e-Newsletter

The 2012 SA Harvest

5 September 2012, Vol 3 No 9

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SAWIS CLIENT SATISFACTION SURVEY 2012

Our sincere thanks to all who returned the questionnaire, for the valuable feedback and comments.

To read the summary click here

Journal of the Month

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SAWIS TRAINING 2012

Wine of Origin & Information One Day Courses

13 September
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

- **USA: DNA experts say Primitivo and Zinfandel are the same**
  For years Italian and Californian winemakers argued whether Primitivo or Zinfandel was the better grape. DNA experts concluded they are, in effect, the same or, to be technically correct, probably clones of an obscure Croatian grape. read
- **France: Bordeaux braces itself for 'winemaker's vintage'**
  The Bordeaux 2012 harvest will be several weeks later than in recent years and the smallest since 1991, according to the agriculture minister. read
- **UK: ISBA says Alcohol Concern's Youth Policy is 'misinformed'**
  The ISBA, the British advertisers' representative body, has hit out at the 2012 Alcohol Concern Youth Policy campaign, claiming it is factually incorrect and "misinformed". read
- **USA: Good News About U.S. Economy and Wine Sales**
  Economist tells Napa audience that economy is recovering steadily; experts discuss market for wine grapes. read
- **Argentina: Grape expectations**
  A beginning should be as good as it is simple. That's what Antonio Mompo, manager for Wines of Argentina in Asia, the South American country's wine export organization, had in mind when he set out to promote Argentinian wine in China. read

SAWIS Nuus / News...

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

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