

04 August 2011, Vol 2 No 8

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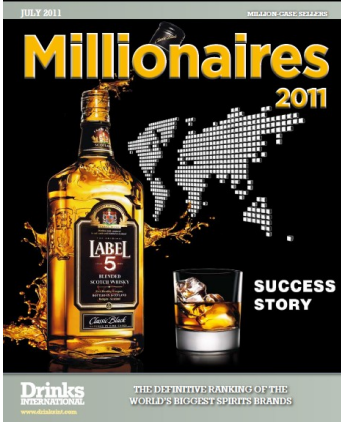
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## Journal of the month

*Drinks International Supplement*



A popular supplement of research to find the world's leading brands by volume.

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## Reminder!

### Sawis Training

Wine of Origin & Information  
One Day Courses

8 September, 13 October and  
17 November

Contact Werner Victor  
021 8075759  
[wvictor@sawis.co.za](mailto:wvictor@sawis.co.za)

## Wine in India: Country Sector Briefing

### Headlines

- Wine grows by 16% in 2010 to reach 16 million litres.
- Indian port wine has the fastest volume growth of 22% in 2010.
- In 2010 average unit prices fall by -2%.
- Still light grape wine volume grew by 12% in 2010, driven by a strong recovery in the growth of still red wine.
- On-trade volume growth was faster than off-trade volume for still light grape wine and sparkling wine.
- Cabernet Sauvignon and Shiraz/Syrah were the most popular red wine varieties, accounting for 48% and 32% respectively.
- New World wine accounted for 90% of total volume sales of still light grape wine in 2010.
- A 16% volume CAGR is expected over the forecast period.

(Euromonitor, March 2011)

[Click here](#) to view

### Global Wine Village

- **Marketing: What consumers look for when buying wine**  
The reasons why a customer might choose one bottle of wine over another are many and various. Whether it's a recommendation, the knowledge of a good grape, cost or merely just an appealing label, winemakers need to understand the science of marketing. [read](#)
- **Australia: Wine makers suffer from rip-offs in China**  
Small wineries looking to tap into the \$170 million Chinese market are under threat from an increasingly sophisticated counterfeit industry, experts have warned. [read](#)
- **France: Satellites help French winemakers pick a perfect harvest**  
For centuries, French wine growers have prayed for the rains not to spoil their vineyards before grape harvest time. [read](#)
- **New Zealand: Taxing times for winemakers**  
Government has raised the excise on wine, but it's producers rather than consumers who are likely to wear the increase. [read](#)
- **Sweden: Tough economic conditions for wine production**  
Swedish producers are facing several challenges, as expensive distribution, and difficulties of living on the wine production alone. [read](#)

### SAWIS Nuus / News...

- **On our website**
  - [Summary: Wine Industry Information](#)
  - [Domestic sales of natural wine](#)
  - [Price ranges in which wine were sold locally in bulk according to region and vintage for the period January to May 2011](#)
  - [Price ranges of bulk wine exported by producer and private cellars according to region for the period January to May 2011](#)
  - [Information about certification](#)
  - [Export statistics for the period July 2010 to June 2011](#)
  - [New: Export Statistics to Asian Countries](#)
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