

Global Wine Trends

Weekly Update

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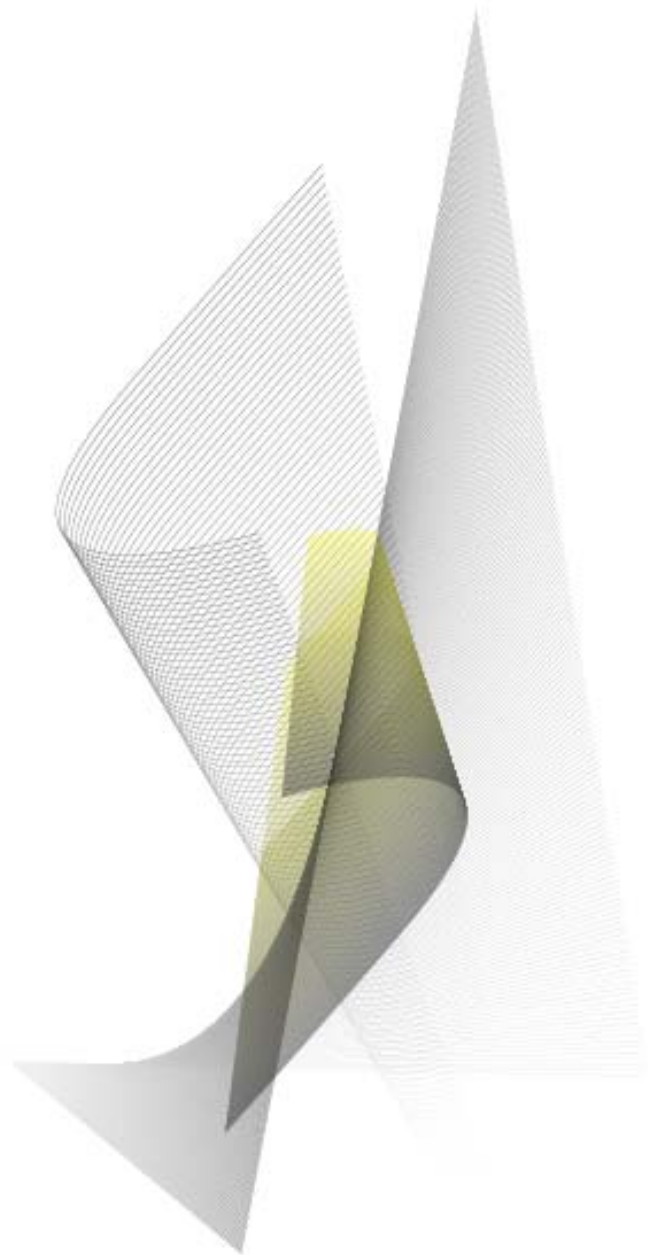


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Global Market Watch

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

Wine drinkers continue to cut spending

DECANTER, UK

17.03.09: **British wine drinkers are continuing to curb their spending with over a third buying cheaper wines.** The results of the Wine Intelligence Poll, commissioned by the Wine and Spirit Trade Association (WSTA), reinforce previous market research suggesting a growing number of low spending consumers are being forced out of the wine category altogether. The poll also found that **a quarter of regular wine consumers are now choosing to drink at home rather than in pubs and restaurants.** On the whole, 34% of wine drinkers are spending less on wine as the impact of the economic downturn takes hold. Wine drinkers who usually spend less than £4 on a bottle are reducing their spending on wine in greater numbers and one in five are buying more at once to benefit from a discount. Jeremy Beadles, chief Executive of the WSTA, said: **'The survey bears out the warnings from the trade that in the face of the worst recession for a generation and successive punitive tax increases the market has reached a tipping point.'** The findings from Wine Intelligence come on top of evidence from Nielsen showing sales of wine priced under £4 fell by 11% last year. Analysts suggest this indicates many on lower budgets are simply being priced out of the wine category and this survey lends weight to that view.'

Also published:

Wine drinkers drift to off-trade - OFF LICENCE NEWS, UK

<http://www.offlicencenews.co.uk/articles/70263/Wine-drinkers-drift-to-off-trade.aspx?categoryid=9059>

<http://www.decanter.com/news/news.php?id=278860>

N.C. wine still going strong despite recession

STAR NEWS, USA

12.03.09: Despite the tightening household budgets around the state, N.C. winemakers say they're still growing, according to this story by Star-News intern Brian Freskos. It's one of the most read stories on the site today. Here's an excerpt: The industry is expanding every year, said Margo Metzger, the executive director of the Raleigh Wine and Grape Council. In the summer of 2004, there were 34 wineries in North Carolina, she said. Today there are 82, all of which are open to the public. "It's definitely a growth industry," she said.

While the wine industry continues to expand despite economic hardships, the industry also continues to succeed in part because of an increase in the number of tourists who are visiting wineries and vineyards each day. **People are discovering that a visit to a local winery or vineyard makes for a cheaper thrill than traveling far from home,** said several winery and vineyard owners. **It's good to see an N.C. industry still going strong despite the**



economic hardships everyone is facing. [Read the full story here](#). And don't miss this short feature on Wilmington's "Wine Lady" with details about picking up a few affordable local bottles.

<http://blogs.starnewsonline.com/default.asp?item=2347928>

Ten Great International Wine Destinations

FORBES, USA

12.03.09: The next time a friend or co-worker says he's headed to Napa on vacation to do a little wine tasting, don't get jealous. Go somewhere better. Visited by well over 3 million tourists a year, Napa can be a hassle, with crowded tasting rooms, near-standstill traffic on Highway 29 and a paucity of dinner reservations (call the French Laundry two months in advance, to the day, but you'll probably get a busy tone). To be sure, **Napa practically invented high-quality wine tourism**. But wineries in other regions around the world have followed its lead and stepped up their game, offering a personal touch, not to mention high-quality hotels, restaurants and tasting rooms that provide connections to their regions' history and lifestyle. Oh, and they have some great-tasting wines, too. The challenge is deciding among the many attractive options, **from Chile to South Africa to Australia**. Each, says George Taber, author of the forthcoming book *In Search of Bacchus: Wanderings in the Wonderful World of Wine Tourism*, offers a unique experience. To research his book, Taber spent eight months on the road and visited 12 different countries. Along the way, he discovered that some regions offer great luxury and service, while others are worth visiting for the peace, quiet and spectacular views. ...

<http://www.forbes.com/2009/03/12/wine-tasting-destination-lifestyle-wine-destination.html>

Ancient Spaniards for Modern Cellars

THE NEW YORK TIMES, USA



18.03.09: THREE years ago the wine panel reviewed reds from the Bierzo region of Spain for the first time. We were enchanted with the haunting, complex aromas of the mencia grape, which is used to such wonderful effect only in northwest Spain. The wine panel tasted red wines from the Bierzo region of Spain,

discovering some wines that offer the mencia grape in all its exotic fruit, wildflower and mineral glory. Since **Bierzo has emerged to the rest of the world as a wine region only in the last 10 years or so**, we thought it was worth checking in to see how things were evolving. Not to keep you in suspense, things in Bierzo are going quite well, with a few qualifications.

Before I elaborate on that answer, though, let me explain why I think the question is so fascinating. Because of its relative isolation, and because its significant grape is so different, Bierzo offers an **unusual opportunity to observe how an ancient wine region takes its place in the modern world of wine commerce**. As with any emerging region, Bierzo faces multiple pressures as it tries to interest the rest of the world in its wines and turn itself into a desirable brand. Does it take the historical traditions that make its wines distinctive and try to persuade the world to embrace something new? Does it carefully study what is already popular and try to modify its wines to appeal to those built-in desires? Or does it do a little of this and a little of that? The answer, of course, is all of the above. ...



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http://www.nytimes.com/2009/03/18/dining/18wine.html?_r=1&pagewanted=all

Kiara Wines introduces Farina from Spain

SOMMELIER INDIA, INDIA

15.03.09: Fulfillment is the word best used to describe the Spanish Wines evening hosted by Ravish Ahuja, Chairman, Kiara Wines, at the ITC Grand Central, Parel, Mumbai, notes Suneeta Kanga. Ravish is looking to further increase and enrich the Indian wine basket with a spectacular bouquet of the most elegant wines from the Toro region of Spain. Pictured are Nicola Thornton from Farina wines, Ravish Ahuja, Chairman, Kiara Wines, Consul General of Spain Cesar Alba with Suneeta Kanga. **Spain stands an underrated player on the wine platforms of the world primarily because of its insistence on the individuality of every glass without succumbing to the pressures of high yields and mass production. In fact, most of the fine wines from Spain are consumed locally....**

http://www.sommelierindia.com/blog/2009/03/kiara_wines_introduces_farina.html

With their huge diversity and quality, Argentinian wines are fast becoming players on the world stage

THE OBSERVER, UK

15.03.09: February is a great time to visit Mendoza, Argentina's wine capital. The Andes are at their most beautiful - snow-crowned and magnificent - while the city is busy preparing itself for the harvest. The bars are full and the pre-vintage festivities are in full spate. As an antidote to the dog days of a British winter, it's hard to beat. So what was I doing in the basement of the Sheraton, longing for a chink of natural light? The answer is that I was judging the 2009 Argentina Wine Awards, the third edition of a competition which seeks to reward the best bottles from South America's largest wine-producing country. We panellists were allowed out for lunch, like prisoners released from an oubliette, but otherwise we toiled for seven hours a day in the gurgling bowels of the hotel. The first AWAs were judged by a team composed solely of Brits. Two years later, only three of the 15 judges were from the UK. The reason is that the Argentinians wanted to invite tasters from markets - Canada, Brazil and especially the US - where their wines perform well. **Sales to the UK are depressingly small, and largely restricted to cheap wines, but in the other countries, Argentina is booming.** ... As well as Chardonnay, Sauvignon Blanc, Merlot and Cabernet Sauvignon (the grapes that everyone grows) Argentina has plantings of, among others, Tempranillo, Bonarda, Tannat, Petit Verdot, Syrah, Viognier, Riesling and, er, Friulano. It also has two varieties it makes better than anyone: Torrontes and Malbec. ...

<http://www.guardian.co.uk/lifeandstyle/2009/mar/15/argentinian-wines>

Italian wine exports drop in 2008

DECANTER, UK

16.03.09: **Italian wine exports fell in volume last year due to strong competitive pressure from non-European markets.** The country's wine export volumes dropped seven per cent to 17.8 million hectolitres in 2008, according to Unione Italiana Vini (UIV). Despite this



its value has increased by two per cent to €3.6bn (\$4.57). 'We are closing a difficult year, but our product has managed to hold on to the positions gained in the past,' UIV Chairman Andrea Sartori said in a statement. 'The challenge for this and coming years will be... to be ever more competitive, improving an average quality of our products and boosting communication about the value of Italian wine.' Sartori said that growing competition from the United States, Argentina, Chile and South Africa has also affected other traditional European wine makers. The reputation of Italian wine was damaged in the United States last year by investigations into the authenticity of premium red wines made by some producers from Montalcino and Montepulciano in Tuscany.

<http://www.decanter.com/news/news.php?id=278795>

Bulgarian Wineries Offer Premium Wines

STANDART NEWS, BULGARIA

19.03.09: The wines that the Bulgarian wineries sell on the domestic market are on a par with the boutique wines that are presented at sampling contests, says Plamen Mollov, President of the Bulgarian Vine and Wine Chamber, at the opening of the Vinaria expo at the Plovdiv Fair. The wine experts have awarded the best wines with four Golden Rhytons and 157 medals, 100 of them gold. Under the conditions of a global financial crisis, Bulgaria has fair chances to boost its wine export, if the country bets on high quality domestic produce, Agriculture Minister Valery Tsvetanov said. He added that by November last year, Bulgaria's wine export amounted to 57 million liters, according to the information by customs houses. Of them, 56 million were offered on the markets of Russia, Belarus and Moldova. The rest one million liters were exported to other countries such as Japan, USA, Vietnam, Turkey and Israel.

Also published:

Bulgaria Exported 57 Million Liters of Wine in 2008 - NOVINITE, BULGARIA

http://www.novinite.com/view_news.php?id=102036

<http://paper.standartnews.com/en/article.php?d=2009-03-19&article=26979>

Unfiltered: Prince Charles Among the Vines

WINE SPECTATOR, USA



12.03.09: It's the middle of harvest in the Southern Hemisphere right now, and most winemakers don't have time for guests as tons of grapes come pouring into the winery, but sometimes you have to make an exception. Viñedos Emiliana and its winemaker, Álvaro Espinoza, received some royal visitors at the biodynamic Chilean winery this week—the Prince of Wales and the Duchess of Cornwall stopped by on Tuesday. (We assume they didn't show up in Prince Charles' bioethanol-fueled Aston Martin.) Charles and Camilla Parker Bowles met with Emiliana's general manager, Rafael Guilisasti, and his brother, José, the agricultural manager, to discuss the winery's sustainable and organic farming practices. It's Their Royal Highnesses' first trip to Chile, and they are meeting with many of Chile's leaders in the field of organic agriculture at the request of the British government. Charles and Camilla toured the winery and participated in a tasting of the Emiliana's wines led by Espinoza. ...

<http://www.winespectator.com/Wine/Features/0,1197,4924,00.html?CMP=OTC-RSS>



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Andy Beckstoffler Administers a Dose of Salts to Napa Valley Grapegrowers

WINE BUSINESS, USA

18.03.09: Napa Valley Grapegrowers continued its useful educational seminars Tuesday with a workshop on grape contracting, "Tools you can use," and grower Andy Beckstoffer set the tone with his many concerns about the state of the business. Moderated by Jim Verhey, a Grapegrower director and head of its educational committee, the session filled the equipment barn at Moulds Family Vineyards in Napa with growers anxious about their prospects in the depressed economy. ... Beckstoffer offered up strong medicine. He first outlined the problems growers face: **the economy that is slowing sale of expensive wines like those made in Napa, the impact of climate change, the prospect of massive replanting -- and issues peculiar to Napa as top dog in the American wine world.** ...

http://www.winebusiness.com/news/?go=getArticle&cms_preview=true&dataid=63041

Vinfoлио Launches Wine Prices iPhone Application

VINFOLIO, USA

12.03.09: Vinfoлио announced today the release of the Wine Prices iPhone application, which gives users free mobile access to the most comprehensive resource for up-to-date wine price information online. **The Wine Prices iPhone application provides the ability to search over 400,000 wine auction price results on over 10,000 individual wines and over 1 million US wine retail prices on nearly 200,000 unique wines.** Available for free at the iPhone App Store, the Wine Prices iPhone application allows wine enthusiasts, collectors and investors the benefit of current wine pricing information combined with the robust features offered by the iPhone and iPod touch user interface. ...

<http://www.vinfoлио.com/press-release-03-12-09-iPhone.jsp>

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 industry suffers from economic recession

MSNBC, USA

17.03.09: The current recession is taking a massive toll on the wine industry. **The poor economy has turned the wine industry into a buyer's market with good wines at cheap prices.** Expensive bottles of wine are not flying off store shelves like they used to, so retailers are having to look at other ways to spark interest in their products. "There's wine in all of these price categories, even \$10 to \$20 you can find some really interesting wines of character. These are in the \$10 to \$20 price range. They represent I'd say a great wine for the money," said wine retailer Harris Polakoff. Many wine stores have information about the wines they sell posted in their stores. It's a good tool for consumers, helping them find wines they like at a price that fits their budget.



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<http://www.msnbc.msn.com/id/29729189/>

A Rosé by Any Other Method

WINE SPECTATOR, USA

17.03.09: **The European Union is changing the legal definition of rosé, as part of an effort to loosen the continent's strict winemaking rules.** But traditional producers of the pink-hued wines are none too happy about it. Rosé has long been made by crushing red grapes, letting the juice extract a bit of color and flavor from the skins, and then draining the juice off before fermentation. The color of the resulting wine can range from a pale salmon color to deep pink. As part of an ambitious overhaul of European wine regulations, however, the European Union will legalize making rosé by blending red and white wines. That method is legal in Champagne (where the resulting rosé then undergoes a secondary fermentation) but rarely used elsewhere. When the E.U.'s agriculture and rural development commission enacted a comprehensive wine reform plan in 2007, part of an effort to cut back on Europe's surplus wine production and make its wines more competitive, one measure was to loosen winemaking regulations to comply with the standards of the International Organization of the Vine and Wine (OIV). Many winemakers complained that European value brands couldn't compete with low cost wines from the Southern Hemisphere because laws forbid cost-saving techniques like using oak chips. The commission developed a series of amendments to permitted winemaking practices, and the 27 member states gave it initial approval. One of the measures allows the new rosé technique. ...

<http://www.winespectator.com/Wine/Features/0,1197,4936,00.html>

'Clos' to Go -- What About 'Chateau?'

WINES & VINES, USA



16.03.09: In the 37 years since French winemaker Bernard Portet planted vines in Napa Valley's Stag's Leap District, Clos du Val has built an international reputation, exporting to nearly every country in the European Union. But that all came to a halt March 10, when the European Community removed the approval for certain traditional expressions

such as "chateau," "vintage," and -- unfortunately -- "clos." Permissions to use more than a dozen such expressions expired March 10, 2009 (the three-year anniversary of the 2006 wine trade agreement between the United States and the EC), and certain U.S. imports "no longer conform to the applicable labeling rules," according to a letter sent to the deputy U.S. Trade Representative. All of which is to say that **wineries that export to the EC with banned words on their labels are at risk of having their product stopped from entering the European marketplace.** The change removes terms previously permitted under Appendix I, Part A of the trade agreement, which says the EC "shall permit the use of the terms" "chateau, classic, cream, crusted/crusting, fine, late bottled vintage, noble, ruby, superior, sur lie, tawny, vintage, vintage character."

Window of confusion

In a letter dated Aug. 9, 2008, a representative from the European Community informed deputy U.S. trade representative John Veroneau that "the Community does not extend the period for use of these terms...beyond 10 March 2009." Currently the office of the U.S. Trade Representative is waiting for the European Community to submit new labeling requirements



(expected before the end of March, and possibly this week), which leaves a distinct window of confusion for U.S. wineries that sell their products in Europe. ...

<http://www.winesandvines.com/template.cfm?section=news&content=62996&htitle=%27Clos%27%20to%20Go%20--%20What%20About%20%27Chateau%3F%27>

French 'wine terrorists' attack merchants selling foreign produce

THE DAILY TELEGRAPH, UK



13.03.09 French police are searching for members of the group which poured more than one million bottles worth of red, white and rosé down the drain in their third commando-style attack in three weeks. In a predawn raid, the wine activists broke into the vigneron des Garrigues, a wine co-operative group in Nîmes, pulled out the plugs from eight huge vats and emptied 11,000 hectolitres – the equivalent of 1.2 million bottles – of wine into the premises, from

where it seeped out into an adjacent river. Jean Foch, the director, said the sabotage operation had cost him 600,000 euros (£550,000). He arrived to find empty vats daubed with four letters: CRAV. People in the southwestern Languedoc Roussillon region know CRAV stands for Le Comité Régional d'Action Viticole (Regional Committee for Viticultural Action), a group known to hijack tankers of foreign wine and dynamite government buildings or supermarkets. CRAV militants often refer to the 1907 winemakers' uprising in Montpellier, when hundreds of thousands took to the streets to defend local growers and the army opened fire on the protesters, killing six. They oppose merchants who bring in foreign wine from Spain or Italy and accuse them of cutting prices to unreasonably low levels. "Their action gives a catastrophic image of our profession," said a shocked but determined Mr Foch. He represents 10 caves co-operatives, and while he sells mostly locally produced wine for the middle-range market, he also buys up Spanish wine for the lower-grade vin de table, as it is much cheaper. He insists that it is only by buying cheaper foreign wine he can keep paying higher prices for local produce. **"Today there is part of French winegrowers who still do not accept the law of the market. To fit supply and demand for them makes no sense. They want to sell their wine at high prices, full stop. Well, it doesn't work like that,"** he told The Daily Telegraph. ...

<http://www.telegraph.co.uk/news/worldnews/europe/france/4986296/French-wine-terrorists-attack-merchants-selling-foreign-produce.html>

Beaujolais 'sugar ring' fined heavily as supermarkets escape with light sentences

DECANTER, UK

18.03.09: The wine producers in the Beaujolais sugar case have been found guilty of illegally adding sugar to their wine and fined up to €20,000 (£18,900/\$27,000) each – much higher than originally demanded by the prosecution. The state prosecutor had originally requested between €700 (£660/\$950) and €1,500 (£1,420/\$2,000) in fines from the 53 growers and producers accused of over chaptalising. Although chaptalisation – adding sugar to wine - is legal, the winemakers were found to have increased the alcohol in their wines by over 2% (the legal limit in the region). The court heard that the winemakers had increased alcohol levels by between 2



and 2.7%. Three branches of French supermarket Intermarché implicated in trafficking the 600 tonnes of sugar received fines well below those demanded by the prosecution. Although the state prosecutor originally requested between €50-100,000 (£47,200-94,400/\$67,500-140,000) from the supermarkets and suspended prison sentences for four of their directors, the court instructed the supermarkets to pay €4-20,000 (£3,300-18,900/\$5,400-27,000) each. However, the fines handed out to the winemakers may cripple many of them. 'We're stunned. The sentences are destructive. Some haven't sold their wines for two years and are living on their wives' salaries. These fines could push them to close down,' said defending lawyer Michel Desilets. Desilets said some winemakers intended to appeal. ...

<http://www.decanter.com/news/news.php?id=278929>

Prohibition for French teenagers as new laws approved to curb 'le binge drinking'

THE GUARDIAN, UK

13.03.09: **It was once the nation of everything in moderation, where children learned to sip from parents' wine glasses at the dinner table and teenagers never got wasted in the street. But France is now battling such an epidemic of teenage binge-drinking that parliament this week approved new laws to curb alcohol sales to the young.** The national assembly voted to ban so-called "open bars" which offer unlimited drinks for a fixed entry price. It raised the minimum age at which a person can buy alcohol and cigarettes from 16 to 18 in line with most of Europe, and banned the sale of alcohol at service stations between 6pm and 8am - thought to be a prime source of drinks for young people.

The law, which goes before the senate next week, would also allow mayors to ban takeaway sales of alcohol in their areas between 8pm and 8am. A newfound trend among French teenagers for overindulgence has seen a new Anglicism creep into the language: "le binge drinking". The number of minors under 15 hospitalised due to alcohol rose 50% between 2004 and 2007. A government report backing the new laws warned of "a worrying rise in massive alcohol use by young people". France, once the world's biggest wine-producer, now has a teetotal president and alcohol consumption that has steadily declined from 17.7 litres a head a year in 1961 to less than 9.3 litres today. But teenage drinking is rising. ...

<http://www.guardian.co.uk/world/2009/mar/13/france-teenage-drinkers-alcohol>

Gordon Brown rejects plans to raise price of wine

DECANTER, UK

16.03.09: **British Prime Minister Gordon Brown has rejected proposals to introduce a minimum price system for alcohol in a bid to tackle binge drinking.** Chief medical officer Sir Liam Donaldson's plan to fix prices would result in the average bottle of wine costing a minimum of £5.05 – a huge increase in the current average price of £4.01. Brown was quick to react to the suggestion that shops should be required to sell alcohol at no less than 50p per unit, saying that he would protect the interests of the 'sensible majority of moderate drinkers.' At a press conference in London this morning the Prime Minister said: 'We do not want the responsible, sensible majority of moderate drinkers to have to pay more or suffer as a result of the excesses of a small minority.' The government will respond formally to Sir Liam's proposals at a later date, but the Prime Minister's comments are a clear sign that such a system stands no chance of being adopted. The Wine and Spirit Trade Association (WSTA) agree that a minimum



pricing system would leave the ordinary consumer at a serious disadvantage. 'We do not believe that the introduction of retail price maintenance is in the best interests of the consumer and economy,' the WSTA told decanter.com. 'It would reduce competition between retailer and between producers and would without doubt lead to consumers getting worse a deal and a poorer range of products. Smaller businesses are likely to be particularly disadvantaged.'

<http://www.decanter.com/news/news.php?id=278773>

AP survey finds most Tenn. lawmakers undecided proposal to allow wine sales in supermarkets

NEWS 3 CHANNEL, USA

15.03.09: **An Associated Press survey has found most Tennessee lawmakers remain undecided about a proposal to allow wine to be sold in supermarkets, a strong indication that the measure is unlikely to be voted on this year.** Only 40 percent of the General Assembly's 132 members say they have made up their minds on the issue. And of those who have, a narrow majority say they oppose any change to the current law that restricts wine sales to liquor stores. Lawmakers' support or opposition toward the proposal does not track along party lines. Many say the measure has drawn heavy e-mail and phone traffic from constituents. Opponents are concerned about underage access to wine, the impact on small businesses and general resistance to making alcohol more easily accessible.

<http://www.wreg.com/sns-ap-tn-xgr--wineinsupermarkets,0,2050266.story>

Australian wine industry slams British price rise

ABC NEWS, AUSTRALIA

17.03.09: **Australia's wine industry says the UK's proposal to push up alcohol prices is a poor solution to binge drinking.** To curb alcohol abuse, England's chief medical officer wants to increase prices, in line with the Scottish Government's plans to stop alcohol discounting, and charge at least 50 pence (\$A1.05) for each unit of alcohol in a drink. It would lift the minimum cost of wine to \$A10 a bottle. Australia is the biggest wine exporter to the UK. Stephen Strachan, from the Wine Makers Federation of Australia, says the proposal won't work.

...

<http://www.abc.net.au/rural/news/content/200903/s2518069.htm>

Heatwave crushes the grape harvest

FAIRFAX DIGITAL, AUSTRALIA

18.03.09: Harvest 2009 may be the turning point for many vineyards contemplating water, climate and industry issues. Some have already begun that journey as for others, harvest continues. The three weeks in near record heatwave conditions in January left their mark. At Swinging Bridge near Canowindra, Tom Ward said their white varieties are off the vines and they are halfway through harvesting the red varieties. Although the heat wave was far from harmless, "we were pretty lucky, as it wasn't quite as severe as what they had in Victoria and South Australia", he said. ... This would make the 2009 harvest well below the record 2005 harvest of 1.93 million tonnes but well above the drought and frost affected 2007 harvest of



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1.34 million.

<http://cowra.yourguide.com.au/news/local/news/General/heatwave-crushes-the-grape-harvest/1462301.aspx?src=email>

New director for Wine Australia

DAILY WINE NEWS, AUSTRALIA

16.03.09: The Australian Wine and Brandy Corporation (Wine Australia) is pleased to announce the appointment of Lisa McGovern to the new role of regional director – UK/Ireland/Europe, to be based at Australia House in London and effective from the 6 April 2009. The appointment follows an extensive search in both Australia and internationally, and confirms the organisation's commitment to maintaining a strong and coordinated presence in its key export markets. McGovern's experience spans an extensive career in the wine trade with key UK and European roles, as well as an extension beyond wine into leading destination restaurant brands and the food and wine sector. With a background in premium brand marketing, strategic communications, wine distribution and public relations, McGovern is well placed to meet the demands of a fast-changing marketplace that comprises multiple levels of maturity and development, as well as free market structures and monopolies. ...The new UK-based role is another step in the progressive restructure of the Wine Australia marketing platform. General Manager of Market Development Paul Henry commented: "I am aware of how keenly anticipated this appointment has been, and while all candidates have been of a high and credible calibre, Lisa's communication experience and original commercial thinking, marked her out as the individual who could best meet the challenges. The need for a positive sense of renewal and energy, that addresses opportunities at a local market level, is the key milestone in the next 12 months. I look forward to working with Lisa and all of the team on the next chapter for Wine Australia."

<http://www.winebiz.com.au/dwn/details.asp?ID=2441>

Canada Drops Wine Barrel Tariff

WINES & VINES, USA



12.03.09: Canada has removed a 3% tariff on oak barrel imports, a move that will reduce costs to wineries by approximately CAN\$30 a barrel (\$23.61 USD). The move was announced during a press conference at Quails' Gate Estate Winery in Kelowna recently, where Canada's International Trade Minister Stockwell Day also announced the establishment of a \$1-million fund (all amounts reflect Canadian dollars, unless otherwise specified) designed to help Canadian wineries cultivate export markets. Work on the initiative has been ongoing since last year, as Wines & Vines reported.

The import of barrels and barrel parts from France totaled \$5.9 million last year, giving France approximately a quarter of Canada's barrel business. France is second to the U.S., which shipped \$17.2-million worth of wood barrels and barrel parts to Canada in 2008. There is no import tariff on American oak barrels. The elimination of the barrel tariff may sound small on a per-item basis, but it adds up to about \$5,000 for Grant Stanley, winemaker at Quails' Gate. Quails' Gate imports about \$150,000 of French oak barrels a year, entirely from agents in Oregon and California. The lifting of the barrel tariff is prompting Quails' Gate to look for other



savings in its barrel purchases, Stanley told Wines & Vines. ...

<http://winesandvines.com/template.cfm?section=news&content=62897&htitle=Canada%20Drops%20Wine%20Barrel%20Tariff>

Boisset acquires Fat Bastard rival

DECANTER, UK

12.03.09: French wine group Boisset has bought rival company Société Gabriel Meffre, owner of La Chasse du Pape and the Fat Bastard brand. Eric Brousse, who has an interest in Boisset subsidiary Varnier Finances, will take over as president of Meffre, which will continue to be run 'with full autonomy' from its existing base in Gigondas, according to a spokesperson for Boisset. Brousse will run the company alongside Meffre's CEO Bertrand Bonnet. Bonnet said he was 'delighted' by the deal, considering current economic conditions. **Gabriel Meffre is a specialist in wines from the Rhône Valley and the south of France and is best-known outside France for its successful mass-market brands, including La Chasse du Pape, Fat Bastard and Wild Pig.** Meffre-owned Loire Valley négociant and producer Donatien-Bahaud will also become part of the Boisset stable.

<http://www.decanter.com/news/278641.html>

Bordeaux wine sales flat as crisis hurts demand

FORBES, USA

12.03.09: **Bordeaux winemakers saw their sales stagnate last year as the global economic slowdown caused a drop in demand late in the year, but drinkers paid more for the wine they did buy.** Figures released Thursday by the Bordeaux winemakers association showed sales of Saint-Emilion, Medoc and other Bordeaux wines last year were 750 million bottles, flat on a year earlier. ... While volumes suffered, measured in terms of income, 2008 was saved by the high prices fetched by the well regarded 2005 vintage, the best of which hit store shelves last year, the winemakers association said. Overall sales of Bordeaux wines reached euro3.84 billion (US\$4.91 billion) last year, up from euro3.4 billion in 2007. Export sales rose 22 percent in value terms, despite falling volumes in Germany, Belgium, Britain and the United States, Bordeaux's biggest foreign markets. U.S. imports of Bordeaux wine slipped 3 percent last year to 158,000 hectoliters (4.2 million gallons).

<http://www.forbes.com/feeds/ap/2009/03/12/ap6160376.html>

Proposed Weir winery questioned

THE STANDARD, CANADA

13.03.09: Pro golfer Mike Weir's proposed Niagara Falls winery has been caught in the middle of a maelstrom of controversy over how the Niagara Parks Commission conducts business. The self-financing provincial entity that controls about 4,300 acres along the Niagara Parkway has been criticized in recent weeks for failing to open up the bidding process for a 25-year Maid of the Mist tour boat deal and other activities. This week, the Canadian-born PGA star's winery was pulled into the throes. Last November, Weir and Barry Katzman, who runs the golfer's Niagara wine operations, announced the winery was to be located on a 15-acre plot next to the Whirlpool Golf Course, which is also run by the parks commission. But several winery owners



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are now calling the deal into question because Barry Katzman is the son of Archie Katzman, a St. Catharines businessman and longtime parks commissioner and head of its golf committee. Donna Lailey, owner of Lailey Vineyards on the Niagara Parkway, said she wants to know why all wineries weren't given the same chance to pitch a proposal to the commission. ...

<http://www.stcatharinesstandard.ca/ArticleDisplay.aspx?e=1475857>

Lay & Wheeler-Majestic deal 'not forced' by recession

DECANTER, UK

12.03.09: Lay & Wheeler president Johnny Wheeler has denied claims that the takeover of the merchant was forced on the family firm by falling revenues. Speaking at the first customer event under the new ownership – a tasting of southern Rhône 2007s – Wheeler revealed that the deal had been in the pipeline for two years. 'The process was started under [the now retired former chief executive of Majestic] Tim How,' said Wheeler, who also denied the deal had been expedited by the economic downturn. 'It actually nearly went through last year,' he added. Rumours of a possible sale had been circulating the 50-year-old firm for some time, but many commentators were surprised by Majestic's swoop. Incoming managing director and former Majestic commercial director Jeremy Palmer claimed, though, that the deal represented a 'perfect fit'. ... 'Majestic has acquired Lay and Wheeler simply because we see a real opportunity to grow sales within both companies. Lay & Wheeler offers a full range of "fine wine services", none of which Majestic does at present.'

<http://www.decanter.com/news/278646.html>

Peter Lehmann Wines posts \$4.9m half-year profit

FAIRFAX DIGITAL, AUSTRALIA



16.03.09: Peter Lehmann Wines has recorded a half-year profit of \$4.9 million, down 12pc on the same period last year. The company says revenue decreased by 21pc to \$27.6m as sales slowed in both export and domestic bottled wine markets. The downturn follows last year's record result of a \$9.6m profit for the full-year to 30 June 2008. In a statement to the media, PLW said that since then "the economic cycle has turned and we are now facing vastly different circumstances". "Revenue decreased by 21pc to \$27.6m as sales slowed in both export and domestic bottled wine markets when trading conditions deteriorated and customers ran down inventory." "Uncertainty in the outlook for the wine industry resulted in sales of bulk wine dropping by 81pc from the \$3.1m sold in the first half of 2007/08." However, countering the lower bottled and bulk wines sales the company recorded strong exchange rate gains of \$1.8m (2007: \$0.3m gain). Compared with the previous corresponding period the after tax profit decreased by 12pc to \$4.9m.

<http://sl.farmonline.com.au/news/nationalrural/viticulture/general/peter-lehmann-wines-posts-49m-halfyear-profit/1460426.aspx>



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WA winery clinches UK export deal via internet

PERTH NOW, AUSTRALIA

19.03.09: A SMALL West Australian wine producer has used an innovative online marketing method to seal its first export deal. Greedy Sheep Winery, between Margaret River and Busselton, took advantage of an online auction to clinch a \$12,000 export deal to the UK. Greedy Sheep Winery - named after the neighbouring farmer's sheep broke into the vineyard and destroyed 20 per cent of the first harvest in 2005 - has been thrust into the international spotlight after UK wine tasters put its Cabernet Merlot 2007 in the top 15 of 100 wines tested. The event was organised by the Australian Government's Austrade and the UK online wine retailer, Nakedwines.com. Once the judges decided on the best wines, bidding started over the internet, through the social networking site Twitter.com. ...

<http://www.news.com.au/perthnow/story/0,21598,25210725-5017966,00.html>

Mondavi's \$200 'M' Cabernet Reclaims Family Honor: John Mariani

BLOOMBERG, USA

16.03.09: With the world's wineries full to the brim and prices dropping for even the most illustrious labels, the idea of introducing a new California cabernet sauvignon at the cult-wine price of \$200 a bottle seems like either sheer folly or canny marketing. "I didn't time the introduction of M too well, one month before the economy really crashed," admits Michael Mondavi, who rolled out his new wine last month to wholesalers, retailers and writers at a dinner he hosted in New York at chef Thomas Keller's Per Se. It's the 2005 vintage, after two years he didn't feel good enough to bottle as M. Yet even with the high price for a brand-new label, M already has run through its 700-case supply. "I could have sold it all to my mailing list," says Mondavi, 65, "but distributors, retailers and restaurateurs have helped me throughout my career and I want to support them. Only 200 cases went to subscribers." For the rest, "60 percent to restaurants and 40 percent to retail, although with this economy, those percentages may reverse." M is allocated in three-bottle cartons. Mondavi anticipates he will never make more than 1,200 cases a year. **M is Mondavi's attempt to restore the luster of his own reputation and name after his family, headed by his late father, Robert, lost control of their company in 2004 to Constellation Brands Inc. ...**

<http://www.bloomberg.com/apps/news?pid=20601088&sid=aYGHu7dLHTko&refer=muse>

Grape debate: Who has naming rights to Calistoga?

VENTURA COUNTY STAR, USA

15.03.09: Tucked into the crest of the Napa Valley, this historic hot springs resort may be better known for mud baths than merlot. But lately wine's been at the forefront of a fierce debate here: Who has the right to the Calistoga name? Some area vintners, like Bo Barrett, master winemaker and general operations manager of the Chateau Montelena Winery, say wines sold under the name Calistoga should be made with local grapes. "It's a matter of principle and integrity," Barrett said. But Roger Louer, founding partner of Calistoga Cellars, which is made from grapes grown all over the Napa Valley, as opposed to just Calistoga, says it's unfair to demand that he change the company name. "We feel we very easily could be put out of





business," he said.

The issue is pending before federal regulators. How it turns out is sure to be of interest in the wine world, where tiny Calistoga has a big reputation. Chateau Montelena is one of the California wineries that shocked the French at the 1976 tasting known as the "Judgment of Paris," producing the winning chardonnay in a bit of wine country drama that was the inspiration for the 2008 movie "Bottle Shock." Other notable Calistoga wineries include Schramsberg Vineyards, a leading producer of sparkling wine that has often been served at the White House and was used by former President Richard Nixon to toast peace with Chinese Premier Chou En-lai. Despite those early successes, it wasn't until 2003 that Barrett filed a petition with the Alcohol and Tobacco, Tax and Trade Bureau (TTB) asking that the region be designated an American Viticulture Area, which would mean wines using the name would have to be 85 percent Calistoga grapes. ...

<http://www.venturacountystar.com/news/2009/mar/15/grape-debate-who-has-naming-rights-to-calistoga/>

Paragon Vintners to close down

DRINK BUSINESS REVIEW, UK

16.03.09: Paragon Vintners, the UK wine distribution arm of Angostura Suisse, will cease to operate. The firm has entered into consultation with its 28 staff and will close down soon. The company distributes a number of wine brands including Chile's De Martino, Alsace's Trimbach and Portugal's Quinta do Noval as well as spirits such as Angostura Bitters, Hine Vintage Cognacs and Barbancourt rum, according to Off Licence News. The source quoted the company as saying: "We have made significant progress in reviving the business over the last year despite the many legacy issues that were inherited. The economic climate coupled with the rapid devaluation of sterling has made the ongoing trading position of Paragon unattractive."

http://www.drinks-business-review.com/article_news.asp?guid=4D371FD7-5F06-47AD-8A99-991FF4435255

Antonio Banderas buys stake in Spanish winery

THE SAN FRANCISCO CHRONICLE, USA

18.03.09: Hollywood heartthrob Antonio Banderas has joined a growing number of celebrities whose passion for wine has led to ownership of Spanish vineyards, his winery co-owners say. Banderas, 48, who has appeared in the "Legend of Zorro" and as the voice of Puss in Boots in several "Shrek" movies, has bought 50 percent of a state-of-the-art winery on the banks of the Duero River in northern Spain, the winery says. The Spanish actor joins a list of owner-producers that includes American actor Michael Douglas, French star Gerard Depardieu and Spanish singer Joan Manuel Serrat. The 230 hectare (570 acre) property, called Anta Banderas, makes red and rose wines from Cabernet Sauvignon, Merlot and local grape Tempranillo, the winery said Tuesday in a statement.

<http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2009/03/17/international/i114312D01.DTL&hw=wine&sn=001&sc=1000>



Message in a bottle: Sting launches his own red wine

DECANTER, UK

17.03.09: International rock star Sting is preparing to launch a red wine produced from his Tuscan vineyard. Around 30,000 bottles of wine will go on sale in September, mainly in Britain and the United States, Paolo Rossi, his estate manager has confirmed. A name has not yet been announced but it will be a 2007 vintage based on the Sangiovese grape, with a touch of Cabernet and Merlot. In 1997 the former Police frontman – whose real name is Gordon Sumner – snapped up a 16th century villa called Il Palagio near the small village of Figline Valdarno. Five years later he bought a 182ha farm adjoining the Palagio estate and over the years he has turned it into an organic farm. 'The reason why I purchased this property and farm the land is because I wanted to nourish my family with genuine quality products and live in a healthy environment,' said Sting at a local conference in the town of Figline Valdarno. 'By organically farming my land I am trying to give myself and those who are close to me a healthier life in a natural surrounding.' In addition to wine, Tenuta il Palagio produces virgin olive oil, honey, and a range of salamis made from Tuscany's unique 'cinta senese' a special breed of pork.

<http://www.decanter.com/news/news.php?id=278862>

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.

Fraternité, égalité, sobriété

JANCIS ROBINSON, UK

14.03.09: **Largely unobserved by the rest of us, the world's most important wine producing country has developed one of the most stringent anti-alcohol policies west of the Persian Gulf.** Sarkozy is famously abstinent. Chirac sipped beer. It has been at least 14 years since the French wine industry had an ally in the Elysée Palace. Today, every advertisement for wine in the French press, whether it be for Château Lafite or Dom Pérignon champagne, has to carry the warning notice 'L'abus d'alcool est dangereux pour la santé, consommez avec modération'. (Alcohol misuse is dangerous for your health, consume moderately.) All wine bottled for sale in France now has to carry an image of a pregnant woman with a prohibitive line through it. Any form of alcohol-related sponsorship by even the smartest champagne company is banned. And it has been thought so likely that internet advertising of wine will also be forbidden that some of the most important sites such as Orange.fr have been refusing to take wine-related ads (although in the last few days it has been confirmed that such advertising will be allowed, so long as the sites are definitely not aimed at young people). As if to rub salt in the wound, the French government recently circulated a brochure to all of France's doctors, based on the national cancer research institute's report on alcohol and risk late last year, which recommends total abstinence from wine. Ten days ago French politicians voted on a healthcare bill that put a stop to the so-called 'open bar' (sic, in English) phenomenon whereby unlimited supplies of alcohol are offered, particularly to students who pay a small ticket price for the privilege of getting slammed at a brand owner's expense. Wine producers were extremely concerned that one effect of this bill could be that they would no longer be allowed to pour tasting samples in their cellars and at trade fairs. In the end the health minister



Roselyne Bachelot, whose own constituency is in the heart of Muscadet country, made a last-minute exception for professional wine tastings, but it is a reflection of the current anti-wine climate in France that the majority of vigneron genuinely thought it possible that there would be an outright ban on what for many of them is the only sales technique they know. **It seems but a moment ago that France's 600,000 vine growers were regarded as an important political force, to be feared by the government, and humoured by a succession of subsidies and grants.** Today there is one small band of activists in the south of the country, CRAV, supposedly dedicated to the preservation of French viticulture by attacking such targets as present themselves to their remarkably short focus, most recently a winery outside Beziers owned by France's largest bottler, deemed not to be paying growers enough. ... In France, one of the few voices to speak out against what he calls the 'hygienists' and their calamitous effect on the wine business is journalist Jacques Dupont of Le Point, but the vintners themselves seem almost resigned to their demonisation by France's powerful health lobby. Just before the recent healthcare bill was voted on, Charles Sydney, a British-born wine broker based in the wine village of Chinon in the Loire valley, was in London showing his wares to the UK wine trade in the bowels of the Royal Society of Arts - as if in recognition of the artistic nature of French winemaking. I asked him what he thought of the proposed ban, and was quite surprised by his reaction. He first of all found a wall to lean against, then let out a long stream of breath through his ample beard. 'I have growers come to dinner with us. I serve them a lot of wine. The wife doesn't drink so that she can drive home. And then who takes the steering wheel? He does. **The whole French wine culture needs to be re-examined at every level.** We need to examine where wine is a cultural object. ...

<http://www.jancisrobinson.com/articles/a200903093.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.

Growers observe innovative robotic pruner in action

WINE BUSINESS, USA



13.03.09: A group of mostly grape growers got a close-up and personal tour of Vision Robotics' new Intelligent Robotic Vineyard Pruner on Thursday. The demonstration, which took place at the Sutter Home Delta Ranch in Sacramento County, drew a large crowd eager to see the revolutionary pruner in action.

Derek Morikawa, CEO of San Diego-based Vision Robotics, was on hand to present the new concept as well as answer any questions about the pruner, which is just starting phase 2 of development. The state-of-the-art pruner can (1) scan a vine, (2) create a computer model of it, (3) calculate a cutting plan, and (4) shear the vine. It is unique because it utilizes stereoscopic camera technology (two cameras that can visualize depth like human eyes), which is the key aspect of the pruner's ability to prune carefully and accurately.



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In a presentation that preceded a tour of the pruner's abilities in the vineyards, Morikawa emphasized how the pruner's goal is to help growers with today's most critical concern: labor. "The writing is on the wall," he said. "We need to do something not only about the cost of labor, but most importantly the availability of labor." Morikawa noted that the pruner does not intend to replace labor, but to exist as another choice when needed, such as when service and construction industries are actively recruiting workers from the same labor pool. The Intelligent Pruner provides the look and quality of a hand crew and can function day or night, with two pruning heads operating on two rows simultaneously. It can also take into account wires and trellis structures. The pruner operates at a stop-and-go pace with the use of a hydraulic link that expands and contracts every half-cordon step. While at this point in development the pruner is towed, it will ultimately self-propel. ... For more information, visit www.visionrobotics.com

<http://www.winebusiness.com/news/?go=getArticle&dataid=62921>

Ultraviolet tool may reduce need for sulfites

THE SAN FRANCISCO CHRONICLE, USA



Alexia Webster

15.03.09: Drink only a small amount of wine last night and still feeling rough? A new piece of technology built in South Africa and being tested at various wineries around the world, including California, may have a solution. **It uses ultraviolet rays to zap unwanted microbes and yeasts, reducing the need to add the sulfites that have traditionally done the job of preserving the wine - and making some**

people feel lousy.

Sulfites are naturally occurring compounds, usually added to wine to reduce fermentation and preserve its taste and structure. Although many drinkers blame headaches or blotchy skin on sulfites, only a small percentage suffer a true allergic reaction, which usually affects breathing, often among asthmatics. But they remain a major concern for many drinkers. The new process, being tried out at L'Ormarins winery near Stellenbosch, works by mirroring the use of sulfites throughout the winemaking process. The wine solution is pumped through a \$90,000 machine roughly the size of two refrigerators. Inside, 40 "turbulators" mix the liquid to expose it to the ultraviolet lamps, processing up to 1,050 gallons an hour. As a result, the sulfites can be reduced to about 20 parts per million, mostly natural remnants of yeasts, from an average of between 120 and 200 parts per million. U.S. regulations allow up to 350 ppm. The technology was developed by microbiologists at Stellenbosch University and University of the Western Cape in the late 1990s and early 2000s. Surepure bought the patent in 2004 and the first machine was manufactured in South Africa two years later. Since then the firm has sold or lent out 60 around the world. ...

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/03/15/FD8R16ARQQ.DTL&hw=wine&sn=001&sc=1000>



Daily drinkers at greater risk of liver disease and bingers: research

THE DAILY TELEGRAPH, UK



18.03.09: A study of patients with liver disease at Southampton General Hospital found 71 per cent drank on a daily basis. Half of them drank the equivalent of half a bottle of wine to one bottle of wine a night, or 35 units to 70 units a week. None of the study subjects with liver disease were binge drinkers, lead author of the study Dr Nick Sheron said. He added: "These are people who do not

think they are at risk of liver disease. They are at a lower risk of liver disease than people who drink more but because many more people drink at this level there are significant numbers at risk." An estimated one in four adults drink at levels considered to be hazardous or harmful to health. The study is published in the journal *Addiction* this week and sought to answer the question if binge drinking or daily drinking was a bigger risk for liver disease. The team studied the drinking patterns of 106 people with alcohol-related liver disease out of 234 people in total with liver disease. Other studies have shown that people who drink half a bottle of wine a day are at three to four fold the risk of developing alcohol-related liver disease than those who do not drink at all. The key message, Dr Sheron said, was that by cutting out alcohol on three or four days of the week the risk of liver disease was substantially reduced. He said **it instead of drinking a bottle of cheap wine every night, it is better to save the money and spend it on a couple of good bottles of wine for the weekend.** "Most of the health problems from binge drinking are related to being drunk, they are car crashes, accidents and fights and they tend to be associated with young people. As you get older and drink more frequently the health harms tend to be from the chronic effects of alcohol rather than getting drunk," he said. Dr Sheron added: "The process of getting liver disease is completely symptomless. Often the first thing you know about it coming into hospital with a big internal bleed or turning yellow. One quarter of our patients die before they get a chance to stop drinking." ...

<http://www.telegraph.co.uk/health/healthnews/5011997/Daily-drinkers-at-greater-risk-of-liver-disease-and-bingers-research.html>

Wines from Greece Publicity Monitor

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

From carpenter workshop to hip wine store

PRAGUE DAILY MONITOR, CZECH REPUBLIC



20.03.09: Wines from European countries and other parts of the world have settled in Prague in a new, recently opened venue aptly called Domov vína/Wines Home. Besides combining good wine and modern architecture, the industrial space also has ambitions to become home to art and good food.

Domov vína, which was rebuilt from an early twentieth century carpenter workshop by the architecture studio Design by Donlić owned by Ivana Dombková and Rostislav Černík, opened in November last year. The authors of



the reconstruction project turned a decaying building in the courtyard of an apartment block in Prague's Old Town into a modern multi-functional space and opened the shop together with Czech ice-hockey goalkeeper Roman Čechmánek, a wine connoisseur.

Combining wine and modern design

Under communism, the space served as a teaching facility for apprentices. In 2005, Design by Donlić won a tender called by the city with its project to reconstruct the place into a multi-functional space. The reconstruction was then launched in the spring of 2007.

The idea to combine modern design and good wine came only a year later, when the reconstruction was already under way. In January 2008, Rostislav Černík and Ivana Dombková went to see a wine shop at a vineyard in Langenlois, Austria, which had been built by three wine-making families. That was where they decided to incorporate the function of a wine shop and a cellar in their plan for the new venue.

Sommelier in place of a wine list

Instead of a wine list, which would be very long here, a sommelier who can recommend wines based on one's preferences and requirements is on hand. "If the shelves were moved out, and we put a bed here instead, the whole space could function as a flat," says Černík. "Sometimes people fear that a bottle of wine may cost CZK 100,000 here, but it's not true. Anyone can come here, taste a glass of wine for CZK 50 and buy a bottle of amazing wine for CZK 160," said Martina Chlumecká, Wines Home's publicity and event manager said. The owners place emphasis on European wines, but Chilean or Argentinean wines are here as well. Wines Home is planning to eventually have every European wine-producing country represented in their offer, including the less common Croatian, Bulgarian or **Greek wines**. Because wine becomes more expensive when it has to go through many intermediaries in the distribution chain, the owners are planning to import wines by themselves to save costs.

<http://praguemonitor.com/2009/03/19/from-carpenter-workshop-to-hip-wine-store>

Blogosphere Monitor

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

A Bit Formal but He Loosens Up Over Dinner

THE POUR, NEW YORK TIMES, USA

16.03.09: ... Still, looking in my so-called cellar, nothing came immediately to mind. I finally settled on my last bottle of a dry chenin blanc from Touraine, the 1995 Azay-le-Rideau from Robert Denis. This is truly a wine geek's wine, made by a producer who I believe has retired, and it is renowned for its unyielding austerity. Still, it is a chenin blanc, and I thought that the richness of texture that is typical of good chenin blancs would complement the richness of the beef stroganoff. I have to say, I was right, though not for the reason I had expected. The wine had a stern, tart quality that pushed back against the stroganoff, allowing the food and the wine to contrast well, which is as equally pleasing as when they complement each other. Even so, while I like austerity in a wine, the Robert Denis pushes austerity to its limit. This was not a welcome-you-with-open-arms chenin blanc. No, its message was, "Keep your distance." Despite its aromas of apple, anise, mint and honey, the overall acidity put up a formal wall. No tutoyer here.



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But it was precisely that formal quality that made it work with the stroganoff. As the wine came to room temperature, an underlying minerality came to the fore. Still, I would never call this wine Robert. Just Monsieur Denis. ... I have not seen many other Azay-le-Rideau wines recently. I would guess that Azay-le-Rideau is better known for its chateau than its wines. Out of curiosity I checked Jacqueline Friedrich's seminal work "A Wine and Food Guide to the Loire," which was published in 1996. She called Robert Denis "the heart and soul of Azay-le-Rideau," and his wines "pure, straight, rigorous chenins." But of the other producers she listed, I can find no sign of them in the United States. I hear she's working on a new edition, which will be a great thing for everybody.

<http://thepour.blogs.nytimes.com/2009/03/16/a-bit-formal-but-he-loosens-up-over-dinner/>

Vinography Aroma Card Now Available in Japanese

VINOGRAPHY, USA



12.03.09: When I published the Vinography Aroma Card two years ago I had no idea that it was going to be such a hit. I had been thinking of doing it as a little project for years after getting fed up with seeing all these aroma and flavor guides set up as round wheels in a way that made absolutely no sense to me.

I guess I wasn't alone in that frustration. Apparently no one else in the world has a round wallet either. The original card has been downloaded thousands of times since it was posted a couple of years ago. Today I'm happy to announce that it has been translated into its

seventh language, Japanese, thanks to the generous assistance of Mami Ishikawa, who is both a fellow wine blogger, and the author of an upcoming book (in Japanese) about her life in San Francisco and her adventures with California wine. ...

http://www.vinography.com/archives/2009/03/vinography_aroma_card_now_avai_2.html

A Dying Culture's Last Words

FERMENTATION, USA

17.03.09: The European Community wants to ban the sale of U.S. wines that carry on their label the terms "Clos", "Chateau", "Vintage", "Vintage Character", and "Classic", among others. If you ever wanted really good, solid evidence that the European culture was speeding toward insignificance, this trade position just might be it. There was a time when the Europeans were in the business of imperialism and colonizing. And they were damn good at it too. Sure, they tended to point their colonial and imperial ambitions most successfully at countries that were smaller and less technologically advanced, but still the Europeans were pretty good at being bullies. One of the primary tactics of the old European colonial impulse was to not just accumulate control of lands and natural resources that belonged to other people, but to leave behind their culture and language. By doing so, an imperial power didn't just enjoy the benefits of raping lands and peoples, but they were able to undermine the indigenous culture and go a long way toward replacing it or overlaying it with their own culture. This tactic, at least for the European colonialists, made it a heck of a lot easy to do more raping and pillaging of other



people's lands and resources in the future, as well as to enjoy a nice holiday without much effort. Now, the Europeans have not only given up any imperial or colonial ambitions, but they are insisting that their own culture, particularly in the form of language, never be glorified on products that make their way back to the homeland. Ready for the irony? The European Community must have, at some point, decided that their own home markets were at risk of being raped and pillaged by former colonies who in fact adopted the language that was once imposed upon these colonies by these Europeans. The process of the European Community banning the use words like "Classic", "Vintage", "Vintage Character", "Chateau" and "Clos" on wine labels is a complicated one that involves intercontinental negotiations, the World Trade Organization, input by Non-Governmental organizations and associations of producers who have skin in the game. ...

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

Taste Washington Wine and Food Festival: April 4-5, Seattle

VINOGRAPHY, USA



public tasting.

16.03.09: I may be a little bit like a broken record when it comes to large public tasting events. I can't underscore enough to my readers how valuable they are for their ability to help novice wine lovers turn into experienced ones. There is simply no better way to educate your palate (or even just find out what kind of wine you like and do not like) than to attend a large

Such tastings are all the more valuable when they are focused on a particular style of wine, or a particular region. When it comes to regional tastings, you don't get much more authoritative than the Taste Washington festival, the definitive event for Washington wine. Most people can't imagine that the state even has more than 200 producers, let alone contemplate the idea of all of them being under one roof for a day, tasting their wines. But of course, that is TW08-1.jpg exactly what happens, as vintners from around the state gather to present their recent vintages to the public on Sunday April 5th. ...

http://www.vinography.com/archives/2009/03/taste_washington_wine_festival.html

Portuguese wines at Nandos

WINE ANORAK, UK

14.03.09: By coincidence, today I ended up drinking wine made at the winery I visited yesterday. It's kind of cool. We took a quick trip to Chav heaven, Staines, for some shopping. Afterwards, we decided to get something to eat, and so we gave Nandos a go (www.nandos.co.uk). I've never been before, despite the fact that we have one virtually opposite our home. Verdict? Much better than I'd expected. It's really well conceived, and the food is simple and quite tasty. There's a Portuguese emphasis, but it's a modest one. [Nandos actually stems from Portuguese ex-pats in South Africa.] ...

<http://www.wineanorak.com/blog/2009/03/portuguese-wines-at-nandos.html#links>



20/03/2009

Sparkling Wine Symposium

WINE ANORAK, UK

18.03.09: I'm currently sitting in a session of the first ISWS (www.sparklingwinesymposium.com) which I've been involved in organizing. It's finally here! After a lot of organization and last-minute shuffling... We've got a great bunch of speakers, and some excellent participants, and so far it has gone brilliantly. One of the great things about an event like this is the chance to meet lots of new people, and that's been true today. Last night the speakers and organizers met for a meal at The Running Horses in Mickelham, which is a gastropub that is aiming to be a serious restaurant. The food was pretty good, although it took a long time to appear. The service was bad: sullen and with attitude. The wine list? Pretty mediocre, which is a real shame. ...

<http://www.wineanorak.com/blog/2009/03/sparkling-wine-symposium.html#links>

Spring is coming! Are you ready for a change?

DR VINO, USA



18.03.09: Up in Toronto, where the winter had been long, Beppi Crosariol is finally uncorking a Soave. Spring officially begins on Saturday and many of us are ready to embrace it—enologically speaking. Beppi also happens to be the wine columnist for the Toronto Globe and Mail. His column today is about changing what's in your wine glass with the seasons, which is the heart of my book, *A Year of Wine: Perfect Pairings, Great Buys and What to Sip for Each Season*. It's a really good article that is part book review, part profile and part wine picks. Be sure to check it out! Which wines are you looking forward to having in your glass as the weather warms, the days get longer and more vegetables become available?

<http://www.drvin.com/2009/03/18/spring-is-coming-are-you-ready-for-a-change/>

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.

Moss Adams LLP and Demeter Group Design Wine Industry Benchmark Survey

WINE BUSINESS, USA

17.03.09: Moss Adams, LLP and Demeter Group, two advisory firms serving the wine industry, have joined forces to sponsor The Wine Industry Financial Benchmarking Survey covering wineries and growers in California, Oregon, and Washington. The results of this confidential survey will be compiled into a report containing detailed analyses of financial and operating data and allowing participating winery and vineyard owners to compare their performance to the industry and their peer group. Moss Adams and Demeter Group plan to refresh the survey and the report every two years.



The purpose of the survey is to create a reliable source of data on the financial and operating performance of wineries and vineyards that can be used to evaluate individual performance against industry benchmarks. The survey will be available beginning Wednesday morning. It will be downloadable at Mossadams.enetrix.com. Large participation is key to ensure enough data for (confidential) comparisons. The final report will only be available to participating wineries and growers, and will not be released to non-participants for 18 months after its first release. Survey questions are organized into sections covering operating and financial data. Participants also have the option of sending their prepared financial statements to Moss Adams rather than filling out the balance sheet and statement of operations in the survey itself. All submitted data will be held in strict confidence.

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<http://www.winebusiness.com/news/?go=getArticle&dataid=62995>

Grapes of wrath: Guernsey wartime wines fetch £50,000

THE GUARDIAN, UK

17.03.09: A selection of vintage wines successfully hidden from the German occupying forces on Guernsey during the second world war finally came up for sale at auction for the first time in London today. The wines – clarets from the 1920s, 1930s sauternes, ports dating back to 1897 and even a bottle of 1878 champagne – were auctioned at Bonhams for the Channel Islands' company Bucktrout & Co, which recently sold its old premises and was disposing of its old stock.

During the German occupation of the island between 1940 and 1945, the 74 bottles sold yesterday were locked away in what the company, which dates back to 1830, called its middle cellar, hidden in a windowless room between its street-level shop and a dockside loading area. ... The stock in the Bucktrout cellar, which the Germans never discovered, included six bottles of Chateau Latour 1926, sold for £1,300 to a French telephone buyer, 24 bottles of Château Ausone 1928 which went in total for £1,720, eight bottles of Mouton Rothschild 1928, which sold for £820, three Cheval Blancs of the same vintage, which fetched £700 and nine Château Margaux from 1929, which also went for £820. The Pellison 1878 champagne, with a bottle of 1906 Martell brandy thrown in, made £620. Two bottles of Château d'Yquem sauternes from 1934 made £1,000. ...

Also published:

Rare wines hidden from Nazis sold at UK auction - THE ASSOCIATED PRESS, USA

http://www.google.com/hostednews/ap/article/ALeqM5gMe_Z2rNglujjVI1y40VPBcOcq8AD970LT782

<http://www.guardian.co.uk/uk/2009/mar/17/guernsey-wine-auction-bonhams>

Grape expectations as taste for wine returns

FINANCIAL TIMES, UK

14.03.09: A number of funds are launching, hoping to rise up from the bottom of the market, writes John Stimpfig It was enough to drive investors to drink. After five years of intoxicating returns, the value of fine wines last year plummeted as turmoil in financial markets spurred a flight to safe haven investments. Now though, several wine investment professionals and fund managers are discerning the resurgence of more palatable returns. A number of new funds are being launched, hoping to buy in at the bottom of a market that had, until last year, seen wine



outperforming the FTSE 100, the S&P 500 and the Nikkei 225. Some First Growth vintages, mainly the 2005s, are as much as 40 per cent off their high, while the Vintage Wine Fund (www.vintagewinefund.com), one of the largest in the market, lost 33 per cent last year and the Fine Wine Fund (www.wamllp.com) fell 17 per cent. ...

<http://www.ft.com/cms/s/2/a608b80c-0ff7-11de-a8ae-0000779fd2ac.html>

Global Sustaining & Emerging Trends Digest

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

Forces Shaping Wine Business

THE NEW YORK TIMES, USA

15.03.09: Whether or not the New York State Legislature adopts Gov. David A. Paterson's proposal to let food stores sell wine, as 35 states already do, the future of Long Island's wine industry is being shaped by other outside forces. If wines go into small grocery stores and supermarkets, favorites like Jamesport sauvignon blanc, Lenz gewürztraminer, Lieb pinot blanc, Paumanok chenin blanc, Pellegrini merlot and Wölffer rosé could find new customers throughout the state in the coming years.

Meanwhile, the sinking economy is forcing producers to reconsider their pricing, to develop new programs in their tasting rooms and to create inducements for retailers and restaurateurs to carry their wines. For example, Raphael, in Peconic, is cutting prices and doing more in-store tastings and restaurant wine dinners and has just begun offering free shipping on Internet sales, said Richard Olsen-Harbich, the winemaker.

Americans' rising interest in wine is a crucial factor in determining the fate of the Island's wine industry. **By 2012 the United States is expected to become the world's biggest consumer of still wine**, according to a study conducted by The International Wine and Spirit Record, in London, for Vinexpo, an exposition sponsor in Bordeaux. **Wine blogs are an increasingly important source of news and commentary.** For example, comments about Long Island wines and information about visiting the region turn up regularly on eRobertParker.com, the heavily trafficked Web site of the critic Robert M. Parker Jr.

Tom Wark, who operates Fermentation, a popular California blog, estimates that 800 wine blogs exist. They are replacing dwindling newspaper coverage of wine and compete with wine magazines, which offer their own Web sites containing blogs. By all accounts, Island wineries' Internet sales are taking hold despite nationwide legislative battles over permitting out-of-state producers and retailers to ship their merchandise across state lines. New York wines can be sent to about 35 states. Direct shipping inside New York has been legal for years.

<http://www.nytimes.com/2009/03/15/nyregion/long-island/0315vinesli.html>

