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BI Daily

07 May 2024

GLOBAL TRENDS

Rethinking Risks: Decline in Alcohol Consumption

In Germany in recent years, all signs point to a steady decline in alcohol consumption, especially among young people, and a decrease in alcohol abuse. Alcohol consumption among adolescents and young adults (12-25 years) continues to decline. The number of people receiving clinical treatment for alcohol poisoning in 2022 is the lowest it has been since 2002. Compared to the previous year, there has been a reduction of less than one percent (-0.9%).

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Devil's Advocate: A Rational Argument for the Half-Litre Wine Bottle

If we're talking about a man and a woman sharing the bottle according to Catena's advice, between them, they will have had 45cl, or around three fifths of the contents. Two men respecting the same rules will have had nearly 80%, while a pair of women, just half that much. What if the original bottle contained 50cl, or just over three glasses? Then, it would be almost tailor-made for the male-female couple.

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Millennials and Gen X want a wine vacation, not an education

Whereas Baby Boomers prefer the luxury and educational experience of wine and saw expensive purchases as a marker of financial success, Millennials and Gen X are far more concerned with finding value, having an enjoyable time, and aren't interested in lengthy, educational wine tastings. In the webinar, DeMatei said the modern wine club model was built predominantly around Boomers and their buying preferences. As Millennials become the dominant spending demographic, DeMatei said wine clubs will have to radically change to appeal them.

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What is the OIV and Where is it Going? John Barker, New Head of the Organisation

Meininger's: How has OIV changed in the last years?

Barker: The wine industry has changed enormously, so has the structure and the focus of the OIV. And the nature of the membership, it has e.g. changed to reflect the emergence of wine in Southern Hemisphere countries, and its resurgence in many other parts of Europe or Central Asia. Many members are from Europe and there's South America, Australasia, and Africa.

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MAJOR WINE PRODUCING COUNTRIES

Frost and Hail Wreak Havoc on Europe's Vineyards

The frosty nights at the end of April triggered reactions in every wine region in France. To mitigate the most severe damage, winemakers burned hay bales in the vineyards, apparently with varying degrees of success. Smaller regions like Jura were hit hard, approximately 40% of vineyards were affected. The impacts here are comparable to the frost of 2017. In Cahors, the damages were even more extensive. Vitisphere reports that around 90% of vineyards in Cahors were affected.

The frosts have also affected some regions of Spain. Reports from Rioja indicate that more than 4,000 ha / 10,000 acres of vineyards were damaged by frost, accounting for approximately 6.6% of the total cultivation area.

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Hong Kong, NZ and the UK drive export value growth

Australian wine exports declined by one percent in value to \$1.88 billion and two percent in volume to 611 million litres in the 12 months to March 2024, according to Wine Australia's Export Report.

Wine Australia says the latest figures reflect a "relatively stable" period for Australian wine's overall export performance in recent times. One of the biggest stories is Hong Kong, up 60 percent to \$290 million – a 15 percent share of total export value.

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SA WINE NEWS

South Africa Wine Summit

Date: 23 May 2024

Time: 09:30 - 15:00

Venue: CTICC, Cape Town

Cost: R800

The upcoming South Africa Wine Summit promises to be an indispensable gathering for anyone invested in the future of the wine sector. Collaboration is the cornerstone of progress in a landscape marked by dynamic consumer demands, economic fluctuations, and environmental imperatives. At the summit, participants can engage in meaningful dialogue,

exchange expertise, and forge partnerships. Together, we can drive innovation, ensure sustainability, and unlock new avenues for growth within the wine industry. Whether you're a producer, distributor, researcher, or enthusiast, your presence is crucial. Join us at the summit to harness the collective power of our industry and shape a resilient and prosperous future for the wine value chain.

[Buy your tickets here](#)



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