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### Journal of the Month



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### Global Database



- Alcoholic Drinks
  - Beer
  - Ciders
  - RTD's
  - Spirits
  - Wine
- Countries & Market sizes
- Consumer Trends & Life-styles

Contact [Soraya Daniels](#)

### SAWIS TRAINING 2013

Wine of Origin & Information  
 One Day Courses

16 May 2013  
 13 June 2013  
 11 July 2013  
 15 August 2013

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- Global wine production declined significantly by approximately 6% in 2012 to 25 361 million litres.
- Global consumption outpaced production and inventories are at 10 000 million litres, the lowest since 2000 and 7 500 million litres less than the highs reached in 2006.
- Consumption will come under pressure from rising prices; it is currently less clear where the decline in consumption will occur and which countries will be most affected.
- Western Europe currently accounts for 150 million litres of brandy and cognac. Brandy consumption has been steadily declining at a rate of 6% per year from 2006 to 2012. The removal of EU distilling subsidies also impact negatively on the cost structure resulting in a significant reduction in demand for bulk wine by European distillers.
- The growth in value of exports of countries in the Southern Hemisphere was significantly lower than the growth in volumes as a result of increased bulk wine trading.
- The impact of tighter global wine inventories has mainly been felt in Europe and in the lowest price segments to date.
- Russian bulk wine buyers have been adjusting sourcing as European bulk prices have risen, but have yet to purchase significant quantities of higher priced New World bulk.
- For the time being, price premiums have kept highly price-sensitive bulk wine buyers from bidding more aggressively on New World supplies.
- Preliminary expectations are for a larger Southern Hemisphere wine harvest in 2013, with the potential to lower bulk wine prices from those regions (*Rabobank International*).

### Global Wine Village

- [Key spirits trends for 2013](#)  
 Spiros Malandrakis, senior alcoholic drinks analyst at Euromonitor International identifies some of the key trends for the 2013 spirits market.
- [The coming era of 'on-demand' marketing](#)  
 Emerging technologies are poised to personalize the consumer experience radically in real time and almost everywhere. It's not too early to prepare.
- [Dwindling water resources a concern for wineries](#)  
 The global average water footprint of grapes is 610 litre/kg. One kilogram of grapes produces approximately 0.7 litre of wine. This equates to the water footprint for wine being 870 litres of water per litre of wine or one glass of wine (125 ml) consuming 110 litres of water!
- [Experts see farming as next big use for drones](#)  
 Agriculture is expected to be one of the biggest potential markets for drones in the U.S., as commercial uses grow for unmanned aerial vehicles -- UAVs, or drones.

### SAWIS Nuus / News...

- **On our website**
  - [Summary: Wine Industry Information April 2013](#)
  - [Domestic sales of natural wine for March 2013](#)
  - [Domestic packaged natural wine for March 2013](#)
  - [Export statistics for April 2013](#)
  - Certification - [News and information](#) / [Volume of wine certified](#)
  - [International News](#)
  - [2013 Grape and Wine Crop](#)
  - [Crop and Sales Estimate](#)
  - [2012 Statistics of Wine Grape Vines](#)
  - [Global Wine Village](#)