholic beverages – behind RTDs.

With a population of around 1.45bn people, however, this still adds up to considerable quantities: 24.5m litres of wine were consumed in 2016, 35.7m in 2019 and, after a slump during the pandemic, 37.5m in 2022 – a figure that includes 16m litres of red and 18m litres of fortified wines and vermouth. White and sparkling wines only make up a small proportion of consumption so far. Estimates for 2023 show another significant increase.

[Click here to read more](#)

## **MAJOR WINE PRODUCING COUNTRIES**

### **California’s Wine Crisis—Too Many Grapes**

The California wine industry is in the doldrums as it faces three challenges at once: consumer spending on wine is declining, inventory is backed up in the sales pipeline and there’s a glut of grapes

and bulk wine left over from the 2024 harvest. The last hazard, the oversupply of grapes, poses an immediate threat. Many growers, even in top regions like Napa, are struggling to sell their fruit. Experts estimate tens of thousands of acres of vines will need to be pulled up to fight the oversupply.

"It's a tough situation. There's no doubt about it, where we sit as an industry," said Glenn Proctor of Ciatti Company, a global wine and grape broker based in Novato, Calif. "We're kind of going through some resets, trying to understand where we're going to go in the future."

[Click here to read more](#)



This information was supplied to you in collaboration with SAWIS.

For more information, contact SAWIS at [info@sawis.co.za](mailto:info@sawis.co.za)

---

*Copyright (C) 2024, South Africa Wine NPC. All rights reserved.*

Our mailing address is:  
South Africa Wine  
Picardi Farm, 100 Cecilia Street  
Suider-Paarl, 7646

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)