



BI Daaglik - BI Daily

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Global Trends - Wine Industry Key Elements

Difficulties restricting alcohol sales to minors in the Internet Age

We live in the Internet Age, but not all governments seem to have joined us. For example, some of them have laws that are impractical to implement for online sales, which is the basis of modern commerce. One of these laws seems to be the common restriction on the sale of alcohol to minors. This is easier to implement in some countries than in others, as far as digital shopping is concerned.

Alternative 1

First, let's consider Sweden as quite typical of the situation in the European Union. Swedes have individual Personal Numbers, and they each carry a card to verify this. So, restricting online sales for minors is easy in Sweden.

Alternative 2

This is not true in countries where there is no Personal Number and no ID card. Many people do not trust their government, and perhaps they are right not to do so, in these cases. This seems to be particularly true in the USA; but the Australians also long ago refused their government's proposal for an Australia Card. In this scenario, there appears to be no practical way to restrict sales to minors; and it is often unclear who is taking responsibility for trying to do so. A typical scenario at the online point of sale is simply to ask the purchaser to self-report their date of birth using an online form.

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Natural / Physical Resources

Effects of climate change highlighted by new World Atlas of Wine

Climate change has transformed wine production globally, according to the latest edition of the World Atlas of Wine. The most immediate impact is on the wine harvest, which is now on average up to four weeks earlier than it was 20 or 30 years ago in both the northern and southern hemisphere.

A secondary effect of climate change is the spread of wine making into latitudes where it was formerly impractical. Wine production methods have also been forced to adapt. Vines in established vineyards are being planted both at higher elevations and in wind-exposed areas to slow the ripening process. Likewise, many winemakers now need to protect their crops

from over-exposure to the sun, whereas traditionally, they would have been attempting to give their vines as much sunshine as possible.

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