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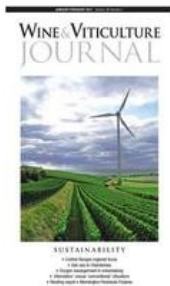
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### Journal of the month

#### *Wine & Viticulture Journal*



This journal is a merger between  
the Australian Viticulture and  
Australian and New Zealand Wine  
Industry Journal. The journal is  
popular for wine and viticulture  
trends.

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### Sawis Information Centre

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## Diageo Plc in Spirits

### Diageo the leading spirits player

- Diageo just about remained the leading spirits producer by volume in 2010. It is just ahead of second-placed Pernod Ricard, despite having the same volume share and 0.1 percentage points ahead of UB Group.
- Diageo has suffered from its reliance on two core regions, North America and Western Europe, which account for 67% of its volumes in 2010, and from recessions in many of its key markets.
- The company also suffered compared to its two leading rivals by a lack of presence in the booming categories of Indian whiskey and cognac in China, both of which have allowed Pernod Ricard and UB Group to outperform it in 2010.

(Euromonitor, November 2010)

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### Global Wine Village

- **France: Fine Wine 'bigger than gold or crude oil'**  
According to the Liv-Ex Fine Wine Exchange, fine wine from Bordeaux has been a more lucrative investment over the past 12 months than gold, crude oil or shares. [read](#)
- **USA: New Test Can Identify What Grapes Are in Your Wine**  
Medical researchers in Texas identify grape varieties by fingerprinting differences in tannins. [read](#)
- **Asia: Spirit Sales**  
Global spirit sales are expected to increase 9.5% from 2010 to 2014 on higher consumption of imported spirits in Asia. [read](#)
- **France: Reclaims top spot in global wine industry**  
France reclaimed its position as the world's leading wine producer last year after losing the top spot to Italy in 2009. [read](#)

### Latest released on databases

- **Going green: Organic has a nice sound about it.**  
*Wine SA* [read](#)
- **Constraints and incentives for making long horizon corporate investments.**  
*Strategic Management Journal* [read](#)
- **What price drinkability?**  
*Decanter* [read](#)
- **Making the case for champagne.**  
*Harpers* [read](#)
- **The role of viticulture and enology in the development of economic thought.**  
*American Association of Wine Economists* [read](#)
- **Pinotage: A long road.**  
*Wine SA* [read](#)

### SAWIS Nuus / News ...

**Introduction to the Wine of Origin scheme  
and SAWIS training dates**  
**17 February, 10 March and 14 April**  
**Please contact Werner Victor**  
**021-807 5759**  
**[wvictor@sawis.co.za](mailto:wvictor@sawis.co.za)**  
**Limited space available.**



### EFT MANAGEMENT

(INDEPENDENT CONSULTANTS)

### PRESENTS

### WINE ONLINE TRAINING COURSE

incl. SAWIS intro module

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