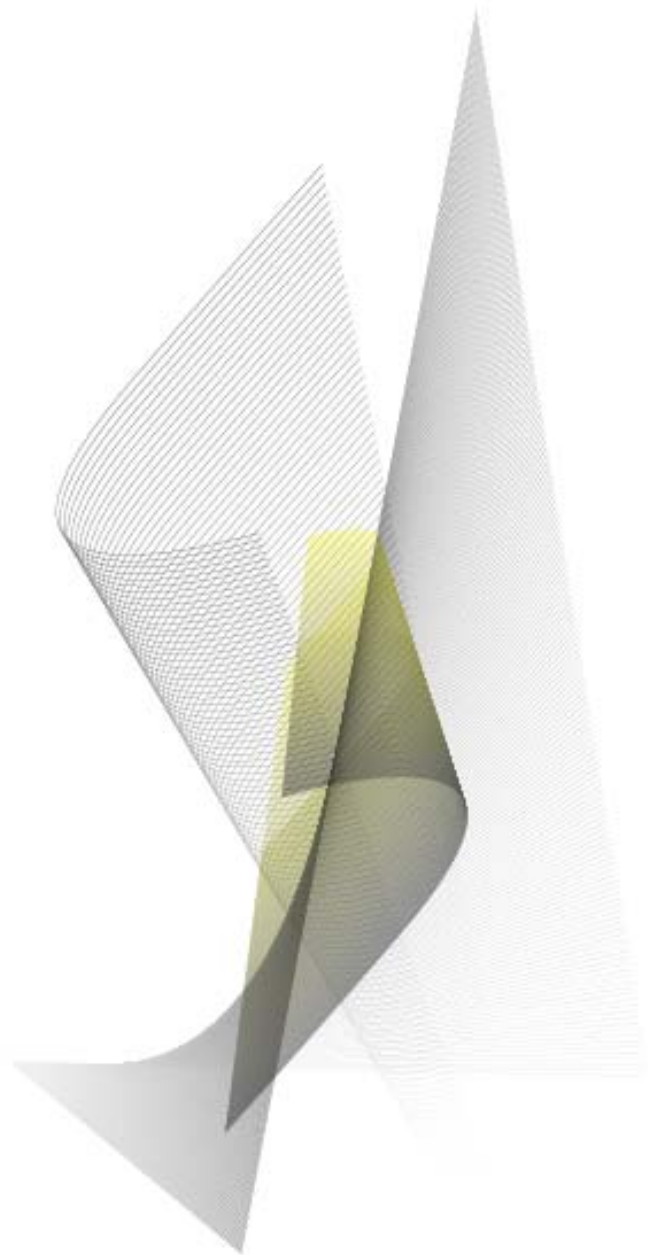


# Global Wine Trends

## Weekly Update

created:

**04.12.2009**



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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.*

### Chile to Promote Rare Grape Variety in Europe

THE SANTIAGO TIMES, CHILE



30.11.09: **Chile's wine industry is looking to use one of its most unique grape variety's to boost sales on the European continent. The Carménère grape was thought extinct until 1994 when discovered in Chilean vineyards.** Photo courtesy of Wikipedia Wine promoters want to use the **Carménère grape to bolster the Chilean wine industry's reputation in countries such as France and Spain, nations where it has traditionally struggled for exposure due to competition from domestic brands. ...**

The Carménère grape was thought to be extinct until identified at Chilean Vineyard Villa Carmen in 1994. **The grape was originally grown in the Bordeaux region of France until an outbreak of the insect disease Phollexra wiped out European vines in 1862. Before the identification of Chilean stocks in 1994, the grape had previously been labeled as a type of Merlot variety.** Chile is now the largest exporter of the grape variety internationally, growing 4,000 hectares in its central valley wine region (regions XI- XIII). The grape is also grown in California and Italy. **The grape variety is responsible for 8.7 percent of all Chilean wine produced each year, making it the fifth most prevalent variety grown in Chile. ...**

[http://www.santiagotimes.cl/index.php?option=com\\_content&view=article&id=17726:chile-to-promote-rare-grape-variety-in-europe-&catid=28:agriculture-and-wine&Itemid=47](http://www.santiagotimes.cl/index.php?option=com_content&view=article&id=17726:chile-to-promote-rare-grape-variety-in-europe-&catid=28:agriculture-and-wine&Itemid=47)

### Weather puts dent in Chilean grape crop

THE PACKER, USA

12.01.09: **Chilean grape exports to the U.S. will be lower than expected in 2010, because of inclement weather, according to a government report.** Frost in several major growing areas, combined with an expectation of poor weather related to El Nino this season, led the U.S. Department of Agriculture's Foreign Agricultural Service to forecast a production drop of up to 10% in 2010. **Frost damaged plantings in the Copiapo and Rancagua growing regions and, to a lesser extent, in the Aconcagua region, in September and early October, according to the Foreign Agricultural Service's Chile Fresh Deciduous Fruit Annual report. Volumes from the Copiapo region are expected to be down about 5%, or 500,000 boxes,** said Omar Abu-Ghazaleh, imports manager for Pacific Trellis Fruit, Reedley, Calif. That volume loss is manageable, he said. What's having a bigger effect is the 10-day to two-week delay in the beginning of the Chilean deal. Pacific Trellis



received its first West Coast shipments the week of Nov. 30, and is not expected to see product on the East Coast until about Dec. 9. ...

<http://thepacker.com/Weather-puts-dent-in-Chilean-grape-crop/Article.aspx?articleid=963155&authorid=680&categoryid=122&feedid=215&src=recent>

## Idaho potatoes featured on wine bottles

THE PACKER, USA

01.12.09: The Idaho Potato Commission's cross-merchandising promotion with Rosemount Wines kicked off just in time for the holidays. **Until the end of the year, bottles of Rosemount wine will feature a "bottleneckers" with a \$1 off coupon for a 5-pound bag of Idaho Potatoes, as well as a recipe for Champ, an English-style mashed potato dish from chef Gordon Ramsay, according to a news release.** Potatoes aren't the only commodity on board with this promotion — pork and Maille-brand mustard are among products that are also involved in the promotion. ...

<http://thepacker.com/Idaho-potatoes-featured-on-wine-bottles/Article.aspx?articleid=962867&authorid=351&categoryid=122&feedid=221>

## Naked Wine Drinkers Prepare to Bare All for a Year's Supply of Free Wine

PR WEB, USA



01.12.09: To celebrate their first birthday, online farmer's market for wine, **Naked Wines, which launched on 1st December last year, has set up a Twitter and Facebook competition to mark the occasion, asking customers...**

What would YOU do naked for a year's free supply of wine?

"We wanted to have a bit of fun to celebrate the end of a fantastic first year," explained Rowan Gormley, Founder of Naked Wines. "And do something that gets our customers' imagination going." "So... for any willing customer, follower or fan, what would you be prepared to do in the buff to win a year's free supply of wine? And to be clear, you have to be prepared to put your money where your mouth is as we will be asking for photographic evidence before we send the prize!" ...

<http://www.prweb.com/releases/wine/club/prweb3276224.htm>

## eWinery Solutions and VinoVisit.com Announce Joint Marketing Agreement

EARTH TIMES, USA

01.12.09: **eWinery Solutions, the leader in wine industry ecommerce solutions, has joined forces with VinoVisit.com, to market a fully integrated visitor reservation system for wineries. The integrated solution enables winery visitors to make reservations online at eWinery Solutions powered websites and allows wineries to capture all related customer data for marketing purposes.** The fully integrated functionality will be available to all eWinery Solutions clients in January 2010 as part of their existing software enhancement program. Vino-tourism is an increasingly important source of



revenue for wineries with tasting rooms that depend on tourists who visit wineries and either pay for tastings, or sample free wines, but make purchases while visiting the winery. The eWinery Solutions and VinoVisit.com integration allows a seamless pathway for customer data that starts with the customer's online reservation, and ends with tasting room and follow up sales. Online reservation management also allows wineries to manage personnel more efficiently by staffing for tastings more efficiently. ...

<http://www.earthtimes.org/articles/show/ewinery-solutions-and-vinovisitcom-announce-joint-marketing-agreement,1069831.shtml>

## Another 391 Threshers and Wine Rack shops close

DAILY MIRROR, UK

28.11.09: **The closure of another 391 Threshers and Wine Rack shops was announced yesterday - costing 2,140 workers their jobs.** Staff face a grim Christmas when the off-licences shut by December 20 at the latest. **The cuts are on top of more than 3,600 redundancies at 754 branches already earmarked for closure.** Owner First Quench went into administration at the end of last month after failing to compete with cut-price supermarket booze. Since then administrator KPMG has been running the firm while trying to find a buyer. KPMG's Richard Flemming said: "Unfortunately, despite the initial high level of interest, it remains difficult for buyers to complete deals in the current tough market. ...

<http://www.mirror.co.uk/news/city-news/2009/11/28/another-391-threshers-and-wine-rack-shops-close-115875-21857643/>

## Wealthy Chinese Make Hong Kong a New Wine Hub

THE WALL STREET JOURNAL, USA

03.12.09: One of this city's hottest businesses these days is located inside the cool, climate-controlled confines of a former World War II military bunker on the south side of Hong Kong island. There, in a 6,000-square-foot space that offers some of the best cellaring conditions in Hong Kong, Gregory De'Eb shelters expensive wines from the semitropical climate for a rapidly expanding clientele of oenophiles from Hong Kong, mainland China and elsewhere in Asia. **At around 27,000 cases, his storage facilities are filled to capacity. ...**

**Wine imports to Hong Kong jumped more than 34% to 32.5 million liters in the year ended March 31. Wine sellers and collectors say that inflow is coming from several sources—longtime Asian collectors who are moving their wines closer to home,** wine sellers who have recently set up shop in the city and buyers who are simply taking advantage of the no-tax policy to ship a broader array of wines home from overseas. **Sales at Hong Kong wine auctions have reached US\$47.2 million so far this year, a 75% increase from all of 2008, according to government data.** Sotheby's, which held an US\$8 million wine auction here in October, says the city has now surpassed London and New York as its most important market, owing to the city's potential for further growth. One Korean company is planning to launch a fund for Hong Kong investors focused on investment-grade wines. Overall, London remains a larger market than Hong Kong in terms of dollar sales, says Nick Pegna, a Hong Kong-based managing director for the British wine merchant Berry Bros. & Rudd. But some sales counted in London are actually for clients in Hong Kong, he says. Hong



Kong now accounts for nearly 35% of Berry Bros. sales versus about 25% two years ago, he says. Berry Bros.' customers include Hong Kong residents, mainland Chinese and a smaller group of other Asians who may be storing their wines in Hong Kong to avoid taxes at home. ...

**Yvonne Choi, Hong Kong's secretary for commerce and economic development, says economic benefits reaped from eliminating the tax have far exceeded the lost revenue, which for the 2006 fiscal year, amounted to US\$57 million. Hong Kong's government, meanwhile, is in preliminary discussions with mainland Chinese officials on a wine agreement aimed at improving cross-border trading, says Ms. Choi, declining to disclose details.**

**Mainland Chinese buyers are taking advantage of Hong Kong's tax policy.** On a recent visit to France, Beijing-based lawyer Jingzhou Tao shipped a couple of cases of Bordeaux to a friend in Hong Kong. Mr. Tao says that on regular visits to the city-state, he carries a couple of bottles home with him over the border. ...

[http://online.wsj.com/article/SB10001424052748704533904574546113826591926.html?mod=WSJ\\_hpp\\_sections\\_lifestyle](http://online.wsj.com/article/SB10001424052748704533904574546113826591926.html?mod=WSJ_hpp_sections_lifestyle)

## Wine Rack bought by Venus Wine and Spirit

DECANTER, UK

27.11.09: **UK off licence Wine Rack has been rescued from the collapsed First Quench retail empire. Drinks wholesaler Venus Wine & Spirit Merchants bought the Wine Rack trading name and the stores from the administrators, and will run them under a new company headed by Venus chairman Laki Christoforou and James Rackham, chairman of Emporia Brands.** Fourteen of the stores are set to continue trading in London and the south-east of England. The stores include six in London, plus others in Berkshire, Essex, Hertfordshire, Kent, Oxfordshire and Surrey, but represent only a small proportion of the entire Wine Rack portfolio. ...

<http://www.decanter.com/news/news.php?id=292300>

## Domestic Wines and Value Brands Gain in a Sluggish Wine Market

WINE SPECTATOR, USA

30.11.09: Imports and high-priced wines are hurt by the recession. Wine consumption in the United States will record its 16th consecutive annual gain by the end of this year, but 2009's expected increase of a mere 0.5 percent in case sales indicates that challenging economic conditions have made Americans more price-conscious than ever before. **Domestically-produced red wines are projected to be the industry's fastest-growing segment, led by Pinot Noir and Cabernet Sauvignon, according to The U.S. Wine Market: Impact Databank Review and Forecast, 2009 Edition. Domestic white varietals are also expected to record volume gains, led by Pinot Gris/Grigio, Riesling and, from a smaller-base, popular-priced Moscato.** Imported brands have been particularly hard-hit by the troubled economy, with the exception of some trendy wines such as Malbec from Argentina and Sauvignon Blanc from New Zealand. The continued weakness of the U.S. dollar has led to increased costs for wine importers, resulting in retail prices rising much faster for imports than



for their domestic counterparts. ...

<http://www.winespectator.com/webfeature/show/id/41315>

## Christie's makes record sale in Hong Kong

THE DRINKS BUSINESS, UK

03.12.09: Christie's auction in Hong Kong last Saturday was its most valuable sale in the region since it returned one year ago. It also highlighted a broadening a taste in fine wine in the East, with notable sales successes including 50 case lots of Château La Mission Haut-Brion 1995 and 1998, each selling for over £65,000. The total sold was 27% more than this time last year, amounting to £3,126,989. Aside from the Haut-Brion, impressive sales also included a lot of Domaine de la Romanée-Conti 1999, which fetched more than £110,000; six bottles of Mouton-Rothschild, and a 12 bottle case of Pétrus, which each realised over £35,000. ...

[http://www.thedrinksbusiness.com/index.php?option=com\\_content&task=view&id=10622&Itemid=66](http://www.thedrinksbusiness.com/index.php?option=com_content&task=view&id=10622&Itemid=66)

## 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.*

### Wine Sales Lush despite Recession

CSP NET, USA



30.12.09: Two-thirds of respondents (67%) to a new survey said that they partake in wine on holidays and special occasions while at home. Another 58% drink wine at home with dinner on an ordinary night, according to Chicago-based research firm Mintel. **The wine market has grown 20% from 2004-2009 despite the recession; however, shattered consumer confidence caused a 3.2% decline during the height of the financial crisis in 2008.** As consumers begin to see signs that the worst of the recession is behind them, **Mintel forecasts**

**the wine market will stabilize and increase by 2.1% in 2009.** "Despite the recent decline, the future of the wine market looks bright, at least for moderately priced segments," said Sarah Theodore, Mintel senior food and drink analyst. **"Value wines have helped consumers rethink their perceptions about wine. Domestic wines have proven to be somewhat recession-proof as unpretentious, economy-priced wines are fuelling recent sales."** How does wine chalk up next to its alcoholic beverage counterparts? So far in 2009, nearly half of survey respondents said they drink beer compared to just more than one-third who drink imported and domestic wines (47% vs. 35%). ...

<http://www.cspnet.com/ME2/Audiences/dirmod.asp?sid=&nm=&type=Publishing&mod=Publications%3A%3AArticle&mid=8F3A7027421841978F18BE895F87F791&tier=4&id=466B88E9>



[44A5456A84F1796D1E4131F2&AudID=4AD8BF14480842378CC24C182A48D9D7](http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/11/27/BU6O1AR2N4.DTL)

## U.S. demand for cheap wine upholds world market

SAN FRANCISCO GATE, USA

27.11.09: **The International Organization of Vine and Wine said Thursday that more wine could be consumed globally this year, thanks to crisis-fueled demand for cheaper or discounted tipples, particularly in the United States. While that might benefit some low-end producers, the industry group's director cautioned wine growers to resist what he called the "massive pressure on prices," which erodes profits.** "If you cut too much, it's difficult to go back to your original price," Federico Castellucci said. **After years of steady growth, global wine consumption started to retreat last year, along with the rest of the world economy.** ... In the United States, large-scale vintners such as Fred Franzia, co-founder of the Bronco Wine Co. in Ceres (Stanislaus County), are producing brands such as Charles Shaw, better known as Two Buck Chuck, for \$1.99 a bottle in some states. It hopes to sell as much wine as possible and believes no bottle should cost more than \$10. Last year, the United States surpassed Italy in terms of total wine consumption for the first time. **In European countries such as Britain, large supermarket chains are offering sale gimmicks such as two-for-one offers and offloading large quantities of cheap wine. Castellucci said the industry's challenge is to keep attracting people who haven't been brought up in a culture of wine, with the hope that when the economy recovers, they will move on to more expensive wine.** Global wine production is expected to remain flat this year at almost 7.1 billion gallons, the same level as 2008, although the estimates were made before Northern Hemisphere crops were completely harvested.

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/11/27/BU6O1AR2N4.DTL>

## Key winery law comes under new scrutiny

STHELENA STAR, USA

28.11.09: **Pummeled by the brutal economic climate, Napa Valley wineries are reconsidering a decades-old prohibition on mixing chapel bells and chardonnay.** Napa County outlawed weddings and other large events at wineries in 1989 when leaders from across the wine industry drafted the landmark Winery Definition Ordinance. Written with an eye toward the preservation of agriculture, the ordinance placed numerous restrictions on the great majority of wineries. The restrictions are aimed at ensuring that commercial activity doesn't encroach on agriculture. **But today, with many Napa Valley wineries struggling from a dismal economic climate and increased global competition, some wineries are lobbying for more freedom to market their wine. Particularly as wine drinkers trend toward buying wine directly from wineries rather than through other retail channels, some local wineries say the best way to increase business is to get customers through their front doors. What better way, they say, than with corporate events and weddings?** The topic is a divisive one for the Napa Valley industry, where wineries are struggling to find a balance between boosting sales now and maintaining the long-term agricultural health of the valley. "I feel like this has become a civil war within our community," said David Aten, a Napa-based event planner behind recent efforts to ease up on



restrictions on Napa County wineries. **The winery event debate surfaced briefly back in 2005, but the proposal to allow weddings at wineries never gained traction. Now, with the economy in a slump, wine industry representatives — though split — appear to be at least open to discussing the idea. ...**

[http://www.sthelenastar.com/articles/2009/11/28/news/saturday\\_update/doc4b0da55520b6a414561228.txt](http://www.sthelenastar.com/articles/2009/11/28/news/saturday_update/doc4b0da55520b6a414561228.txt)

## Wine lovers, vintners ready to take on General Assembly

THE BALTIMORE SUN, USA

27.11.09: **Wine lovers are planning an all-out lobbying offensive in the General Assembly next year for passage of a law that would allow merchants and wineries to ship directly to Maryland consumers.** The issue has fermented for years in the legislature where a bill has been bottled up in committee, but wine producers and connoisseurs see an opportunity in the next session that begins in January. **They say they have more funding and support, and they hope to draw votes by casting the bill as a pro-consumer issue that lawmakers can promote to voters before the 2010 election. ...**

Maryland law sets up a three-tier regulatory system that requires producers to sell to wholesalers, who distribute cases of wine to retail stores. Opponents of direct-to-consumer sales say those transactions would undermine that system and make it easier for minors to obtain alcohol. The issue has sparked a national movement and a "Free the Grapes" grass-roots coalition seeking to remove restrictions on wine shipping. At least 35 states, including Virginia, and the District of Columbia have passed legislation authorizing direct shipment of wine to consumers. In Maryland, the bill didn't get out of House and Senate committees in 2008. But next year, proponents are coming back with a more well-funded, well-heeled plan. ...

<http://www.baltimoresun.com/news/maryland/politics/bal-md.wine27nov27,0,5339815.story>

## Wine sales resume in 2009 after earlier dip

REUTERS, UK



02.12.09: **Wine sales for 2009 are forecast to be up from last year, in a sign consumers may be regaining some confidence in the economy, a new report shows. Market research group Mintel predicts wine sales will have risen by 2.1 percent to \$27.6 billion dollars in 2009, up from \$27 billion last year.** In 2008, sales declined 3.2 percent, after years of constant growth. "In 2008, the recession was at its peak," said Garima Goel Lal, an analyst at Mintel, adding that people drank less wine in restaurants and in bars. **Consumers ditched luxury and imported wines priced at over \$16 dollars a bottle in favor of bargains such as boxed and domestic value-priced wine, according to the report. "Customers traded down in favor of domestic wines,"** Goel Lal explained. **The report showed domestic wines accounted for almost three quarters of sales by volume in 2008. The growth is set to continue as a weak dollar puts an extra premium on imported vintages. ...**



<http://www.reuters.com/article/lifestyleMolt/idUSTRE5B15NH20091202>

## Mintel: Wine Consumers Trading Down and Out

THE GOURMET RETAILER, USA

01.12.09: **Consumers will toast in holiday cheer with wine again this year, but many are making category trade-downs and trade-outs due to economic factors, according to a new survey from Mintel released last week.** Sixty-seven percent of U.S. consumers will consume wine at home this holiday season. However, more than a third (37 percent) now buy less expensive wine products to save money. Fifteen percent opted for cask/boxed wine instead of pricier bottled brands, even though consumers preferred the taste of more expensive wines. ...

**Eighteen percent switched to less expensive alcoholic beverages, and 14 percent opted for beer to save money. Twenty-two percent reported drinking more nonalcoholic beverages.** The category is still growing, albeit on a small scale. According to Nielsen data, year-over-year table wine dollar sales totaled \$8.3 billion for the 52-week period ending Oct. 17, 2009, marking a 3.5 percent increase. Unit sales for that same period grew 1.7 percent to total 113,567,142. **Overall, the wine market has grown 20 percent in consumption since 2004.** ... **Domestic wines have proven to be somewhat recession-proof as unpretentious, economy-priced wines are fueling recent sales.** ...

[http://www.gourmetretailer.com/gourmetretailer/content\\_display/news/e3i7be089acf10901c78c02e2e385b9da6c](http://www.gourmetretailer.com/gourmetretailer/content_display/news/e3i7be089acf10901c78c02e2e385b9da6c)

## Fine wine outperforms gold since early 90s

THE DRINKS BUSINESS, UK

03.12.09: Following last week's news that fine wine has outperformed a range of alternative assets such as classic cars and art since the start of the noughties, **The Wine Investment Fund brings analysis to show that fine wine prices have risen more than ten-fold since 1993. This, the fund points out, is particularly significant when compared to the price of gold, which has only doubled in price over the same period.** Since 1993, when reliable monthly records began for fine wine, prices for the world's leading labels have risen 974%, giving an annual return of 15% (according to the Liv-ex Fine Wine Investables Index). In contrast, gold has risen by 218% – an annual rate of 7%, using gold prices from [www.kitco.com](http://www.kitco.com). ...

[http://www.thedrinksbusiness.com/index.php?option=com\\_content&task=view&id=10623&Itemid=66](http://www.thedrinksbusiness.com/index.php?option=com_content&task=view&id=10623&Itemid=66)

## Wine world shrinks as thousands of EU vineyards grubbed up

DECANTER, UK

27.11.09: **The world of wine is shrinking, with global consumption falling and the total vineyard area decreasing during 2009, according to new figures. Some 73,000 hectares (ha) of vineyards are estimated to have been wiped off the map of Europe**



during 2009, thanks to a new EU compensation scheme to encourage growers to abandon uneconomical vineyards. Meanwhile, France has regained its position as the world's leading wine-producing country, overtaking Italy for the first time since 2007, said the International Organisation of Vine and Wine (OIV). OIV director general Federico Castellucci said the likely reduction in wine consumption during 2009 was a reflection of the economic downturn. 'The world economic crisis has not spared the vitivinicultural sector, particularly wine consumption,' he said. **'In 2009, we experienced stagnating production, with an overall decrease in demand.'** Under the EU scheme, Spain is set to lose about 45,000ha of vineyards, Italy 11,900ha and France 10,300ha during the year. The compensation scheme was over-subscribed by more than double, with a further 55,000ha reduction expected to follow across Europe in 2010. Global wine production is expected to total about 268m hectolitres (hl), flat with last year's figure, the OIV said. Estimated production in France increased 9% to 45.7m hl, overtaking Italy at 45.5m hl (down 3%), and ahead of Spain, down 6% to 34.2m hl.

<http://www.decanter.com/news/news.php?id=292303>

## Napa Vintner's Direct-to-Retail Plan

WINES & VINES, USA



01.12.09: **While the industry continues to buzz about direct-to-consumer sales, few wineries seem to be exploiting another powerful channel: direct sales to retailers and restaurants. Napa Valley vintner Marc Cohen, founder/president of Howell at the Moon Winery [howellatthemoonwine.com](http://howellatthemoonwine.com), has done just that.** He's established his own distribution in New York and New Jersey, one of the nation's largest wine markets. In the process he dropped his former distributor who, Cohen says, admits he can't sell the wine. Howell at the Moon, on Napa County's prestigious Howell Mountain, makes 650 cases of a \$75-retail Cabernet Sauvignon from estate vineyards. "We're basically unknown and unrated," he says. In 2006 the winery was the subject of Wines & Vines' six-part series about starting up a winery; this is the logical next step, Cohen says. **"People like me have no chance to sell their wine in New York or New Jersey unless they get 95 points from Parker -- and then they don't need any help," he says.** Cohen has been self-distributing for only a few months, but he says it's already working. "I sold twice as much wine since we started in mid-October than the distributor did in a year." The states only started allowing this option recently, and Cohen seems to be one of few -- if any -- wineries taking this route. **He's still working out the system, but he intends to start using his network on behalf of other small wineries in the future. To get started, Cohen terminated his former distributor and bought back the inventory. He then arranged for a company to handle warehousing and compliance, and hired sales reps. His logistics partner doesn't charge a commission -- just fees for storage, compliance and delivery. ...**

Cohen, a former urologist and professor who also has a business degree, also spends a lot of time selling himself. Metropolitan New York is his home turf, and he says he spends about every other week there calling on accounts with the reps. "You have to put your face out there. I'm surprised how many accounts will buy if you just show up and give them a taste of the wine. We're now in four of the largest wine shops in Manhattan," he says. He admits that the sales reps would just as soon not have him along, but it works. "I'm working hard, but I had to do



this to survive. ...

<http://www.winesandvines.com/template.cfm?section=news&content=69529&htitle=Napa%20Vintner%27s%20Direct-to-Retail%20Plan>

## Australia's wine success story turns sour as cellars overflow

THE GUARDIAN, UK



27.11.09: **Australian wineries are bulldozing and selling vineyards in a desperate attempt to clear cellars choked with more than 100 million wine cases in the worst glut in two decades. If the industry fails to uproot 20% of vines at least 200 million more cases will pile up over the next two years.** It will be years before the excess is absorbed, which

means British drinkers – who buy 20 million to 40 million cases of mostly cheap wine to quaff annually – will continue to benefit. ...

<http://www.guardian.co.uk/business/2009/nov/27/australia-destroys-vineyards-wine-glut>

## Growers selling grapes below production cost

ABC NEWS, AUSTRALIA

27.11.09: The Coonawarra Grapegrowers Association says the region's grapes may sell for even less than the previous season. **Producers have met Wine Grapegrowers of Australia representatives to discuss the situation in Coonawarra. They have been told that the good harvest predicted for this season would worsen the oversupply of grapes. Association president Stuart Sharman says some growers are already selling their grapes below the cost of production.** "It's very tough examples of last year of fruit being sold for less than the cost of production, [it] is going to be further evident this season. Growers will really need to take stock and be aware of what their costs of production are to make decisions about their future with the industry," he said.

<http://www.abc.net.au/news/stories/2009/11/27/2755637.htm>

## Sweet success for New Zealand winemakers

DRINKS INTERNATIONAL, UK

03.12.09: **New Zealand Winegrowers has announced, on behalf of the New Zealand wine industry, that a new Notice of Overseas Market Access Requirements for the EU market (including the UK) has been issued by the New Zealand Food Safety Authority. The notice, which comes into effect on December 14 2009, sets out new regulations relaxing the rules on the shipping of wines with over 15% total natural alcohol content. This ruling opens the door for all New Zealand producers of sweet wines, which have hitherto been banned from importation by the EU.**

As a result, New Zealand Winegrowers will be officially launching their availability at the Annual



Trade Tasting at Lord's Cricket Ground, London on Tuesday 12 January 2010. ...

[http://www.drinksint.com/news/fullstory.php/aid/1223/Sweet\\_success\\_for\\_New\\_Zealand\\_winemakers.html](http://www.drinksint.com/news/fullstory.php/aid/1223/Sweet_success_for_New_Zealand_winemakers.html)

## NZ wine reputation at risk

OTAGO DAILY TIMESM, NEW ZEALND

28.11.09: Growing pains or a correction? **After a decade of stellar growth, the wine industry has entered a period of correction, but, as Agribusiness Editor Neal Wallace reports, sales of cheap New Zealand bulk wine threaten to undermine our reputation for quality.** Economic reality is tarnishing the romance and allure of the wine industry, but some vineyard survival tactics could be putting at risk New Zealand wine's enviable reputation for producing quality. **After a decade of unprecedented growth in which wine exports grew from \$100 million to \$1 billion, a wine glut has industry leaders saying "No more" to grape plantings, but also warning cheap, bulk, New Zealand-branded wine being dumped on overseas markets was threatening our reputation and market position.** New Zealand Winegrowers chief executive Philip Gregan said traditionally, 5% of the New Zealand wine was sold in bulk, but that had now grown to 25% as wineries and vineyards tried to find a home for surplus product. ...

<http://www.odt.co.nz/news/business/83734/nz-wine-reputation-risk>

## Cautiously optimistic, Indian wine industry looks to 2010

SOMMELIER INDIA, INDIA



02.12.09: What a difference a year makes. At this time last year, India was reeling from the Mumbai terrorist attacks. The sudden drop in tourism-related revenue plus the downturn in the economy hurt the wine trade. And now industry insiders are projecting that the wine industry is poised to make a strong comeback. Shiv Singh reports on the changing landscape. (Pictured are SIWC winners who stand to gain as the demand bounces back) **In the last year, a major player in the Indian wine scene, Indage Vintners has found itself in a financial crisis. Other local producers have seen demand for their wines dry up as Indians have chosen to eat out less and drink fewer bottles of wine at home. Producers have even found themselves with significant surplus stock idling away in warehouses.** In fact, barely six months ago, Sommelier India reported that a staggering 2.12 crore litres of wine was lying unsold across vineyards in Maharashtra. This was also because 800,000 litres of wine from the previous year remained unsold. Industry consultants who had earlier been hyping wine consumption trends suddenly turned on the industry itself. Times were bad. But every cloud has a silver lining and it certainly seems that way today. In fact, some industry insiders whom we've spoken to believe that the clouds are dissipating. **The recently published report, "Indian Wine Industry Forecast to 2012" indicates that once more wine consumption in India is expected to grow by 25-30% annually between 2009 and 2012.** ...

Jaideep Kale, technical co-ordinator for wine industry with the Maharashtra Industrial



Development Corporation, told the Times of India that the production of wines fell from 2.32 crore litres in 2008 to 1.32 crore litres in 2009. He expects it to increase to 1.35 crore litres in the 2010 crushing season. He is quoted as saying, "This will balance the availability and demand in the market. This year's wine grape plantation is 6,000 acres and the grape growers have an added opportunity to send grapes to four new wineries that opened this year in Karnataka and one in Tamil Nadu." Keep in mind that those numbers are production numbers alone and do not account for existing stock or the importing of foreign wines. ...

[http://www.sommelierindia.com/blog/2009/12/what\\_a\\_difference\\_a\\_year.html](http://www.sommelierindia.com/blog/2009/12/what_a_difference_a_year.html)

## Vociferous protests by wine producers

WEIN – PLUS MAGAZINE, GERMANY

28.11.09: **Once again, wine producers in southern France have resorted to public actions in order to protest against the import of foreign wines, and against the effects of the economic crisis.** On the 25th of November and into the night to the 26th of November, numerous producers in southern France went out in protest: according to various local media, the number of participants varied between 3.500 and more than 10.000. The region around Montpellier was particularly affected. Several supermarkets were raided, and numerous bottles of wine containing foreign products were destroyed. The police was forced to use teargas on several occasions. Producers are demanding that the government in Paris provide them with assistance and tax rebates, while supermarkets are called upon to stop selling foreign wines. Discount chains, in particular, are under attack, with demands they pay more to producers in future. (WF)

[http://www.wein-plus.com/magazine/+28.11.2009+Vociferous+protests+by+wine+producers\\_fn5565.html](http://www.wein-plus.com/magazine/+28.11.2009+Vociferous+protests+by+wine+producers_fn5565.html)

## French vintners sound alarm on climate change

PRESS DEMOCRAT, USA

28.11.09: **Global warming is giving French vintners a new potential headache: In a few years, champagne could be going head-to-head with British bubbly.** A leading organization in France's fabled wine industry sounded the alarm Friday about the ill-effects of rising temperatures on the livelihoods of winegrowers ahead of a climate summit in Copenhagen next month. **Climate change has sped up harvests in Burgundy, altered the taste of Alsatian wines and disrupted hydration patterns of grapes grown along France's Mediterranean coast, an industry expert said.**

Michel Issaly, president of Vigneron Independant, a wine growers association that he says accounts for about half of French total wine production, said the economic stakes are high. "For those consumers who like consistency, if things go too far and the taste fundamentally changes, then we risk losing big chunks of market share," he told reporters at a Paris wine fair. Areas where wine can be cultivated are moving northward in Europe. Four or five decades ago, it was "absolutely absurd" to think wines could be grown significantly in Britain, Issaly said. "Alas, and this is a crying example of the consequences of global warming. **Because of increasing temperatures, they are able to grow in Britain.**" Recent weather patterns have brought more hailstorms to some French areas. ...



If temperatures continue to rise, grapes like the Pinot Noir, which don't like too much sunshine, "could disappear from a large portion of Burgundy" over the next 20 to 30 years, Issaly said. To be sure, higher temperatures doesn't necessarily mean bad news for all winegrowers. **Warmer temperatures and dry conditions can make grapes sweeter, and reduce the need to add sugar to wine. ...**

<http://www.pressdemocrat.com/article/20091128/BUSINESS/911281027/1036/BUSINESS?Title=French-vintners-sound-alarm-on-climate-change>

## 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.*

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### There's just no need to sip pesticides with your Pinot

FINANCIAL TIMES, UK

30.11.09: Is conventional wine so additive-laden that it's worth buying organic? There are a fair few artificial components to conventional winemaking – pesticides, fertilisers, antioxidants – at which the more sensitive might bridle. **Personally, I long had a prejudice against organic wine, suspecting its makers too often prioritised pristine growing conditions over quality. After visiting an organic vineyard in Germany, however, I now see many organic innovations are sensible, even logical practices that deserve praise, not knee-jerk suspicion.** If you're wary of pumping yourself full of additives along with your alcohol, the main points for possible contamination in winemaking are these. To keep down parasites and promote growth, artificial fertilisers and pesticides are used ubiquitously in viticulture. **As vines flourish better in slightly less fertile soils, fertiliser is not necessarily used in vast quantities, but pesticide spraying is kept up regularly until the month before harvest. Various substances are used, notably Bordeaux mixture – a blend of copper sulphate and hydrated lime, which can damage fish and livestock if it spreads to surrounding areas.** Once grapes are picked, they are usually sprinkled with sulphites, which work as antioxidants that prevent decay before reaching the winery. These are also added during winemaking to improve ageing potential. ...

**Wine labels in Australia and New Zealand state if a potential allergen has been used as a fining agent, but studies from the University of California's oenology department have shown that all inorganic and all but the faintest traces of protein-based agents are generally removed by filtering.** Organic winemakers jettison most, if not all of these additives. They often use sulphites, in which case their wines will state 'grown from organic grapes' rather than 'organic' wine. But their growing techniques are not just about avoiding additives - they are also less damaging to the environment. Instead of risking water-supply contamination with pesticides, for example, organic vine growers will spray them with fine sand and grit mixed with water. This creates a harmless protective layer that makes the fruit and leaf surface too coarse for insects to bite into. ...

<http://www.ftadviser.com/InvestmentAdviser/Investments/Comment/article/20091130/8097ca94-d8f7-11de-99a4-00144f2af8e8/Theres-just-no-need-to-sip-pesticides-with-your->



[Pinot.jsp?RedSYS\\_Community\\_Session=57e5d70e772d06318bb30a15e594db3c&](#)

## Best of the reds

FINANCIAL TIMES, UK

04.12.09: **This week my top red recommendations and, as you can see, it is much easier to find value under £5 than for whites. The single best tip for red wine value is to head straight for the exceptional 2007 Rhônes which are still very much with us.** And take advantage of the deals that have resulted from how difficult it is to sell less glamorous red bordeaux. This is very much a UK-based selection. Alas American wine is rarely a bargain on this side of the Atlantic. Find global stockists at [www.winesearcher.com](http://www.winesearcher.com). If no alcoholic strength is stated, it is almost certainly 13 or 13.5%.

Borsao, Gran Tesoro 2008 Campo de Borja 16 Drink 2009

Light, simple, super-clean Garnache (the Grenache of Châteauneuf-du-Pape) over-delivers. Excellent value. 13.5%

£3.99 Tesco, Spar Waitrose, Classic 2008 Côtes du Rhône 15.5 Drink 2009-10

Light but attractive young blend of Grenache with 20% Syrah. Great price. 12.8%

£3.79 Waitrose Wine Direct and 216 stores

Sainsbury's, Portuguese Red 2008 Alentejano 15.5 Drink 2009-10

60% Aragonez, 30% Trincadeira, 10% Alicante Bouschet from southern Portugal. Not a good label but a very good price. Lots of damson fruit and a kick of soft tannin on the finish. More character than you might think at the price.

£4.49 Sainsbury's 279 stores

Jacques Boyer, Lou Tribe 2007 Vin de Pays des Côtes de Thongue 16 Drink 2009-10

Pure, ripe and spicy. Easy but not simple. Warmish finish though the stated alcohol is 12.5% . His Nogarede, Cuvée Charles 2006 at £5.95 is almost as good value.

£5.50 Lea & Sandeman

Marqués de Mejia 2007 Rioja 15.5 Drink 2009-10

Rich, round, very vibrant. Not necessarily like the Riojas of old but great over-delivery of brawny fruit for the money. 13%

£5.95 Wine Society

Grant Burge, Benchmark Shiraz 2008 South Australia 15.5 Drink 2009-10 ...

**Subscription based**

## White Christmas

FINANCIAL TIMES, UK

28.11.09: **Reducing an annual tasting rate of close to 10,000 wines to a selection of good buys for FT readers is never easy, but I have deliberately concentrated on**



**those wines that are drinking well now.** I have suggested suitable drinking windows for each wine. Red wines follow next week, and then sparkling wine and champagne on December 12, with strong and sweet wines on December 19.

For more stockists, especially outside the UK, see [www.winesearcher.com](http://www.winesearcher.com). Many of the smaller retailers have minimum orders of a dozen mixed bottles and are likely to charge for delivery. Unless stated otherwise, the wines listed here are 13 to 13.5 per cent alcohol by volume.

Vignerons de Buxy, Sainsbury's 2008 Bourgogne Blanc 15.5 Drink 2009

Nice top note of ripe apple juice and very juicy fruit on the palate. Tastes as though you should grab it this minute but it certainly has nothing to object to and is truly burgundian rather than New World. The red at the same price is also good value. 12.5%

£5.69 Sainsbury's 543 stores

Falua, Tagus Creek Fernão Pires/Arinto 2008 Ribatejo 15 Drink 2009-10

Arinto and Fernão Pires grown on sand give an immediate sense of Portugal with a nutty, citrus aroma. Almost dry, with cedary freshness but perhaps just slightly too sweet on the finish for some. 12.5%

£5.99 Waitrose Wine Direct and 191 stores

Sainsbury's, Taste the Difference 2008 Muscadet-Sèvre et Maine Sur Lie 16 Drink 2009-10

From Dom Jean Douillard in the new, featherlight but strong 280g bottle. Very respectable wine that tastes artisanal rather than commercial. Quite open already. A useful house white for purists. 12%

£5.99 Sainsbury's 389 stores

Laudun & Chusclan, Réserve de la Saurine 2008 Vin de Pays du Gard 15.5 Drink 2009

Grenache Blanc with 30% Clairette from the Languedoc. Cool and fresh without an enormous amount of character but good sugar/acid balance. Very clean and different from the usual run of Sauvignons and Chardonnays. 13.5%

£5.99 M&S most stores

Three Vintners Riesling 2008 Rheinhessen 15.5 Drink 2009-10

Off dry, lightly peachy and very correct, clever blend assembled by top young producers Stefan Winter, Jochen Dreissigacker and Philipp Wittmann

£9.99 Somerfield and Co-op but £5.99 (a steal) over Christmas at the Co-op

La Riojana, Tilimuqui Single Vineyard Torrontés 2009 La Rioja 16 Drink 2009-10

Fairtrade wine from Argentina's signature white grape. Deliciously aromatic floral Torrontés aromas. Unmistakeable. Equally true to the variety on the palate, crisp, floral and grapey. 12.5%

£6.29 Waitrose Wine Direct and 196 stores

Matthias Gaul, Mineralstein Riesling 2008 Deutscher Tafelwein 16 Drink 2009-11

Some real probity and slate-grown Riesling character here, and at a very fair price. Lovely crunchy apple juice and a great smooth texture. Off dry. This could happily be drunk with or without food. Very pure and cleansing. 11.5%



04/12/2009

£6.99 M&S 200 stores

Porcupine Ridge Sauvignon Blanc 2009 Western Cape 16 Drink 2009-19

Big, beefy, dry, meaty. Good stuff from Malmesbury, Wellington, Robertson and Franschoek in South Africa. 12.5%

£6.99 Sainsbury's 504 stores

Tesco 2008 Chablis 16 Drink 2009-10

Utterly correct example from La Chablisienne co-op. Even without any of the discounts expected over Christmas, Tesco's buying power assures a keen price. 12%

£7.48 Tesco

Ch Bel Air 2008 Bordeaux 15.5 Drink 2009-10

This Despagne wine is full of New World pungency and fruit. Bel Air Peroncher is the full name. 12%

£7.95 Wine Society

Subscription based

## Wines, With Notes of M.B.A.

THE NEW YORK TIMES, USA



28.11.09: **KATHRYN HALL, a former ambassador to Austria, and her husband, Craig, an entrepreneur and real estate developer, sit on the balcony of their namesake winery, Hall Wines, sipping a red and admiring the mountain-fringed backdrop of Napa Valley.** It's early October, and purple clusters of ripening cabernet sauvignon grapes hang from rows of trellised vines, waiting for the harvest. The Halls are a long way from Dallas, where Mr. Hall made — and lost much of — a fortune in real estate and investments in the 1980s. Mrs. Hall learned a thing or two about the wine business while growing up around her family's vineyard in Mendocino County. But her husband didn't know a cabernet from a chardonnay when they met almost 20 years ago, she says with a laugh. He does now. The Halls bought their first vineyard in Napa in 1995 and, after setbacks that included a fire that destroyed their first vintage, have bought four more vineyards since 2002. They also built the winery here in Rutherford, and commissioned the redesign of a second by the architect Frank Gehry in St. Helena. **Farmers — the kind of people who have "their feet in the soil," as described by Margrit Mondavi, the 84-year-old matriarch of the Robert Mondavi Winery in Napa Valley — once dominated grape-growing and winemaking. But the Halls are part of a recent wave of M.B.A.'s, bankers, architects, engineers and others who are taking over or starting wineries and infusing small boutique labels with a level of business expertise usually found only at big brands. ...**

Back in 1982, when he got started in the business, the people entering the wine industry in New York were grape farmers whose other markets were disappearing, Mr. Trezise recalls. They decided to jump in after New York passed the Farm Winery Act of 1976, which allowed wineries to sell directly to consumers rather than through distributors or wholesalers, making it more economically viable to own a small winery. "That spurt of growth in wineries was failure-driven,"



says Mr. Trezise. "Today it's success-driven: people seeing other people succeeding and wanting to give it a try." **Winery owners who have changed careers or added one often find that their varied backgrounds work well in an industry that involves agriculture, chemistry, design, construction and technology. And they are grafting skills they mastered in their previous careers onto the business of turning grapes into wine. ...**

In the past, they often turned to state wine and grape councils for help, and a large number still do. But many of the people now taking over boutique operations already have financial, business and legal skills that allow for more sophisticated approaches to the business. ...

**They also have capital, which gives them the wherewithal to experiment with new, greener technologies.** When the Halls revamped the Rutherford refinery, for instance, they installed systems that used solar energy and radiant heat. **The newcomers with business résumés are helping the wine industry flourish by daring to be different, and taking other risks, says Adam Strum, editor and publisher of Wine Enthusiast magazine. ...**

[http://www.nytimes.com/2009/11/29/business/29wine.html?\\_r=2&emc=eta1&pagewanted=all](http://www.nytimes.com/2009/11/29/business/29wine.html?_r=2&emc=eta1&pagewanted=all)

## Dan Berger: The problem with sweetness in wines

PRESS DEMOCRAT, USA

01.12.09: As much as I know about wine, the one thing that I often never know for certain is how sweet a wine will be — until I taste it. **Many wines I look at in wine shops seem as if they are dry. But I'm sensitive to sugar, and almost no one tells us what we need to know about this issue on wine labels.** Three cases in point came across my tasting table recently; two were easy to ignore. **One was a chardonnay that clearly had actual residual sugar. A lot of chardonnay is made that way these days. so the wine appeals to a broader range of people who do not like "sour" wines.** The second was a red zinfandel that is well regarded in some circles. **The wine may have had sugar, but its more egregious problems were low acidity and high alcohol. The combination almost made me gag.** It certainly was a bad choice for the dinner table with anything less sweet than chocolate cake. Then came a riesling. **Riesling is one of my favorite wines, yet many Americans shy away from it because in most cases, you can't tell whether a wine is dry or sweet. Wineries rarely put sweetness information on the label. As a result, potential consumers are left with the impression that most rieslings will be a bit, or very, sweet.** And as a result many people seeking a dinner wine bypass riesling. Most American rieslings, especially in the past, are not like the classic dry rieslings of Alsace and Australia. Most have a history of being soft, innocuous, and sweet. Such versions may be fine with Asian chicken salad with a sesame-ginger-honey dressing. And they can be pleasing to sip ice cold in the heat of a summer evening. But dry rieslings, which are becoming more and more mainstream from smaller producers, can be overwhelmingly charming wines. It may take a bit of getting used to, but when you pair a dry wine with poached seafood, the flavors can be alluring. Moreover, these days the influx of great, reasonably priced Australian rieslings offer us a chance to get wines with the structure to age for a few years. Almost all are dry and made with bracing acidity. ...

<http://www.pressdemocrat.com/article/20091201/LIFESTYLE/912019966/1309>



## 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.*

### Australia's wine industry in peril from climate change

THE GUARDIAN, UK

27.11.09: A two year study of the \$A 1bn (£554m) Hunter Valley wine industry, one of Australia's most prestigious wine producing regions north of Sydney, warns that extreme heat, frost and disease could devastate grapevines over the next 70 years. **The study by Macquarie University, climate change expert Associate Professor Ian Goodwin, for 12 local councils in the Hunter Valley region urges wine growers to consider changes such as introducing new grape varieties, moving vineyards and altering vineyard layouts. ...**

**Temperatures in most Australian wine regions are projected to rise between 0.3 and 1.7 degrees Celsius by 2030. If wine makers fail to adapt by introducing new varieties, the modelling indicates that grape quality could deteriorate in some regions by 12% to 57%.** Varieties such as Pinot Noir and Sauvignon Blanc, which require cool climates, may disappear from the mainland and become the speciality of Tasmania, according to the CSIRO research. Some regions will become so warm that wine making will be unfeasible unless suitable varieties are found. ...

<http://www.guardian.co.uk/business/2009/nov/27/hunter-valley-wine-growing-climate-change>

### Red wine 'good for your teeth'

THE DAILY TELEGRAPH, UK



01.12.09: **Italian scientists found it contains chemicals that stop harmful bacteria from sticking to teeth.** The findings, due to be published in the journal Food Chemistry, suggest a daily glass of red could help to keep teeth healthy and reduce the need for fillings. In contrast, a recent study showed white wine could damage dental health because its high acid content erodes the enamel that coats the surface of a tooth. Red wine, when drunk in moderation, is already thought to have a protective effect against heart disease and some forms of cancer.

**But in recent years, scientists have also been investigating whether it could help to prevent dental decay. Last year, a team of US researchers discovered that chemicals found in large quantities in the discarded seeds and skins of grapes pressed to make wine blocked the ability of corrosive bacteria to bind with tooth enamel. The most**



damaging bacteria, called streptococcus mutans, live in the mouth and feed on sugar in the diet. Once it sticks to the enamel, the organism triggers a process called demineralisation, where acid starts to punch holes in the teeth. In the latest study, researchers at Pavia University in Italy exposed the bacteria to a small amount of red wine that had all its alcohol content removed. ...

<http://www.telegraph.co.uk/health/healthnews/6708352/Red-wine-good-for-your-teeth.html>

## Wines from Greece Publicity Monitor

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

N/A

## Blogosphere Monitor

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

### Getting Steamed About Wine Labels

YOU'RE THE BOSS, THE NEW YORK TIMES, USA

01.12.09: The wine had been excellent, so when Bonnie, the hostess, wanted to take the empty bottle away, I asked if I might take it with me for my next trip to the liquor store. She smiled, whisked away the bottle and returned lickety-split with the same label laminated onto a 4×6-inch postcard.

"How did you do that so fast?" I asked.

"We have a trick in the kitchen," she said. The kitchen is at Nick & Toni's, an excellent Italian restaurant in East Hampton, N.Y. Many readers found No. 23 on the list of rules for servers — "If someone likes a wine, steam the label off the bottle and give it to the guest with the bill" — laughable, unreasonable and pompous. My error was in trying to pass off "steam" as a generic substitute for steam, scrape, peel, boil, bake, tape or buy a machine for \$30 that does the work for you. You may end up using a combination of methods, but rest assured that hot water and a sharp knife are usually enough. **Target sells label removers, so how snooty can this be? Williams-Sonoma and Sur La Table sell tape that removes a label and laminates it at the same time, 20 stickers for \$20.** Nick and Toni's purchases their removers from the Wine Enthusiast. There is a video of the process here. White wines that have been in an ice bucket peel most easily. European labels come off with less effort than most American and Australian bottles, whose vintners seem to use stronger adhesives. Those labels might require longer soaking and more diligence, a razor blade instead of a knife. **Some people drape a warm rag over the label and it pretty much peels itself. Others preheat an oven to 350 degrees, turn it off, stick in the bottle, and 15 minutes later, using oven mitts, remove the bottle and then the baked label. Hinckley Cellars sells a small metal machine that peels the label right off a bottle rubbed against it.** The point is, removing labels is common and quick, the ways and means varied. If you are not too intoxicated by the



contents of the bottle in question, it's elementary. Or you can avoid all the water, rags, glue and blades by simply snapping a picture of a label with your phone.

<http://boss.blogs.nytimes.com/2009/12/01/getting-steamed-about-wine-labels/?scp=2&sq=wine&st=cse>

## Casa Marín Winery, Chile: Current Releases

### VINOGRAPHY, USA

12.02.09: For me, great wines always have a story behind them. It can be the story of the people who made it, the place it comes from, the story of how the grapes became the final wine, or a thousand other things that make a wine more than just the flavors and aromas in the glass. **The best wines are overflowing with such stories, and discovering them for myself is one of the greatest joys of being a wine lover.** In the far reaches of Chile's San Antonio valley, on a road that winds its way over the rolling hills towards the ocean, a particular crest of a hill, once rounded, reveals vineyards spilling over the steep hillsides like a green froth. **Their obviously meticulous care stands in somewhat stark contrast to the corrugated tin and wooden shacks on the opposite side of the road, or the cinder block remains** (or unfinished beginnings) of what might have been a house or a store. Down in the little valley at the base of these hills lies the tiny village of Lo Abarca, its 400 residents tucked snugly in a little crease between the final range of hills before Chile spills into the Pacific Ocean a mere four kilometers away.

**By far, the largest building in Lo Abarca is the Casa Marín winery, where the remarkable Maria Luz Marín, her son Felipe, and sixteen of the local villagers (with help from all their relatives at harvest time) produce some of Chile's most distinctive wines.** Maria Luz Marín remembers being a schoolgirl with great fondness. Since her home was not so far from the school she would run home and have lunch every day with the only person home during the day: her aging grandfather. He would sit and drink a glass of wine while she ate her lunch, and would always pour her a little wine into a spoon for her to have, "for her health" despite his daughter's disapproval. Marín's father loved wine as well, almost as much as he loved the countryside. One day he came home and announced that he had bought a piece of property, sight unseen, basically in the middle of nowhere, near a town called Lo Abarca that no one had ever heard of. With excitement, the 8-year-old Marín asked her father to take her there, which proved to be a challenge, when their car was unable to cross the river that the little track of a road led across to get to the village. Eventually Marín would spend her winter holidays there in the countryside, riding horses, and doing the things that girls do. When it came time to go to university, her love of the countryside led Marín to study Agronomic Engineering, something that would get her out into the fields, but a field of study that was highly male dominated at the time. And because she didn't like machinery, there were really only two paths to take: fruit trees or wine. And when she walked into her first wine class, she realized there really was no choice at all.

"When I attended my first viticulture class, I knew I had fallen in love. It was the way the teacher spoke about the grapes. ...

Today, ten years after she purchased her land Casa Marín is still the closest winery in Chile to the Pacific, and one of the coldest vineyard sites in the country. **Marín is the only female owner-winemaker of any Chilean winery, and while she still gets the cold shoulder from many men in the industry, many more are tasting her wines and then lining up**



to learn what they can from her about growing grapes in a place that no one thought was possible, and making wines that are unlike any others in Chile. The winery was completed in 2004 and is fairly modest. The winery has the capacity to produce about 15,000 cases of wine or so, but it is not operating at capacity and some of the wine produced is sold on the bulk market to make ends meet. Marín carefully farms 26 different blocks in her vineyards, which she (along with her crews and village friends) harvest in many multiple passes. All the harvesting is done by hand, as is the careful sorting of the grapes, and then each of the blocks is vinified separately, with natural yeasts, and often with whole clusters, especially when it comes to Pinot Noir. The wines go into French Oak barrels, where they are left to finish their secondary fermentation in as much time as it takes. ...

[http://www.vinography.com/archives/2009/12/casa\\_marin\\_winery\\_chile\\_curren.html](http://www.vinography.com/archives/2009/12/casa_marin_winery_chile_curren.html)

## Nebbiolo: what a crazy, wonderful grape

WINE ANORAK, USA

30.11.09: I've decided that I love Nebbiolo. It's so uncommercial, making wines that are pale in colour, brutally tannic, high in acid, complex in flavour, and generally hard to get. It's also wildly difficult to do well. Especially outside Piedmont. It's like Pinot Noir, in many ways, just more awkward. But when it's great, it is the sort of wine that is without parallel. I don't know how many truly great examples I've had, but I've had a few really good examples that have convinced me that this is one of the best red varieties out there.

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

## Why do some food writers equate wine and pot?

DR VINO, USA

02.12.09: In "The Botany of Desire: A Plant's Eye View of the World," Michael Pollan traces the relationship of humans and four plants: the apple, the tulip, cannabis, and the potato. When watching the new PBS documentary based on the book, I was surprised to hear Pollan compare pot and wine. To the tape: Though marijuana is not fully legal [in Amsterdam], it can be sold and smoked in coffee shops, drawing tourists from around the world. You can walk down the street and catch the whiff of marijuana smoke coming out of bars–cafes as they're called—and you can choose exactly what kind of experience you want. [voiceover from clerk: "More dreamy"....] **You look at this scene and you marvel at it. It's no different than people sitting around and enjoying their glass of wine or cigarettes.**

**Apparently American elementary schools aren't the only ones who equate wine and pot. Yes, marijuana and wine are intoxicants.** But there are big differences, even aside from one being legal and the other not (well, maybe not for long). Even though there are many varieties of marijuana and one Colorado newspaper may soon hire a marijuana critic, the different varieties all appear (as I found out from some googling, ahem) to create intoxication to a greater or lesser degree, faster or slower. While intoxication is, of course, possible with wine, it is not always why a lot of wine enthusiasts lift a glass. **Imagine a professional wine taster doing a ganbei and that taster wouldn't make it very far in his career, let alone the day.** Or a food-wine pairing that ended with slumping into one's soup. Wine is not Everclear. **While certainly some wines have dialed up the alcohol in recent years,**



04/12/2009

there has been consumer pushback recently with this style of wine and lower-alcohol wines have become more popular (Kermit Lynch, a retailer in Pollan's own Berkeley, recently sold a mixed case of wines marketed as lower alcohol). Pollan is, surprisingly, an unkind bud to wine. I guess he joins Adam Gopnik in the "whoda thunk?" group of food writers in their views on wine. Gopnik once wrote in The New Yorker: "Remarkably, nowhere in wine writing, including Parker's and Echikson's, would a Martian learn that the first reason people drink wine is to get drunk."

Should food writers see wine as food?

<http://www.drivino.com/>

## Make Your Wine Gifting Count

### FERMENTATION, USA



01.12.09: In early January of this year I predicted that "chances are we will see 10% unemployment in America by the end of 2010." I was right...only it came a little early. Statistics, however precise, don't really tell the story of the Great Recession. ...

What I'm thinking about now are those folks who, when upon losing their job, have little or no way to weather the storm, find themselves in desperate...I mean really desperate...straits. **Many of us will buy and give wine as Holiday gifts. Let me suggest something. This year, look for wines to gift that also give back. Look to purchase wines that will lead to help being given to those who need it.**

For those producers out there that give back to those in need and who give back to their community and who I am about to not mention...I apologize. **The one winery I know of that actively gives back to the community in which the wine is sold is HUMANITAS WINE.** Owned by Judd Wallenbrock, this winery not only produces outstanding wines, but gives back to numerous organizations across the country. I was pretty proud to work with Judd when he first started Humanitas. A number of years later, Humanitas is still at it.

So here's what I'm suggesting:

**IF YOU CAN AFFORD IT, GO BUY A BOTTLE OF WINE FROM HUMANITAS, HAVE IT SENT TO SOMEONE YOU LOVE AND WHO YOU WERE GOING TO OFFER A GIFT TO ANYWAY. IT WON'T COST YOU THAT MUCH, BUT IT WILL MAKE YOUR FRIEND HAPPY...AND IT WILL HELP OTHERS.** Now, for those wineries and other companies that give back to the community, comment on this post with brief information about your company and who how it gives back. Put your URL in the comment section. When you do that, I'll write about it here at Fermentation.

<http://www.fermentation.typepad.com/>



## 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.*

### Bordeaux banks on biodiversity

THE DAILY TELEGRAPH, UK



30.11.09: This marked the debut of an ambitious biodiversity project started by pioneering French vintners in a bid for sustainability. **The biological diversity of Saint Emilion's 8,000-hectare vineyard landscape, which has been intertwined with wine since Roman times and protected by Unesco as a World Heritage site since 1999, has been precariously reduced by**

**urbanisation, chemical vine treatments, and one-crop farming.** The long-term goal of the project, which was unveiled to coincide with St. Catherine's Day when "all trees take root", is an attractive and functional landscape. It will come with dozens of kilometres of interlinking green corridors that allow animals to move between 1,100 wine estates, and reduce soil erosion, vine treatments and fertilizer and pesticide run-off. The corridors, for the moment, however, are few, far between, and fragile. Where a variety of crops grew 50 years ago, grapevines reign supreme, often cultivated from the edge of the ditch alongside the road to within steps of the cellar door. ...

"The trees are my luxury," said owner Thierry Manoncourt.

**"Chateau Figeac is a condensed picture of everything we need to do in Saint Emilion," said Philippe Bardet, the winegrower-activist behind the project, which now has the support of 26 public organisations.** Over the past 20 years, he has planted hedges and allowed grass cover, using this "functional landscape" to produce healthy grapes with fewer chemical interventions. Natural predators attack grape worms, and grass grown between the vines reduces diseases like mildew and rot by 30 per cent. One campaign he led reduced obligatory vine treatments of the pernicious Golden Flavescence disease by 63 per cent, and won the support of 1,400 vintners. ...

**He believes biodiversity will give him a competitive edge in terms that will resonate with fellow vintners.** "From the point when you limit your chemical interventions, you will reinforce the identity of your terroir. We are trying to free our terroir to express its complexity. People can share consultants, copy our methods, but no one can copy our terroir. It's the one thing that cannot be copied."

<http://www.telegraph.co.uk/expat/expatnews/6691009/Bordeaux-banks-on-biodiversity.html>

### 'Green' wine needs clearer definition, experts say

NORTH WAY BUSINESS JOURNAL, USA



04/12/2009

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02.12.09: **Wines made with environmentally sensitive methods in the vineyard or winery are increasing in number in the marketplace, but also increasing are consumer sensitivity to the price of such wines, confusion over their greenness and claims of sustainability**, according to experts this morning at a large conference on green wine. Consumer surveys in 2007 and this year show greater interest in wines made with green method, with significant influence in whether to purchase wines with “organic” and other key terms on the label coming from “movement environmentalism vs. personal health concerns,” Christian Miller, president of Full Glass Research, told the audience of a couple of hundred industry professionals at the Green Wine Summit. **Yet, consumers surveyed aren’t so clear on what those terms mean and are increasingly skeptical of pseudo-sustainability in marketing language. “There’s a lot of confusion out there and a real need to deal with it,” Mr. Miller said. Forty percent of respondents said they didn’t know what “green,” “natural,” “organic” and “sustainable” meant on the label.** An equal proportion said regulation and certification for such terms should be required. “It shows they need help in deciding,” Mr. Miller said. There could be potential for a premium tier of environmentally produced wines. “Mentally, they are accepting there is a premium to be had on these wines,” Mr. Miller said. However, one of the reasons noted in the survey for not buying wines labeled as “organic” was “don’t care.” That response jumped to 33 percent this year from 18 percent in 2007, suggesting that value may trump values at some price point, according to Mr. Miller. “It indicates there is some economic pressure from the trading-down phenomenon,” he said. However, a major reason survey respondents said they did not purchase such wines was they didn’t see them for sale. The reduction in that response to 41 percent from 49 percent in 2007 parallels a 12 percent year-over-year increase in wines with labels that mention environmental sensitivity. **A source of confusion about green wines comes a growing source of wine information for consumers, blogs other Internet-based forums run by what really amount to other consumers rather than trained or highly experienced tasters**, according to speaker Peter Granoff, a partner in Ferry Plaza Markets in San Francisco and Napa. ...

<http://www.wineindustryinsight.com/RSS//index.php/hop/latest/039green039-wine-needs-clearer-definition-experts-say-north-bay-business-journal/14756>

## Barrel Survey Report: Wineries Reduce Barrel Purchases in 2009

WINE BUSINESS, USA

30.11.09: **With wineries cutting costs, it’s no surprise that barrel purchases are cooling down this year. Barrels are usually the second largest part of the winemaking budget. It has been estimated that somewhere between 325,000 and 350,000 barrels are sold each year in North America.** The latest Wine Business Monthly Barrel Survey shows a three-fold increase in the number of respondents that are decreasing the number of new barrel purchases. This was true of respondents from all winery sizes but most dramatic for those from mid-sized wineries. Thirty six percent of all winery respondents said they will cut back on barrel purchases this year, 41 percent said barrel purchases would remain steady, while just 22 percent said they’d increase. That’s a shift. During the last three years, more wineries had reported they would increase barrel purchases than said they would decrease them. **Among those wineries saying they will decrease purchases, on average the wineries said they would decrease purchases by 42 percent. High-end red wines are the most likely wines to be aged in oak barrels.** Almost all the white wines that are “barrel-aged” are premium Chardonnays that have been fermented in the barrel.



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<http://www.winebusiness.com/news/?go=getArticle&dataid=69467>

## Bordeaux's best with Chinese food

XINHUANET, CHINA



03.12.09: The fruits of the acclaimed French wine growing region of Bordeaux are again on the lips of wine drinkers, with Mecuris Fine Wines showcasing the offerings of the 2006 vintage. **Bordeaux's red wines have been particularly popular in China, with the appellation seen as a status symbol among well heeled wine lovers and more than 40 wine makers were on hand**

**at a recent tasting at the Four Seasons Hotel. Mecuris also demonstrated the ability of the finest Bordeaux offerings to partner a range of classic Chinese cuisine at a recent wine dinner at Noble House Restaurant in the grounds of the historic Anting Villa in Xuhui District.** The dinner included five grand cru class chateaus, including Climens, Brane Cantenac, Ferriere, Haut Bages Liberal and Larrivet Haut Brion. Cru is a French wine term which means "growth place" and is often used to show a specifically named region, rather than any vineyard. Grand Cru is a regional classification highlighting vineyards with a consistent reputation for outstanding wines and was established in Bordeaux in 1855. Wine makers from four of the chateaus in the region were on hand to introduce their wines which were partnered with a range of dishes including abalone, shark fin soup, pigeon and beef with black pepper sauce. **One of the most popular wines at the tasting and wine dinner was the sweet wine from Chateau Climens, a 1998 Sauternes 1st Grand Cru Classe wine with a light minerality and flexibility that defies the convention that a sweet wine must be partnered with cheese or dessert.** Paired with a fried rice with crab meat and roe dish, the sweetness and richness of the wine complimented Asian cuisine - a fact that Virginie Achou Lepage, the communications director, says makes it potentially popular in China. ...

[http://news.xinhuanet.com/english/2009-12/03/content\\_12581328.htm](http://news.xinhuanet.com/english/2009-12/03/content_12581328.htm)

## It's Santa's off-licence... The giant warehouse that will be sending out an incredible 36million bottles of wine before Christmas

MAIL ONLINE, UK

30.11.09: If you wake up with a hangover on Boxing Day, there's a good chance this place might be partly to blame. **Between now and Christmas, an astonishing 36million bottles of wine will be leaving this huge warehouse bound for supermarkets, off-licences and bars. The complex in Avonmouth, near Bristol, can store 9.5million gallons – enough to fill 15 Olympic-sized swimming pools. ...**

**Much of the wine is bottled on-site after being shipped into the country in massive 25,000-litre vats to save costs. The plant is currently filling 800 bottles per minute in preparation for the festive season. Every week 550 lorries arrive, load up and depart for stores in the UK and Europe. ...**



The statistics illustrate the incredible scale of the enterprise. **The warehouse, which took three years to build, covers 858,000 sq ft, with a roof big enough to park 4,000 cars.** Opened this year at a cost of £100million, it can hold the equivalent of 57million bottles of wine – one each for every adult in the UK with nearly 11million left over. **There are usually 400 workers but an extra 20 per cent have been taken on for the festive rush.** By shipping wine in bulk and bottling in the UK, the project saves on transport costs and carbon emissions involved in moving thousands of tons of glass across the globe – the equivalent of more than 150,000 miles travelled in lorries.

<http://www.dailymail.co.uk/news/article-1232101/A-merry-Christmas-The-57million-bottles-wine-stocked-preparation-festive-season.html#ixzz0YQk3bEWM>

### **New Cru Bourgeois label signed and sealed**

**DECANTER, UK**

30.11.09: The new Cru Bourgeois label has been officially ratified by the French agricultural ministry - and the decree signed by prime minister François Fillon. **This means that from the 2008 vintage onwards the word Cru Bourgeois will once again appear on wine labels from the Médoc. But this time it is an assurance of quality, rather than an actual classification.** Chateaux have to apply every year for the right to use the term, and will be checked by Bureau Veritas, an independent organisation. **Before it goes on the market the wine will be submitted to a blind tasting. This will happen about two years after harvest: ie 2010 for the 2008 vintage. ... This time, around 300 chateaux have applied for the Reconnaissance Cru Bourgeois label. Although the official list of adherents will not be published until early 2010, it is thought that several of the former Cru Bourgeois Exceptionnel chateaux will at least initially stay away from the new system. ...**

<http://www.decanter.com/news/news.php?id=292345>

### **Raiders target Sussex vineyard**

**HARPERS WINE & SPIRIT, UK**

03.12.09: **Burglars have stolen £32,000 of wine from a Sussex vineyard. The raid took place at Nutbourne Vineyards near Storrington, and involved 3,000 bottles - many of them earmarked for Christmas party orders.** The thieves made off with 20 cases of Lagashe Rosé Champagne, an exclusive import for the winery. The haul also included 110 cases of Lagashe Brut Champagne, 77 cases of Chateau St Bonnet, 60 of Chateau La Barronne and 40 of Chateau D'Avigny. Sussex Police are urging any traders who are offered similar wines to contact them. Nutbourne spokesman Quintin Wareham said: "It is our Christmas business. It has given us a big knock to say the least."

<http://www.harpers.co.uk/news/news-headlines/8575-raiders-target-sussex-vineyard.html>



## Lost on the wine trail? There's an app for that

NEWBERG GRAPHIC, USA

01.12.09: Apple's iPhones are known for the wide range of software applications, or "apps," available to users. **Now wine aficionados have one of their own with the recent launch of a mobile travel guide to the Willamette Valley. Titled "The Willamette Valley," the guidebook app was released Thanksgiving weekend by a Seattle-based firm, AOC Travel Guides.** Downloadable for \$4.99, the mobile travel guide gives users road maps, reviews of more than 30 restaurants and wineries, and a guide to kid-friendly activities, historic and cultural sites that can be visited along the way. ...

<http://www.wineindustryinsight.com/RSS//index.php/hop/latest/lost-on-the-wine-trail-there039s-an-app-for-that-newberg-graphic/14634>

## 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.*

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## Millennials picking up, adapting the wine drinking habit

JOURNAL STAR, USA

30.11.09: The first time Tyler Huckabee tasted wine, he didn't like it. "I remember early on tasting wine and thinking of it as glorified grape juice," he recalled. "It was like, 'Oh I get it, it's like Kool-Aid.'" The 24-year-old server at Bread & Cup has since changed his mind and now drinks at least four glasses of the juice a week. Huckabee is part of a growing trend. According to the Wine Market Council, people ages 21 to 29 are the fastest-growing segment of the wine market, with 47 percent reporting in 2008 that they drank more wine that year than in the previous year. This isn't breaking news. **Wine makers have noticed an increase in U.S. wine consumption for years, especially in the younger set. But the casual way the millennial generation approaches the once-stuffy drink has wine connoisseurs and casual drinkers alike wondering where the wine trend will lead.**

The reasons behind the young-wine-drinkers phenomenon aren't scientific, but local wine slinger Ken Meier has an idea. "This generation's parents learned about wine by drinking Mogen David at Thanksgiving, and that was the only wine experience that they had," said the co-owner of Meier's Cork 'N' Bottle. "But that generation persevered and became the start of the wine boom in the U.S. in the late 1970s." **Baby boomers then passed the torch to their children by studying wine, talking about it and serving it at meals. "Now as the next generation gets to be 21, they've already had that foundation," he continued, "so it makes it easy for them to jump into wine consumption."** And jumped into it they have, making a big, messy splash along the way. **Young wine consumers are redefining the wine culture with their unfussy approach to the drink. They've taken what was once considered a hoity-toity social rite and turned it into a pretension-less drinking habit. ...**

Today, it's common for younger drinkers to grab a bottle of wine and share it with a friend

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over a movie. They host wine and cheese parties, attend flight nights and check out tastings at local wineries and spirits stores, too. Young people aren't intimidated by wine; they're fascinated by it. ...

[http://journalstar.com/entertainment/dining/article\\_b72b2f48-dde7-11de-89da-001cc4c002e0.html](http://journalstar.com/entertainment/dining/article_b72b2f48-dde7-11de-89da-001cc4c002e0.html)

