

New product developments in Alcoholic Drinks

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Journal of the month

SA Journal of Enology & Viticulture



This journal is well known for its research on South African enology and viticulture and is very popular.

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Post-recessionary innovation in mature and emerging markets

- The core objective of this report is to examine the key new product launches spearheading developments throughout the alcoholic drinks industry, while differentiating between trends driving mature and emerging markets.
- The analysis and case studies/examples are country specific and relevant to the key categories of beer, wine, spirits, cider/perry and RTDs/high-strength premixes, while the aim is to achieve the widest geographic spread possible within the finite space of a global report.
- Brand name, company name, price, market, category, launch date and a brief commentary are provided for all examples where available and after the agreement of respective GBOs or NBOs.
- The report does not claim to be comprehensive, but rather seeks to offer high-level insight into key changes in the market at a time of macroeconomic volatility.
- While grey areas and a degree of overlap is unavoidable, case studies are grouped according to their positioning and key USP.
- Comparisons with other FMCG industries have been drawn to access how these developments might play out in the future, while a critical revisiting of last year's focal new product developments will assist in determining both the most successful and failed strategies in terms of innovation.

(Euromonitor, April 2011)

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Global Wine Village

- **USA: Wine Laws Changing in up to 7 States**
New wine legislation introduced.
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- **Italy: Wine drinking tradition lost on young Italians**
According to a market research study, Italians under the age of 35 drink less wine than ever before.
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- **Global: Kofi Annan calls on wine trade to tackle climate change**
Former UN secretary general Kofi Annan called on the trade to innovate and invest in new technology, regarding climate change.
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- **China: Interest in Wine Investing Grows as China Drinks More**
Wine funds are becoming more popular compared to more standard asset classes.
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- **USA: Wine Classification**
Any wine with more than 14 percent alcohol must be classified type 88: dessert/port/sherry/(cooking) wine, according to the Alcohol and Tobacco Trade and Tax Bureau.
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Latest released on databases

- **Is Pinotage really an example of another South African disaster?**
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 - We published more information about exports to African Countries on our website. [Click here.](#)
- **An important notice: How to...**
 - In support of international carbon footprint packaging initiatives, information about bottle weights exported is now captured on the Wine Online System. If the bottle description is not on the list, please use the Imported option.
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