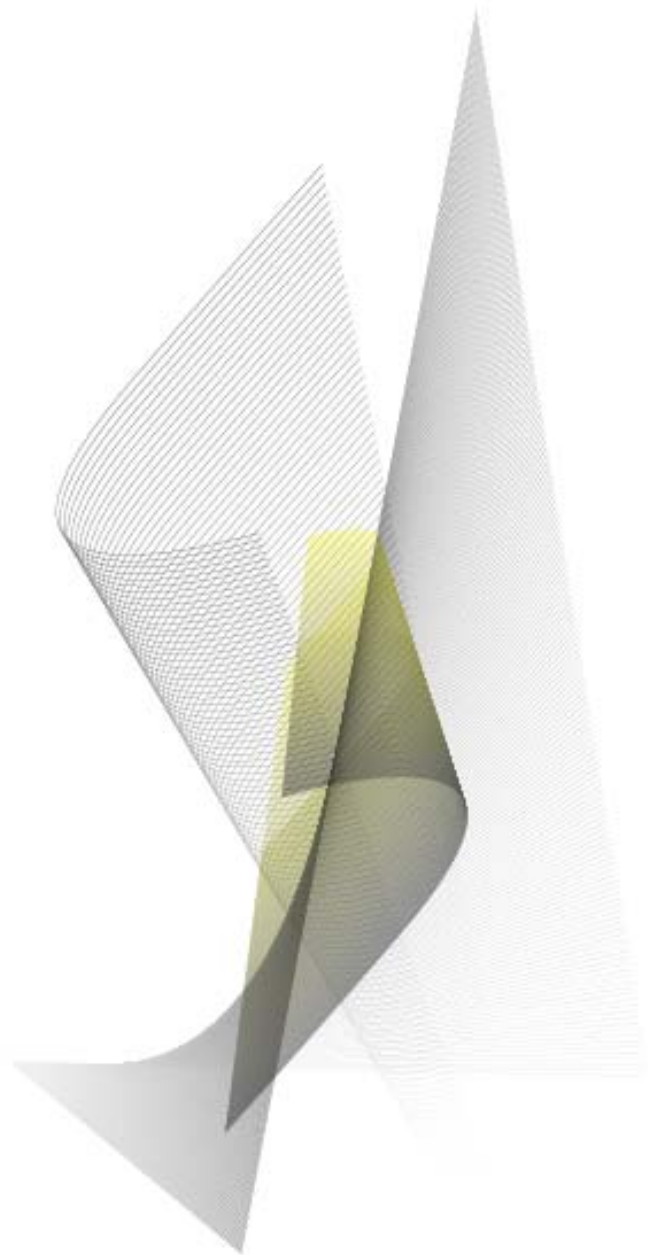


# Global Wine Trends

## Weekly Update

created:

**15.05.2009**



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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.*

### Never Buy a Bad Bottle of Wine Again

SLATE, USA



06.05.09: ... For many Americans accustomed to shopping for Chardonnays and Merlots, the French practice of identifying wines not by type of grape but by place of origin can be baffling, even intimidating, and Italian, Spanish, and German labels can be equally daunting. But while there is no easy solution to the problem of French vehicles bearing French tags, there is a simple, usually failsafe means of determining whether or not a foreign wine is worth buying **if you are having trouble deciphering the label: Flip the bottle around and see who imported it.** To facilitate this corner-cutting, Slate proudly unveils its wallet-size Foreign Wine Cheat Sheet listing importers whose wines can be depended on to deliver pleasure.

Generally speaking, being an importer sounds about as sexy as being an accountant. In wine circles, however, importing is actually a very glamorous pursuit—nearly as exalted as winemaking itself. **That's because importers have played a central, even defining, role in the emergence and growth of American wine culture.** Combining impeccable taste with evangelical zeal, people like Kermit Lynch, Robert Chadderdon, Robert Haas, and Terry Theise have not only introduced Americans to many of the greatest wines that Europe has to offer; they have helped cultivate several generations of palates. **But the wine world has broadened dramatically in the decades since these importers started out; entire regions—entire countries—that produced mostly rotgut 20 years ago are now making respectable wines.** Amid this global quality revolution, a number of newer importers are continuing the work started by Lynch, Chadderdon, and their generation and are scouring the Languedoc, Galicia, Sicily, Mendoza, and McLaren Vale for tomorrow's star winemakers. **The Slate Foreign Wine Cheat Sheet includes the best of the old guard and the new ...**

<http://www.slate.com/id/2217806/>

### In Wine, 'Unoaked' Doesn't Mean 'Less Flavor'

PR NEWSWIRE, USA

07.05.09: First it was American oak barrels instead of French, then oak chips and in-tank oak planks instead of barrels at all. Now the white wine trend is for no oak altogether.

**Winemakers have made wine without oak for thousands of years.** But in California, the use of oak barrels for adding flavor exploded in the 1980s and 1990s, along with the popularity of California Chardonnay. **Consumers loved the toasty, vanilla character that oak imparted.**



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Increasing availability of wines from Australia and New Zealand introduced American consumers to Chardonnays and other wines made without oak, usually labeled "unoaked."

Western Australian winemaker Larry Cherubino, says it's all a matter of flavor: "**when you don't use oak, you can't cover up any flaws, so you have to start with better grapes in the first place.** It's about flavor, mate; why cover up fruit character if you don't have to?" he says.

**Cherubino's Ad Lib Tree Hugger Chardonnay, boasts on the label that "no trees were harmed in the making of this wine." ... All three wineries agree that unoaked wines offer consumers other benefits.** "Smart winemakers," says Cherubino, "top the bottle with a screw top for easy access!" (All of these winemakers use screw tops instead of corks.) **And, says Hanen, "because unoaked wines don't spend time in expensive oak barrels, they usually cost less on the shelf."** And in these economic times, that may be the best consumer benefit of all.

<http://sev.prnewswire.com/beer-wine-spirits/20090507/SF1234307052009-1.html>

## What makes great wine great?

SUNDAY STANDARD, BOTSWANA

10.05.09: **I believe you will find that understanding wine in all of its magnificence will only enhance your awe of how great wine is.** After all, it is the world's most captivating beverage. One of the most insidious myths in wine culture is: "It is good if you like it." Liking wine has nothing to do with weather it is good. Liking wine has to do with liking it, period.

Getting to the point, where you are knowledgeable enough to have both a subjective and an objective opinion of wine is one of the most rewarding stages in the developing wine expertise. It allows you to separate your liking of something from its quality. **For example, it is entirely possible to love a wine but know its not great wine in the big scheme of things. I can think of dozen wines that, for me, perfectly fit this bill.**

Each of us has a subjective opinion, of course. **Having a valid objective opinion, however, requires experiencing a particular wine and understanding how it classically presents itself. Drinking wines within a narrow range of preference presents a challenge. It skews your palate.** If all the red wine you drink is muscular cabernet sauvignon (one of the most recognized varieties of red wine), over time you begin to think that a good red wine is supposed to taste muscular. Then when handed a glass of pinot, which is softer and contradictory to the cabernet sauvignon, you will find it thin, meek and watery.

[http://sundaystandard.info/news/news\\_item.php?NewsID=4907&GroupID=2](http://sundaystandard.info/news/news_item.php?NewsID=4907&GroupID=2)

## Don't worry about looking like a ponce, just follow your nose...

THE DAILY TELEGRAPH, UK

10.05.09: **I'm sure we can all agree there's no room for pretentiousness in the modern wine world. Why, then, do we experts still insist on swirling our glasses round in that pompous way?** I've just spent two whole days doing exactly that, almost non-stop, as a judge for the 2009 International Wine Challenge. And as I nurse my mild RSI (repetitive swirl injury), **I can promise you there's a good reason - aroma.**



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Try this experiment. Smell the wine when it is completely still in the glass. Now, swirl the glass fairly vigorously to get the wine moving around and sniff it again. It should seem far more aromatic. The perfume has been released, whooshed into the air and up your nose. And as aroma is an essential part of a wine's character and appeal, it seems a great shame not to tease it out to the full.

Some grape varieties produce more richly perfumed wine than others. If you want to try a highly scented white, go for. **New Zealand sauvignon blanc (a fresh blast of lime, gooseberry and tomato leaves) or Alsace gewürztraminer (rosewater, peaches, Turkish delight).** For the reds, **pinot noir should ooze juicy strawberries, cherries and cream, while ripe Australian shiraz and cabernet smell strongly of peppermint, eucalyptus and plain chocolate. And don't start me on the divine aroma of dessert wines such as sauternes, tokaji, orange muscat ...**

<http://www.telegraph.co.uk/foodanddrink/wine/5290812/Sauce-how-to-sniff-out-a-good-wine.html>

### Waiter, this wine tastes like cat pee

THE INDEPENDENT, UK

12.05.09: **New Zealand's crisp white wines are justly famed, particularly those from the South Island's Marlborough region.** Now a study has analysed the taste of the country's most popular wine, sauvignon blanc – and those who quaff it might wish they hadn't.

Asparagus, one of the flavours identified by a team of researchers, might be just about acceptable. Passionfruit sounds fine. But cat's pee ... well, you could be forgiven for deciding to have a beer instead. It seems, though, that drinkers, in New Zealand at least, are not deterred by such findings. **One vineyard, Coopers Creek, is marketing its sauvignon blanc under the name "Cat's Pee On A Gooseberry Bush", calling it "a youthful, kittenish wine, full of zing and zip".**

The wine scientists spent six years and more than £6m studying the unique character of sauvignon blanc, New Zealand's leading grape variety. The "expert sensory panel" was trained to distinguish between 16 flavours, including canned and fresh asparagus, stone fruit, apple and snow peas. **Sue Blackmore, a wine science lecturer at New Zealand's Lincoln University, reassured wine drinkers that such flavours were present only in very small quantities ...**

<http://www.independent.co.uk/life-style/food-and-drink/news/waiter-this-wine-tastes-like-cat-pee-1683133.html>

### Consumers have poor understanding of New World wine regions

DECANTER, UK

14.05.09: **Wine drinkers are not getting to grips with the concept of regionality, with New World regions the biggest sufferers, according to new research. Marlborough in New Zealand and Barossa in Australia were the least well-known major wine regions in the survey,** which polled the views of 2,000 regular wine drinkers in the US and a further 1,000 in the UK, and was conducted by research group Wine Intelligence. ...



<http://www.decanter.com/news/news.php?id=282541>

## UK: Downbeat 2009 forecast for UK wine market - research

JUST DRINKS, UK

12.05.09: A wave of pessimism has broken over the UK wine market, according to the results of a recent survey. **The survey, conducted by just-drinks for the London International Wine Fair, which questioned 50 of the top executives from the UK wine industry, found that 30% of respondents said they were pessimistic about the prospects for the wine market in the UK over the next 12 months. The survey went to retailers, buyers, producers and merchants. Only 37% said they were optimistic, down from 63% a year earlier. ... When asked what the three worst things about the UK wine market are at the moment, respondents highlighted the growing concern of excise duties and discounting in the country.** Jeremy Beadles, chief executive of the Wine & Spirit Trade Association, said: "The industry has reached a tipping point and cannot afford further tax increases without cutting more jobs and investment." Reh Kendermann's MD, Nik Schritz, added: "Supermarkets have worked hard during the last 20 years to make wine affordable and accessible to general consumers. Increased pricing as a result of duty increases - especially during a recession - will turn wine back in to an elitist drink, only affordable for the most affluent consumer groups."

Of the wine-producing countries expected to make the greatest impression in the UK over the coming year, South Africa was mentioned by 45% of respondents, ahead of New Zealand, mentioned by 24% The survey forms part of just-drinks' 'Little Yellow Book 2009', available free at the publication's stand (G18) at LIWF this week

<http://www.just-drinks.com/article.aspx?id=97223>

## White wine is nation's favourite – survey

OFF LICENCE NEWS, UK

09.05.09: **White wine is the UK's number one drink of choice according to a survey by the Wine & Spirit Association and research organisation Wine Intelligence.** In the survey of almost 2,000 adults, 34% who drank alcohol said they preferred wine to other drinks, against 27% for beer and 20% for spirits. Some 54% of the population drink white wine and 47% red, with rosé being appreciated by 35% of those questioned.

**Wine's suitability with food was cited by 89% as a reason for drinking, with taste on 77%.** But beer beat wine for outdoor occasions, being chosen by 75% of those surveyed. Brian Howard, Wine Intelligence's business development director, said: "This survey provides the most up-to-date and possibly the most comprehensive picture for who drinks what across alcohol categories in the UK. "One thing is clear: wine is a strong and stable fixture in UK adult social life." WSTA chief executive Jeremy Beadles added: "This confirms the strength of the British love affair with wine."

<http://www.offlicencenews.co.uk/articles/70921/White-wine-is-nation's-favourite---survey.aspx?categoryid=9059>



## Tesco targets stay at home wine drinkers

HARPERS, UK

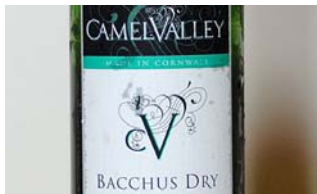
11.05.09: 11.05.09: Supermarket giant Tesco is planning to bolster its wine sales in a £150 million revamp of its customer Clubcard. **The chain says that it is targeting a trend amongst consumers to drink at home rather than going out. Recent Wine Intelligence figures from the Wine and Spirit Trade Association (WSTA) show low-spending consumers are being forced out of the wine buying category altogether with 26% of wine drinkers opting to drink at home.** From this week each £5 Clubcard voucher can be doubled for a £10 rewards token which the customer can redeem in a department of their choice.

Tesco hopes that rewards tokens will encourage customers to trade-up when buying wine, Champagne and fortified wines. ...

<http://www.harpers.co.uk/news/news-headlines/7987--tesco-targets-stay-at-home-wine-drinkers.html>

## English vineyard wins wine gold medal

THE GUARDIAN, UK



12.05.09: On the face of it the omens were not good. The vineyard grows a grape that rarely produces great wine. It's situated in a county that has seen more than its share of washed-out holidays. **But the little-known Camel Valley today became the only English vineyard to win a gold medal in this year's International Wine Challenge.**

Set up 20 years ago and now run by the father-and-son team Bob and Sam Lindo, the small Cornish vineyard near Bodmin, which produces about 100,000 bottles each year, was celebrating the success of its 2007 bacchus white.

Speaking today at the giant London International Wine Fair in London, at which the results were announced, the pair looked slightly abashed at their award, which follows on from another gold in 2005.

"Of course we are delighted to have our hard work recognised," said Bob, who insisted Sam was due more of the plaudits after recently taking over as lead maker." ...

<http://www.guardian.co.uk/lifeandstyle/2009/may/12/camel-valley-wine-gold>

## The outlook is rosé; Pink wines for summer

THE TIMES, UK

09.05.09: **The pink wine boom continues. Our thirst for rosé, far from being a craze, is still growing year on year and there are walls of pinks everywhere,** with Tesco fielding a sticky, supposedly crowdpleasing selection of more than 50 bottles, while discerning Waitrose offers 40 and Majestic Wine 35.

**In a recession, people splash out on wine to cheer themselves up, and pink wine's greatest attribute is its colour, which puts everyone in a jolly summer mood, even**



**when it's pouring with rain.** Rosé has other good points: it is one of the few wines that can cope with strongly flavoured summer foods—from garlicky charcuterie to cold curried chicken. Good pink wines lack the crisp acidity of whites and the fruit and complexity of reds, but they have a terrific thirst-quenching quality of their own.

With every wine-producing country delivering rafts of pink wine, what should you buy and why? Rosé's colours, sweetness levels and styles vary hugely across producers. **Pick up the 2008 vintages — the 2007s are fading fast.** ...

[http://www.timesonline.co.uk/tol/life\\_and\\_style/food\\_and\\_drink/wine/article6241400.ece](http://www.timesonline.co.uk/tol/life_and_style/food_and_drink/wine/article6241400.ece)

## Elusive wines less so, at a price

STUFF.CO.NZ, NEW ZEALAND

14.05.09: The good news, he notes, is that the recession means once impossible-to-find vintages suddenly are not so impossible to find. The bad news? There's a recession. "The cruel irony of the whole thing is all of a sudden it feels like these mailing lists are starting to open up," he says of the ultra-exclusive buying lists some in-demand wineries use to sell their bottles

. "So when you get on them you're like, 'Oh great.'" But then you look at the prices and say, 'Oh.'" Still, when Scarecrow, a much sought after, hard-to-find Napa Valley cabernet sauvignon, became available, he couldn't resist. "Honestly, that's one of the two or three lists I've been coveting for a while," says Hilgers, who works in marketing in the San Francisco Bay area and blogs about his experiences with wine. "That one was kind of a no-brainer for me."

**Despite the economy, Americans aren't buying less wine. But they are buying less expensive wines. Wine sales by volume increased 1 percent last year over 2007, to 317 million cases, according to the San Francisco-based Wine Institute. But sales dropped slightly to \$US30 billion (\$NZ50.7 billion), compared to \$30.4 billion in 2007.** And even in the rarified world of high-end wine, prices are down, say wine merchants and others. "The so-called cult wines are not quite as elusive as they were," says Mark Pope, founder and chief executive of the Bounty Hunter, a Napa shop carrying wines that range from \$10 to hundreds of dollars a bottle. "It's a lot more competitive world than it was." What makes a wine a cult is that it's highly regarded, but made in small quantities.

<http://www.stuff.co.nz/life-style/food-wine/2408922/Elusive-wines-less-so-at-a-price>

## The hidden treasures of the Rhone Valley

THE DAILY TELEGRAPH, UK



09.05.09: A trip to one of France's oldest wine regions reveals wines of infinite variety that are often better value than their bordeaux or burgundy equivalent. It's just about feasible to "do" the Rhône Valley in three and a bit days. ...

**The Rhône Valley stretches for some 497 miles, from its source in the Swiss canton of Vallais to its mouth in the Mediterranean.** It is home to some of France's oldest vine plantings – first cultivated in Roman times – and

quirky wines which stand up to competition from Bordeaux and Burgundy in terms of quality and price.



**Best of all, though, it's a sanctuary for members of the ABC (Anything But Cabernet/Chardonnay) fraternity.** Neither of these otherwise ubiquitous grapes dare show themselves around here, any more than sauvignon blanc does or merlot. **This is the land of grenache, syrah and mourvèdre for reds, and roussanne, marsanne and viognier for whites.** There are many other grapes in supporting roles and our first stop, Châteauneuf-du-Pape, famously permits 13, including white ones, in its blend. In the Rhône, variety is definitely the spice of life. ... We try several examples from both 2007 and 2008. The whites are rounded, fleshy and aromatic and the reds concentrated, intense and brooding. We end with a mellow, yet surprisingly fresh red Châteauneuf-du-Pape from 1970. With succulent sweet fruit, it's wonderful stuff. ... And so it is in the northern Rhône, surprisingly enough. **Even with the 100 per cent syrahs of Hermitage and Côte Rôtie, blending is the key.** "Every bit of the blend plays its part," says Jean-Louis Chave, whose Hermitage is one of the most sought-after. "The soils are just so different. They might all be Hermitage, but only when blended together do they answer the question, 'What is Hermitage?'"

**To prove his point, Chave leads us through a tasting of seven different barrels of 2007 syrah.** ... Four days is probably the longest I've ever gone without knocking back a chardonnay or cabernet, but I've not missed them once. I'll be drinking some the moment I get home, though, if only to make room under the stairs for some 2007 Rhônes.

<http://www.telegraph.co.uk/foodanddrink/wine/5279702/The-hidden-treasures-of-the-Rhone-Valley.html>

## Que sera Syrah

THE GUARDIAN, UK

10.05.09: ... But I was willing to make the flight in a small plane for the sake of a grape. **The nearby Elqui Valley makes some of Chile's best Syrahs and, as a self-confessed lover of the variety, I wanted to learn what makes it so good.** Is it the, er, convergence of cosmic and tellurgic energies, which draws New Age travellers to the area, or is this just a brilliant place in which to grow northern Rhone-style reds? I think it's the latter: a combination of altitude, wind, soil types, diurnal temperature variation and that thick morning fog gathering over the Pacific.

**There are only 38 hectares planted here, but they are leading a Syrah revolution in Chile.** When Vina Falernia's 2002 Syrah won a trophy at the Wines of Chile Awards in 2005, even Chileans were amazed. "Que?" they said. The Elqui Valley had always been considered a pisco area, but thanks to Falernia and its winemaker, Giorgio Flessati, it has become one of the country's most talked about regions.

**Syrah's profile is on the up, generally. The country's winemakers may traditionally have been obsessed with Bordeaux varieties** - the first Chilean plantings weren't made until 1994, by Vina Errazuriz in Aconcagua - **but Syrah is starting to emerge as a serious rival to Cabernet Sauvignon and Merlot, with distinctive regional styles in Aconcagua, Limari, San Antonio, Colchagua and Elqui.** ...

Matetic planted its first Syrah vines as recently as 1999, the same year that Vina Falernia got started in Elqui. San Antonio is another recently developed wine region, which has only emerged since essential irrigation water was pumped there from the Maipo River in the late 1990s. We should be thankful it was. There are several good producers of Pinot Noir and Sauvignon Blanc in the area, but only one that makes world-class Syrah. **Buy some now,**



before the price goes up.

<http://news.steadyhealth.com/Food-Nutrition/wine-tim-atkin-expresses-his-love-for-chile-wine-from-its-native-syrah/>

## Cheers! Wine May Boost Your Bank Balance

SKY NEWS, UK



12.05.09: **'Going into to the red' may actually be a good financial investment, according to wine experts gathering in London.**

Stocks and shares may have taken a battering in the last year, but the market for vintage wine is bubbling away.

**Delegates from all over the world are attending the London International Wine Fair this week, and the effects of the economic downturn will be as hotly debated as in any other industry.** But an impressive wine collection can be started with a relatively modest amount, according to Richard Brierley, Head Of Fine Wines at the London-based specialist Vanquish Wine. ...

<http://news.sky.com/skynews/Home/Business/London-International-Wine-Fair-Why-Wines-May-Be-A-Good-Financial-Investment/Article/200905215279944>

## Riding the Recession and the Indian wine consumers

SOMMELIER INDIA, INDIA



13.05.09: **Indage Vintners Ltd has introduced a range of value-for-money wines to offer wine drinkers a choice of wines at a time of economic downturn, reports Brinda Gill.**

The new wines produced at the Indage winery at Narayangaon are being marketed under the brands South Bay, Silverton, Blue Elephant, Mojo and Trio. They are priced between Rs. 100 and 400.

"We believe in offering more value to consumers, especially during these recessionary times when the wine drinker wishes to indulge in good quality at an affordable price," said Ranjit Chougule, Managing Director, Indage Vintners Ltd, about the latest addition to the company's wine portfolio.

"We are constantly in the process of expanding the brand portfolio to broaden our offering for both the retailer and the consumer," he added. "Today a wine drinker wants a good quality wine to suit different occasions. It could be an expensive wine for a special moment or a more affordable option for regular drinking. ...

[http://www.sommelierindia.com/blog/2009/05/riding\\_the\\_recession.html](http://www.sommelierindia.com/blog/2009/05/riding_the_recession.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.*

### Is France Losing the War of the Rosés?

THE NEW YORK TIMES, USA



08.05.09: ... **Mr. Jeune, along with most French winemakers, opposes European Union plans to relax strict rules governing the making of rosé, or blush, wines just as they are starting to gain respect — and sales.** Currently, red grapes are usually crushed and left to ferment briefly with the skins, the two being separated before the juice colors fully. **The E.U. proposal would allow Europeans to simply blend red and white wine to create a pink blend —**

**giving them the freedom to adopt the same, less complex, methods as New World producers.** ... Only some of the rosé wine made outside France is blended; many New World winemakers employ the traditional method, using only red grapes. **Some wineries use both methods.**

But clearly the dispute has touched a nerve here, sparking accusations that the planned European Union change will vulgarize rosé and undermine its blossoming reputation.

**Critics see another measure that will allow traditional winemakers to be squeezed out by multinational beverage conglomerates.** And the controversy has also touched off a debate over whether New World winemakers are saving rosé or wrecking it.

Andrew Chapman, European sales director for Sutter Home, a U.S. producer that exports around 100,000 cases of wine to Europe — around a fifth of which are rosé — thinks Europeans should be thanking America, not castigating it. “The Californians have made rosé popular,” said Mr. Chapman, who works in Lyon. Marketing by makers of U.S wines including Gallo and Diageo has raised the profile of the product, he said: “It has become fashionable to drink rosé.”

**Though the French government seemed to go along with the blending proposal in January, it has since sought to block the measure after a backlash in the countryside.** Because of its resistance, a final E.U. vote has just been deferred until June.

In France, a land reliant on agricultural subsidies, tiny producers with distinctive wines have a special place in national affections. Makers of the most exclusive French wines are prospering but, with competition from the New World growing, rosé is a rare midmarket success story — quite something for a product long considered inferior by wine snobs.

Officially the European Union counts rosé among red wines, so exact figures are unavailable. **But the European Commission estimates that rosé consumption in the 27-nation bloc is around 15.8 million hectoliters, or 417 million gallons, almost 12 percent of all wine.** Producers report rising sales linked to improved quality and marketing, and the popularity of rosé as an accompaniment to Asian food.

In Europe, mixing red and white wine is generally banned, with exceptions for pink champagne,



Spanish mezcla and Slovenian cvicec. ...

<http://www.nytimes.com/2009/05/09/business/global/09iht-wine.html>

## Dernier Cri: French Lunacy

QUARTERLY REVIEW OF WINES, USA

14.05.09: France is a great country with a rich culture, but sometimes it can be silly in the extreme. A good example is the French government's current anti-wine stance.

Nothing is more synonymous with La Belle France than wine. Indeed, France's wine industry employs 300,000 persons, accounts for 17 percent of the country's agriculture and brings in almost \$8 billion a year. French wine is the benchmark against which all of the world's wines are judged. And it is, when consumed judiciously, a safe and decidedly healthy quaff. Yet on this latter point, the French government seems to differ, going so far a few years back as to launch an ad campaign that accused wine of causing cancer, when indeed there's considerable evidence to the contrary. ...

Many French wine producers point the finger at President Sarkozy, who purportedly does not drink wine, and therefore, they say, could care less about their plight. But the French government's anti-wine posture long predates his presidency. For several years now in France, there have been tough restrictions on advertising wine in print, while touting wine on television and the Internet is banned altogether. Things are so bad that, in 2005, the French daily newspaper, Le Parisien, was fined over \$6,000 for publishing an article about Champagne without including the warning statement "L'abus d'alcool est dangereux pour la santé" ("The abuse of alcohol is dangerous to health"). This statement is mandatory only for advertising, so why was the newspaper fined for an editorial piece? Well, said the judge who made the ruling, Le Parisien's advocacy of Champagne was akin to advertising and so was subject to the same strictures. Incroyable! ...

<http://www.qrw.com/09spring/derniercri.htm>

## Economic squeeze hitting Bordeaux wines

THE SAN FRANCISCO CHRONICLE, USA



10.05.09: "This could be the crash of the century instead of the vintage of the century," quipped Coco Conroy of Château Brane-Cantenac, a second-growth property in Margaux, as she jokingly referred to Bordeaux's 2008 vintage.

Like other blue chips, Bordeaux, the bluest of blue chips in the world's wine market, is not immune to this economic downturn. The Bordeaux market is currently in chaos. Buyers are reluctant to step up to the plate. Prices are falling sharply. It is possible that Bordeaux's long-established, and intricate, system of selling wines faces fundamental change. Bordeaux has seen crisis before in the early 1970s and early 1990s. The major difference now is that Bordeaux represents a much smaller portion of the overall wine market. And back then, importers had to buy Bordeaux for their portfolios; without it, they were not credible. ... Hence it is far less important and far more risky for an importer to handle Bordeaux than it was even 15 years ago. And this year,



with fewer buyers for expensive wines, many importers are shying away...

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/05/10/FDDT17ATKM.DTL&hw=wine&sn=001&sc=1000>

## **CRAV: new wave of attacks in south of France**

DECANTER, UK

**11.05.09: The militant French winemaker group CRAV struck again yesterday, setting fire to a cooperative and vandalising a bottling line in the south of France.**

According to local reports, the group, the Regional Comitee for Viticultural Action (CRAV), struck at around 10pm on Sunday. ...

**Inscriptions including 'negociants: thieves, bandits' were found daubed on the walls at the scene of the fire.** At around the same time, CRAV militants also attacked the offices of the winemakers' cooperative of western Aude and Razès (Uccoar) in Clermont l'Herault, 30km west of Montpellier. Around 50 barrels – mainly for promotional use – were set alight.

<http://www.decanter.com/news/282248.html>

## **2008 to follow 2007 Port declaration?**

DECANTER, UK

**08.05.09: Some Port estates may declare again in 2008, it has emerged.** Charles Symington, managing director of Symington Family Estates which owns Dow's, Warre's and Graham's, said the quality of the 2008 vintage put the 2007 declaration into doubt at the end of last year. ... Christian Seely, managing director of AXA Millesimes, owner of Quinta do Noval said he 'would not rule out the possibility of us declaring the 2008'. Noval declared 2007 two weeks ago.

**Retail prices of the 2007 vintage look likely to be around 10% higher than the last general vintage declaration in 2003.** However, many producers are dropping their ex-cellars price to offset the strength of the euro. Seely added: 'It's painful to have such a good wine and reduce its price in euros.' ... '

<http://www.decanter.com/news/282200.html>

## **Russia turns the corner**

WINE BUSINESS INTERNATIONAL, GERMANY

**14.05.09: The Russian wine market is continuing to feel the effects of the current financial and economic downturn and is likely to do so for some time yet.** However, the first signs have emerged to indicate that the worst may be over. **Latest figures published by TsIFRRA (the Russian Research Agency for Federal and Regional Alcohol Markets) reveal that the wine market appears to be heading towards stability. ... Local wine production, still largely industrial in nature and catering for entry level products, followed the timing of the general downturn.** Its consolidated output for January-October 2008 increased compared to the same period in 2007, but then suffered a progressive decline in the final quarter. Wine imports, on the other hand, couldn't change



swiftly, due to the extended timescales connected with transportation and logistics.

**In Russia, at least two months are needed for wines to be shipped and cleared, before appearing on retail shelves.** Orders for late autumn sales had been confirmed well before Russian stock markets plummeted. **The financial turmoil in October-November put on hold a number commercial transactions between Russian importers and foreign producers, especially in cases where the former heavily relied on credit support.** Regional distributors with fledgling import divisions quickly opted out of foreign operations, while many established import businesses were forced to review shipment schedules for early 2009, drastically cutting volumes or cancelling orders until spring 2009. ... Sparkling wine took the hardest blow – in December imports contracted to -27% against the same month in 2007, whereas as recently as October they were showing a healthy increase of 233%. **Nonetheless, annual figures for Russia were better than in many other countries – year-on-year imports of sparkling wine gained 62%, and still wines had a growth of 3%.** Imports of still wines hit the bottom in January, showing a loss of -44% versus January 2008, whilst sparkling wines plummeted in February, down -58%, year on year ...

[http://www.wine-business-international.com/163-bmV3c19pZD0xOTA5--en-Up\\_to\\_date-news-news\\_detail.html](http://www.wine-business-international.com/163-bmV3c19pZD0xOTA5--en-Up_to_date-news-news_detail.html)

## Australian wine industry undergoes image rehab

THE SAN FRANCISCO CHRONICLE, USA



Craig Lee / The Chronicle

10.05.09: **At a dinner party earlier this year, I tried to entice a fellow guest, a talented Sonoma winemaker, to try a 1993 bottle from Mount Mary, perhaps Australia's best Bordeaux-style producer.** He looked at me as if I'd asked him to gargle oak chips and jam. I asked him to give it a shot. **It was fresh and lean, with a hint of underripe tomato leaf.**

**But that sums up Australia's wine problem. Do you even need to ask why its wines are hard-pressed for respect?** An endless Dr. Dolittle parade of Yellow Tails, Black Swans and Little Penguins has created a one-note reputation, which in turn now appears to be hobbling a once-robust industry. **As Slate's Mike Steinberger put it recently: "Foster's may be Australian for beer (mate); it appears screwed is now Australian for wine."**

Here's what's surprising: The Aussies might agree. If the wine industry is typically more reluctant to admit mistakes than Dick Cheney, top Australian officials aren't mincing words.

... The problem is twofold. **Cheap Australian wine drove sales through the 1990s and 2000s. On the other end of the market, a handful of expensive, blockbuster wines painted Australia as ground zero for brawler bottles.** (If you don't know what's inside Old Bastard or the Boxer, you're thinking too hard.) Lost in the middle were many more modest Australian wines. **In Henry's words, it was "a rather spectacular failure of marketing."**

... To their credit, the Australians are dealing forthrightly with the problem. Henry's forecasts are dramatic: **Many popular brands retired within three years (Foster's announced in February it would ditch dozens of labels) and an industry that could shrink by as much as 20 percent.** "Our rude awakening has been somewhat ruder than most," he says. "But accordingly, I hope it will be shorter than most." Which means the critter era could finally be history.

<http://www.sfgate.com/cgi->



[bin/article.cgi?f=/c/a/2009/05/10/FDSN17ERMG.DTL&hw=wine&sn=002&sc=723](http://bin/article.cgi?f=/c/a/2009/05/10/FDSN17ERMG.DTL&hw=wine&sn=002&sc=723)

## Fears of budget changes tax the wine industry

FAIRFAX DIGITAL, AUSTRALIA

09.05.09: The wine industry, whose profits have eroded because of oversupply, is lobbying the Federal Government not to tax wine in the same way it taxes beer and spirits - on alcohol content.

The industry is concerned the Government could announce changes to the local taxation system for wine in the federal budget on Tuesday.

**Australian Wine and Brandy Corporation statistics show that while the volume of wine exports remained relatively steady last month compared with the same month last year, the value per litre fell 13.6 per cent as drinkers in the US and Britain switched to cheaper cask products.**

Bulk shipments rose 70 million litres last month, but bottled shipments fell 76 million litres.

The wine category manager for the British retailer Tesco, Andrew Carpenter, told The Guardian this week that New Zealand sauvignon blanc was now more popular in stores than Australian chardonnay. The exporters Lion Nathan and Constellation Brands have recently reported that British retailers such as Tesco and Sainsbury's have placed pressure on them to lower prices, at the expense of profit margins ...

<http://business.smh.com.au/business/federal-budget/fears-of-budget-changes-tax-the-wine-industry-20090508-ay1a.html>

## Emerging markets not the solution

HARPERS, UK

13.05.09: **Emerging wine markets are not the solution to the world's oversupply, leading industry figures have warned.** At a seminar on emerging wine markets, experts stressed the risks involved and advised the majority to develop their existing markets. Arend Heijbroek, wine sector specialist at Rabobank said: ... **"For the big guys it's good to enter but for medium-sized companies should be careful where they are putting their money,"** he added. Constellation Europe's vice president Troy Christensen supported the advice. **"The emerging markets are an opportunity but Old World consumption is going back too quickly.** Stemming the decline and grubbing up some excess supply would be more helpful in bringing back the balance," he said. The Constellation chief also called for wine companies and generic bodies to collaborate to promote wine as a category rather than individual brands and countries.

<http://www.harpers.co.uk/news/news-headlines/8005-emerging-markets.html>

## California chardonnays still dominate the popularity game

THE SEATTLE TIMES, USA

10.05.09: **Don't feel sorry for California chardonnay. Despite an anything-but-chardonnay backlash, it remains, according to the industry's Wine Institute, "far and away the most popular wine in the U.S."**



Let's put it in perspective: For starters, chardonnay is California's most widely planted wine grape (94,000 acres). And California vintners account for more than 90 percent of all the table wine made in this country; chardonnay sales alone make up more than a quarter of that total — 50 million cases in 2007. Five out of every six bottles of chardonnay consumed in this country are from California.

No short column surveying such an ocean of vino can do full justice to its subject, but it helps to part the chardonnay sea into meaningful bays. Three good ones are style, price and region. ...

**More recently, wineries are making steelier, unoaked chardonnays that are not put through malolactic.** These fruit-driven wines are often lower in alcohol, very dry and food-friendly. They require more sophisticated winemaking techniques and immaculate fruit ...

[http://seattletimes.nwsourc.com/html/pacificnw/2009197852\\_pacificpadviser10.html](http://seattletimes.nwsourc.com/html/pacificnw/2009197852_pacificpadviser10.html)

## Widening the state's wine scope

HERALD NET, USA



**11.05.09: Wine exports from Pacific Northwest wineries barely represent a sliver of the global market, but wine marketers in the region are working to improve their standing around the world.**

More than two dozen importers, consultants and hotel and restaurant wine stewards from 23 countries traveled through Washington state this week to sample the region's wines, an event sponsored by the Washington Wine Commission to educate wine buyers from other countries about the area and improve exports.

In 2007, only about 2 percent of all wine made in Washington and Oregon was exported outside the United States. Together, the two states now have about 1,000 wineries. ...

<http://www.heraldnet.com/article/20090511/BIZ/705119950>

## VinTank and Derek Bromley Release Wine Social Media Whitepaper

WINE BUSINESS, USA

**08.05.09: Deepest study to-date of social media companies impacting the wine industry vertical provides valuable resource for wineries wading into "Web 2.0"**

**VinTank, in partnership with wine industry consultant Derek Bromley, has released a whitepaper profiling social media companies impacting the wine industry.** Researched and written with the intent of helping wineries make sense of a vast and confusing medium, the paper looks at the largest social media sites (Facebook, Twitter, LinkedIn) as well as the almost 30 wine social networks battling for the attention of online wine consumers, ending with an overview of the wine blogosphere ...

**It is estimated that social media is generating twice the online content of traditional media, and wineries have been struggling with how to engage their current and potential customers in this medium.** Cruvee.com (a VinTank portfolio company and contributor to the whitepaper) estimates that each day in April 2009 there were 153 blog posts, 1,420 forum posts, and 7,896 microblog (Twitter) posts on the topic of wine. This whitepaper



offers some practical tactics, recommendations and best practices on how wineries can begin to engage in those conversations.

#### Some key findings of the whitepaper

- According to Compete.com, the top 20 wine bloggers in aggregate represent a larger audience than the Wine Spectator online, and are growing at a faster rate. However, the wine blogosphere is highly fragmented and difficult for wineries to navigate.
- Wine social network memberships number in the hundreds of thousands, although it is near impossible to determine how much overlap exists across networks.
- The two top-rated wine social networks, CellarTracker and VinCellar, started as wine cellar management tools that over time have added social networking functionality. This deeper level of value has paid huge dividends in terms of customer loyalty.
- A key challenge for all wine social networks that have achieved any kind of scale is data quality. Duplicate and incorrect data affects all of these sites to varying degrees.
- Online advertising models for the wine industry have more challenges than other verticals due to outdated alcohol regulations.

The free whitepaper is available for download at:

[www.vintank.com/VinTank\\_SocialMediaReport.pdf](http://www.vintank.com/VinTank_SocialMediaReport.pdf)

<http://www.winebusiness.com/news/?go=getArticle&dataid=64381>

#### Deadline Fast Approaching For Wine Industry Benchmark Survey Participation

WINE BUSINESS, USA

08.05.09: **Time is running out for winery and vineyard operations located in Washington, Oregon or California to participate in what is being called a "landmark" Wine Industry Benchmark Survey.** Co-sponsored by Moss Adams LLP and Demeter Group, the survey is the first of its kind in over a decade. The survey is available at: <http://mossadams.enetrix.com>

The sponsors worked with leading wine industry executives, and prominent grape growers on the survey design to ensure it delivers valuable and actionable management information. ... **The sponsors are investing approximately \$250,000 in the survey to ensure that it provides maximum benefit to the industry. To date, over 200 wineries and vineyards have filled out the survey and another 200 or so have accessed the survey.** The goal is to push the number of completed surveys as high as possible. ONLY those who participate will get the valuable results of this survey, and each individual winery and vineyard participants' information will be held in strict confidence. ...

<http://www.winebusiness.com/news/?go=getArticle&dataid=64379>



## 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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### Le weird et le wonderful

FINANCIAL TIMES, UK

09.05.09: **During the London tasting season, I probably go to an average of about five professional wine tastings a week.** Those designed to show off the wares of a single merchant tend to follow a pattern and, while they undoubtedly help to educate me and my palate, they are rarely worth devoting an article to. **But last week's two-day showcase of the wines imported into the UK by Les Caves de Pyrène was sufficiently remarkable for me to want to bring this unusual outfit to your attention.**

One small, and mildly disgusting, distinguishing mark. Normally after tasting dozens of young red wines my teeth are a horrible shade of dark blueish black. **I happened to notice that even after spending several hours at the Porchester Hall in Bayswater tasting my way from producer to producer at Caves de Pyrène's event, my teeth were reasonably respectable-looking.** Here was one small physical sign of the distinctiveness that the company aims for in its wine selection.

**The policy of "Les Caves", as they call themselves, is to ferret out wines that are "never brands; they are not available in supermarkets; they are not mass-produced in wine factories.** They are, instead, largely artisan products, because we believe that quality derives from attentive and caring farming methods. Great terroir and selection of vineyard location, harvesting by hand, manual selection, low yields, minimal chemical intervention and observation of the natural rhythms helps to create the quality of raw ingredients necessary to make great wine – at every price level." ... Some of these Caves wines are more successful than others. In fact, some of them are just too "natural" by half for me. Le Pech Abusé 2004 is aptly named in my view. And my notes on Pierre Frick's sulphur-free Alsace range include such words as "beery", "byre", and the telling abbreviation "RW", "right weird" being a tasting note I seem to use exclusively when tasting wines chosen by Les Caves. ... **What I particularly value about Les Caves' range is that the wines are so authentically French.** Like the staff at Terroirs, they provide a direct line to the latest developments in France rather than peddling the same old list: Sancerre, Chablis, Bordeaux ... **The new wave of vins de table, for instance, wines of serious quality that don't happen to abide by the appellation contrôlée laws and are now to be found on so many wine lists in Paris.** I have listed some of my favourites from last week, with approximate retail prices. Authenticity is rarely cheap, alas.

<http://www.ft.com/cms/s/2/4cb564de-3b5e-11de-ba91-00144feabdc0.html>

### Since the long hot summer of 2003, rosé wines have taken off and never looked back

THE INDEPENDENT, UK

14.05.09: **I knew that rosé had finally arrived during the long, hot summer of 2003,**

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**as my overheated car and I limped wearily into Bordeaux.** ... Since that torrid summer, rosé wines have taken off like a rocket and never looked back. There are good reasons why pink is the new black.

Since the New World came knocking on our door 20-odd years ago, we've learnt to enjoy wine as just another drink with none of the old snobbery once attached to it. **At heart, rosé is an excellent drink and often pretty good value compared to red or white.** It's the perfect al fresco wine, the faintest shaft of sunlight being enough to get us lighting the barbie and spilling out on to the streets to lap up sun and pink wine.

Because it's best drunk chilled, rosé also goes brilliantly with spicy Asian food that is too hot for reds to handle. Finally, rosé has shed its naff image and become fun.

**While traditionally rosé was the preserve of Provence, Spain and Italy, the New World has profited most from the latest craze.** California alone contributes 49 in every 100 bottles of rosé we drink, much of it, from the likes of Blossom Hill, Gallo and Echo Falls, off-dry. Brands, which account for more than half of rosé sales, include South Africa's First Cape and Namaqua, Chile's Isla Negra, an Australia's Jacobs Creek.

While brands have their place, however, there's a lot more individuality in today's rosé. **As winemakers take on board the benefits of taking it seriously, rosés are being made not just as an afterthought, but as serious wines in their own right.** ...

<http://www.independent.co.uk/life-style/food-and-drink/features/anthony-rose-since-the-long-hot-summer-of-2003-ros-wines-have-taken-off-and-never-looked-back-1680109.html>

## Lighter bottles, tougher cardboard

JANCIS ROBINSON, UK

14.05.09: **There are heartening signs that heavy wine bottles are on the way out. As many of you know, we have been campaigning against bodybuilder bottles here since 2006.** We've also run our Name and shame heavy bottles listings, and I have been asking all correspondents to join me in rejecting polystyrene for packing bottles. I outlined some of the issues earlier this year in Red, white and green.

**As a detester of polystyrene for bottle packaging, I was delighted to receive a sample of a new and very sturdy cardboard wine shipper from sustainable UK packaging company Knopak.** ...

<http://www.jancisrobinson.com/articles/a20090514.html>

## Marlborough 2009 - another glut

JANCIS ROBINSON, UK

08.05.09: **Murray Paterson of the viticultural consultancy Vinifera Services sends the following report on the 2009 grape harvest in Marlborough, where he estimates as much as 40,000 tonnes of New Zealand Sauvignon Blanc, a sixth of the crop, may have been left unharvested.** Some fine wines will be made from a challenging but good season. I've seen outstanding flavour in all our three main varieties (Sauvignon Blanc, Pinot Noir and Riesling) with some good, but also a lot of mediocre, Pinot Gris. ...

<http://www.jancisrobinson.com/articles/a20090508.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.*

### Bordeaux Index online market brings in £1.5m

DECANTER, UK

08.05.09: **A live online market place launched by merchant Bordeaux Index has turned over £1.5m in its first week of operation.**

**Live Trade allows registered users to buy and sell 60 of the world's leading wines online.** It is open both to the trade and to private customers.

The screen displays guaranteed buying and selling prices for the wines – currently focused on top-end Bordeaux, but likely to expand to include top Burgundy and Champagne in the future. ... Buying and selling had so far been split about 50-50, he added, with private clients mainly buying wine and the trade looking to sell. So far, about 40% of those trading had been private individuals. ... **He said the company planned to let the new system settle in before considering its expansion.** 'There's no reason why we can't include Champagne, other Bordeaux and lesser Burgundy in the future. The potential for expansion is huge.'

<http://www.decanter.com/news/282187.html>

### Groundbreaking wine initiative stimulates innovation

AUSFODDNEWS.COM, AUSTRALIA

14.05.09: **WRAP (Waste & Resources Action Programme) has announced the latest glass savings of over 20,000 tonnes from its pioneering GlassRite Wine project. Based in the UK, the project involves working with the entire international wine supply chain to deliver major environmental and commercial benefits.**The new data also shows that since its inception in 2006 the project, which is collaborating with producers, brand owners, agents, bottle manufacturers and fillers and retailers around the globe, has increased the bulk importation of wine to the UK by over 90 million litres, which equates to 36 Olympic-sized swimming pools - with nearly 115 million glass bottles being filled in the UK.

The benefits

**The UK is the world's largest importer of wine, buying in some 1.6 million bottles every year. This leads to 630,000 tonnes of glass entering the UK's waste stream and creates significant CO2 emissions through transportation.** Through the project, WRAP is seeking to reduce this impact by encouraging the use of lighter-weight wine bottles, as well as the bulk importation of wine to the UK. Bulk importation in turn raises demand for glass bottles manufactured in the UK. In addition, UK's widely-available supply of recycled green glass allows the supply chain to increase the amount of recycled content in these bottles, adding



further environmental benefit.

**The project is also driving broader commercial benefits, with companies throughout the supply chain reporting cost and raw material savings. ...**

<http://www.ausfoodnews.com.au/2009/05/14/groundbreaking-wine-initiative-stimulates-innovation.html>

## Wines from Greece Publicity Monitor

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

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### Try a taste of Greek wine

THE TELEGRAPH HERALD, USA

13.05.09: **Ever tasted Greek wine?** Chances are you have not.

**If you'd like to, you will have a chance on Friday, May 22, at the Dubuque Museum of Art.**

**The Ladies Philoptochos Society of St. Elias the Prophet Greek Orthodox Church will present Dionysia, a Greek wine tasting, from 7 to 9 p.m. It will feature Greek wines and light appetizers.**

Dimitri Papageorgiou, owner of Dimitri's Wine and Spirits in the Quad Cities, will donate 21 Greek wines . **Mantea Schmid, of Dubuque, was inspired to plan a Greek wine tasting after she attended one last fall at St. George Greek Orthodox Church in Rock Island, Ill. (Dimitri's parish).**

She tasted some Greek dessert wine that "caught my attention." She was surprised at how good it was, and it prompted her to go to the tasting room where Dimitri was offering other wines. She liked what she tasted there, too.

**"Greece was not known for its good wine until recent years," said Mantea. "Most people think of Restina when they think of Greek wine. Restina was a tough wine, resin-based, very dry, and most people didn't like it."**

After a discussion with the women of St. Elias, they decided a wine tasting would be a great opportunity to present a part of their Greek culture to the Dubuque community -- especially those who enjoy wine. ... Dimitri said the main difference between Greek wines and other wines is the grape they are made from. **"Most of the wines are made from Greek native grape varietals. That is what makes them different."** ...

<http://www.thonline.com/article.cfm?id=243141>

### A Hard-to-Beat Value from a Surprising Source

WINE SPECTATOR, USA

11.05.09: **Greek wine is still struggling for respect, but there are some really tasty, food-friendly values to be had, if you're brave enough to work through the tongue-twisting names.**

Recently I was dining at Kefi on New York's Upper West Side. Run by chef and co-owner



15/05/2009

Michael Psilakis, it's a very casual, noisy, rapid-turnover restaurant that finds itself packed most nights. All those under-\$20 entrées probably help. The Greek food is classic, fresh and thoroughly delicious, and this white was a perfect starter with a mélange of grilled sausages, meatballs, calamari and various dips.

The producer is Nasiakos, the grape is Moschofilero and the region Mantinia. From vines grown on volcanic soils, the resulting wine is creamy in texture but fresh, with bright citrus, green plum and chamomile notes backed by a stony, tarragon-tinged finish. At just \$36 a bottle on the list, it's hard to beat value-wise too. 88 points for me, non-blind.

[http://www.winespectator.com/Wine/Free/Articles/WWDN\\_Item/0,5156,5061,00.html](http://www.winespectator.com/Wine/Free/Articles/WWDN_Item/0,5156,5061,00.html)

## Blogosphere Monitor

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

### What Majestic need to do next

WINE ANORAK, UK

09.05.09: ... **So what do Majestic need to do to improve what is already an very good wine shopping experience?** As their estate has grown, the danger is that some interesting wines aren't available in large enough quantities to be spread reliably across all stores. **The result is that you can sometimes find things in the stores that aren't on their website - presumably as the stock falls below a certain level it gets lifted from the website.** And it would be nice if the buyers could pick up small parcels, spread them across just a few stores, but still make these wines accessible to web customers. ...

<http://www.wineanorak.com/blog/2009/05/what-majestic-need-to-do-next.html#links>

### All He Wanted Was a Bottle of Wine After Work

VINOGRAPHY, USA

09.05.09: **I've been working really hard lately. Not here on Vinography, but at the day job that pays the bills. So I can understand the desire to get off work, grab a bottle of wine, and relax a little.** Apparently though, that's not so easy if you're any sort of uniformed service officer in the UK. **There, they've got laws that say, if you're wearing your uniform, you don't get to buy alcohol.** Presumably, this law exists because there either was a problem at one time with uniformed public servants drunk on the job, or simply because politicians and the public are paranoid about that happening. **Unfortunately, what might be a well meaning (if a bit patronizing) law, creates situations like this one, for a poor (if a bit addled) paramedic in Surrey, England ...**

[http://www.vinography.com/archives/2009/05/all\\_he\\_wanted\\_was\\_a\\_bottle\\_of.html](http://www.vinography.com/archives/2009/05/all_he_wanted_was_a_bottle_of.html)

### Gallo's humor (or lack thereof)

DR VINO, USA



15/05/2009

11.05.09: E & J Gallo, **the enormous, privately held wine company, is well-known (notorious?) for protecting their brand.** Ernest and Julio sued their own brother Joseph in 1986 to prevent him from marketing his cheese as "Joseph Gallo." They also sued unrelated East Bay company, Gallo Salume Inc., to limit the number of their meat products that could carry the name.

A couple of weeks ago, E & J Gallo cranked the lawsuit-o-meter up a notch: They sued a Seattle gourmet food store for selling a Spanish pasta called Gallo. On the forums of the Seattle Times, Steve Winston, the owner of The Spanish Table in Pike Place Market, comments that Pastas Gallo dates from 1874 while E & J Gallo dates from 1933. ...

<http://www.drvin.com/2009/05/11/gallos-humor-legal-actions-gallo-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.*

### Champagne Drinkers Lean Toward the Cheap Stuff

THE NEW YORK TIMES, USA

09.05.09: The chief executive of Vranken-Pommery Monopole, the world's third-biggest maker of Champagne, said the French company was skirting an industry contraction by selling cheaper bubbly than larger competitors. Champagne revenue at Vranken fell 2.4 percent in the first quarter, less than the 29 percent slump at the No. 2 maker, Boizel Chanoine Champagne. LVMH Moët Hennessy Louis Vuitton, the biggest Champagne producer, said the number of bottles sold in the period fell 35 percent, but it does not break out Champagne sales. Vranken's Charles Lafitte, popular in France, costs about 20 euros (\$27) a bottle.

[http://www.nytimes.com/2009/05/09/business/09bizbriefs-CHAMPAGNEDRI\\_BRF.html](http://www.nytimes.com/2009/05/09/business/09bizbriefs-CHAMPAGNEDRI_BRF.html)

### Screw cap wines uncork tradition

EXAMINER, USA

07.05.09: **Wine drinkers may be turning up their noses at the concept of screw caps but vintners are laughing all the way to the bank.**

Ironically, those in the industry say it's not the wine snobs who are shunning the screw cap closures. **People who are knowledgeable and drink a fair amount of wine know about screw cap closures and are of accepting of it. The obstacle is that screw caps defy tradition and people love the "pulling the cork" ritual.** It has been equated with fine wines and hundreds of years and it's hard to give up traditions.



**More and more vintners are discovering using screw cap closures is a quality issue because they believe it protects the integrity of the fruit from cork taint.**

In fact, 5 percent of all bottles of wine is affected by bad corks. A musty, wet cardboard aroma is a sign of cork taint and is because it masks the aromas of the fruit.



The culprit is trichloroanisole, a complex chemical that results from the reaction with natural molds and chlorine bleach within corks. **Many winemakers turned to synthetic corks with not much success.** They were hard to pull and harder to get back into the neck of the bottle. Even good corkscrews have problems with punching through the denser plastics.

A wine expert at an upscale wine and spirits store in Menlo Park said the business is beginning to carry more screw cap wines in the \$8- \$20 range but there is some resistance ...

<http://www.examiner.com/x-6887-Northern-California-Wine-Examiner-y2009m5d7-Screw-cap-wines-uncork-tradition>

## Alice White Wines Introduces Tetra Pak Cartons for Three Award Winning Varietals

YAHOO, USA

11.05.09: It is time to think outside the bottle, and coincidentally, inside the pak. Alice White, one of the United States' leading Australian wine brands known for its quality and colorful labels, is introducing three of its award winning varietals - Chardonnay, Lexia and Shiraz - in 500 milliliter Tetra Pak® cartons. The wines are available nationwide for a suggested retail price of \$4.99.

**In today's market, consumers are seeking quality wines at affordable prices making alternative packaging options like Tetra Pak cartons attractive. According to a recent study, nearly half (45 percent) of respondents have never seen wine in a Tetra Pak carton before, but almost half of them (48 percent) would be willing to try it. ...**

<http://finance.yahoo.com/news/Alice-White-Wines-Introduces-prnews-15196063.html?v=1>

## Eco-Containers Box Out Wine Waste

REUTERS, USA

12.05.09: **Boxed wine anyone? For most Californians, the thought of consuming wine from a box is sacrilegious.** Instead, we prefer a day of scenic drives and tastings in Napa or Sonoma. However, Three Thieves wine enthusiasts have a box any Californian would be willing to sip from. Wine lovers, meet the new Terta Pak wine containers from the Bandit brand of wines.

Bandit wines like a rich merlot, delicate chardonnay, or a robust cabernet sauvignon, are stored in Tetra Paks eco-packaging with a look and feel similar to the packaging of typical chicken stock box containers. The box is using Tetra Prisma, a brand of aseptic box material, which contains 70 percent paper, and greatly reduces the energy otherwise used to create glass bottles. Additionally, because the Tetra Pak boxes are so lightweight, transportation of them involves less weight and more efficient use of fuel preventing additional air and greenhouse gas pollutants.

**The concept behind the Bandit wines in Tetra Paks comes directly from the founding concept of Three Thieves: convenience. ...**

<http://www.reuters.com/article/mnCorporateResponsibility/idUS345858309420090512>



## Riesling wineries under threat

HARPERS, UK

13.05.09: **Some of Germany's most famous Riesling wineries are under threat from government plans to construct a major traffic bridge in the Mosel Valley region, visitors to the London International Wine Fair are being told.** The environmental threat posed to Germany's Mosel Valley Riesling wineries through the construction a four-lane traffic bridge in the region is the focus of a lobbying campaign at the LIWF. ...

**Visitors to the stand are being encouraged to back a campaign to scrap plans for a 160-metre high four lane highway bridge across the famous winemaking valley. ...**

<http://www.harpers.co.uk/news/news-headlines/7997-riesling-wineries-under-threat.html>

## Inertia Beverage Group Launches Social Networking Community for Winery Clients

YAHOO, USA

12.05.09: **Inertia Beverage Group has launched INSITE, a web-based direct sales community for users of its REthink Engine™ direct sales platform. Built around a social networking frame, INSITE gives Inertia clients access to comprehensive support documents and instant online access to support staff.** INSITE also includes forums and user groups where Inertia clients can interact with each other and discuss marketing and technical issues surrounding the REthink Engine, direct wine sales and wine marketing in general.

**"Winery direct sales to both the consumers and trade are continuing to grow," said Ted Jansen, President & CEO of Inertia. "As a result, access to information on how to attack these sales channels more effectively and profitably is in high demand. ...**

<http://finance.yahoo.com/news/Inertia-Beverage-Group-bw-15216622.html?v=1>

## Committee approves highway ads for farm wineries

CONNECTICUT POST, USA

11.05.09: **It'll be easier for motorists to locate Connecticut farm wineries, under legislation approved Monday in the Appropriations Committee that would create new signs on state highways.** But lawmakers said that the exact details of the bill remain under negotiation and it's unlikely that taxpayers would have to foot the bill for the advertising, which has been estimated at up to \$20,000 a sign. With little discussion, the budget-setting committee, which has generally stood against new spending plans this year, voted overwhelmingly to move the bill to the House for a vote.

Supporters of the bill said they believe a compromise will emerge to make the farm wineries totally responsible for funding the roadside advertising, which could cost as much as \$200,000 for 10 new signs, according to an analysis of the bill prepared by legislative staff.

Another provision of the bill would allow farm wineries to pay \$1,500 to have their logos included on so-called specific-information signs that include gas stations, restaurants and lodging near highway exists ...



[http://www.connpost.com/ci\\_12345152](http://www.connpost.com/ci_12345152)

## What's wrong with teetotallers?

THE TIMES, UK



11.05.09: **What's wrong with teetotallers, eh? Always looking down their noses at the rest of us. Why can't they just relax, have a few drinks, enjoy themselves, lighten up? ... Yes, teetotallers get under our skin. The question is, why? ...**

Sure, we can survive social occasions without drinking, but it's a damn sight easier with

it. Boredom can be borne, ditto loud music. Plus it's relaxing, it tastes nice (to us), it makes square people dance and, fleetingly, takes your worries away. Besides, without it, how would people ever cop off? ...

They're the odd ones out

Britain is a nation of drinkers. Alcohol consoles us, disinhibits us, emboldens us and gives us joy. As Alan Johnson, the Health Minister, said recently: "The drinking culture is endemic in almost every aspect of British life — in the home, to mark good news or achievement in the workplace."

**Yet this British love affair with booze is deeply dysfunctional: some 2.9 million people in the UK are dependent on it and, officially, the number of alcohol-induced deaths is around 8,000 a year.** ... Just because it's there doesn't mean that we have to drink it. Yet only a very few people choose not to drink unless they are motivated by religious beliefs or are recovering alcoholics. ...

[http://women.timesonline.co.uk/tol/life\\_and\\_style/women/diet\\_and\\_fitness/article6250736.ece](http://women.timesonline.co.uk/tol/life_and_style/women/diet_and_fitness/article6250736.ece)

## 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.*

### The wind of change defies traditional wine making

Traditional wine-making all over the world is challenged by a series of innovations which may thrill wine-merchants as these advances are translated into higher turnovers but at the same time they face strong opposition on the behalf of traditional wine-makers. This conflict may be defined as an encounter of the New World versus Old Europe and more particularly France, which rightfully possesses the title of the most well known wine producing country. Stereotypes which few years ago seemed threatening to the entire of the wine making world nowadays have started being incorporated into the wine-making philosophy of many countries, much easier than expected.

Unoaked wine from Australia and New Zealand enjoy huge demand in the American market whereas bottle wines in our days are not necessarily made from glass, but can be found in the



form of cheaper and easier to store and preserve Tetra-Pak cartons.

Traditional French wine-makers may have had some serious doubts about these innovations and countered the criticism of modern wine makers in France, but recently they both seem to have put their differences behind in favour of a critical danger: **The EU proposal which would allow Europeans to blend red and white wine in order to create a pink blend, a practice which is quite prominent among New World producers.**

The French government reluctantly sought to block the measure, after fuming reactions in the countryside, managing to defer the vote in June, nevertheless the question that keeps on troubling the minds of French wine makers and wine lovers across the world is until when one vote will block this tendency of modernization which seems to have hugely altered the wine industry in just a few years? Or will a new militant French winemaker group like CRAV and the majority of French wine-makers threats to abstain from voting be enough to stop this? Fortunately or unfortunately, it depends on which side you are on, the answer cannot be as romantic and idealistic as French wine makers.

