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Journal of the month

Wine SA



This journal appears 12 times a
year, with a 100% request rate. It
is very popular for its South
African wine information.

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Sawis Information Centre

The 2010 South African Brand
Report: Consumers of Brandy is
now available.

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Bacardi in Spirits

Major International Player

- Bacardi is the world's seventh biggest spirits company, with nearly 2% of global volume sales in 2009.
- This made it the world's third largest international (less than 80% of volumes in one region) company, behind Diageo and Pernod Ricard.
- Bacardi is present in all regions, although its particular strength is in North America and to a less extent, Western Europe.
- Although the company has a broad product portfolio, its main strength is in rum.
- Bacardi's over-exposure to North America and Western Europe has meant that it has been overly affected by the current economic downturn and has hence seen its volumes decline in 2010.

(Euromonitor, January 2011)

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Global Wine Village

- **Spain: 'Those Who Still Cast Doubt The Existence Of Climate Change Are Behind The Times'**
Climate change will have a large impact on the wine sector and that the wine sector should adopt a much more responsible and proactive attitude, according to Pancho Campo. [read](#)
- **Australia: Push to tag alcohol with health alert**
Alcohol alerts will appear on wine labels if proposals for trans-Tasman food labeling laws are adopted. [read](#)
- **World: Trends and outlook for International Markets**
Major suppliers, like France, Italy, Chile, Argentina and the US registered substantial increases in export volumes since 2009, but South Africa showed a 4% decline in the export volume. [read](#)
- **Australia: Can China save our wine exports?**
China may offer hope to Australia's wine growers by importing wine glut. [read](#)

Latest released on databases

- **Merging and mixing.**
Wine SA [read](#)
- **SA wine tourism at the cross roads.**
WineLand [read](#)
- **Lead-user research for breakthrough innovation.**
Research Technology Management [read](#)
- **Are joint ventures positive sum games?**
Strategic Management Journal [read](#)
- **How does business cycle affect eating habits?**
American Association of Wine Economists [read](#)
- **Step away from the barrel.**
Vineyard & Winery Management [read](#)
- **Nine steps to perfection: the ritual of Belgian beer pouring.**
Winestate [read](#)

SAWIS Nuus / News ...

- **2011 Harvest**
Updated information will be available at the end of February 2011.
- **Introduction to Wine of Origin Scheme**
Contact Werner Victor at wvictor@sawis.co.za for future training days.
- **Wine Industry Information January 2011**
Published on our website and posted by snail mail.