e-Newsletter

The 2012 SA Harvest - Update

3 October 2012, Vol 3 No 10

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TRACKING RESEARCH

AVAILABLE EARLY NOVEMBER 2012

SOUTH AFRICAN COUNTRY REPORT: GEO-DEMOGRAPHIC AND MARKET TRENDS AMONG ALCOHOLIC BEVERAGE CATEGORIES

Contact Soraya Daniels
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Journal of the Month

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SAWIS TRAINING 2012

Wine of Origin & Information One Day Courses

11 October
8 November

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The 2012 grape and wine crop is estimated at 1 395 158 tons and 1 083.5 million litres (777 litres per ton yield). This represents an increase of 7.1% in tons compared to 2011. Wine produced in 2012 is estimated at 845.3 million gross litres which is 1.7% more than in 2011 (see 2012 Grape & Wine Crop and Harvest & Sales Estimate).

The wine market requirement is based on the historical twelve month trend ending June 2012, and also taking into account the projections done by a market expert for SAWIS in collaboration with the large wine industry role players. Various bulk wine transactions seem to be in the pipeline, which could lead to stronger growth than the projected 5.5%. The stronger growth will lead to a downward adjustment in the stock level. Any additional transactions in the form of spirits will result in wine carried over to distilling wine, with a subsequent downward adjustment in wine production and wine stocks.

The next official estimate will be released during the second week of December. SAWIS will, however, keep you informed about the latest with regard to the stock levels via the monthly Wine Industry Information newsletter.

Global Wine Village

- **China: Chinese prefer corks**
  In China, though no research exists, experts reckon that close to 100 per cent of consumers want a cork in their bottle. It is said that Chinese consumers make a strong link between cork and value, and with gift giving an important part of Chinese culture, turning up with a bottle with a screw cap could be a serious faux pas.

- **USA: Wine executives are optimistic**
  Each year, the Wine Industry Financial Symposium presents the results of a survey of wine industry executives conducted by Dr. Robert Smiley of the University of California, Davis, Graduate School of Management.

- **France: Bordeaux schoolchildren to learn about wine**
  With the help of booklets entitled Mon Cahier des Vignes (My Vine Workbook), pupils can identify different seasons in the vines, are prompted to taste grapes to see if they are ripe, and are given questions to ask wine makers.

- **Global: Online wine sales to double over five years, says economist**
  Grocery sales in convenience and discount stores and online will increase massively over the next five years, creating radical new challenges for the drinks business.

- **USA: Wineries' Direct Shipments Reach $1.4 Billion**
  Small wineries had 74% market share but larger wineries grew more rapidly.

SAWIS Nuus / News...

- On our website
  - Summary: Wine Industry Information September 2012
  - Domestic sales of natural wine for August 2011 to July 2012
  - Price ranges: wine sold locally in bulk per region and vintage for January to July 2012
  - Price ranges: bulk wine exports by producer/private cellars per region for January to July 2012
  - Domestic packaged natural wine for January to July 2012
  - Export statistics for September 2011 to August 2012
  - Information about certification

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