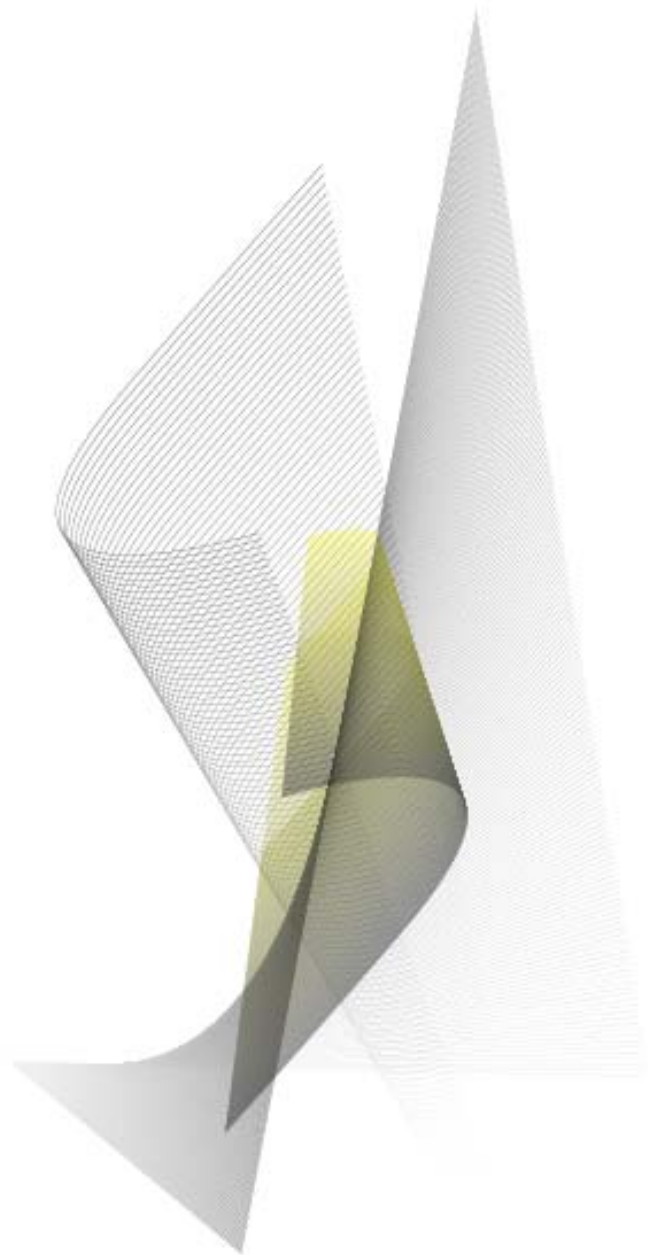


# Global Wine Trends

## Weekly Update

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## Table of Contents

Table of Contents .....	2
Global Market Watch .....	4
Drinking Habits Steady Amid Recession.....	4
Wine design: Study suggests wineries should invest in marketing over expense of tasty grapes.....	4
A Whiff of Controversy and South African Wines .....	5
Fine+Rare Wines moves into Hong Kong .....	6
New Zealand wines win top international awards .....	6
Paul Dolan Vineyards Named Winery of the Year by California Tourism Industry Association Honored for Green Practices .....	6
The best of the best wines of the world revealed .....	6
On the bottle: summer reds.....	7
Ah, a Cold, Refreshing ... Red?.....	7
Sweetly seductive .....	8
Wine.....	8
Sauce: easy-drinking white wines for summer .....	8
Wine pundits label France 'dysfunctional' .....	9
Chilean Sauvignon joins Jack Rabbit range.....	9
Threshers fails to deliver for franchisees .....	10
Global Industry Watch.....	10
New Report Just Published Analysis of Chinese Wine Market 2008 .....	10
ASEV President Proposes Wine Ethics .....	11
National Consumers League Urges Congressional Action on Wine Labeling Laws.....	12
California Warns Internet Wine Sellers .....	12
'Comeback' expected after big drop in '08 grape crop .....	13
Wine industry flourishes in Delta County .....	13
Number of California wineries passes 2,800 .....	13
Grey Stack Cellars Scores Big .....	14
Copia gets go-ahead on bankruptcy plan .....	14
Grape growers sour on harvest .....	15
Constellation Brands 1Q profit drops 85 percent .....	15
Hard Times for Australia's Once Dominant Wine Industry.....	15
Call for rural leaders to 'make a difference' to wine industry .....	16
New wine tax rulings provide guidance to the wine industry .....	16
Grape growers battling brute of the vine .....	17
Environmentalists call for Boycott of South African wine .....	17
Vintage year, as fine wines uncork 12%.....	17
Investors buy into India's wine leader - Indage Vintners.....	18
China, crisis mix with Crus at Bordeaux wine fair .....	18
Crisis threatens survival of Corsican wine.....	19
Wine Domain Catalysts Watch.....	19
Uncorked: Beware "score whores" in the wine world .....	19



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Au Revoir to All That .....	20
Anthony Rose: France's big rival in the syrah stakes is Australia, where syrah is metamorphosed into shiraz.....	21
Kind hearts and classic clarets .....	21
Grape escape .....	22
NZ - another bumper harvest .....	22
<b>Scientific Developments &amp; Technological Breakthroughs Watch.....</b>	<b>23</b>
Internet not a suitable tool for wine sales, says Vinexpo CEO.....	23
Electronic nose can pinpoint where wine was made.....	23
Reinventing Interaction.....	23
Vineyard virtualises with Microsoft in carbon neutral plan.....	24
Penfolds trials glass stoppers .....	24
<b>Wines from Greece Publicity Monitor .....</b>	<b>25</b>
'Tipsy' Boris real hit at Pride night .....	25
<b>Blogosphere Monitor.....</b>	<b>25</b>
Do We Have eBay to Thank for All That Counterfeit Wine?.....	25
Giacomo Conterno Barolo and Barbera: Italy's Greatest Wines?.....	25
Wine prices - beating the spread online and in-store .....	26
Gallup: "On Mars, They Drink Beer; on Venus, Wine" .....	26
<b>Peripheral Domains Intelligence .....</b>	<b>27</b>
Winegrowers see green future .....	27
Protect your wines during the hot summer.....	27
Jean Hugel: Alsatian wine producer .....	28
How French Are French Barrels? .....	28
The perils of food and wine matching .....	28
<b>Global Sustaining &amp; Emerging Trends Digest .....</b>	<b>29</b>
Tips to Market Wine to Millennials--An Emphasis on Wine 2.0 .....	29



## 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.*

### Drinking Habits Steady Amid Recession

GALLUP, USA

Do you have occasion to use alcoholic beverages such as liquor, wine, or beer, or are you a total abstainer?



GALLUP POLL

29.06.09: Despite some anecdotal reports of a surge in drinking accompanying the economic recession, **Gallup's annual update on alcohol consumption finds little change in Americans' drinking habits.**

The percentage of U.S. adults who consume alcohol is fairly steady at 64%, and there has been little change in self-reported drinking volume. According to the June 14-17 Gallup Poll, **the prevalence of drinking in the U.S. adult population is essentially unchanged compared with a year ago.** ...

#### ...On Mars, They Drink Beer; on Venus, Wine

The sizable gender gap evident for many years in alcoholic-beverage preferences continues today. **The majority of men say they most often drink beer; half of women choose wine.** There is also a significant generational difference in preferences, with younger adults favoring beer and older adults favoring wine. As a result, there is a particularly wide gulf between younger men and older women, in terms of drink preferences.

Geographically, beer enjoys its greatest popularity in the Midwest. On the basis of education, **wine is far more popular among people with at least some college background than it is among those who have not attended college** ...

<http://www.gallup.com/poll/121277/Drinking-Habits-Steady-Amid-Recession.aspx>

### Wine design: Study suggests wineries should invest in marketing over expense of tasty grapes

LUBBOCK, USA

25.06.09: Phillip Anderson is excited about Sweet Rocking Red - the wine and the character.

**The Cap\*Rock Winery manager plans to introduce the new wine in July along with Rocking Red, the cartoonish singer who will be featured on its label.**

"We think the character is going to be fun to market," said Anderson from the winery tucked





amid farmland along U.S. 87." ...

It's a lesson stressed in a new study from the Texas Tech Wine Marketing Research Institute and the Rawls College of Business.

**High brand awareness is more likely to lead to brand survival than high perception of wine quality, according to the study.**

It tracked the fates of 25 Texas wineries since 1991, when more than 900 Texas wine enthusiasts rated the quality and name recognition of the wineries' products.

**Researchers found an unmistakable trend: the more recognizable the brand, the better its rate of survival. They found no such link between quality ratings, so wine makers may be better off investing in marketing rather than expensive grapes, the study indicates.** ... The study contains other tidbits for local wineries on the dry plains of Lubbock. The city is also home to the Llano Estacado Winery, which lies on a farm to market road about 10 minutes from Cap\*Rock.

Women, people with lower incomes and minorities are more willing to be advocates of Texas wineries - buying their products and recommending them to friends, according to the study. They're also more attracted to blush and sweet wines, Tech researchers found. **A somewhat puzzling finding: those with higher incomes who don't frequently buy Texas wines and those who don't recommend them still give them high quality ratings ...**

[http://lubbockonline.com/stories/062509/fea\\_454300678.shtml](http://lubbockonline.com/stories/062509/fea_454300678.shtml)

## A Whiff of Controversy and South African Wines

THE NEW YORK TIMES, USA



28.06.09: South Africa is the world's ninth largest producer of wine, an up-and-comer in the global marketplace, the winner of more than its share of accolades in international competitions. **How, then, have some of its wines been linked to a stench commonly coughed up by a junkyard fire: the bouquet of burnt rubber?**

Most of the answer lies within the lively prose of a British wine critic, Jane MacQuitty of The Times of London. In late 2007, she tasted a run of South Africa's flagship reds and wrote that half were tainted by a "peculiar, savage, burnt rubber" odor. **In a later column she called a selection of the country's best-rated reds "a cruddy, stomach-heaving and palate-crippling disappointment."**

Here in the glorious wine lands of the Western Cape, where the grape vines grow against a backdrop of stunning mountains, her comments were infuriating and perplexing and even derided as loony. No particular reds had been singled out by Ms. MacQuitty. Exactly which wines carried the scent of smoking steel-belted radials? **"All of us were slandered by a very general statement," said André van Rensburg, the celebrated winemaker at the Vergelegen Wine Estate ...**

<http://www.nytimes.com/2009/06/29/world/africa/29stellenbosch.html>



## Fine+Rare Wines moves into Hong Kong

DECANTER, UK

01.07.09: **UK-based wine broker Fine+Rare Wines has opened an office in Hong Kong to capitalise on growth in the fine wine market.**

F+R claims the Hong Kong branch has the potential to outperform its London office, with the Far East market already accounting for more than half of its trade ... 'Setting up our Hong Kong office is a first important step in embracing this mushrooming market, which may even outgrow our established London operation over the next 10 years.' **The timing of F+R's move to Hong Kong follows the abolition of a 40% import tariff on wine in 2008....**

<http://www.decanter.com/news/news.php?id=285290>

## New Zealand wines win top international awards

NZHERALD, NEW ZEALAND



29.06.09: **Two New Zealand wines have been named among the best in their classes at the annual International Wine Challenge (IWC) in London.** Clifford Bay Awatere Valley Sauvignon Blanc 2008 was awarded the International Sauvignon Blanc Trophy and Kennedy Point Waiheke Syrah 2007 won the equivalent award for a syrah. Clifford Bay's award-winning wine was made by winemakers Glenn Thomas and Stu Marfell from grapes grown in Marlborough's Awatere Valley. ...

[http://www.nzherald.co.nz/lifestyle/news/article.cfm?c\\_id=6&objectid=10581427](http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=10581427)

## Paul Dolan Vineyards Named Winery of the Year by California Tourism Industry Association Honored for Green Practices

PRWEB, USA

25.06.09: **Paul Dolan Vineyards has been named Winery of the Year by the California Travel Industry Association (CalTIA).** This prestigious award was presented at the 27th annual Conference on Tourism, June 23rd in Newport Beach. Paul Dolan, Tom and Tim Thornhill produce Paul Dolan Vineyards and Parducci Wine Cellars wines in Ukiah, California. Aspiring to be America's Greenest Winery, the partners dedicate their business to responsible land stewardship, sustainable viticulture and green business practices that yield superior wines while protecting the environment and supporting local farmers. ...

<http://www.prweb.com/releases/2009/06/prweb2570824.htm>

## The best of the best wines of the world revealed

EXAMINER, USA

01.07.09: **The world's most prestigious and influential independent wine competition, the International Wine Challenge (IWC), unveiled the results of the 2009 Trophy and Great Value Wine Awards.**





A record 122 wines were awarded a Trophy this year, along with 13 Great Value Wine Awards, including an under \$10.00 sparkling wine from Morrisons.

France came top of the country board, with 21 wines being awarded a Trophy, followed by Australia (15) in second place and in joint third Italy and Japan (12). A record eight wines from Chile were promoted to Trophy status. The Camel Valley Bacchus 2007 is England's hero for 2009, winning the English Trophy...

<http://www.examiner.com/x-10385-Philadelphia-Wine-Shopping-Examiner~y2009m7d1-The-best-of-the-best-wines-of-the-world-revealed>

## On the bottle: summer reds

THE TIMES, UK

28.06.09: **It's time to talk about cool summer reds.** Ron Emler says so. Emler is a veteran journalist who knows a great deal about wine. He e-mailed the editor a while ago suggesting I should be sacked for writing "pretentious drivel".

I contacted him, and asked him to elaborate. He responded by slamming a column I'd devoted to rosés: "What is special about rosé and summer? While I don't want to drink a full-bodied shiraz on a summer's afternoon, the thought of a lightly chilled red Sancerre or Chinon is equally appealing."

I couldn't agree more. Standing at my kitchen sink tasting 20-odd rosés on a cold spring morning, trying to imagine what they would be like on a warm summer's afternoon, is certainly less appealing than sipping a cool Chinon in a sun-dappled deckchair. **So I've tasted a batch of light reds from the Loire, France's longest river, which harbours all sorts of wines, including Sancerre and Chinon, and I have to say that they were a bit of a disappointment.** ... The good thing about the Loire, however, is that — perhaps because of a stubborn local cussedness — it pulsates with small-scale vigneron who do things their own way, often organically. ...

[http://www.timesonline.co.uk/tol/life\\_and\\_style/food\\_and\\_drink/wine/article6561121.ece](http://www.timesonline.co.uk/tol/life_and_style/food_and_drink/wine/article6561121.ece)

## Ah, a Cold, Refreshing ... Red?

THE WALL STREET JOURNAL, USA

02.07.09: **We have come to relish chilled red wines in summer.** There was a time when we drank only whites and rosés in hot weather. It seemed like the right thing to do and they were refreshing. But as the years have gone on, we have found some reds more refreshing, in their own way. **It's an odd thing, but some of today's whites, such as some New Zealand Sauvignon Blanc, can seem too bright on a hot day.** Matching those wines and sunshine is like matching food and wine too closely: The result can be a bit much, like a blinding white light. Chilled red wines, on the other hand, can be soothing, relaxing and juicy in their redness—and they happen to go well with many traditional summer foods. ... First, let's say this: There is a lot of dogma about the "correct" serving temperature of wine. **In fact, there is no one-size-fits all "correct" serving temperature. It depends on the kind of wine, individual palates, the circumstances under which the wine is served and many other factors.** Personally, we generally prefer fine reds and whites somewhere around cellar temperature of 55 degrees—we find that good wines show off their many layers of flavor



well around this temperature—but it all depends. For instance, we generally prefer California Chardonnay warmer than French white Burgundy, which is made from Chardonnay. The good thing about temperature, though, is that it's easy to play around with it. Does that white seem too cold? Leave it on the table for a few minutes. Does that red seem too warm? Drop it in an ice bucket briefly. ...

<http://online.wsj.com/article/SB10001424052970204482304574220183250628914.html>

## Sweetly seductive

THE TIMES, UK

27.06.09: Alas, most readers are unlikely to succumb to this sybaritic summer pleasure. Not because hedonists don't read this newspaper but because so many of Britain's wine drinkers claim to like only dry wines.

**But the truth is that we are a nation of sweet teeths.**

Liebfraumilch would never have taken hold here without about 35 grams per litre of residual sugar. Several decades on, the Californians used similar tactics with Blossom Hill's White Zinfandel and Gallo's White Grenache.

Unfashionable pudding wines may be hard to find on shop shelves, but, being unsung and unloved, they are great value for money. **If you really are a sweet wine-hater, trick yourself into drinking one by serving a softly sweet, grapey fizz.** ...

[http://www.timesonline.co.uk/tol/life\\_and\\_style/food\\_and\\_drink/wine/article6582884.ece](http://www.timesonline.co.uk/tol/life_and_style/food_and_drink/wine/article6582884.ece)

## Wine

THE GUARDIAN, UK



27.06.09: Perhaps one day scientists will isolate the gene that makes us all so susceptible to the words "Special offer!" Why are we so drawn to signs that read "3 for £10" and buy, buy, buy, regardless of whether we actually like the stuff, or even whether we could pay less for it somewhere else? Thresher recently considered dropping its "3 for 2" deal, but in trials, although it cut the price of all its wines to compensate, "Customers kept complaining because they weren't getting one for free," says buying director Jonathan Butt. Often, the illusion of a bargain seems to count for more than taste. Wouldn't a better use of instinct be to try to find the best possible wines for the lowest prices? .

<http://www.guardian.co.uk/lifeandstyle/2009/jun/27/wine-food-and-drink>

## Sauce: easy-drinking white wines for summer

THE DAILY TELEGRAPH, UK

26.06.09: **The annual search for the perfect 'house' white has yielded good results this year.** I'm not talking restaurant house wines here (an outdated concept, anyway), but literally a wine for your household – the kind of delicious, good-value bottle to buy in some quantity and keep, chilled in the fridge, ready to open on a whim over the next few weeks. ...



Instead, I've turned to fairly straightforward, elegant European whites. A fine dry Italian or Spanish white is a versatile partner for lighter summer food, not only the obvious fish, seafood and salad, but tomato, goat's cheese and peppery charcuterie as well. And a modern label from a newly serious white-wine region such as Rueda in Spain, or Sicily, promises a much better glassful than it did five years ago. Cool-temperature winemaking (keeping the grapes and the juice cold to preserve fruit character) has almost put paid to dull, oxidised whites.

In keeping with this week's healthy food theme, I've picked wines with lower alcohol levels than usual. A house white shouldn't knock you sideways after one glass. Around 12 per cent does it, nice and easy, for the perfect summer white. ...

<http://www.telegraph.co.uk/foodanddrink/wine/5639243/Sauce-easy-drinking-white-wines-for-summer.html>

## Wine pundits label France 'dysfunctional'

DECANTER, UK

25.06.09: **Leading wine industry figures have called France - and Bordeaux - 'dysfunctional'. Speaking at a Vinexpo conference on the topic of solutions to France's viticultural crisis**, Tony Spawton, associate professor of wine marketing at the University of South Australia, said France's wine industry needed to address its serious infrastructure problems. The fact the world's leading wine region is having to distill wine is a bad sign,' said Spawton. 'Bordeaux should be selling everything,' he said. **He also criticised the region for being too focused on Parker points and said it was no longer a benchmark for Cabernet Sauvignon.** He predicted that first growths would associate themselves increasingly with luxury goods and less with wine, and said that mid- to low-end producers must consolidate in order to survive. **'Spain is amalgamating co-ops, and Italy is in the process. France has not done it,' he said.** Another speaker, UK wine writer Robert Joseph - who produces wine in France - said **dysfunctionalities in Bordeaux, and France in general, existed at many levels. He cited a 'lack of wine branding, poor marketing - with the exception of Champagne' - and the fact that Bordeaux customers are 'blackmailed' into buying.** Many Bordeaux negociants agreed that sales methods must be changed quickly, and called the recent freeze on purchases by two major American buyers - Southern Wine and Spirits and Diageo's Chateau & Estate Wines - good news. ...

<http://www.decanter.com/news/news.php?id=285090>

## Chilean Sauvignon joins Jack Rabbit range

HARPERS, UK

02.06.09: **Constellation Europe has extended its Jack Rabbit wine brand with the launch of a Chilean Sauvignon Blanc.** The brand is the sixth best selling wine in the on-trade, according to Nielsen data quoted by Constellation. The new varietal is aimed at consumers who are new to the wine category. Wine Nation, Constellation Europe's study of UK wine consumers, identified an opportunity to extend the Jack Rabbit range. Clare Griffiths, vice president of European consumer marketing for Constellation, said: "Jack Rabbit has already proved a hit amongst 'newbie' wine consumers, and we were keen to grow and develop the brand's range to maintain this upward trend.



"Sauvignon Blanc is currently the fastest-growing white wine varietal, and is also very food-friendly, providing on-trade outlets with an excellent opportunity to maximise sales."

Jack Rabbit Sauvignon Blanc is available for order now in draught (10-litre), bottles (75cl) and minis (187ml).

<http://www.harpers.co.uk/news/news-headlines/8161-chilean-sauvignon-joins-jack-rabbit-range.html>

## Threshers fails to deliver for franchisees

THE INDEPENDENT, UK

30.06.09: **Some franchisees of the off-licence chain Threshers are suffering a stock crisis and are furious about how its private equity-owned parent, First Quench Group, is running the operation.** ... Some of the out-of-stock problems relate to Threshers' suppliers having their cover scaled back by leading credit insurers. The revelation about product availability comes after First Quench – which operates 1,400 Threshers, The Local and Wine Rack fascias – issued a "going concern" warning, citing a "material uncertainty" that cast significant doubt on its ability to continue trading, according to accounts filed at Companies House earlier this month. For the period from 16 May 2007 to 28 June 2008, the group made a pre-tax loss of £30m. ...

<http://www.independent.co.uk/news/business/news/threshers-fails-to-deliver-for-franchisees-1724615.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.*

## New Report Just Published Analysis of Chinese Wine Market 2008

LIVE PR, USA

30.06.09: **Presently, the annual per capita wine consumption in China is 0.51 litres and the annual growth rate remains about 15%**, the level of Chinese wine consumption equalled as the same as Japan in the late 1980s, the per capita wine consumption in Japan has been increased to 3 litres in the last 20 years and maintains stable, but still in a relatively low level compared with the world average level. Therefore, **China has to go through a long period to reach the 3 litres per capita wine consumption**, but, on the other hand, taking into account the huge population in China, even though the per capita annual consumption of wine reach 1 litre, the total amount will be in a huge quantity, the potential market is very large.

**During Jan-July 2008, China yielded 507,000 tons wine, an accumulated growth of 66%. The reasons for this rapid growth are the great increase of consumption and the more wine manufacturers were accounted in the statistical data.** According to the scope of statistics of the National Bureau of Statistics that all manufacturers whose income is over RMB five million should be accounted; after the rapid development of China wine industry, more and more wine manufacturers qualified into the scope of statistics. In 2008, there were



155 manufacturers into the scope of statistics, while only 130 in 2007.

In recent years, the cost of production, logistics and marketing such as wine grapes and labour has been risen gradually and the retail prices also has been soared; particularly, since 2007, the average monthly price of dry red wine in 36 cities has soared significantly.

In terms of the regional feature of grape resources and the higher standard of production technology, the concentration of **China's wine industry is relatively high, almost dominated by Zhangyu, Dynasty and Great Wall**. The total income of these three companies of 2007 accounted for 38.43 per cent of the total amount of China's wine industry, further more that profits accounted for 67 per cent; of which Zhangyu as a leading manufacturer stands on the top. In the first-class brand products, Great Wall and Zhangyu take an advantage, because of some management matters that the sales of Dynasty in recent year were lower than the industry average growth rate. Although in recent years some second-class brands such as LongWei have afforded to enter first-class brand, but Zhangyu's strong brand appealingness and comprehensive advantages support it to continue leading the Chinese wine industry and its industry leading position.

The three domestic wine giants have their own marketing advantages in various regions: Dynasty takes 40% market share in Shanghai; Great Wall ranks No.1 of market share in North China, South China, Southwest and Northwest regions; and Shandong and Fujian provinces are the main market for Zhangyu.

**According to China Custom's statistics, in the first five months of 2008, China imported 84.89 million litres of wine, an increase of 10.3 per cent than the same period last year; the value of \$310 million, up 49.1 per cent year-on-year; the average import price was \$3.6/L, up 35.1 per cent.**

Although the import of wine has increased, but in terms of the poor brand cognitive of global wine brand of China's consumer, the brand consumption is still focused on the Chinese brands. In 2006, the volume of import wine increased 116 per cent and in 2007 increased 29 per cent; 2007 imports reached 140,000 tons, but 80 per cent of the wine were in economy size, then bottling by domestic brands to sell, the proportion of foreign brands was relatively lower, which is caused by the low brand cognitive in China.

**The wine market capacity in China is huge, and supervise and regulation has improved, also, the market competition has become more intense and foreign wine has strengthened their competitiveness in China market; meanwhile, domestic consumers' behaviour has matured; all of these elements will affect the Chinese wine industry and the structure of products will transform from low-grade to mid-and high-grade, and domestic wine manufacturers have to face the new competitive environment.**

<http://www.live-pr.com/en/new-report-just-published-analysis-of-r1048291921.htm>

## **ASEV President Proposes Wine Ethics**

**WINES & VINES, USA**

01.07.09: On the first day of this year's Annual Meeting of the American Society for Enology and Viticulture (ASEV), at the end of a symposium on High Brix Winemaking, incoming president Christian Butzke introduced an unrelated but equally high-profile proposition: developing a code of ethics for the U.S. wine industry. **Christian Butzke of Purdue University, proposed that**



**the U.S. wine industry adopt a code of ethics.** ... Butzke began by noting that a number of other professions and industries have adopted voluntary codes of ethics and standards, and that they have proven useful both for enhancing the public image of the adoptees and for stimulating internal discussion and awareness. **He contrasted the kind of independent, self-regulatory process he envisions with European Union-style government wine regulation--and with the possibility down the road of imposition of standards in the U.S. by the TTB, FDA, or other agencies not intimately involved in the realities of wine production ...**

<http://www.winesandvines.com/template.cfm?section=news&content=65726&htitle=ASEV%20President%20Proposes%20Wine%20Ethics>

### **National Consumers League Urges Congressional Action on Wine Labeling Laws**

PRNEWswire, USA

29.06.09: **The National Consumers League (NCL) has asked Members of Congress to support reform of U.S. wine labeling laws to better protect consumers' right to truth in labeling. U.S. law allows some domestic winemakers to use the place names of 16 internationally recognized regions on wines that are not produced in those areas, which ends up misleading consumers.** ... The U.S. is poised to become the largest wine-consuming country in the world over the next few years, yet U.S. wine labeling laws are behind the times. Whether the grapes are grown in Napa Valley, Walla Walla, or Champagne, France, consumers have a right to accurate information about where the wine they are purchasing actually comes from. ...

<http://news.prnewswire.com/DisplayReleaseContent.aspx?ACCT=104&STORY=/www/story/06-29-2009/0005052030&EDATE=>

### **California Warns Internet Wine Sellers**

WINES AND VINES, USA

23.06.09: **The Internet has spawned a myriad of sites selling and marketing wine, most unlicensed and depending on others for fulfillment and licensing, but California's Alcohol Beverage Control department warns both the licensed and unlicensed partners that this practice is illegal.**

The advisory issued June 5 has sent a quiet shudder through the world of wine social networking, where many sites sell wine to be delivered by others, as well as among brokers and even the popular wine clubs sponsored by publications such as the Wall Street Journal, Sunset and the San Francisco Chronicle, which are no different from Internet sites for the purposes of these laws. Reports persist that Amazon.com, the Internet's 800-lb gorilla, plans to sell wine, though it ran into a hiccup when its chosen partner, New Vine Logistics of Napa, Calif., temporarily ceased operations earlier this month. New Vine's potential new owner, Inertia Beverage Group, hasn't completed its purchase. These new outlets have arisen partly because of the new technology, but also because of the difficulty of finding distribution as distributors consolidate and focus on their strongest brands.

**Matthew Seck, chief of the ABC's Trade Enforcement Unit, issued the advisory because the department has received numerous inquiries from license holders about working with unlicensed Web sites and others.** The memo appears to outlaw many



common practices, and the ABC warns licensees (wineries, distributors and retailers) that they--as well as the unlicensed service providers--could be cited for the efforts.

<http://www.winesandvines.com/template.cfm?section=news&content=65546&htitle=California%20Warns%20Internet%20Wine%20Sellers>

### 'Comeback' expected after big drop in '08 grape crop

PRESS DEMOCRAT, USA



28.06.09: **The damage has disappeared, but Mendocino County grape growers won't soon forget last year's frosts that caused their crop yield to plunge 25 percent from the year before. ...** " Growers throughout the North Coast last year saw their yields drop because of frost and poor pollination. **As a result, growers saw their income drop by \$144 million.**

But it was Mendocino County, where grapes and timber vie for the top agricultural category, that saw the biggest rate of decline. The result is a highlight of the county's new crop report. It shows tonnage dropped to 46,000 tons from 62,000 in 2007. Higher prices softened the blow, but the crop's value still declined almost 18 percent to \$62 million. ...

<http://www.pressdemocrat.com/article/20090628/ARTICLES/906289975/1334/NEWS?Title=-Comeback-expected-after-big-drop-in-08-grape-crop>

### Wine industry flourishes in Delta County

DELTA COUNTY INDEPENDENT

24.06.09: **All three lie within the West Elks AVA, one of two federally-designated grape growing regions in Colorado.**

"I love what's happening in the North Fork Valley," said Bill Musgnung, who is bottling wine under the label "Bethlehem Wine Cellars." Musgnung was one of five new vintners participating in the fifth annual Mountain Vineyard Wine Festival Saturday, June 20. The event is a fund raiser for the Delta County Memorial Hospital Foundation, which divides the proceeds between scholarships for aspiring health care professionals and oncology services.

Musgnung said he hadn't heard of Paonia before he took a position with the state's wine industry board through the Colorado Department of Agriculture. Musgnung previously lived in Washington and Oregon, where he typically bottled between 30,000 and 40,000 cases of wine a year. This year he produced about 250 cases of red wine. "It's almost a hobby," he said, although he plans to expand his business to about 2,000 cases, which should produce enough revenue for three full-time employees. ...

[http://www.deltacountyindependent.com/index.php?option=com\\_content&view=article&id=9191:wine-industry-flourishes-in-delta-county&catid=34:delta&Itemid=347](http://www.deltacountyindependent.com/index.php?option=com_content&view=article&id=9191:wine-industry-flourishes-in-delta-county&catid=34:delta&Itemid=347)

### Number of California wineries passes 2,800

THE LOS ANGELES TIMES

01.07.09: ... **There are more than 2,800 wineries in California, industry trade group**



03/07/2009

**the Wine Institute reported today.** And those wineries are making far more than the standard Cabernet Sauvignon and Chardonnay. **Winemakers here use more than 100 different varieties of grapes in their wine.** ... It turns out that wine grapes are now grown in 48 of the 58 California counties, the Wine Institute said. There are about 4,600 wineries and farmers growing wine grapes.

**California is the fourth-leading wine producer in the world, after Italy, France and Spain.** But although it produces most of the wine made in the United States, it faces more competition every year. There are wineries in all 50 states, with Washington, Oregon and New York also home to major wine-producing regions. ...

[http://latimesblogs.latimes.com/shopping\\_blog/2009/07/number-of-california-wineries-passes-2800-.html](http://latimesblogs.latimes.com/shopping_blog/2009/07/number-of-california-wineries-passes-2800-.html)

## Grey Stack Cellars Scores Big

WINE BUSINESS, USA

29.06.09: **Innovative Bennett Valley Wine Producer Making a Name for Itself with Dynamic Wines**

Whether it was by luck or design, Peter and Marie Young planted vines in the rich volcanic soils of Bennett Valley back in 2001, and now they are arguably making some of the most stunning wines in California. With their vines just now coming into full maturity, the small lot wines they are producing under their Grey Stack Cellars label are wowing critics. They have four current releases and all four have scored 90 points or better: 2006 ... **It's taken a lot of dedication and hard work to make Grey Stack Cellars a reality. Peter Young explained that 4,000 yards of basalt rock were removed from the ground to make planting the vineyards possible.** He had to put in extensive drainage trenches to carry the rain water off of the hill and irrigation is a must. "The conditions in the Bennett Valley are difficult, but it turns out that this could be one of the best places in California to make wine. The cool weather allows our fruit to hang for a very long time, which develops complexity and flavor you just don't get in warmer regions." ...

<http://www.winebusiness.com/news/?go=getArticle&dataid=65625>

## Copia gets go-ahead on bankruptcy plan

PRESS DEMOCRAT, USA



26.06.09: **Copia, the shuttered wine center in downtown Napa, can move forward with its plan to get out of bankruptcy, despite protests from a small group of creditors, a judge ruled Friday.**

Under the plan, the \$78 million complex on the Napa River would become property of Bank of New York Mellon, Copia's largest creditor. The bank could then sell it to a Napa community group that wants to reopen Copia as a conference and visitor center. Copia, also known as the American Center for Wine, Food and the Arts, closed in November after running out of cash. The nonprofit founded by the late Napa vintner Robert Mondavi lost at least \$5 million a year since it opened in 2001 ...



<http://www.pressdemocrat.com/article/20090626/ARTICLES/906269941?Title=Copia-gets-go-ahead-on-bankruptcy-plan>

## Grape growers sour on harvest

**BUFFALO BUSINESS FIRST, USA**

29.06.09: **The Concord grape harvest in Chautauqua County and the Lake Erie Grape Belt, the state's top producer of juice grapes, is expected to be down significantly this year.**

James Trezise, president of the New York State Wine & Grape Foundation, said the decline is due to a May frost in the Lake Erie region. "The Western New York Concord crop loss is so severe that U.S. Senators Kirsten Gillibrand and Charles Schumer have asked Gov. David Paterson to request federal disaster relief from the U.S. Department of Agriculture," Trezise writes in his current weekly news letter ...

<http://www.bizjournals.com/buffalo/stories/2009/06/29/daily5.html>

## Constellation Brands 1Q profit drops 85 percent

**THE ASSOCIATED PRESS, USA**

02.07.09: **Constellation Brands Inc. said Wednesday that its fiscal first-quarter profit slid 85 percent partly on increased restructuring charges, but the wine company's adjusted results still beat Wall Street expectations.** The world's biggest wine company by volume earned \$6.5 million, or 3 cents per share, down from \$44.6 million, or 20 cents per share, in the same period a year ago. Excluding restructuring charges and other items, profit was 33 cents per share for the quarter ended May 31. That narrowly topped the 32 cents-per-share estimate of analysts polled by Thomson Reuters. Analysts' estimates normally exclude one-time items.

Sales for the company, whose brands include Robert Mondavi wines and Svedka brand vodka, dropped 15 percent to \$791.6 million from \$931.8 million on the stronger dollar as well as the sales of the value spirits business, spirits contract production services and some Pacific Northwest wine brands. **The results managed to surpass Wall Street's estimate of \$780.9 million.**

Quarterly sales of its spirits tumbled 43 percent to \$60.1 million, while branded wine sales fell 10 percent to \$687.9 million.

Constellation Brands, which also markets Corona beer, said it has fine tuned its strategy during the recession — concentrating on brands that provide a good value to budget-conscious shoppers. ... The company maintained its forecast for 2010 adjusted earnings of \$1.60 to \$1.70 per share. Analysts expect full-year profit of \$1.62 per share.

[http://www.google.com/hostednews/ap/article/ALeqM5jA\\_\\_flrGYUQDYvJ554a4zyycpBNQD995L8N00](http://www.google.com/hostednews/ap/article/ALeqM5jA__flrGYUQDYvJ554a4zyycpBNQD995L8N00)

## Hard Times for Australia's Once Dominant Wine Industry

**VOA, USA**

25.06.09: Australia's once dominant wine industry is facing its biggest challenge, as competition

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03/07/2009



increases from lower-cost rivals and consumer tastes change. Producers are being encouraged to target exports to Asia to revive the industry.

**Last year, Australian wine exports fell by almost 10 percent, the first decrease in a decade. It was a sign that after a long boom, the country's vineyards are struggling under the weight of increased competition from lower-cost rivals in Chile, Argentina and South Africa and the changing**

**tastes of international consumers.** A long drought also has brought higher irrigation costs, especially in the parched wine belt in southeast Australia. Relatively high wages also undermine Australia's international competitiveness at a time when prices for exported wine have fallen. The average price per liter of Australian wine sold overseas is about 25 percent lower than it was a decade ago.

Sluggish demand in Great Britain, a key overseas market, is likely to force a fundamental restructuring of Australia's wine trade, although exports to the United States remain positive.

Wine trade experts think that sales to Asia could help Australian vineyards recover from the downturn ...

<http://www.voanews.com/english/2009-06-25-voa25.cfm>

## Call for rural leaders to 'make a difference' to wine industry

WINEBIZ, AUSTRALIA

30.06.09: **Given the current challenges facing the Australian wine industry, there has never been a better time for young agribusiness professionals to seize future leadership opportunities.**

As part of the wine industry's strategy for meeting this challenge, the Grape and Wine Research and Development Corporation (GWRDC) offer sponsorship for one wine industry candidate per year to join the prestigious Australian Rural Leadership Program (ARLP).

The program, now in its 17th year, provides leadership training to meet emerging challenges in rural, regional and remote Australia. Applications for the 2010 intake are now being received.

...

<http://www.winebiz.com.au/dwn/details.asp?ID=2615>

## New wine tax rulings provide guidance to the wine industry

WINEBIZ, AUSTRALIA

02.07.09: **Two new wine equalisation tax (WET) rulings were released last month which reflect the Tax Office's views on a range of important technical issues.**

The majority of issues associated with the operation of WET, covered in the previous ruling WETR 2004/1, have not changed. However, a number have been further clarified and expanded. The 2004 ruling is now presented as two separate rulings. The rulings contain important information for wine producers, wine wholesalers and some wine retailers.

Feedback has been incorporated from the wine industry in response to the rulings' release in



draft form in late 2008 ...

<http://www.winebiz.com.au/dwn/details.asp?ID=2622>

## Grape growers battling brute of the vine

NZHERALD, NEW ZEALAND



02.07.09: **They produce some of Italy's most exquisite wines but the verdant vineyards of Tuscany are under siege from a voracious army of nocturnal marauders.**

As plump bunches of grapes begin to ripen under the summer sun, they are proving irresistible to growing herds of wild boar and deer which emerge each night from the woods in search of a feast. ... **Italy's Ministry for the Environment estimates that there are at least 500,000 wild boar roaming the countryside, with around 150,000 in Tuscany.** ...

[http://www.nzherald.co.nz/world/news/article.cfm?c\\_id=2&objectid=10581974&pnum=0](http://www.nzherald.co.nz/world/news/article.cfm?c_id=2&objectid=10581974&pnum=0)

## Environmentalists call for Boycott of South African wine

DECANTER, UK

25.06.09: **A US-based conservation organisation has called for a Boycott of South African wine, following the shooting of over 40 beached whales near Cape Town.** Paul Watson, head of the Sea Shepherd Conservation Society and Captain of its eponymous 'eco-warrior' ship, has posted a demand on the Society's website exhorting the global public not to buy wine from South Africa. **He further demands that winemakers step in and force the departure of Mike Meyer, director of South Africa's Marine Coastal Management (MCM), who reportedly authorised the shooting.**

South African wine producers have expressed outrage at the ban and questioned what it has to do with the shooting. **'I suppose it shows we are one of the most visible South African exports,' said winemaker Ross Sleet of Kleine Zalze winery in Stellenbosch.** 'Touch wood it hasn't hurt sales; conservation is a priority for us.' He added it was a warning to the industry that it could be at risk from unrelated events. South African wine writer Michael Fridjhon called Watson's remarks outrageous. ...

<http://www.decanter.com/news/news.php?id=285105>

## Vintage year, as fine wines uncork 12%

THE GUARDIAN, UK

27.06.09: **Investors who had the foresight to put their money into fine wine in the late 80s have been enjoying some vintage returns of 12% a year, claims research out this week.** Liv-ex.com, the global fine wine exchange which monitors the prices achieved by sales around the world, says the sparkling returns they have offered over the last two decades have left many rival investments looking distinctly corked.

Researchers at Liv-ex, whose indices have, until now, tracked wine prices back to 2001, spent hours poring over data going back to 1988. They concluded that the average prices of the



world's best wines – mostly reds produced by the great French chateaux – have seen an average annual compound growth of 12.6% since then. ...

<http://www.guardian.co.uk/money/2009/jun/27/vintage-wine-investment>

## Investors buy into India's wine leader - Indage Vintners

SOMMELIER INDIA, INDIA



29.06.09: **One sign that the Indian wine market is getting more competitive is in how ownership stakes in major wine makers change. Indage Vintners is giving 40.28% of its company to four investors - Anam Transport Pvt. Ltd, Sanjivani Horticulture Pvt. Ltd, Arsh Advisors and Owners Ltd and Asian Sirius Energy Ltd for Rs. 90.6 crore.** IVL will use the money raised from the investors to reduce debt, fund existing operations, meet long-term working capital requirements and other corporate purposes, it said. Shiv Singh reports.

Just a month ago there was speculation that Japan's Suntory would take an ownership stake in it. In the past two years, at least seven new wine makers and importers have entered the local market, which is expected to grow at an annual pace of 27-30%. The global economic recession has resulted in a wine glut even in India with domestic producers having to slash forecasts for the year. United Breweries is in discussions with Diageo about an ownership stake too. New investors coming in and diluting the promoters ownership stake is not new for the Indian wine industry with Sula Vineyards giving GEM India Advisors (GIA) a stake back in 2005...

[http://www.sommelierindia.com/blog/2009/06/investors\\_buy\\_into\\_indias\\_larg.html](http://www.sommelierindia.com/blog/2009/06/investors_buy_into_indias_larg.html)

## China, crisis mix with Crus at Bordeaux wine fair

BUSINESS WORLD, PHILIPPINES

02.07.09: **Caught napping by a consumer crisis after a series of record years, the French wine trade is lusting after the potentially huge markets of China and India as an outlet for Old World wine sales.** But this may not prevent a restructuring of the cosy grand family oriented traditional wine industry with its myriad of chateaux still on show at the opening day of the twice-a-year Vinexpo world wine and spirits industry fair. **While such European wine-makers are eager to export their wares to China, where sales are still small but growing fast, Chinese capital appears keener on buying into Bordeaux. ...**

### Party pooper

At the other end of the price segment, the crisis is felt somewhat differently but not without leaving some bruises. **Philippe Casteja, the president of the association of Grand Crus of the 1855 classification, noted some deep price cuts for the 2008 "primeurs" at the annual options market earlier this year and called these steps "courageous."** But he said the lower current exchange rates of the dollar and pound, the general economic slump and increasing unwillingness by banks to finance projects was a problem even for the bigger names in the trade. Prince Robert of Luxembourg is owner of the Haut Brion and Mission de Brion chateaux in the Graves area and he hosted a gala dinner. The descendant of the Dillon investment banking family said the wine industry still seemed to be in better repute than the



03/07/2009

banking world even though he was preparing to keep more stocks of unsold wines than he has for the last few years. "My family originally went into the wine business as a 'folly' next to our staid banking business, but nowadays it looks like the wine business is more solid," he joked. At another dinner in the monumental wine cellar of Chateau-Lafitte Rothschild, a circular temple-like underground construction designed by Ricardo Bofill, Baron Eric de Rothschild upset some colleagues by giving a speech in English.

**But he defended the Bordeaux model.**

**While some critics blame the "primeurs" sale unique to Bordeaux as the main reason for inflated prices, and thus for the current fall, de Rothschild said that, like democracy, the system was not perfect but the best available.** Toasting several hundred guests he said that in times of crisis, one needed to cherish friends even more than before. It was not Lafitte Rothschild's turn to host the international media dinner. But Chateau Latour, owned by the Pinault family that controls retail and luxury group PPR, pulled out just a few weeks before Vinexpo. A sumptuous dinner in the family wine house at a time of redundancies at their listed company might not have gone down well.

<http://www.bworldonline.com/BW070209/content.php?id=162>

### Crisis threatens survival of Corsican wine

WIJN DEE, AUSTRALIA



01.07.09: **High transport costs and obligations from Europe to grub vineyards threaten the existence of the Corsican wine sector, says Bernard Sonnet, director of CIV Corse, to the press agency Reuters.** The Corsican wine sector is vital to the economy of the French island. Corsica is the third wine-producing island in the Mediterranean, after Sicily and Sardinia.

The average annual wine production of 370,000 hectoliters (hl) is but a drop in the ocean of French wine, but both for volume and for value wine is the main export product of Corsica. ... **Ten to twelve percent of the price of Corsican wine is due to the high transport costs.**

<http://www.wijnidee.com/en/2009/07/01/crisis-threatens-survival-of-corsican-wine/>

## 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.*

### Uncorked: Beware "score whores" in the wine world

ONMILWAUKEE.COM, USA

25.06.09:

"98 Points WS"

"96 Points WA"



"99 Points ST"

"Excuse me Mr. Uncorked guy, but can you please explain what all the different scores are about?"

**It's hard for the average consumer to figure out what wine to buy. With tens of thousands of producers worldwide, crazy foreign labels and huge differences in vintages, how are you supposed to know what's good or what you will like?**

The History of Scoring

Well, many years ago in which land no one knows for sure, some wine geeks got together and decided to come up with a rating scale, a spectrum on which to place a value on particular qualities of wine. In 1979, a guy named Robert Parker came along and was widely credited with inventing the particular rating scale of 1-100. Whether he did or not doesn't matter, but his scale up to 100 has become the unwritten abacus by which all modern wine is measured. ... **As much as this new power may have been a savior to those ignorant to quality wine, it has since become such a bastardized, corrupt and inconsistent system, that the numbers assigned to a wine are in many cases completely meaningless ...**

<http://onmilwaukee.com/bars/articles/winescores.html?19508>

## Au Revoir to All That

FINANCIAL TIMES, UK

29.06.09: **The French call it déclinisme, the national propensity for measuring, discussing and wallowing in the country's seemingly perpetual decline.**

Books, newspaper columns and television chat shows dwell obsessively on the downhill direction of French society, democracy, work habits, civility and culture. Conferences and colloquies on such subjects are more numerous than Paris strip shows, as Theodore Zeldin, Oxford historian of France, once observed.

**Now comes Michael Steinberger to kick the French where it really hurts, in the ballotines. To Steinberger, wine critic for Slate and an FT contributing writer, France is losing the culinary superpower status it has enjoyed since at least the 19th century.** Au Revoir to All That reminds us that French chefs, recipes, wines and even food terms have long ruled the globe, in what he calls "the most benevolent example of imperialism the world has ever known". ... **The future, he says, belongs to Tokyo, London and the northern Spanish town of San Sebastián, which has more Michelin-starred restaurants per capita than any place in the world.** The problem is not that France's étoile has waned but that others have risen. Innovative chefs such as Spain's Juan Mari Arzak and Britain's Heston Blumenthal are forging new frontiers in food chemistry. World-class restaurants now flourish in deepest Wales, lost cheeses have found their artisans in the US, and ambitious wine is made nearly everywhere. Meanwhile, the French have become too busy for fine dining. Their average meal now lasts 38 minutes, down from 88 in the 1980s.

Subscription based



## **Anthony Rose: France's big rival in the syrah stakes is Australia, where syrah is metamorphosed into shiraz**

THE INDEPENDENT, UK

27.06.09: **Gather a group of wine writers together – or sponge, as we of the species are collectively known – and you can be sure that one of the abiding topics of conversation, ourselves apart, is the awfulness of that form of life known as the PR.** Unless they're inviting you to top eaterie The Square, or biking over a sample of Bollinger Rosé (and how often does that happen?), all they're seemingly good for is bolstering the fragile journalistic ego.

Yet malign them as we like to, there are many PRs who make life easier for all of us wine writers. In a first for a PR agency, Westbury Communications held a wine tasting this month, a job normally vouchsafed to retailers, importers, generics and overseas producers. **They gave pride of place to syrah, enabling us to compare wines made from the syrah grape with their counterparts across the globe as well as look at pure and blended examples of the popular Rhône variety. ...**

<http://www.independent.co.uk/life-style/food-and-drink/features/anthony-rose-frances-big-rival-in-the-syrah-stakes-is-australia-where-syrah-is-metamorphosed-into-shiraz-1717001.html>

## **Kind hearts and classic clarets**

FINANCIAL TIMES, UK

26.06.09: In my experience, FT readers feel very strongly about bordeaux. The majority of those who read this column seem to be particularly keen on red bordeaux and especially curious about how the claret in their cellar is maturing. **But there is a faction whose attitude could be summed up as: "Bah, bordeaux, humbug!" ..**

**I was delighted therefore when I learned that fine wine traders Bordeaux Index are reviving this tradition, with an annual tasting of more than 50 classed growth red bordeaux and equivalents, beginning with the 1999 vintage.** The fact that this was a less than glorious vintage, with less than stratospheric prices, must have helped when they first approached the château owners with this idea. Apparently, about three-quarters of the wines tasted first by a group of wine writers and then by some of their customers last week were donated by producers, which considerably reduced the cost of the exercise. ...

**But there were many attractive wines too – very much in the classic claret mould of being quite elegant and harmonious rather than knocking any taster's jazzily modern socks off.** These are not wines to drool over in a crowded bar. They are designed instead for a traditional table, with food, and fairly undramatic food at that. For example, the cheapest and most modest wine we tasted, Ch Bernadotte 1999 Haut-Médoc, was a perfect example of what Penning-Rowse used to call "luncheon claret". Light but expressive enough and beautifully balanced. ... !

Subscription based



## Grape escape

THE GUARDIAN, UK

28.06.09: **Looking for a new white to challenge your palate? Argentina's Torrontés is cheap and surprisingly complex, says Tim Atkin**

**Bored of tasting the same old wines? Stuck in a rut flooded with Pinot Grigio, Sauvignon Blanc and Chardonnay? Then I may have just the thing for you. It's dry, inexpensive and has oodles of personality: it's called Torrontés.**

"Torro-what?" you may ask. But keep reading. This little-known Argentinian grape has the potential to be the next big thing. Everyone I show it to in blind tastings adores it. They love its perfume, they love its flavours, they love its personality. If you're looking for a new grape this summer, try Torrontés. ... Not before time, Torrontés is beginning to establish its credentials outside Argentina. It's occasionally blended with other things, be it Sauvignon Blanc, Chenin Blanc or Chardonnay in cheaper supermarket offerings, but the best are all stand-alone examples. **And with more than 2,000 acres planted in Argentina, there's plenty more where those came from.** ...

<http://www.guardian.co.uk/lifeandstyle/2009/jun/28/tim-atkins-argentina-torrontes-wine>

## NZ - another bumper harvest

JANCIS ROBINSON, UK



30.06.09: **As predicted in Marlborough 2009 - another glut, official figures suggest that the 2009 vintage will be about as big as last year's enormous harvest in New Zealand, swollen by huge crop levels in Marlborough and new plantings virtually all over the country.** The signs are that it is only by dint of heavy crop thinning that the total will not be more than 2008's 285,000 tonnes of grapes.

Certainly when I was in both Marlborough and Central Otago earlier this year, growers were fearful about finding a market for their grapes, and wine producers were keenly aware of the glut and its likely effect on prices.

**The UK is New Zealand's most important market for wine by far and we have seen a very distinct softening of prices of NZ wine over the last few months.**

A major factor has been the extensive new plantings of vines, some of which are yet to come on stream. These have dramatically reduced average vine age. Total plantings of Sauvignon Blanc in New Zealand rose steadily from just over 2,000 hectares in 2000 to nearly 12,000 ha in 2008. Over the same period, the total area planted with Pinot Noir, the other fashionable variety, rose from just over 1,000 ha to approaching 5,000 ha ... Meanwhile, Montana, the dominant company which has long bought the majority of grapes grown in Gisborne, famous for its Chardonnay, has announced that it is cancelling contracts with grape growers ...

<http://www.jancisrobinson.com/articles/a200906301.html>



## 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.*

### Internet not a suitable tool for wine sales, says Vinexpo CEO

DECANTER, UK

30.6.09: **Vinexpo CEO Robert Beynat has dismissed the internet as a commercial tool for wine.** Speaking at the closing conference of the Bordeaux wine fair last week, Beynat said the web will 'never be anything other than a marginal circuit for sales.' ... **This contradicts a survey published by the Bordeaux Management School, also released during Vinexpo, that found sales of wine online in France have grown 30% in the last year alone.**

Beynat was also dismissive of a question regarding the 'fringe' events that have caused so much controversy at this year's Vinexpo. 'We would like to avoid the off events,' he said, 'but anyone can hire any venue if it is outside the hours of the fair.' ...

<http://www.decanter.com/news/news.php?id=285236>

### Electronic nose can pinpoint where wine was made

THE DAILY TELEGRAPH, UK

28.06.09: **It uses an electronic nose to make even the most confident sommelier a little nervous. The technique exploits the unique and complex mix of thousands of compounds found in each bottle of wine that gives the drink subtly different scents and flavours.**

Wine experts use the odour and taste of some of these compounds to identify types and vintages of wines during tasting sessions. **But the researchers have gone one step further and say they can pinpoint where a wine was made and even which barrel it was fermented in. ...**

### Reinventing Interaction

THE NEW YORK TIMES, USA



29.06.09: **If you're wondering what to order at Adour, the wine bar at the St. Regis Hotel in New York, you can scan hundreds of wines on an interactive menu projected on to the bar.** If a wine appeals, you tap on its name to summon more information. The system had worked well, except for when a particular type of customer tried to use it — those wearing knuckle-dusting diamond rings.



03/07/2009

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Phillip Tiongson, left, and Jared Schiffman, co-founders of Potion, the New York interaction design firm. ... Potion reprogrammed the system to stop it from being distracted by bling. **At a time when designers and computer scientists are experimenting with motion capture technology, brain sensors and voice recognition systems to develop a new generation of digital devices with which we can interact more intuitively, Mr. Schiffman, 32, and his fellow co-founder, Phillip Tiongson, 35, are at the forefront...**

[http://www.nytimes.com/2009/06/29/fashion/29iht-design29.html?\\_r=1](http://www.nytimes.com/2009/06/29/fashion/29iht-design29.html?_r=1)

## Vineyard virtualises with Microsoft in carbon neutral plan

COMPUTER WORLD UK, UK

30.06.09: **Monte Vibiano, a wine and olive oil producer in Italy, is using Microsoft virtualisation technology in a bid to help it become carbon neutral.**

The small agricultural company in Perugia cut the number of servers it uses from four to two, using Microsoft Hyper-V technology, which is included in the Windows Server 2008 software it uses. It uses IBM xSeries 3650 servers, and Microsoft SQL Server, SharePoint and Office Communications Server. ...

<http://www.computerworlduk.com/toolbox/green-computing/vendor-watch/news/index.cfm?newsid=15466>

## Penfolds trials glass stoppers

DECANTER, UK

26.06.09: **Penfolds is trialling a revolutionary glass stopper system - on the 2006 Grange. Peter Gago, chief winemaker at the iconic Australian producer, said at Vinexpo this week the trials are in their very early stages, but might bear fruit in 'two to three years.'** 'A few cases' of the 2006 Grange are closed with 'glass to glass' stoppers. They will be very different, Gago said, to the Vino-Lok glass seals used by German producers such as Schloss Vollrads, which have a silicon ring between stopper and bottle top. The glass is sintered, made with a microscopic weave that will allow ingress of oxygen. ... 'As soon as we get the mechanics right,' he said, referring to such hurdles as achieving perfect flatness of the bottle rim, 'we will take it to the next level. For that we need money from Fosters.' Gago pointed out the aesthetic qualities of the new stoppers. 'They will look fantastic - lined up in a rack you'll be able to see right through the stoppers and down the bottle.' He also said these trials were one of the reasons he was holding out against testing his high-end wines under screwcap. **'If we go ahead with screwcap we'll never get to the end point of using sintered glass.'**

<http://www.decanter.com/news/news.php?id=285124>



## Wines from Greece Publicity Monitor

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

### 'Topsy' Boris real hit at Pride night

METRO, UK

30.06.09: An apparently tipsy Boris Johnson has been accused of rambling on about Greek poetry at an event to mark London's gay and lesbian community. Guests at the Pride celebrations claimed the mayor appeared to slur his words during his speech. In footage posted online on Homo-vision, Mr Johnson told guests: 'A few hours ago, I was actually at a Greek wedding, in Greece, and I was swimming in the wine-dark sea, having drunk a considerable quantity of wine-dark wine.'

[http://www.metro.co.uk/news/article.html?Topsy\\_Boris\\_real\\_hit\\_at\\_Pride\\_night&in\\_article\\_id=694779&in\\_page\\_id=34](http://www.metro.co.uk/news/article.html?Topsy_Boris_real_hit_at_Pride_night&in_article_id=694779&in_page_id=34)

## Blogosphere Monitor

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

### Do We Have eBay to Thank for All That Counterfeit Wine?

VINOGRAPHY, USA

28.06.09: **If you aren't yet aware of the fact that fake wine is a big deal, you will be soon. It's coming to a theater near you.**

Billionaires getting swindled by fake bottles of wine purportedly belonging to Thomas Jefferson aside, as the world's greatest wines continue to climb in price, wine fraud continues to increase in frequency and in value.

At this point, the fakery of wines has become a big business. No one knows just how large, but some wine experts say the real figure is probably shudderingly large: millions of dollars worth, to be sure, and perhaps even tens of millions. Wine Critic Allen Meadows told writer Michael Steinberger that he believes perhaps 10% of the pre-1960 wines he comes across these days might be fakes. ...

[http://www.vinography.com/archives/2009/06/do\\_we\\_have\\_ebay\\_to\\_thank\\_for\\_a.html](http://www.vinography.com/archives/2009/06/do_we_have_ebay_to_thank_for_a.html)

### Giacomo Conterno Barolo and Barbera: Italy's Greatest Wines?

VINOGRAPHY, USA

27.06.09: ... **Burgundy will always be the benchmark for Pinot Noir, as it has been for centuries.**

Just as there exist regional benchmarks for grape varieties or wine styles, there also exist conterno\_barolo\_label.jpgsome individual wine producers, and even individual wines, that



03/07/2009



manage to define the uppermost limits of quality or the epitome of a regional style.

The wines of Giacomo Conterno can all too easily be defined purely with superlatives. **They are arguably the finest wines made in Italy's Piemonte region, and are often described as the best wines made in Italy.** Undeniably, they rank among the top wines of the world regardless of the criteria used to make that assessment, whether by reputation, critical accolades, marketplace demand, or resale value at auction. ...

[http://www.vinography.com/archives/2009/06/giacomo\\_conterno\\_barolo\\_and\\_ba.html](http://www.vinography.com/archives/2009/06/giacomo_conterno_barolo_and_ba.html)

## Wine prices - beating the spread online and in-store

DR. VINO, USA



29.06.09: **One of my friends told me that he recently was looking to get three bottles of one Chateaufeuf du Pape.** He found it online for \$47.99 at a store in New Jersey, coincidentally, near where his mother lives. So he called the store and asked them to hold three bottles for his mom to pick up. But when confirming the transaction, the clerk told him that the wine was \$58 a bottle.

**My friend replied that it was actually \$48 on their web site. The clerk said that was a web-only price and the price via phone and in-store was actually \$57.99.**

**So he hung up and placed the order on the web for in-store pick-up. ...**

<http://www.drvin.com/2009/06/29/wine-prices-online-stores-best-price/>

## Gallup: "On Mars, They Drink Beer; on Venus, Wine"

DR. VINO, USA



02.07.09: ... **In their annual survey of how and what American drinks, the smokin' pollsters at Gallup point to a gender gap where men prefer beer and women prefer wine.** (For beer-wine-spirits preferences, men are 58-19-18 while women are 21-50-24. Click through for full summary and charts.) ... As to the economic effect of the recession, they say it is hard to sort out. But their main finding is that the percentage of Americans who drink alcohol is the same as last year, at 64%. Meanwhile, over on the Big Board, The AP has this about the quarterly numbers from Constellation (STZ): "Sales for the company, whose brands include Robert Mondavi wines and Svedka brand vodka, dropped 15 percent to \$791.6 million from \$931.8 million on the stronger dollar as well as the sales of the value spirits business, spirits contract production services and some Pacific Northwest wine brands."

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<http://www.drvin.com/2009/07/02/gallup-on-mars-they-drink-beer-on-venus-wine/>



## 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.*

### Winegrowers see green future

TAIPEI TIMES, TAIWAN

29.06.09: **Clean vineyards, "green" wines and lighter bottles? Many in the global wine and spirits business believe their only chance of long-term survival lies with sustainable development.**

Even as the crisis threatens the industry's short-term survival, winegrowers large and small are already grappling with long-term viability. **"Within five years, there will be a global standard of sustainability and a level below which you cannot be,"** said Robert Joseph, a London-based writer and wine producer with interests in several countries.

He was speaking at Vinexpo, the world's biggest wine trade show that ran last week in Bordeaux. **Sustainable development — not to be confused with organic or biodynamic production — relies on finding a balance between social, economic and environmental costs and benefits.** It for instance would allow vine treatments in humid climates where rot could wipe out a crop overnight, but with limited use at low doses. It also requires care for the watershed and surrounding habitat. **In some case the motivation is altruistic, but in many cases it's about managing future costs.**

**Castel, the world's third-biggest wine producer after Constellation Brands and Gallo, spent 3 million euros (US\$4.2 million) on a water treatment and recycling system at their Loire region bottling facility.**

Castel produced 579 million bottles of wine in 2007. At the Loire facility, they treat enough water for a city of 60,000 inhabitants. "We were not required to go so far or invest so much money," said Franck Crouzet, Director of Communication. **"But now we are in advance of the restrictions we will face in 10 years time."**

**Most agree that sustainable development means higher costs, initially.** "It does cost a little more," said Larry Stone, general manager of Francis Ford Coppola's Rubicon Estate. "But it gets repaid in the health and attitude of the worker." Stone and his fellow winegrowers are convinced that sustainable development is "the right thing to do to protect Napa Valley for the future." **Growers in the 18,000-hectare region, which Stone estimates to be 95 percent family-owned, are pushing an initiative called "Napa Green" because "they don't want to see Napa destroyed," he said.**

The desire to have something to pass on to the next generation also struck a chord among the Old World wine producers. ...

<http://www.taipeitimes.com/News/biz/archives/2009/06/29/2003447387>

### Protect your wines during the hot summer

SOMMELIER INDIA, INDIA



29.06.09: With temperatures rising across India, it is imperative that you keep your wines appropriately cooled so that they taste their very best when you open them. Keeping them in a dark corner or just stashing them in your fridge amid your raitas and left-over chicken curry may not be good enough. A wine fridge maybe needed. Here are some temperature recommendations ...

[http://www.sommelierindia.com/blog/2009/06/protect\\_your\\_wines\\_during\\_the.html](http://www.sommelierindia.com/blog/2009/06/protect_your_wines_during_the.html)

### Jean Hugel: Alsatian wine producer

THE TIMES, UK

29.06.09: **Jean Hugel was the champion of Alsatian wines for more than half a century.** ... Not only was he fiercely proud of his region's Gallic gastronomic traditions, as fond of espousing its famous foie gras, choucroute, quiche and white asparagus as he was in furthering its wine cause whenever possible, but he was instrumental in guiding fellow producers and legislators to new heights.

Nothing could restrain the obsession that Hugel had with his wine and work that, coupled with his irrepressible energy and volubility, found the "Hugel bugle" spreading the word about fine Alsatian wines across the world. Unlike other wine producers of his era, Hugel's ready smile, affable, gentlemanly manners and excellent and easy command of English made him a popular speaker in Britain and North America. A good brain, coupled with an unusually kind, thoughtful, loyal and generous nature to his family, friends and colleagues ensured that Hugel was always a popular wine companion. The majority even forgave, or at least tolerated, his determined chain-smoking habit that usually found him with only one hand at the wheel of his much-used Citroën DS, while the other cupped a cigarette.

<http://www.timesonline.co.uk/tol/comment/obituaries/article6597086.ece>

### How French Are French Barrels?

WINES & VINES, USA

26.06.09: **In an effort to ensure the origin of wood that is used to make oak barrels, a French cooperage trade association has submitted a charter to the government to create "a common rule and a coherent definition" of forest designations.** The charter comes at a time when as many as 20 cooperages in France have been investigated for allegedly mis-identifying the wood origins of some of their barrels, according to the association.

The charter sets a strict standard of 100% French-grown wood for any barrel labeled or marketed as French. It allows more leeway for barrels with more specific geographic regions. They may contain as little as 70% wood from the named region. The charter also seeks to curtail the once popular Tronçais and Nevers designations...

<http://www.winesandvines.com/template.cfm?section=news&content=65627&htitle=How%20French%20Are%20French%20Barrels%3F>

### The perils of food and wine matching

THE DAILY TELEGRAPH, UK





01.07.09: **Is drinking red wine with fish a social faux pas, or are such rules made to be broken?**

Something curious has just happened. I am at a tasting of the relaunched Burgundy label, Blason de Bourgogne, and while I'm hugely impressed with the range – the wines are great value, and nicely terroir-typical – a couple of examples disappoint. The

2007 chablis appears sharp and insipid and the 2008 mâcon villages seems one-dimensional and acidic. I mark them down accordingly ... **"The fact is that all wines, even white wines, are made to be drunk with food,"** says Marc Vachet of Blason. **"And it sometimes takes a certain dish to unlock the flavours within.** I'd say this salmon dish is the perfect key to these wines."

**I have to confess that I've always taken a rather dim view of food and wine matching, believing that most wines go with most foods.** Further, I think that far too many people take it far too seriously. My basic rule of thumb is the lighter the dish, the lighter the wine and the heavier the dish, the heavier the wine.

Of course, there are certain classic pairings that just can't go wrong, such as chablis and oysters, red burgundy and boeuf bourguignon or tokaji and tarte tatin. And there are some foods that are notoriously tricky to match, such as most soups and egg dishes and anything chocolatey or vinegary. ...

<http://www.telegraph.co.uk/foodanddrink/wine/5708939/The-perils-of-food-and-wine-matching.html>

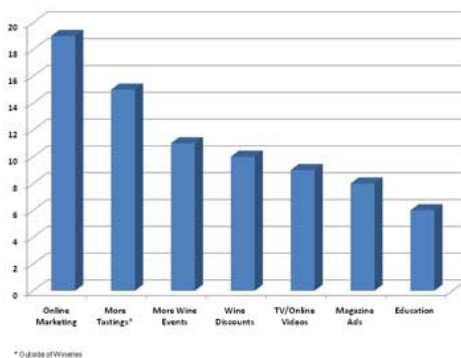
**Global Sustaining & Emerging Trends Digest**

*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.*

**Tips to Market Wine to Millennials--An Emphasis on Wine 2.0**

**WINE BUSINESS, USA**

Exhibit 1: Millennial Recommended Wine Promotion Methods



**formidable consumer group.** Because of this, most wineries are now paying attention to the older end of the generation--ages 21 to 32.

29.06.09: **Even during this recession, we've heard how the Millennial generation has continued to drive wine sales--albeit at slightly lower purchase prices.** They are credited with a 46% increase in wine consumption for 2008, as well as positive wine bar patronage and new wine club sign-ups at a time when most wine clubs are losing members (Wine Market Council). **With more than 50% currently under the age of 21 and an estimated population size of 81 million, they are a**



**At the same time, Millennials can be challenging to reach from a marketing perspective. They are known for their distaste of slick advertising and possess a very acute "SPAM"o'meter.** They seek authenticity in products--trusting friends and word of mouth over traditional promotion techniques. According to Genesys, a global survey firm, when making purchasing decisions Millennials prefer: fast and reliable service; frictionless interaction; a tailored approach; honesty and trust; and are more concerned with convenience than price.

**These attributes correspond to a recent survey conducted at Sonoma State University with forty Millennials who drink wine.** More than 65% said their preferred method to make a purchase decision is based on "word of mouth." So where does the "word" emanate from? In most cases it is with friends in either face to face settings; online social networking forums; or via texting. When asked what type of wine advertising and promotion works best, the Millennials cited online marketing in first place and wine events as second (see Exhibit 1 below).

**Specific suggestions regarding online marketing included: wine ads on Facebook; online wine commercials; interesting blog articles; and online discounts, coupons, and invitations to winery events.** Most likely due to their desire for interaction, Millennials enjoy wine events at the winery where they can go with friends in a group to taste, and enjoy music, wine, games, or other fun entertainment. They also believe that tastings should expand outside the winery to new venues such as grocery stores, restaurants, farmer's markets, sporting events, and other locations where allowed. Being younger, they are still strongly attracted to wine coupons, free tastings, bring-a-friend-for-free to an event, or other discounts. They would like to see more online and TV wine commercials, and some continue to read magazine ads and enjoy educational seminars on wine.

### **Online Marketing & Wine 2.0**

**With online marketing coming in at first place with Millennials, it is worthwhile for wineries to spend more time researching and implementing appropriate components of Wine 2.0. In general, Wine 2.0 is a term that refers to using the Internet to engage with wine consumers on their terms, in a time and manner of their choosing. Tools usually include social networking sites, blogs, vlogs, message boards, and other methods that leverage user-generated content.** Wine 3.0, which is not here yet, includes unique ways of integrating wine data on the Internet. This may eventually include the ability to "smell" wine online; virtual reality, and avatar wine retailers.

When examining how much time Millennials spend online and with technology, the results are telling. A **2007 study by Junco & Mastrodicasa unearthed some of the following statistics:**

- **Social Networking--Millennials of wine drinking age prefer Facebook** (21.4 million Millennials currently) and update it at least twice a day. Teenage Millennials prefer My Space. Though Millennials do use Twitter, they seem to prefer texting for short messages. Very few Millennials are yet on Linked In, but growing.
- **Texting--90% of all Millennials own a cell phone.** They text continually throughout the day, including connecting with parents 1.5 times per day, with a current average of 453 texts per month (and growing). They say texting makes them feel connected to others. Texting has replaced emails and Instant Message (IM) for Millennials. Many say emails are outdated and a communication form of older generations.
- **Blogs--28% report owning a blog; and 44% read blogs.**



03/07/2009

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- **Vlogs (online video)--Millennials watch an average of 273 minutes per month of online videos, with YouTube being the favorite** (97 million viewers watched 5.1 billion videos on YouTube in 2007). Most are quite skilled at creating their own online videos, and will forward videos they enjoy to friends.

- **Internet--Millennials use their cell phones to consult the Internet almost as much as computers.** Currently they spend an average of 33 hours per week online. Interestingly, they spend less time watching TV than their parents (17.4 vs. 22.4 hours), but will watch TV shows online.

**In conclusion, based on this short SSU survey of Millennial wine marketing preferences and the statistics highlighting how Millennials have embraced technology, there appear to be new opportunities for wineries to expand their online marketing, as well as to continue to reach out to Millennials in face to face settings at events and other tasting venues.** Of key importance, is maintaining an authentic and honest brand message which highlights how your winery and wine is different from others.

<http://www.winebusiness.com/news/?go=getArticle&dataid=65623>

