

Global Wine Trends

Weekly Update

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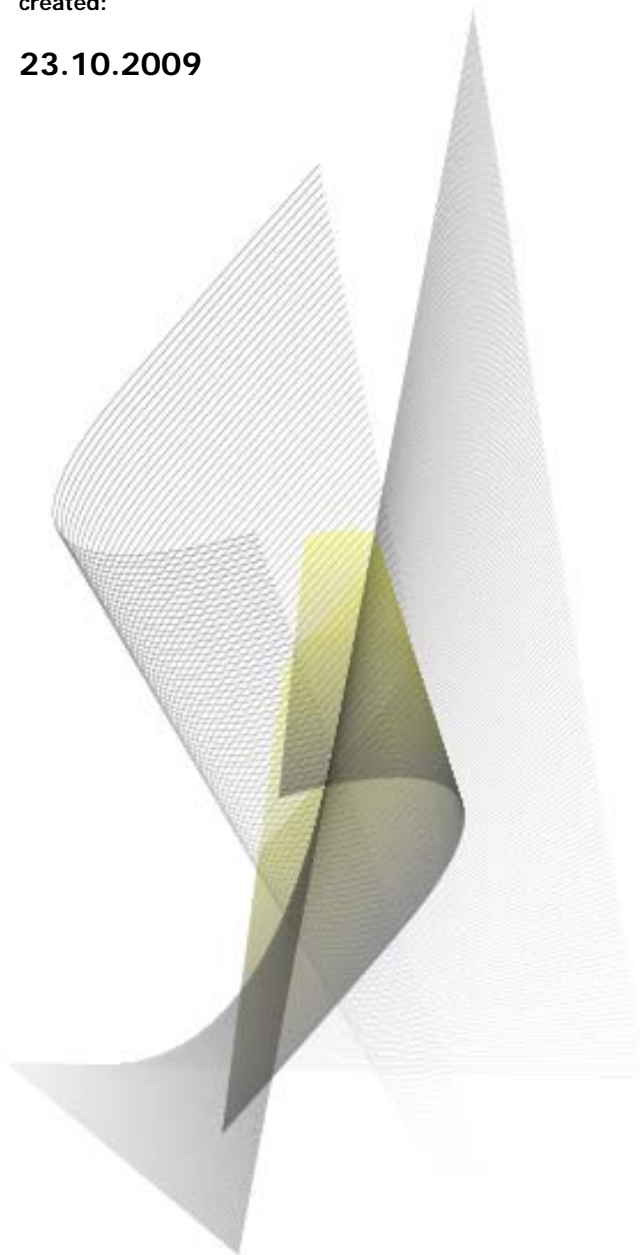


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Global Market Watch

The global market watch outlines developments, spotted and emerging trends that define the current situation in the global wine landscape. It includes all major developments in the market including consumer trends relating to wine and marketing campaigns or approaches, as well as concerns on health and sustainability.

Blossom Hill develops UK winter rosé category

TALKING RETAIL, USA



21.10.09: No. 1 UK wine brand Blossom Hill, is set to bring a sense of theatre to the wine aisles in the run up to the festive season, with the launch of its White Zinfandel Limited Edition. **The new limited edition label, which features an eye-catching, frosted branch design, will be available for a period of six weeks only, from 16th November.** Blossom Hill is capitalising on its success in the rosé category, following strong sales over the summer months, and is working with retailers to deliver on added value to encourage consumer purchase at the busiest time of year for wine sales. **The brand expects that the design, combined with short shelf presence will create significant consumer demand in the run up to Christmas and New Year celebrations.** In addition, a consumer advertising campaign will run in the November and December issues of the retailer magazines to support sales. ..."Blossom Hill is looking to develop the rosé category into a strong year round proposition with the launch of this product, specifically for the Christmas market."

<http://www.talkingretail.com/products/drinks-news/13469-blossom-hill-develops-uk-winter-rose-category.html>

Tim Etchells: 'It's good news for anyone looking to buy a really good bottle at an attractive price'

THE INDEPENDENT, UK

20.10.09: The Wine Show, being held in association with toptable.com, the UK's biggest event solely dedicated to wine, is set to return to London's Business Design Centre from 22-25 October. More than 13,000 wine connoisseurs and amateur enthusiasts will unite to explore the fascinating world of wine, learn about the latest trends from leading wine experts and stock their cellars with unique wines and fantastic bargains.

If fine wine is a reliable indication, the recession may genuinely be easing. **According to the Liv-ex – the wine world's answer to the FTSE – prices of collectable wines such as top Bordeaux have risen by more than 12 per cent this year.** They may not quite have regained the heady prices that they commanded during the summer in 2008, but, in September, 12 bottles of 1998 Château Lafite would still have set you back you a cool £4,700 – 17.5 per cent more than the same wine would have cost in August.

<http://www.independent.co.uk/life-style/food-and-drink/features/tim-etchells-its-good-news-for-anyone-looking-to-buy-a-really-good-bottle-at-an-attractive-price-1806036.html>



Wine in China: Future bounty for US labels?

4 HOTELIERS, USA

15.10.09: Lettie Teague of Food & Wine posed an interesting query recently: What if everyone in China drank just one bottle of wine a year? With a population of well over 1 billion, China would move ahead of all of Europe combined. Of course, this is the sort of stuff wine producers dream about (together with producing 100-point wines), but the reality may not be so very far behind. **In the past decade alone, China (as well as all of Asia) has seen a dramatic increase in the consumption of wine. And it is expected that sales of wine in China alone will grow by more than 80% by 2011. Without a doubt, China is the world's fastest-growing wine market.** But the wine business in China is not for the faint-of-heart...or liver. There are great opportunities, but also lots of challenges. **Chinese consumers are greatly influenced by globalization, generally. And wine is regarded as an icon of western culture, thus hugely popular among young people in China.** And, as the economic growth continues, a sizeable middle class continues to emerge. Both segments are potential customers for this product market - and the numbers are formidable. **Chinese consumers are not yet, in general, versant with wine. Most aren't familiar with the various world viticulture regions, the prominent varietal choices, what distinguishes great wine from good wine, how to pair wine with food, how to store wine, etc. While wine awareness and education is absolutely on the rise in China, sales growth will, of course, accelerate even more as wine education and product exposure accompanies it. There is also the element of China's food culture. Presently, wine is enjoyed primarily in family occasions and only secondarily in business. While the use of wine in business is increasing, habits are sometimes hard to change.** Other Chinese market realities will need to 'evolve' in order for wine to become as integrated into consumer culture as it is here in the West.

Examples are:

Chinese diners still prefer beer and spirits with their meals;

Some Chinese still believe that wine is "not healthy;"

Lack of knowledge about 'wine culture' inhibits growth;

Distribution obstacles throughout China - i.e., the major cities are one market and the "rest of China" is another.

Further, marked ethnic differences across China may inhibit market growth because of accompanying preferences.

http://www.4hoteliers.com/4hots_nshw.php?mwi=6445#

Constellation Europe updates wine-box packaging

BRAND REPUBLIC, USA



20.10.09: - Wine producer Constellation Europe is rolling out its new FreshCase large-format wine packaging in supermarkets across the UK in a push designed to give a more sophisticated image to wine-box containers.

The lightweight box holds the equivalent of three bottles (2.25



litres), while using the same shelf space as one bottle, and keeps wine fresh for six weeks... Constellation intends FreshCase to take on the current market leader Bag-in-Box in a sector worth £300m in retail sales in the UK. It is hoped the ergonomic and high-spec design will tackle the challenge of appealing to consumers who do not usually buy wine in large formats. David Cunningham, Constellation Europe's vice president of business development, said: "We believe it has real consumer and retailer benefits. **For the first time, high-potential consumers will be able to buy the premium wine they love in a convenient and very stylish larger format that keeps the wine in perfect condition for up to six weeks after opening.** "As a result, FreshCase will drive incremental sales of premium wine both in the UK and the Nordics" ...

<http://www.brandrepublic.com/Industry/BtoB/News/946617/Constellation-Europe-updates-wine-box-packaging/>

Victorian winemaker wins National Cool Climate Wine Show top award for third time

DAILY WINE NEWS, AUSTRALIA

21.10.09: **Victoria's Paringa Estate has been named the National Cool Climate Wine Show champion this year, winning with their 2007 Reserve Shiraz.** It is the third time Paringa Estate has won the award. The Reserve Shiraz also won the champion dry red table wine and champion Shiraz trophies. Victorian vineyards went on to win two more champion awards, followed by NSW (four champion trophies), Western Australia (two champion trophies) and Tasmania, South Australian and Australian Capital Territory vineyards who each won a champion trophy.

<http://www.winebiz.com.au/dwn/details.asp?ID=2779>

English wines: Grape expectations

THE INDEPENDENT, UK



20.10.09: At this time of year, mainland Europe's winemakers are busy harvesting the grapes that will go into this year's vintage. So too have their English counterparts been hard at work bringing in the grapes picked in the vineyards of Kent, Gloucestershire and other parts of the country.

Vineyards have formed part of England's landscape for centuries, but it is only in the past few years that our home-grown wines have begun attracting an increasing following of discerning oenophiles. Since the Romans introduced wine to these shores, it has been produced in small quantities at various points down the centuries, mostly by monasteries or by those wealthy enough to experiment. But in the 1940s all that began to change, when pioneering research and planting by Ray Barrington Brock, Edward Hyams and George Ordish gave rise to renewed enthusiasm for viticulture here. When the first commercial vineyard was planted at Hambledon in Hampshire in the 1950s, it marked a new chapter for the English wine industry... **This year, 100 English wines accepted honours at a trio of high-profile ceremonies, The International Wine Challenge, the International Wine and Spirit Competition and the Decanter World**



Wine Awards.

Compulsory data collection introduced by the Department for Environment, Food and Rural Affairs (Defra) in 1989 is building a better picture of how the domestic wine industry is evolving. **The English Wine Producers trade association data for 2008 shows there are now 416 vineyards and 116 wineries with an average annual production of around 2 million bottles. This figure is set to grow, due to a 50 per cent increase in vine planting in the past four years. ...**

While still white wines are currently the most popular, the greatest growth is in sparkling wines, whose three main grape varieties (pinot noir, pinot meunier and chardonnay) account for the biggest rise in new plantings. This greater understanding of the best grapes for English conditions is only one of the innovations raising standards...

The effect that climate change is having on grape cultivation in England is ambiguous. Many vineyard owners have observed changes from year to year, but in the absence of comprehensive data it remains to be seen what the long-term effects will be. However, a recent Greenpeace study on the effects of climate change on the French wine industry will have many of its winemakers reaching for a glass of their best. **The report suggests temperatures in France could increase by between 4C and 6C by 2100, spelling disaster for many of the wine world's most soughtafter marques. It also forecasts the displacement of current vineyard zones by up to 1,000km.**

Climate change aside, English winemakers' talent and commitment is beginning to pay off. With a bumper crop predicted for this year's harvest, this could be a vintage year for the English wine industry – something that everyone can raise a glass to. ...

<http://www.independent.co.uk/life-style/food-and-drink/features/english-wines-grape-expectations-1806037.html>

Jane MacQuitty: Amarone

THE TIMES, UK



17.10.09: This dry and mighty red makes perfect winter drinking. When it is good it is very, very good, but beware nasty imitations

Awesome amarone, an intoxicating, strong, sweet, dusky, herb and damson red, is one of Italy's glories. ...

Amarone comes from the pretty hills of the Valpolicella region that fan out behind Verona in northeast Italy. The amarone tradition here, making wine from partially dried grapes laid out on straw mats — or strung up on wicker shelves under the rafters — to concentrate the colour, flavour and tannin, began in Roman times.

Modern techniques of picking the ancient indigenous amarone grapes of corvina, rondinella and molinara, the same varieties that go into valpolicella, and placing them in drying rooms are more successful. It takes three months for the grapes to dry, and half their water content is driven off by this appassimento process. Given that the must is richer as a result, a long, slow maceration and fermentation of up to 60 days ensues. Amarone is then left to age in large Slovenian oak casks or small barriques.



http://www.timesonline.co.uk/tol/life_and_style/food_and_drink/wine/article6876683.ece

Feature - Australian chardonnay is fighting back

TRADING ROOM, AUSTRALIA

16.10.09: **New Zealand sauvignon blanc wine is squeezing the juice out of Australian chardonnay, but the market is preparing to fight back. Sales of chardonnay have fallen sharply, giving ground to the trendier sauvignon blanc, making some in the Australian varietal wine sector shake instead of swirl and sniff.** Global beverages firm Foster's Group Ltd this week convened a chardonnay summit, bringing together about 40 wine makers, wine writers, retailers and marketers to discuss how to revive interest in chardonnay. According to industry figures from marketing research firm AC Nielsen, annual sales of bottled chardonnay - excluding sales in restaurants - in Australia are worth about \$270 million and represent about 25.5 per cent of the value of bottled white wine in Australia. Bottles of chardonnay priced under \$19 account for 92 per cent of sales. **But sales of chardonnay began to fall in August 2004 and are declining at a rate of 7.1 per cent, whereas sales of all bottled white wine are growing by 6.9 per cent.** Sauvignon blanc overtook chardonnay as the largest selling white wine variety in Australia by value in March 2009. **Sauvignon blanc from New Zealand represents 70 per cent of total bottled sauvignon blanc in Australia and is growing at a rate of 35.9 per cent.** But despite its decline, chardonnay still is more valuable than either shiraz, cabernet sauvignon or merlot in the red wine sector. Sandy Mayo, global brand director of the iconic Penfolds wine label at Foster's, and who is leading the company's efforts to fill more glasses with chardonnay, said the rise of sauvignon blanc, especially from New Zealand, was a product of several factors. **The New Zealand wine industry had made a concerted, unified push to promote sauvignon blanc worldwide. Consumers also had shifted their tastes towards lighter styles of both white and red wines. Chardonnay also had an image problem, which was not helped by references on the popular comedy television program Kath and Kim to chardonnay as "kardonnay...**

"So there are some big issues, and the landscape is changing very fast," she said. Ms Mayo said Foster's research had shown that the impact on the wine's image due to the Kath and Kim "kardonnay" references was "very real for consumers". **"Chardonnay has no social currency," she said.** "We heard a lot of consumers say they would never take a chardonnay to a dinner party because everybody would laugh at them. **"They don't want to risk taking chardonnay and being considered out of fashion or taking something that no-one else wants to drink."** Ms Mayo also said that consumers perceived chardonnay as tasting very heavy and "oaky" (oak chips and planks or oak barrels are used in the wine's production to affect colour, flavour, tannin profile and texture). Winemakers had made changes to chardonnay to make it lighter, fresher and unoaked in the most popular under-\$19-a-bottle category, but no-one had told consumers. Consumers even rejected chardonnay without having tried it recently. "You get a lot of 'Ooh, yuck, I'm never drinking that', and cat's bum faces," Ms Mayo said. **The conservative packaging of chardonnay in dark green glass also reinforced taste perceptions, whereas New Zealand sauvignon blanc was packaged in appealing clear glass and labels used "refreshing" colours such as silver, light blue and light green.** "This is also underpinned by the image of New Zealand which is all about 'crisp and fresh'. "That's what we're up against," Ms Mayo said. The fact that sauvignon blanc also was more visible than chardonnay in retail outlets also meant that consumers would



not buy chardonnay because they could not see it. "It's a fairly bleak picture, but it's not all bad news," Ms Mayo said. She said the very popularity of sauvignon blanc could actually be hurting it and create opportunities for chardonnay. Given the high growth and ongoing over-supply of sauvignon blanc, prices for the variety were dropping. **If the wine became cheaper, it would become more mainstream and no longer considered sophisticated or exclusive.** Ms Mayo said the chardonnay sector had to address packaging, increase retail visibility, and make lighter, fresher, unoaked wines in the under-\$19-a-bottle category. **Paul Henry, the general manager of industry umbrella group Wine Australia, said chardonnay was a well established wine variety not only in Australia but also in major wine markets such as the United States and Europe.** "....

<http://www.wineindustryinsight.com/RSS//index.php/hop/latest/feature-australian-chardonnay-is-fighting-back-trading-room/11977>

Fine wine company moves into Hong Kong

HARPERS WINE & SPIRIT, UK

20.10.09: **Online fine wine merchant and shipper Cellar Link is expanding into the Far East with the launch of a branch in Hong Kong.** The Australian-based company, which was created in February 2009, now has bases in London, Sydney, San Francisco and Hong Kong. **Cellar Link said Hong Kong was developing into one of the world's leading premium wine markets, and it had chosen it as a base for its headquarters in Asia because of the recent 80% tax cut and its convenient location.** ...

<http://www.harpers.co.uk/news/news-headlines/8454-fine-wine-company-moves-into-hong-kong.html>

UK drinking levels fall again

HARPERS WINE & SPIRIT, UK

19.10.09: UK alcohol consumption is falling at the fastest rate for more than 60 years according to HM Revenue & Customs data released by the British Beer & Pub Association (BBPA). **Drinking levels fell by over 8% to 3.81 litres per head in the first half of 2009 compared with 4.15 litres per head in the same period of 2008.** The last time the UK's alcohol consumption fell by more than this was in 1948 when it fell by 11%. The BBPA claims levels of drinking in the UK have now been declining for four and a half years, since a peak in 2004. **On current trends the amount people drink in the UK could be down to the levels of 10 years ago - 14% down on 2004.** ...

<http://www.harpers.co.uk/news/news-headlines/8448-uk-drinking-levels-fall-again.html>



Global Industry Watch

This section records developments and trends on both industry and individual corporation levels that form a matrix of the major issues and moves in the industry as a whole or by its critical actors and groupings, such as trade associations and regulatory bodies.

Cypriot Vineries Absorb €10 million in EU Funds

CYPRUS MAIL, CYPRUS

20.10.09: **APPROXIMATELY €10 million in EU funds were distributed this year among Cypriot wine-makers and vineries in a bid to encourage investment in the sector. The amount includes €6 million given to Cypriot vineyard owners to uproot and essentially destroy unproductive vineyards.** ... In the fiscal year that ended on October 15, some 99.57 per cent of the total EU funding available to Cyprus had been used up by Cypriot wine producers and vineyard owners. **In addition to the €6 million given as reimbursement for uprooting vineyards, €897,700 was used to encourage investment activities, and €1.8 million to upgrade and modify vineyards. Despite the influx of EU money, Cypriot wine-making is still suffering from distribution and organisational problems.** "At present there are 500,000 kilos of black grape in the areas of Panayia, Omodos and Kyperounta. The wineries have not received the product and many vineyard owners who have already extracted grapes are going from winery to winery to negotiate the arrival of the grapes. Unfortunately, the continuous transport of the product and the delay in using it for wine-making constitute its purchase almost forbidden as the quality will be affected," said Georgiades. **Meanwhile, the WPC yesterday announced a set of upcoming events to promote locally produced wines.** The WPC will participate in the 16th Pancyprian Agriculture Fair that will take place in Nicosia from 21 October to 25 October.

<http://www.cyprus-mail.com/news/main.php?id=48391>

2009 looks set to be a vintage year for winemakers

THE DAILY TELEGRAPH, UK



22.10.09: **Wine producers declare 2009 one of the best years of the decade.**

What happened to that scorching barbecue summer, so confidently predicted by forecasters? Zilch, that's what happened. **Thank heavens, then, for a cloudlessly sunny September, which was as delightful as it was**

unexpected.

Too little too late, grumbled some, but I reckon better an Indian summer than no summer at all. Especially if you like your wine. For not only have these last few sun-blessed weeks put beaming smiles on the faces of English wine producers, who predict a tip top quality crop, but even the grumpiest of their French counterparts are grinning. It's still early days, but from Champagne to Bordeaux, the Loire to the Languedoc, 2009 is already being spoken of as a cracking vintage for which we'll be thanking the weather gods years from now.



"Magnificent weather throughout September offered us perfect conditions for harvesting," says Patrick Jestin, CEO of Vins et Vignobles Dourthe, owner of several prominent Bordeaux estates. "The beautiful summer weather assisted the rapid development of aromas and sugars in red varieties. The excellent state of the vineyards and the arrival of cooler temperatures enabled us to achieve grapes at optimum ripeness, with harvesting conditions reminiscent of 2005" ...

They are also cock-a-hoop in the Rhône, Champagne and the Loire. Producers have been able to pick slowly and diligently, confident that the weather will hold. For the smaller domaines this has been especially important, allowing them to ferment at their leisure. The quality of the fruit has been exceptional, with several growers reporting that this year they've had no need of the sorting tables, where green or damaged berries are rooted out and discarded.

The past few weeks will have enriched and sweetened the grapes, and early indications are that we'll have classy, charming and approachable wines. **And, to generalise a touch, an overall lack of rain will mean lowish yields. In the Rhône and Champagne, in particular, volumes are down.** ... Potential purchasers will need to get their skates on once the wines are offered for sale next year. **With volumes down and increased interest from the Far East in vintage clarets, rhônes and burgundies, there will be less to go around. But a small, fine quality crop usually means a fine investment vintage.** They might look expensive on day one, but there will be good returns. The opening prices for the 2000 and 2005 clarets were notably punchy but it was still the best time to buy them. The prices soon trebled, before falling slightly to around double the original offers. ...

<http://www.telegraph.co.uk/foodanddrink/wine/6334321/2009-looks-set-to-be-a-vintage-year-for-winemakers-in-France.html>

Foster's chief issues call to arms for 'Brand Australia'

DECANTER, UK

16.10.09: **Australia's wine industry has been challenged to 'retake its position as the leader of new world wines' by new Foster's wine chief, David Dearie. Speaking at the Adelaide Wine Show, Dearie rebuked the Australian wine industry for not having a globally recognised 'Brand Australia', adding that the growth potential in Asia was 'unbelievable'. 'All I've heard in the two months I've been here is how troubled the wine industry is - the over-supply is terrible, the future's looking bleak.' 'The answer lies in creating and generating demand. I think we simply need to go and take these opportunities and excel at where the opportunities lie in the global arena,' Dearie said. According to the Mr Dearie, consumption of imported wines in central and eastern European and Russian markets is growing at 'an incredible rate,' with Australian wine suffering from having 'no identity around the world.' 'I see a tremendous opportunity for us to go and create a brand that brings Australian wine to life and generates a real, clear and solid set of messages,' he added.**

<http://www.decanter.com/news/news.php?id=290656>

Wine industry outraged over France 2 programme

DECANTER, UK



16.10.09: **The wine industry has slammed a French television report on pesticides in wine as 'misleading'. The programme said pesticide traces in wine may lead to illness. It also described the use of non indigenous yeasts in fermentation and the addition of sugar (chaptalisation) as unnatural.** 'Wine, is it still a natural product?' was viewed by millions in France earlier this month on the national channel France 2. Jean-Louis Salies, president of the Comité National des Interprofessions des Vins "Appellation d'Origine (CNIV) expressed 'profound anger' at the report. In an 8 October letter to France 2, obtained by decanter.com, he wrote, 'Pesticide use has dramatically dropped in the last ten years. Any residual pesticide in glass is subject to maximum limits.' **In the programme Ghislain de Montgolfier of Champagne Bollinger admits there are traces of pesticides in wine, but they would be harmful only if consumed in massive amounts.** 'So I would not advise you to drink more than 150 bottles of Champagne per day,' he joked. He later explained to decanter.com pesticide levels in wine must be 'within limits for wine and wine grapes established by the World Health Organisation' and 'the programme was totally misleading.' 'This was a programme made by non-professionals to scare non-professionals,' Diane Flamand, oenologist with Domaines Barons de Rothschild (Lafite), told decanter.com. 'What shocked me is that they did not address lutte raisonnée [a system of using pesticides 'within reasonable limits': less often and less aggressively]; excessive pesticide use was a problem 15 years ago, but not today.' In his letter, Salies also lamented the 'public doubt' created by the programme, which 'misinformed the public' in defining added yeasts as 'added chemicals' and wrongly blurred the line between chaptalisation and surchaptalisation (authorised and unauthorised added sugar).

<http://www.decanter.com/news/news.php?id=290680>

Bordeaux 2009: Winemakers keen to live up to hype

DECANTER, UK

20.10.09: **They were quick to praise a 'phenomenal' harvest but Bordeaux winemakers are saying that the big test facing the 2009 vintage will be keeping down alcohol levels.** Speaking at today's Unions des Grands Crus de Bordeaux tastings at the Royal Opera House in Covent Garden, winemakers said that 2009 was set to be 'an exceptional vintage.' Corrine Conroy, marketing manager for Chateau Brane-Cantenac said that there was going to be 'a big demand for 2009.' **'The harvest conditions were phenomenal perfect, better than 2005. This means we need to find ways to bring out acidity to make the wines expressive and balanced.'** **'The wines will need a lot of attention due to their high alcohol content we will be trying to bring out the terroir.'** 'It's too early to discuss pricing for 2009, but demand will be great.' However, some vingerons are worried about making the most of the harvest in the wineries. Noemi Ruelloux, communications manager at **Chateau Haut-Bailly, told decanter.com that one of the biggest challenges facing the winemakers is keeping the wines balanced after a 'perfect harvest'. 'We want alcohol but not over extraction. We had to be careful that we picked the grapes at the right maturity.** We'd pick, stop, then pick again. We didn't pick too late, ensuring freshness and elegance.' Chateau Branaire-Ducru owner Patrick Maroteaux described the 2009 vintage as 'exceptional,' adding that 'it is the best in the last 20 or 30 years.'

'This year it is all about the definition of the fruit. The balance is very good - it's got freshness thanks to the cool nights.' **High alcohol levels were a major talking point,**



with many chateaux saying their wines were reaching 14-14.5%...'

<http://www.decanter.com/news/news.php?id=290758>

Fine wines expect bumper year

FT ADVISER, UK

19.10.09: **Fine wine investors can expect double-digit returns this year as strong demand from Asia and minimal volatility are lifting prices from their lows of 2008, according to the Wine Investment fund.** Andrew della Casa, director of the Wine Investment fund, said: "By the end of 2009, we expect fine wine prices to be as much as 20 per cent above their levels when we called the bottom of the market at end of 2008." The fine wine market experienced price rises in September, with the Liv-ex 100 index rising by 2 per cent and the Liv-ex Claret Chip index by 2.8 per cent over the month. **Year-to-date rises have been 12.2 per cent and 16.3 per cent, respectively. Mr della Casa said eight out of nine months were positive, with one single fall of 1.1 per cent recorded in March, and that demand from Asia remained the strongest, lifting auction prices. ...**

http://www.ftadviser.com/InvestmentAdviser/Investments/News/article/20091019/3c8c8342-b7de-11de-9bbb-00144f2af8e8/Fine-wines-expect-bumper-year.jsp?RedSYS_Community_Session=0c2d9b34290b2975fd22f37c1e66f55f&

Foster's Faces Profit 'Challenges' as Currency Surges

BLOOMBERG, USA

21.10.09: **Foster's Group Ltd., the world's second-largest winemaker, said the Australian dollar's rise this year to a 14-month high against its U.S. counterpart may cut earnings.** The currency's 38 percent advance in the past year makes Australian wines more expensive in export markets and cuts the value of overseas sales, Foster's said today in a statement issued before its annual general meeting in Brisbane, without providing specific numbers. Adjusted for foreign exchange, first-quarter performance met expectations, the Melbourne-based company said. **Foster's, also Australia's largest brewer, gets more than a third of sales from overseas, with each 1 cent increase against the U.S. dollar cutting pretax earnings by A\$3.6 million (\$3.3 million).** Its pretax profit was little changed at A\$997 million in the 12 months to June 30. ...

<http://www.bloomberg.com/apps/news?pid=newsarchive&sid=a60X6KGuCu1U>

Bumper harvest turns sour for Bulgaria's grape growers

AGENCE FRANCE – PRESSE, FRANCE

20.10.09: **This year's grape harvest in Bulgaria proved to be a bumper one but independent grape growers around the country say they will be in no mood to celebrate.** Plenty of sun and just the right amount of rain have boosted the yield to well over 400,000 tonnes of grapes from 369,400 tonnes last year. And winemakers say the quality is



excellent, too, with high sugar content, mouth-watering aroma and rich colour. **Nevertheless, independent grape growers will not be cheering, because slumping wine sales are forcing major winemakers to cut back the volumes of grapes they traditionally purchase from them.** ... Nikolova said she and her three cousins, who work 1.2 hectares of Mavrud, have decided to uproot their ageing vineyard and sell the land next year. Hundreds of thousands other small vineyard owners, who were given their land back after the communist-era cooperatives were dismantled, are facing similar fates.

Two thirds of Bulgarian wines are made for export, most of it going to Russia, which accounted for 62 percent of total exports of 87 million litres last year. But orders to Russia have slumped by around 25 percent. **Sales to other countries, such as Poland, Sweden, Britain, Germany and the Czech Republic, have also dropped, leaving winemakers with enough stock of unsold wine to cover sales for another year even if no wine is made at all this year, the data showed.**

<http://www.wineindustryinsight.com/RSS//index.php/hop/latest/bumper-harvest-turns-sour-for-bulgaria039s-grape-growers-afp/12152>

Wine Domain Catalysts Watch

This section records the most important articles written by those widely considered to be thought experts in the wine domain. These opinions are not only a valuable source of information but also provide important indications for current and evolving trends in the wine domain.

Eat Local; Drink European

THE NEW YORK TIMES, USA



19.10.09: **NOBODY goes out to dinner in the San Francisco Bay Area to eat food flown in from Europe.** Right here is the spiritual center of the Eat Local movement, which has persuasively argued the political, environmental, ethical and culinary benefits of cooking with local ingredients and supporting local agriculture. San Francisco is also in the heart of the California wine country, with Napa and Sonoma to the north, and the Santa Cruz Mountains and Monterey wine regions to the south. Restaurants here that so prominently credit their local food purveyors on their menus no doubt feature local wines loudly and proudly, right? Not quite. **A surprising number of Bay Area restaurants, including many dedicated to cooking with local ingredients, offer wine lists dominated by European bottles.**

What gives? Is this hypocrisy pure and simple?

"We recognize that it's a tricky thing, and it's a little hypocritical, but we also recognize there's a certain style and authenticity that you can't get anywhere else," said Chris Deegan, the wine director at Nopa, a popular restaurant north of the Golden Gate panhandle. Nopa's Web site declares, "We serve simple food created with seasonal ingredients sourced from local purveyors," but its wine list is overwhelmingly European. "Though I love a lot of California winemakers and try to support them wherever possible," Mr. Deegan said, "I find myself drinking European wines most of the time and pairing European wines more successfully with the food." **Part of the issue is indeed matching**



food and wine. Italian restaurants, have specifically regional Italian flavor combinations. Nobody begrudges their offering a list of largely Italian wines. California has rarely produced wines using Italian grapes that bear even a faint resemblance to the originals.

"I believe there is some hypocrisy, but also it has to match your concept," said Frank Klein, of FK Restaurants, a consultancy that advises a number of restaurants in the Bay Area. **"I have clients who are hardcore Italian restaurants, who source their ingredients locally, but who need Italian wines to match their flavor profiles."** ...

"Not everybody sees wine in the same light as ingredients like produce or meat. Wine is different from a carrot or a peach. Grapes have already been processed by the winemaker, who, like a chef, may prefer to get his grapes from nearby. But once the grapes are crushed, fermented, aged and bottled, the wine will not lose its freshness or succulence if carefully shipped. "Even though local and regional has become such an important buzzword for buying and eating, I don't know that it necessarily extends to wines," said Dan Barber, the chef and an owner of the Blue Hill restaurants in New York, an ardent proponent of sustainable agriculture. Of course, shipping wine has other costs, namely energy. Tyler Colman, a writer and blogger (drvino.com), has studied the cost of greenhouse gas emissions in the wine trade. **He has found, surprisingly, that for wine consumers in New York, it's more environmentally sound to drink, say, Bordeaux, than Napa Valley cabernet because it's far more efficient to transport Bordeaux by container ship than it is to truck in the California wine. Nonetheless, when it comes to the Bay Area, shipping efficiency is offset by distance.** "Drinking local is the best option from a greenhouse gas perspective," he said. Even those motivated more by palate than greenhouse gases are making at least some effort to offer local wines. ...

http://www.nytimes.com/2009/10/21/dining/21pour.html?_r=1&pagewanted=all

A year worth a splurge?

FINANCIAL TIMES, UK

16.10.09: **On the face of it, the 2002 vintage of red bordeaux looks a rather attractive prospect. The wines were never going to be particularly long-lived, so many should be starting to drink well now. The vintage was this century's least expensive on release and prices have not exactly soared since. It had a difficult birth. The growing season was fraught with problems, resulting in a much-reduced crop of Merlot and dangerously late-ripening Cabernets.** Then it was launched on to the market just when the Sars epidemic had shrunk Asian demand and French opposition to the Iraq war had shrivelled the American market for French wines – to such an extent that the powerful US critic Robert Parker did not make his usual spring trip to Bordeaux to taste new wines being shown en primeur. Indeed, so slowly did these late-picked wines develop over the particularly cold winter of 2002/03 that powerful merchant and château owner J-P Moueix, based in Libourne on the right bank of the Gironde, did not even offer the 2002s until well into summer. For two or three years after release the vintage was viewed as one of a pair with the 2001, between much more glamorous, and expensive vintages 2000 and 2003. **But, with every tasting, 2001 has looked better and better – in some cases trumping 2000, while 2002 has struggled to find an identity. So I was pleased to have a chance to try almost 120 red bordeaux from the 2002 vintage blind last week at a tasting organised by fine wine traders Farr Vintners in London. I would love to be able to say that the tasting**



revealed that the 2002 vintage had been underestimated all along, but I'm afraid I cannot. Too many of the wines are still rather ungenerous, with more acidity than average and in some, but not all, cases some pretty austere tannins. **However, a great deal of work clearly went into making the top wines worthy of their status and, since prices are more modest than for other vintages, this could be a year worth splurging on.** What was exciting was that a handful of more modest wines unexpectedly emerged as excellent buys, impressing not just me but the group of 17 professional tasters from the UK and the bordeaux trade. (It is always heartening to see those whose living depends on the quality of red bordeaux subject themselves to the exercise of judging how it tastes without any clues from the label.) ...

The fact that Bernadotte is in the hinterland of Pauillac and was compared blind with a range of wines from the more austere terroir of St-Estèphe may have played a part in how well it showed, for the Pauillacs were undoubtedly the stars of this vintage. That said, be warned that Ch Fournas-Bernadotte is the second wine of Ch Bernadotte and some retailers may confuse the two.

We tasted wines in flights of between 10 and 12 related wines, starting with two flights of St-Émilion and then one each of Pomerol, Margaux, Pessac-Léognan, St-Estèphe, St-Julien, Pauillac and then a range of Super Seconds (second growths and left bank equivalents that can sometimes perform as well as first growths). Next was a flight comprising the five first growths of Médoc and Graves together with Le Pin and Chx Lafleur, Pétrus, Ausone and Cheval Blanc from the right bank of the Gironde.

Apart from the first growth equivalents, no right bank wine really dazzled us. The St-Émilions were, as usual, the most varied group, so great a variation in winemaking technique is there here. Gérard Perse's Ch Monbousquet was the most obvious example of the modern school and smelt so sweet I thought someone might have smuggled a particularly aromatic Pinot Noir into the first flight. In the second flight of St-Émilions, his Ch Pavie-Decesse stood out for me, having somehow successfully shed the huge charge of oak that marked it in its youth. Many other St-Emilions and even Pomerols were disappointments, with notably drying tannins on some of the Pomerols, although the failure of the Merlot did put huge pressure on right bank winemakers in 2002. Among the better wines of the Graves, those from the Pessac-Léognan appellation (which are curiously difficult to find in the UK), Ch Malartic-Lagravière was particularly popular with the group for its unusual succulence, although it is not inexpensive ...

In the Médoc, I found the Margaux wines generally reassuringly Margaux-like – reasonably silky and perfumed – in this vintage, when it was difficult to concentrate Margaux fruit into a copy of a Pauillac. ...

As for the first growths, Mouton looks undervalued, while Latour may be overvalued to judge by its performance in our blind tasting. But the variation in average score out of 20 was no more than 0.8 within the first growth flight, and our impressions were based on one (necessarily fairly swift) tasting of one bottle of each wine. **What was truly shocking was the number of wines spoiled by some sort of taint, most probably cork-related. Five bottles out of our 120 were deemed too badly spoiled to be worth marking.** There are certainly bargains to be had from the 2002 vintage, even if there are few heart-stopping thrills.

Subscription based



2010: Our vine romance

THE INDEPENDENT, UK



20.10.09: It's more than two decades since I had to write something "bold, new and imaginative about wine for everyday drinking" to secure a wine-writer prize. ...

What my crystal ball failed to see was the revolution going on right under its glass nose. **The rumbling was coming from the likes of Oddbins, the quirky high-street wine merchant that was turning the wine world on its head with the acquisition of exciting "odd bins", small parcels of unusual and individual wines that were too small in volume for the supermarkets and off-licences.** Augustus Barnett had done much the same before it merged with Victoria Wine, and Majestic was embarking on a similar adventure that it has managed to maintain, uninterrupted, for more than two decades now. The roar was that of a distant tidal wave of wines arriving from a place which, with few tried and tested locations of its own, had no truck with Europe's old-fangled ways. The bold claims coming out of California, Australia, New Zealand, South Africa and South America were based on a premise: "Thank you, we like your cabernet sauvignon and chardonnay. We think we can grow it here and make it just as well but sell it back to you – with interest!"

California had started that particular ball rolling back in 1976 with its astonishing feat at the "Judgement of Paris" of beating the French at their own game by showing that its cabernet sauvignon and chardonnay could compete on a level playing field with Bordeaux and Burgundy. France meanwhile, blinded by arrogance and yet degrading the image of its once delicious Beaujolais, was doing itself few favours. Equally in Germany and Italy, the vapid likes of liebfraumlilch and lambrusco spawned books called Life Beyond Liebfraumlilch and Life Beyond Lambrusco. These were inspiring illuminations of artisan wines we knew little about, because for the most part the mass market-orientated supermarkets and high-street off-licences weren't interested.

What my crystal ball most myopically failed to notice was the New World and the realisation that wine was made from grapes. With the no-nonsense language and attitude of people who spoke the same language as us, and even played cricket against us, everything changed. Yes, the sun-filled flavours we were tasting for the first time were more generous, and wine became not just affordable but also accessible. The major contribution of the New World was a cultural shift and a change in the way we thought about and drank wine. **Wine had become a drink like any other, to be enjoyed as an affordable treat. ...**

. The New World focus on grape variety helped us enormously in giving us the real context of a wine's flavour and style, because grapes taste as different from each other as varieties of apple or citrus fruit. **A colourful palette of diverse grape varieties has given us a new language to help enrich our appreciation of wine's aromas, flavours and textures, and, of course, to choose the product in restaurants and on retailers' shelves.**

Wine producers have shown you can teach an old dog new tricks. **Realising that their salvation lies in their own native grape varieties, Europe's more enlightened growers have stopped the self-destructive process of uprooting vines just because they were considered to be uncommercial. The result has been a resurgence of the vast Mediterranean wine regions of Languedoc and Roussillon, Spain's La Mancha**



and Italy's Puglia and Sicily, and a revival of interest in the classic regions too. As individuals have sold up or left co-operatives to start their own enterprises, new wineries have sprouted up to focus on producing good value, quality wines of character and personality.

UK wine lovers are the beneficiaries of these seismic shifts. At the highest level of wine quality, the classic French regions of Bordeaux, Burgundy, the Loire and the Rhône have moved with the times and adapted to varying vintage conditions to produce wines of exceptional quality. The same goes for Germany with its riesling revival, for Italy, with wonderfully modern Barolo and Chianti Classico. **The Iberian peninsula and the regions of Ribera, Rioja, Priorat in Spain and Douro, Dão and Alentejo in Portugal are hotbeds of excitement, while previously peripheral wine countries such as Austria, Greece, Slovenia and Croatia are starting to make an impression.** You might not know it from the growing distribution stranglehold of the supermarkets that these developments are happening, but there's no holding back the power of the internet, or the growth of the small independent wine merchants, all keen to bring their enthusiasm to the consumers, whose thirst for wines of value, excitement and quality is insatiable. ...

<http://www.independent.co.uk/life-style/food-and-drink/features/2010-our-vine-romance-1806035.html>

Anthony Rose: 'Independent wine merchants offer small volumes of quality wines that big retailers won't touch'

THE INDEPENDENT, UK

17.10.09: **After the recent anti-alcohol rallying cry from the BMA, holding a wine tasting at its HQ could be thought of as akin to infiltrating Troy with a wooden horse.** In this case, however, the footsoldiers of wine were there not to bury their enemy but rather to praise the endeavours of winemakers around the world making quality wines from boutique wineries. There's no precise definition as to what constitutes a boutique winery, but Judy Kendrick, who organised the event, explained: "In these days of the 'big brand', talk of minimum prices for alcohol and featureless bottles, it's essential to remember that we're in this business for the love of 'real' wine made by producers ... who are passionate about producing truly outstanding wines in limited quantities." **A first for the wine trade, it gave a number of the UK's less-heralded independent wine merchants a platform from which to show that they can offer small volumes of quality wines that the big retailers can't or won't touch.** That may mean not just a walk or drive to your nearest store to pick up the wine, but the growing efficiency of the internet and mail order makes it every bit as easy and often more convenient to use an independent wine merchant. ...

<http://www.independent.co.uk/life-style/food-and-drink/features/anthony-rose-independent-wine-merchants-offer-small-volumes-of-quality-wines-that-big-retailers-wont-touch-1803202.html>

A vine romance

THE GUARDIAN, UK

18.10.09: **Sun, soil, honest toil, and all the wine you can drink...** Winemaking seems like a dream job, but is it a passport to the good life, asks Tim Atkin **Ever fancied making your own wine?** Judging by the number of people who tell me they're considering a



change of lifestyle, moving to somewhere where the sun shines and no one has ever heard of Tesco, there's a strong possibility that you have. **My response is always the same: don't do it unless you've considered the risks involved, or have so much spare cash that you're willing to lose some – or even most – of it.** Vineyard ownership is seductive. Who hasn't dreamt of gazing out over a few sun-dappled hectares at harvest time, rousing yourself from the post-croissant breakfast table to go and pick a few grapes? **Alas, the reality is a good deal less romantic. Even if you have a good harvest, you've only just begun. Making wine is the comparatively easy bit; finding someone to drink it is much, much tougher.** If you think I'm exaggerating, get hold of a copy of a new computer game called Wine Tycoon (winetycoon.gotgameentertainment.com), which launched in the United States this month at \$19.99. **The slightly implausible aim of the game is to become a wine baron, investing in one of 10 French wine regions. You have to build the winery, plant and manage the vineyard, hire the staff and process the grapes. It would be even more life-like if it included having to deal with Gallic bureaucracy.** Still determined to go ahead? Then the first thing you should do is visit a few vineyards. You don't need to go overseas. Look at the website of the United Kingdom Vineyards Association (www.englishwineproducers.com/ukva) and find someone local. **Believe me, if you can make wine in England (or Wales) you can do it anywhere. Ask questions, especially about the financial side of the business.** ...

Make half-decent wine at a fair price and you have a chance of success. I've toyed with the idea of making wine myself. I even had a small piece of unplanted vineyard land in the Languedoc for a while and was tempted to give it a go. **Get the formula right (and marketing is a huge part of it) and there are still opportunities to start from scratch, not just in France, but in Spain, Italy, Portugal and South America. Working on the land can be a very fulfilling experience.** Plus you get to drink the results, possibly in even greater quantities than you envisaged. ...

<http://www.guardian.co.uk/lifeandstyle/2009/oct/18/tim-atkin-winemaking-vineyard-career>

Scientific Developments & Technological Breakthroughs Watch

This section captures the developments in the scientific research landscape in terms of technological breakthroughs and emerging research covering both R&D from companies but also research from academia and institutional bodies. These are essential elements of future trends or cumulatively combined indicators of future market trends and consumer awareness as well as industry practice development.

White wine 'cuts IVF success'

THE DAILY TELEGRAPH, UK

21.10.09: **Couples who shared slightly more than one bottle of wine a week reduced their chance of a baby through the treatment by 26 per cent, according to a new study.** Experts said that even women not suffering from fertility problems should consider reducing how much they drank if they were trying to become pregnant. IVF has a high failure rate and less than one in four of the 37,000 cycles carried out in Britain every year is successful. **Dr Brooke Rossi, from Harvard Medical School, who led the study, said: "There are**



many factors why IVF fails and most of these patients have no control over. "But how much they drink is something that they can change." Tony Rutherford, chairman of the British Fertility Society, said: "The association [with conception] is not entirely clear. "But this is further evidence to suggest that alcohol does have an impact and that those women who try for a baby should think about their lifestyle choices." He added: "For any lifestyle factor that affects IVF, it would be unusual for it not to also have an impact on couples trying naturally for a baby." "These findings probably reinforce 'good practice' advice to drink no more than one or two drinks a week if you are worried about having a healthy baby. **"But it may be that if you are trying for a baby with IVF and want to maximise your chances of success, you may want to 'play safe' and not drink at all."** Researchers found that the chances of IVF success began to dip when patients drank the equivalent of six units a week, the same as two large glasses of wine or three pints of beer.

The most significant falls were among women who drank white wine and men who drank beer. Drinking between two and three large glasses of white wine a week cut a woman's chance of having a baby after an IVF cycle by up to 24 per cent.

Partners of men who drank beer every day saw their chances of having a baby fall by 30 per cent, while their chance of an embryo successfully implanting in the womb fell by 38 per cent. If both drank at least six units of any type of alcohol a week, the equivalent of sharing slightly more than one bottle of wine weekly, then their chance of IVF being successful fell by 26 per cent. ...

"Emerging results from this large cohort of couples undergoing IVF underline the pervasive dangers of alcohol in relation to conception and pregnancy. They lend weight to the importance of giving clear and unambiguous advice to women who are pregnant, or hoping to become so, that they should avoid drinking alcohol. If there are difficulties in achieving conception this advice should apply to their partners as well." ...

In general men are advised to drink no more than three to four units a day, less than two normal strength beers, and women no more than two to three units a week, the equivalent of one large glass of wine.

<http://www.telegraph.co.uk/health/healthnews/6383649/White-wine-cuts-IVF-success.html#>

Scientists Isolate Genetic Difference Between European and American Vines

WINE SPECTATOR, USA

19.10.09: Despite being a compliment for people, "foxy" is quite the insult for a wine. It means a wine is musty or smells like wet fur, and it's an infamous characteristic in wines made from American grape varieties such as Concord. **But as reported in a new study, German scientists have discovered a gene that could enable selective breeding to eliminate the foxy flavor, setting the stage for hybrids that are as disease and pest-resistant as American vines but produce wines as pure and beautiful as European vines. Their discovery also reveals a bit of the vine's long genetic history.** "Now that we can identify the source of the off taste, we can use a hybrid of the American and European varieties and silence the gene for the off flavor," said study co-author Wilfried Schwab, a professor of biomolecular food technology at the Technical University of Munich. "We [could breed] a grape with the original flavor of the European grape but the resistance of the American grape." Such breeding could be important because European vines, *Vitis vinifera*, are vulnerable to American



diseases and pests. In the 19th century, several of these killers were accidentally transported to Europe on American vine cuttings. The fungal diseases oidium and downey mildew, and the root aphid phylloxera devastated European vines. **To prevent phylloxera, grapegrowers now graft European vines onto American rootstocks, and to fight fungal diseases, extensive chemical spraying is needed. Breeders have tried crossing American and European varieties to create hybrids that offer both resistance and flavor, but have had mixed success.** Schwab and his colleagues were investigating a pigment mutation, but found a genetic fork in vine history. Thanks to a double mutation, European vines don't produce all the same pigment chemicals American vines do. ...

Breeding hybrids is a grueling, time-consuming process that involves making crosses, allowing vines to mature and then testing the wines. **By providing a chemical marker, this enzyme could speed up the breeding process. That could profoundly alter the industry. According to M. Andrew Walker, a professor of genetics in the department of viticulture and enology agricultural at the University of California at Davis, pesticides constitute the main expense of most vineyards.** "Huge, huge amounts of money," said Walker, who wasn't involved in the study. "The main cost for a vineyard is controlling mildew. Every two weeks they spray for mildew. [Natural immunity] will save growers a lot of money, and it will save the environment." But Schwab's co-author on the paper, Reinhard Toepfer, does not share his optimism. Toepfer, who heads the Institute for Grape Vine Breeding at the Julius Kühn Institute in Geilweilerhof, Germany, thinks that scientists like Schwab oversimplify the problem. "Its not easy to select for all the right qualities," said Toepfer. "More than flavor, crosses have breeding yield, weather resistance, body. No one knows the genes for wine body." Some hybrids have already been developed that lack the foxy flavor, including Seyval Blanc, but they have not proved popular. There's another road block: A single gene change, whether through breeding or direct genetic manipulation, robs a grape of the right to carry a famous varietal name like Cabernet Sauvignon or Chardonnay. The hurdle of marketing new varieties might be the biggest challenge of all.

<http://www.winespectator.com/webfeature/show/id/41008>

'Wind-down wine' could spell trouble

THE SUN, UK

22.10.09: **According to Professor Ian Gilmore, the chairman of the UK Alcohol Alliance, "wind-down wine" is the latest threat to our wellbeing.** And, for once, the finger-wagging is directed at the ladies - it seems they're the ones popping a cork to deal with stress and anxiety. "Women are storing up a health timebomb by drinking this regularly," warns the prof. The rest of us aren't off the hook: alcohol is a risk to us all. If not wind-down wine then maybe lighten-up lager or chill-out champers. The question, of course, is how do you know when you overdo it?

True, alcoholism isn't that hard to spot. You get the shakes when you're due some juice, you can drink your mates under the table and all you think about is who's getting the next round. Working out whether you're a "problem drinker" is trickier. Have you moved beyond "social tippler" to a short stagger from alcoholism? You could count up your units. **The recommended weekly levels are fewer than 21 units for men and 14 for women - remember, these are upper limits, not targets.** But it can be hard to work out how many units are in a glass - especially if yours is super-size. Then you have to add it up - and you may



23/10/2009

just do some creative accounting if you want to kid yourself everything's OK. Besides, the guidelines don't account for your drinking pattern. If you neck 20 units in one binge, you might argue that's fine because it's within the weekly limit. Try telling that to the doc who stitches your scalp together after you head-butt the pavement. So how else can you gauge your habit? Well, you could try a CAGE. **Just answer the following:**

Have you felt you should Cut down your drinking?

Have people Annoyed you by criticising your drinking?

Have you felt Guilty about drinking?

Have you ever had a drink in the morning to steady your nerves (an Eye-opener)?

More than one "yes" and you may have a problem.

Or cut to the chase with a critical look at your health and lifestyle.

Have you suffered alcohol-related illness, such as gut problems, liver trouble, an inflamed pancreas, erection trouble or accidents?

Has booze messed with your head, causing sleep problems, depression, anxiety or issues with anger-management? Or has it had an impact on your work, relationships, social life or driving licence?

Answer yes to any of these and common sense tells you there's a problem.

If we all applied that common sense to our drinking habits in the first place, maybe that ticking won't turn out to be a timebomb after all.

Perhaps it's just the clock counting down to closing time.

<http://www.thesun.co.uk/sol/homepage/woman/health/health/drkeithhopcroft/2693561/Drinking-to-relieve-stress-could-cause-major-problems-warns-Suns-Dr-Keith.html>

White wine 'does more damage to teeth than red' say scientists

THE DAILY TELEGRAPH, UK



21.10.09: **White wine does more damage to teeth than red wine and brushing will only make matters worse, according to scientists.** Grapes such as Chardonnay and Pinot Grigio can wear away protective enamel more quickly than red grapes such as Merlot and Claret, making teeth more sensitive to hot and cold, they say.

The rough spots caused by acid in the wine can also leave teeth more vulnerable to stains from food, tea and coffee. The research, which was reported in the journal Nutrition Research, will come as a revelation to most drinkers, who previously will have believed red wine to be more harmful because of the staining it leaves on teeth. The team from the Johannes Gutenberg University in Mainz, Germany, examined the effects of eight red and white wines from Germany, France, Italy and Spain on teeth removed from men and women aged between 40 to 65. They soaked the teeth in wine for up to 24 hours then analysed the results under the microscope. **They found that the teeth which had been soaked in white wines suffered more damage than those which had been soaked in red. ...**



23/10/2009

"The tradition of enjoying different cheeses for dessert or in combination with drinking wine might have a beneficial effect on preventing dental erosion because cheese contains calcium in a high concentration," the scientists added.

<http://www.telegraph.co.uk/health/healthnews/6394438/White-wine-does-more-damage-to-teeth-than-red-say-scientists.html>

Medical warning over 'wind-down' wine

THE DAILY TELEGRAPH, UK

22.10.09: **Professor Ian Gilmore, one of the country's leading experts, said women risk developing liver disease or becoming alcohol dependent because they are unaware of the impact of regular drinking.** He said that the stress and anxiety that women experience as a result of their careers or in their role as a mother was leading them to drink more alcohol.

Professor Gilmore, president of the Royal College of Physicians, said: "Women in their role as mother or carer use alcohol to cope with exhaustion, anxiety, isolation and with stressful life events. "Alcohol is a sedative and a relaxant but used on a regular basis can really put people at high risk. Women are storing up a health timebomb by drinking this regularly. "My fear is that such women are at risk of developing liver disease or becoming alcohol-dependent." **His warnings come after recent NHS figures show the number of women admitted to hospital with alcohol-related problems jumped by 23 per cent in just two years to more than 70,000 in 2008.**

Professor Gilmore, who will speak at a meeting of the Young Women's Christian Institute on Wednesday, told the Daily Mail that women were more susceptible to alcohol-related problems because of their physical and genetic make-up. ...

<http://www.telegraph.co.uk/health/healthnews/6369572/Medical-warning-over-wind-down-wine.html>

Giving Sweets a Chance

THE WALL STREET JOURNAL, USA

17.10.09: Sometime in the next few months, when you're entertaining, do something unexpected: After dinner, bring out nuts or fruit and open a bottle of sweet wine from the U.S. Really. Too many people think they don't like sweet wines, and there are reasons for that, including history. **For a long time after Prohibition, much American wine was sweet and really bad.** In time, Americans associated sweet wine—and especially American sweet wine—with rotgut. Perception still hasn't caught up with reality. **The reality is that there are beautifully made sweet American wines on shelves these days that would wow your guests—and perhaps change your mind, too.**

All we are saying is: Give sweets a chance.

To be sure, there are few wines in the world as staggeringly wonderful as sweet German Rieslings, which often make us think we're walking through a cloud of sweetness, and French Sauternes, which, at its best, tastes like sweet, wet, dark earth somehow transformed into liquid gold. But don't count the U.S. out. Most of the rest were more obscure. **We also were**



not able to include ice wines—made from frozen grapes—from some states that are very proud of them, such as Ohio and Indiana, because they are made in minute quantities and hard to find. These are most certainly worth trying if you have an opportunity. Finally, we did not include light, flowery, often low-alcohol and not-too-sweet Muscat Canelli, which we have written about in the past. We did not taste these wines blind because they were so varied. Simply put, the tasting was a treat. **What makes any fine sweet wine work is an intricate interplay of sweetness, acidity and earthiness. The sweetness shouldn't mask the grapes' essential flavors, but should enhance them. The wine, first and foremost, should taste like wine, not like some sort of sweetened juice.** This is not easy to get right and, indeed, some of the wines we tasted didn't get it right. They were, in too many cases, simply sweet, without the balancing acidity that makes them light on their feet. We ultimately weren't crazy about any of the ice wines we tasted. We found that they lacked the laser-like focus and intensity of Icewine from Canada or the eye-rolling lushness of Eiswein from Germany. **We have liked ice wines that are proudly American, but not this time. We also tasted several wines made from grapes that were frozen after harvest, but none was among our favorites. These can be successful, however. ...**

<http://online.wsj.com/article/SB10001424052748704107204574469142811623078.html>

Attitudes toward Wine Technology Studied

WINES & VINES, USA

21.10.09: The attitudes of industry, government and consumers are coming under scrutiny of an international research project spearheaded by a team of British Columbia policy researchers.

Working as part of a CA\$3.4 million initiative investigating biomarkers that could help growers detect water stress in grapevines, fungus infections and flavor development, Simon Fraser University professors Dr. David Laycock and Dr. Michael Howlett are examining the policy environment that informs distribution and reception of new technologies in the wine sector. The government-funded research organizations Genome Canada and Genome BC are backing the project. "We want to look broadly at the regulatory environment into which these kinds of innovations might be injected," Laycock told Wines & Vines. "Because the regulatory environment in Canada is affected by changes in the United States -- but also to a lesser degree changes in other wine-producing countries -- it's been important for us to pay some attention to the regulatory environment outside as well as inside Canada." **Laycock, Howlett and SFU faculty including Drs. Steve Weldon, Andrea Mignone and Andy Hira are looking at government policies that regulate introduction of new technologies and the attitudes of industry members and the public toward the wine industry's use of biotechnologies, including biomarkers and genetically modified organisms (GMOs).** "Scientific research, obviously, isn't of great use if there isn't a public policy environment in which the innovations can effectively be introduced to benefit either the Canadian wine industry or other national industries," Laycock said. **A series of online surveys conducted by Angus Reid Strategies, as well as in-person interviews, will collect producer attitudes toward technological innovation in Canada and nine other countries including Argentina, Australia, Chile, France, Germany, Italy, New Zealand, Spain and the United States. South Africa also may join.** The online surveys also will gather producer views concerning the impact of regulatory environments in their respective countries. Laycock expects initial



results to start appearing in mid-2010. **One of the questions researchers want to answer is why people (at least in Canada) are less worried about the use of biotechnology in fields such as healthcare than in the production of food and, by extension, wine. These concerns inhibit innovation, potentially to the industry's detriment.** "Public policy makers and elected officials are not going to go out on a limb to promote things that they're not confident the public is going to be behind -- or could be brought behind," Laycock said. "One of the things that we should be able to indicate, then is: If there are areas of concern in public opinion, what is the basis of those concerns, and potentially how might they be addressed?" **Laycock explained that a better understanding of reasons for public support or concerns surrounding technological innovations will help improve policy responses, facilitating the wine industry's access to and adoption of new technologies.** "The wine industry as a whole needs to have a better understanding of how exactly innovation occurs and is transmitted within the industry," Laycock said. "What we've said to the science folks is that you've got to understand how the regulatory environment might conceivably be altered to provide a more accommodating environment into which these innovations might be injected." **Public opposition to GMOs tends to color attitudes toward other applications of genomic research, Laycock said, even when there's no manipulation of genetic material.** This often leads producers to make conservative decisions about the kinds of innovation they're willing to embrace. **"Producers make rather conservative assumptions about what consumers will accept," he said. These decisions happen even when producers accept an innovation as harmless.** Speaking to a broad range of wine producers in New Zealand last year, Laycock said even some of the best-educated winemakers were cautious about how the public might respond to diagnostic tools the current project is researching, even though there's no manipulation of genetic material. **"While they might express interest in the technology, many of them said, 'I wouldn't want to be the first one to work with this, because I don't know how the public would respond if the public were to find out that I was using something that they might not understand,'" Laycock said.** He attributed some of the anxiety to a New Zealand government commission report on GMOs, released in July 2001, which identified significant public concern regarding use of biotechnologies in agriculture. **By contrast, a similar report a few months earlier by the Royal Society of Canada urged caution in adopting new biotechnologies but failed to have a lasting impact on public opinion or policy. Government responded by strengthening the existing practice of "mandatory pre-market notification and a prudent process of science-based assessment for the potential risks of the introduction of new biotechnology products as food or feed or into the environment."** ...

"Consumers don't really have very much knowledge of how winemaking often works, whether that's on an artisan or industrial scale, so there's not much discussion of it," Nicalo said. He pointed to the recent controversy over "Cellared in Canada" wines as an example of the outrage consumers felt when their expectations of the wines they were buying were betrayed. Whether this encourages greater transparency surrounding winemaking practice in the future is another question, however. Nicalo confessed himself to be skeptical, but he argued at a seminar in Vancouver earlier this year that transparency should be common practice. **"The default standard should be transparency and disclosure, and then if there are issues that need to be explained, that's where there could be effective public policy making."**

<http://www.winesandvines.com/template.cfm?section=news&content=68494&htitle=Attitudes%20Toward%20Wine%20Technology%20Studied>



Wine may cut risk of esophagus pre-cancer

THE GAZETTE, CANADA



16.10.09: **Having a glass of wine a day may lower the risk of developing a disorder called Barrett's esophagus, a condition of the lining of the passage running from the mouth to the stomach that can become cancerous, investigators report.** Exactly how wine might achieve this beneficial effect is unclear, Dr. Al Kubo, from Kaiser Permanente, Oakland, California, and colleagues note in their

report in the medical journal *Gastroenterology*. Wine contains certain compounds that could reduce damage to the esophagus. **Alternatively, drinking wine could represent a proxy for some other lifestyle factor that has a beneficial impact.** The findings come from a study comparing 320 patients with Barrett's esophagus to a similar number of people with other conditions as well as healthy individuals. Dietary information was collected with validated questionnaires given during in-person interviews. **The researchers found that overall alcohol use was not significantly associated with Barrett's esophagus. However, wine specifically did have a protective effect. Compared to people who did not drink, those who drank seven or more glasses of wine per week were 66 percent less likely to develop Barrett's esophagus. Higher education was also linked to a lower risk, Kubo and colleagues found.** They say future studies should look into the effects of vitamin supplements and alcohol types, and how socioeconomic status may affect the risk of developing Barrett's esophagus.

<http://www.montrealgazette.com/health/Wine+risk+esophagus+cancer/1348441/story.html>

Study reveals wine industry climate change threat

ABC NEWS, AUSTRALIA

16.10.09: **A new climate change study warns of challenging times ahead for the Hunter Valley's multi-billion dollar wine industry.** The viticulture report is one of four case studies of global warming's impact on the region prepared by scientist Dr Karen Blackmore. **It warns of extreme heat, frost and disease between now and 2080. Dr Blackmore says while vignerons will need to adapt to the changes, it is not all bad news. "In some areas it can be good news, particularly in terms of projected rainfall patters there was good news," she said.** "It's evident in historical records. For example ... in the late '50s there was completely different frost patten in the region to what there is now and there are likely to be similar changes in those areas."

<http://www.wineindustryinsight.com/RSS//index.php/hop/latest/study-reveals-wine-industry-climate-change-threat-abc-online/11990>



Wines from Greece Publicity Monitor

This section presents all international publicity relating to wines from Greece.

Ancient Greeks introduced wine to France, Cambridge study reveals

THE DAILY TELEGRAPH, UK

23.10.09: **The original makers of Côtes-du-Rhône are said to have descended from Greek explorers who settled in southern France about 2500 years ago, it claimed.** The study, by Prof Paul Cartledge, suggested the world's biggest wine industry might never have developed had it not been for a "band of pioneering Greek explorers" who settled in southern France around 600 BC. His study appears to dispel the theory that it was the Romans who were responsible for bringing viticulture to France. **The study found that the Greeks founded Massalia, now known as Marseilles, which they then turned into a bustling trading site, where local tribes of Ligurian Celts undertook friendly bartering.** Prof Cartledge said within a matter of generations the nearby Rhône became a major thoroughfare for vessels carrying terracotta amphorae that contained what was seen as a new, exotic Greek drink made from fermented grape juice. **He argued the new drink rapidly became a hit among the tribes of Western Europe, which then contributed to the French's modern love of wine.** "I hope this will lay to rest an enduring debate about the historic origins of supermarket plonk," he said. "Although some academics agree the Greeks were central to founding Europe's wine trade, others argue the Etruscans or even the later Romans were the ones responsible for bringing viticulture to France." Archaeologists have discovered a five-foot high, 31.5 stone bronze vessel, the Vix Krater, which was found in the grave of a Celtic princess in northern Burgundy, France. **Prof Cartledge said there were two main points that proved it was the Greeks who introduced wine to the region. "First, the Greeks had to marry and mix with the local Ligurians to ensure that Massalia survived, suggesting that they also swapped goods and ideas. "Second, they left behind copious amounts of archaeological evidence of their wine trade (unlike the Etruscans and long before the Romans), much of which has been found on Celtic sites."** The research forms part of Professor Cartledge's study into where the boundaries of Ancient Greece began and ended. Rather than covering the geographical area occupied by the modern Greek state, he argued Ancient Greece stretched from Georgia in the east to Spain in the west.

<http://www.telegraph.co.uk/foodanddrink/foodanddrinknews/6409312/Ancient-Greeks-introduced-wine-to-France-Cambridge-study-reveals.html>

Blogosphere Monitor

In this section the most important blog entries for wine and Greek wine are recorded.

Spoofy wine

WINE ANORAK, UK



23/10/2009

18.10.09: **The inconvenient truth for those of us writing about wine is that 90% of all wine is crap. I apologise for putting it so crudely, but that's the way it is.** While I admire the UK supermarket wine buyers, I'm sorry to say that if you were to go into your local supermarket and pick a wine at random, you'd likely be getting something that isn't worth using your weekly alcohol unit allocation on. **Serious wine is actually quite hard to find, and you need to know where to look. We're not just talking about price here.** Unfortunately, you can spend a lot of money and end up with rubbish wine. Once you start spending more, you run a high risk of encountering a 'spoofulated' wine. One that has been tarted up to look like something authentic, or which has been made to appeal to a certain palate - for example, by late picking, extended cold maceration and ludicrous new oak barrel regimes. I'm also quite depressed by the way that cheap wines are made to imitate more expensive wines. Rather than producing something delicious, authentic and simple, producers feel the need to trick their wines up with grape juice concentrate, barrel alternatives and misguided application of microoxygenation. **But the good news is this: the 10% of wines that aren't crap are utterly compelling, life-enhancing, thrilling examples of how the combination of site, variety and intelligent work in the vineyard and cellar can produce a product that conveys an authentic sense of somewhere.** I actually feel very positive about the wine industry. My hope is that those who write about wine (1) can tell the difference between authentic and spoofy wines; and (2) can resist the commercial pressures to favour the latter in place of the former.

<http://www.wineanorak.com/blog/>

Bottle variation spoils fine wine

WINE ANORAK, UK



16.10.09: One of the myriad attractions of great wines is the way that they develop over time. Old wines can be fantastic. But they can also be appalling disappointments. **Often, people put on a brave face when a 'great' wine is opened and it turns out to be mediocre, but it is more common that it should be. The reason for these disappointments? Provenance and bottle variation, the besetting**

sins of fine wine. Provenance refers to the history of an old bottle: how it has been stored. Wine is sensitive to high temperatures, and also temperature variation. Often during shipping, it exposed to both. And unless a wine is cellared well, it won't age gracefully. If you open a heat-exposed bottle just after it has been abused, you might not spot the difference. But time reveals the truth: that bottle likely won't age well after an early insult. Wine can be heat damaged without the cork popping out, or leakage. Bottle variation is largely the responsibility of the cork. Corks differ slightly in their oxygen transmission levels. Over five years you might not spot too much difference, but after 20, all the bottles in the same case will be slightly different. The ullage (fill level) is an indicator of this. However, there's more to the condition of wine than ullage. It's really frustrating, and even small differences in how wines are stored or how good a seal the cork makes will be exaggerated over time. You get to the point where when people talk about a great wine, such as Palmer 61, they have to qualify their notes by whether they got to taste a good, middling or poor bottle. And we haven't even considered the issue of authenticity.



...

<http://www.wineanorak.com/blog/2009/10/bottle-variation-spoils-fine-wine.html>

The Proposition

FERMENTATION, USA

16.10.09: Consider this proposition:

Since the consumption of wine is legal in every state in the Union, and since wine travels well across long distances, any instance in which a consumer in any state can not obtain a bottle of wine when there is someone somewhere in the country willing to sell it to them means the system by which wine is distributed and sold in that state is not just broken, but a sure indication that corruption is the driving force behind the laws that govern wine distribution and sales. This proposition implies there is a conspiracy in place to control commerce. It further implies that the conspiracy to control commerce is not one aimed at controlling it for the benefit of the consumer. It further implies that the conspiracy at hand, if not aimed at benefiting the consumer, must be aimed at benefiting someone. I submit there is a conspiracy in most states to economically benefit wine wholesalers at the expense not just of wine consumers who are hurt by the laws that prop up unnecessary and cost laden wholesalers, but at the expense of every citizen of that state who is the victim of lost tax revenue. **At bottom, this proposition, if valid, means the three tier system, as currently formatted in most states, is or at least has become a corrupt prop for a conspiracy to enrich a small clique of wholesalers.**

So here's what I'm curious about:

1. What's wrong with the proposition.
2. If you agree with the proposition, what's wrong with it's implications
3. If you agree with the implications of the proposition and there is a conspiracy to support corruption, what's wrong with that?
4. If there is something wrong with that, what's to be done?

<http://fermentation.typepad.com/fermentation/2009/10/the-proposition.html>

Peripheral Domains Intelligence

This section covers developments from associated domains such as Greek food, taste and culinary trends, as well as any other significant information that has an impact on or derives from the global wine domain.

Historic Paris restaurant auctions thousands of bottles of wine

THE GUARDIAN, UK

21.10.09: **It is one of Europe's oldest restaurants, a Paris landmark with a renowned wine cellar of nearly half a million bottles dating back centuries. Now, to clear space – and to raise €1m (£902,000) for renovation and investment – a selection from the cellar of La Tour D'Argent is going under the hammer for the first time.** A glass of pre-



23/10/2009



revolution cognac after your dinner? A magnum of 1983 Château Pétrus to go with the Sunday roast? A 1919 port for Christmas? If you have just won the lottery – the Petrus is expected to go for about £1,000 and the 1788 Clos du Griffier cognac for at least £2,500 – then these and 18,000 other bottles could be yours. **Not all the bottles for sale in the**

December auction are so expensive. "There are wines which should go for 10 or 15 euros," David Ridgeway, the restaurant's chief sommelier, said. "Every one has come from our cellar, has only made one journey in its lifetime and has been handpicked." Ridgeway, who has worked for the restaurant for 28 years, said the cellar was full. **Much of the wine was bought 20 years ago when diners were offered a selection of top Bordeaux and Burgundies and little else.** Since then, wine tastes have diversified and new regions and producers have been added to the restaurant's wine list, which now extends to about 15,000 individual references. Also, fewer diners mean fewer bottles drunk. ...

The economic crisis has not helped. "All the luxury sector has been hit hard and we haven't been spared," André Terrail, the owner, said. La Tour D'Argent has seen worse. The restaurant was looted and forced to close during the French revolution in 1789 and in June 1940 the best wines in its cellar were walled in to save them from being drunk by the occupying German forces. Those who will be running the sale expect interest from overseas. "With a legendary cellar like this it's probable that we'll see Russian and Chinese among the prospective buyers," said Alexis Velliet, chief auctioneer at Piasa. Ridgeway hopes that the bottles sold will be drunk – even the 1788 cognac. "That's what it is there for," he said. "I would rather people enjoyed it, rather than collecting wine for the sake of it."

<http://www.guardian.co.uk/lifeandstyle/2009/oct/21/paris-restaurant-wine-sale>

Fortified wine: more sherry, vicar?

THE DAILY TELEGRAPH, UK

21.10.09: **I'm clearly out of step though, for despite the recession and the wines' sometimes outdated image, not to mention its perceived high-alcohol levels, both port and sherry are increasing in popularity.** "There's definitely renewed interest," says Graham Hines of the Sherry Institute. "Demand from the trade is such that at our most recent tasting we had nine manzanillas and eight finos on show, whereas a few of years ago we would only have had a couple. And at the other end of the scale, we have just held London's largest-ever tasting of sweet pedro ximénez sheries." The Symington Family Estates, owners of the port houses Dow's, Graham's, Smith Woodhouse and Warre's, have just had a hugely successful campaign selling their newly declared 2007 vintage port, notching up sales of some £3m, while Berry Bros & Rudd have also benefited from interest in the 2007s. The company recently announced port sales of £1m this year, up 80 per cent on last. "I am very aware that we have plenty of challenges ahead," Paul Symington says. **"There's a pressing need to show consumers that vintage port deserves decent wine glasses, does not only need to be served at formal occasions, or even less that it must be served according to some fixed formula (such as not before its 21st birthday). But it is really heartening to see that in such tough times, there are still plenty of people who appreciate it."** The port industry is working hard to appeal to younger consumers by ridding itself of its crusty image with sexier packaging and more contemporary designs, of which Warre's Otima and Cockburn's 10 Year Old Tawny are just two examples. Not only that, but producers are trying to encourage



us to think beyond drinking port at the end of a meal. Cockburn's, for example, recommends drinking its 10 Year Old chilled alongside dishes such as stuffed red peppers and couscous. ...

<http://www.telegraph.co.uk/foodanddrink/wine/6388382/Fortified-wine-more-sherry-vicar.html>

Twitter launches charity wine

DECANTER, UK

16.10.09: **The micro-blogging site Twitter has launched a new charity wine brand, in collaboration with custom winemakers Crushpad. Described by Twitter founders Ev Williams and Biz Stone as their first 'Corporate Social Innovation', they have made two wines together in support of Room to Read to help children be educated in the developing world. Bottled under the name Fledgling Wine, it has a twitter page and a website where followers can check on the wines' development.** Every case sold will provide around 60 local language books to children in developing regions of the world. Stephen Bolger of Crushpad Bordeaux told decanter.com, 'Have fun. Make wine. Do good. Not a bad combination.' Crushpad will provide the winemaking facility for the project, helping to create two wines - Pinot Noir and Chardonnay - from grapes harvested in Napa this autumn.

<http://www.decanter.com/news/news.php?id=290679>

Matthew Clark to offer consumers restaurant wine online

HARPERS WINE & SPIRIT, UK

21.10.09: **Matthew Clark is to launch a consumer facing website offering over 200 restaurant quality wines usually only available in the on-trade. The new site, which is to be officially launched at The Wine Show in London on October 22, is being run in conjunction with online wine and spirits e-tailer, The Purveyor. The website, www.thepurveyor.com, will offer consumers over 200 wines and Champagnes, many exclusive from Matthew Clark's own trade wine list. Christina Brown, Matthew Clark's director of Wine said:** "This is an exciting development for Matthew Clark and is also a service we will offer to our customers for their clientele. We hope to extend this proposition into other market sectors and explore ways to make some of our exclusive wines available to the end consumers." Adam Houlding, managing director of The Purveyor said: "Matthew Clark represents the only partner for this exciting development in the wine industry. Offering the greatest breadth and depth in their range of quality wines, alongside the most dynamic supply chain management in the industry, Matthew Clark has the essentials to meet and exceed our customer's high expectations. "The Purveyor will be adding value and custom back to Matthew Clark's customers via further innovation across all marketing channels," he added. There are plans to introduce spirits to the site at a later date.

<http://www.harpers.co.uk/news/news-headlines/8457-matthew-clark-to-offer-consumers-restaurant-wine-online.html>



Global Sustaining & Emerging Trends Digest

This section presents those global, macro and micro trends that affect or potentially affect the wine domain. Comprehensive fusion and distillation of the above publicity parathesis concludes to the most important aspects as those appear in the current setting.

Consumers drinking at home to save costs

HARPERS WINE & SPIRIT, UK

22.10.09: **Over half of consumers drink at home at least once a week - a trend fuelled by the economic climate, a new survey has revealed.** The findings are revealed today by a YouGov poll that found the most common reason for drinking at home was cost. Of the 2034 adults sampled over two days in September, 45% said they drank at home because it was cheaper. **The poll carried out on behalf of Alcohol Concern for Alcohol Awareness Week, also showed that two thirds of people had bought more alcohol to drink at home than planned because of a promotion or special offer. The charity is concerned that the high levels of home drinking mean it's more difficult for people to drink safely. The survey showed that 42% of people never keep track of how much they're drinking when drinking at home.** Alcohol Concern chief executive Don Shenker said: "Home drinking has become a normal and affordable luxury for many people. But as a country, we are facing a growing health burden. There's no doubt that price promotions encourage us to drink more and effectively incentivises heavier drinking." He added: "Sticking to the sensible drinking guidelines when drinking at home can be difficult without the help of proper measures and standard servings." **The charity is calling for improved labelling on alcoholic bottles and cans in a bid to help consumers make informed choices about how much they are drinking.** Wine and Spirit Trade Association spokesman Gavin Partington said: "The facts tell a different story. Consumption of alcohol is going down and the evidence from retailers shows promotions do not increase consumption. "In fact purchase patterns show promotions are predominantly used by people to buy the products they prefer for consumption over a longer period of time. **"As for improved labelling, as an industry we are in favour of providing consumers with more information to help them make responsible and informed choices about how much they are drinking."**

<http://www.harpers.co.uk/news/news-headlines/8458-consumers-drinking-at-home-to-save-costs-.html>

