

## Alcoholic Drinks - Overview of New Product Launches

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Millennial urbanites, aspirational ethnic minorities, sophisticated Boomers, soccer moms, health-conscious female drinkers, middle class eco warriors. Even manga fans and heavy metal aficionados.

Over the past decade the wine industry has proven to be surprisingly versatile and adaptable when it comes to demographic segmentation. A honed focus on age, class, gender and cultural (or even religious) backgrounds has provided the breeding ground for waves of innovative launches alongside rather effective - if sometimes novelty driven - promotional campaigns.

Acknowledging consumers who are still used to being ignored - many with above average disposable incomes - does wonders for brand loyalty. Wine remains highly fragmented, driven by cutthroat pricing strategies and prone to cyclical shifts in drinking patterns. Brands can use all the equity they can get.

(Euromonitor Passport, January 2013)

Contact [Soraya Daniels](#)

### Global Wine Village

- [Global: Top 10 emerging markets for food and drink manufacturers](#)  
 Few advanced economies can measure up to the potential of emerging markets, which have been forecast to exhibit the fastest growth rates for food and non-alcoholic beverages over the next five years, according to a new report.
- [French wine consumers increasingly go digital](#)  
 The French have a special yet sometimes contradictory relationship with wine. Four main trends were thrown up by this year's survey.
- [France: Bordeaux 2013 - running late](#)  
 With the dust now settling on the 2012 campaign, thoughts are gradually turning to the 2013 vintage.
- [Global: Weighing in on Climate Change, The Wine Industry, and Conservation](#)  
 Not only will climate change affect worldwide viticulture, but it will also greatly affect all other types of agriculture, as well as the habitats for all the plants and animals currently occupying the planet.
- [US: Coming soon? Nutritional labels on alcohol](#)  
 The labels are voluntary, so it will be up to beverage companies to decide whether to use them on their products.

### SAWIS Nuus / News...

- **On our website**
  - [Summary: Wine Industry Information May 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](#)
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  - Urgent: IPW - Completion of 2013 documents on database. See <http://www.ipw.co.za/>