

Global Wine Trends

Weekly Update

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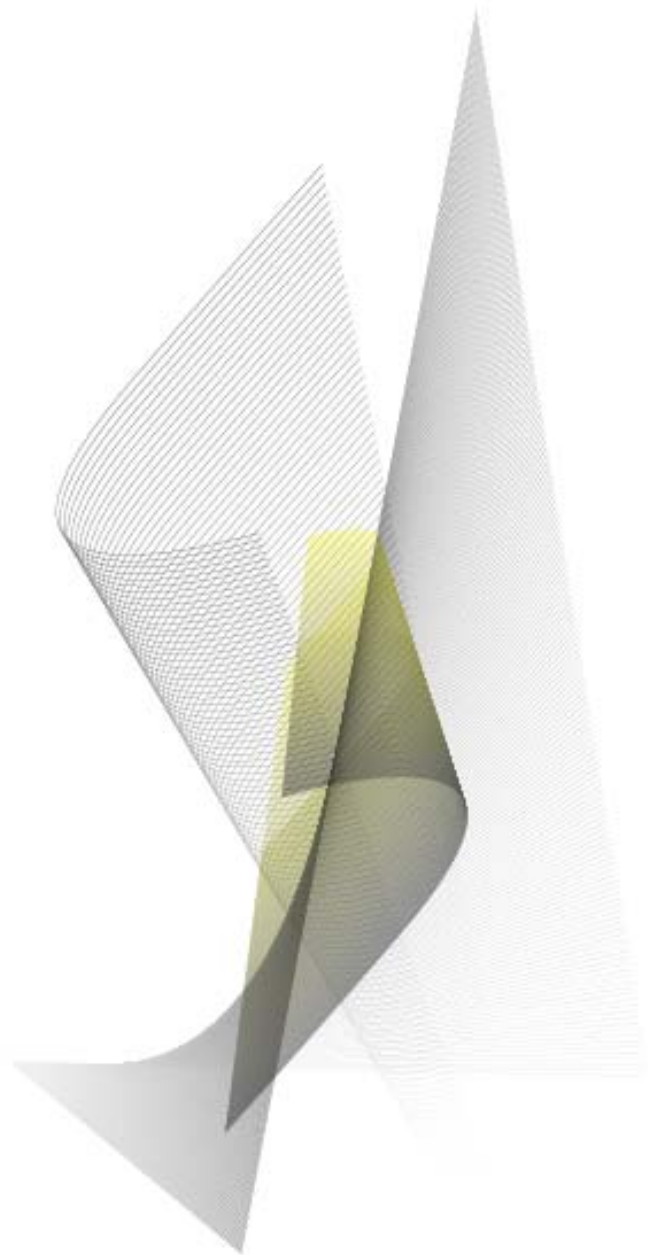


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Global Market Watch

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.

Vinfolio Pioneers the Fine Wine-Focused Flash Sale

EARTH TIMES, USA

12.11.09: **Vinfolio, the foremost source for fine wine, announces the development of the Vinfolio Flash Sale, a complement to Vinfolio's Marketplace channel for wineries, importers, and distributors. Vinfolio Flash Sales are 24-hour, one-wine sales marketed through Vinfolio's state-of-the-art ecommerce platform.** Eligible wine must have a list price of \$60 or more and a minimum professional score of 90. Marketed to a responsive customer list of fine wine buyers, collectors and enthusiasts, Vinfolio Flash Sales are designed to help fine wine brand owners and representatives stimulate trial, acquire new customers, and manage inventory levels. ..

Vinfolio offers a host of features and benefits to participating brand owners and representatives, including integration of brand protection tools such as optional removal of existing customers from Vinfolio's proactive sale notifications. Flash Sale participants also benefit from exposure to a well-heeled international customer-base likely to become repeat purchasers, and Vinfolio's online merchandising skills including production of a video tasting note and producer page on Vinfolio's site (which remain post sale). In addition, trade participants are provided with the names and email addresses of all individuals who purchase wine featured in a Flash Sale.

Vinfolio plans to market Flash Sales primarily via email to its opt-in customer list only, requiring customers to click through to view the identity and price of the wine being offered. Sales will last twenty-four hours or until the wine is sold out. Interested members of the trade should contact [flashesale\(at\)vinfolio.com](mailto:flashesale@vinfolio.com) to learn more about the program ...

<http://www.earthtimes.org/articles/show/vinfolio-pioneers-the-fine-wine-focused-flash-sale,1042960.shtml>

Threefold increase in exports affirms healthy wine industry

ENGINEERING NEWS, SOUTH AFRICA

13.11.09: Industry research body the SA Wine Industry Information and Systems (Sawis) reports that the country's wine exports have increased threefold in the last ten years. **For the 12 months to August 2009, offshore sales volumes reached a total of 405,1-million litres, representing a 12% year-on-year growth. The Department of Trade and Industry reports that the value of South Africa's wine exports increased from R4,7-billion in 2007 to R6,2-billion in 2008. South African wine industry association Wines of South Africa (Wosa) reports that the UK accounts for more than one-quarter of South Africa's exported wine volumes.** "The country remains the fastest-



growing category in the competitive UK market and holds a volume share of more than 11% there. Other key markets include Germany, Sweden, Holland and North America. Markets in Africa, Eastern Europe and Asia are also assuming increasing importance," asserts Wosa CEO Su Birch. ...

However, the country's winery industry does face a few challenges. Wine producer Nederburg global brand manager Rudolph du Toit says that a significant challenge is to grow South Africa's profile in the premium wine sector and build sustainable and enduring brands. Wosa is encouraging producers to participate more actively in this segment of the market, where profit margins are more flexible than in the extreme value price band. ...

<http://www.engineeringnews.co.za/article/threefold-increase-in-exports-testifies-to-healthy-sa-wine-industry-2009-11-13>

Wine industry ducks downturn

ABC NEWS, AUSTRALIA

13.11.09: While interstate growers are struggling with falling grape prices and an oversupply, Tasmania seems to be insulated from the problems. **The Wine Industry Tasmania group is reporting good prices and rising visitor numbers at cellar doors. It believes its focus on quality explains why the state is surviving the national downturn. Wine Industry Tasmania's Stuart Nettlefold says local prices are going strong.** For example, the average price for a tonne of Tasmanian pinot noir grapes this year was more than \$2800 dollars, almost \$900 more than the nearest interstate competitor...

Recent research commissioned by Tourism Tasmania shows nearly one in five visitors to the state stops at a winery. But local growers and makers have been warned they can not afford to be complacent with their marketing, as tourism becomes an increasingly large component of their businesses.

<http://www.abc.net.au/news/stories/2009/11/13/2741687.htm>

Fine wine prices edge higher

FINANCIAL TIMES, UK

12.11.09: **The market for fine wine continues to show signs of recovery, supported by a rise in demand from buyers in Asia. Since 1993 fine wine prices have risen more than ten-fold and the asset class is now producing annual returns of around 15 per cent, according to the Fine Wines Investable Index** produced by Liv-ex, the fine wine exchange. Hit by the credit crisis in 2008, which affected demand for luxuries across all sectors, the fine wine market has rebounded.. **Last year, the market for fine wine was down 15 per cent year on year but the sector bounced back in January...**

The best performing wine selection in October was the Château Mouton Rothschild. The Mouton 1998 rose by 11 per cent to £2,300 per case. **Mr Smith said fine wine is an alternative asset class, with "little, zero and sometimes negative correlation with equity prices" and added that it is less volatile than some other asset classes because "supply naturally falls over time, causing demand to naturally rise."** Other experts agree...



<http://www.ft.com/cms/s/2/4ef2f25e-cfa4-11de-a36d-00144feabdc0.html>

Marketing reflects changing demand of Napa Valley wine

NAPA VALLEY REGISTER, USA

15.11.09: More than a year into the economic downturn, **Napa Valley vintners are looking toward the future. "I think that we're already starting to see a little bit of a turnaround as far as wine sales go,"** St. Helena winery owner Kent Rasmussen said. **Wine drinkers are buying more readily than they did a few months ago, he said, and retailers and restaurateurs are finally stocking up again.** During the second quarter of 2009 — the last quarter for which information on sales tax revenue is available — **winery sales in Napa County actually rose 3.9 percent over the second quarter of 2008. ...**

The new 'normal'

Regardless of how things go this winter, some say the Napa Valley wine industry may have changed forever. "I don't think it can go back to normal," Calistoga winery owner Laura Zahtila said. "I think we'll have a new normal." New Jersey wine merchant Gary Fisch agrees. "It will never be like it was," he said, "and boy, did I like what it was."

Deborah Steinthal, founder of Napa-based Scion Advisors, predicts that \$75 wines will move down permanently to \$50, and Napa Valley wineries will be forced to reconsider their luxury-only portfolios. ...

Relationships may be the key to success, according to industry officials.

As people change the way they buy wine, and as distributors change the way they sell it, wineries are beginning to focus more on selling directly to consumers than relying on other retail channels. "National distribution makes sense for some wineries, but direct is more critical to survival and growth," Steinthal said. This may mean a new approach to marketing, one that emphasizes personal relationships with consumers. ...

The younger generation

Especially as Baby Boomers retire and cut back on their wine purchases, **some wineries are starting to focus marketing efforts on the younger generation of wine buyers, including those born approximately from 1980 to 2000, known as the "millennials."** "The millennial category is really stepping up," Steinthal said, "and wineries are learning how to market to millennials. Folks are really thinking through how to leverage the next generation of their family with a new category of customers, a new generation of customers." Ceja Vineyards, for example, is one of the few wineries in Napa County that is actually expanding right now, and winery president Amelia Ceja attributes its success in large part to her children. "I have three children in their early 20s and they're big on all the new technology and on the Internet," Ceja said, "so that has been extremely helpful. We don't do a lot of advertising, but our presence on online social sites has helped. We do a lot of videos and marketing on Facebook and Twitter." Ceja said she and her children spend about an hour a day using Web 2.0 tools and social networking sites to market their wines. "It's knowing what the customer wants and how to capture that customer's attention," she said, "and people are attracted to the millennials." ...

<http://www.napavalleyregister.com/articles/2009/11/15/news/local/doc4aff9bb414a86566874824.txt>



Oldest Wine Auction Raises \$7.5 Million on Demand for Burgundy

BLOOMBERG, USA

16.11.09: The world's oldest charity wine auction, held every year in France for the Hospices de Beaune, last night raised a hammer total of 5 million euros (\$7.5 million) with fees, the second-highest in its 150-year history. Demand was boosted for the new vintage when a record 802 barrels were offered from vineyards belonging to the hospital, founded in 1443, said Christie's International. The auction, organized for the fifth year by the Burgundy-based hospital network in collaboration with Christie's, was held in the medieval Halles de Beaune. All the barrels found buyers ...

Ripe Grapes

"What a winegrower can dream of before the harvest is to pick healthy, perfectly ripe, tasty grapes," Roland Masse, director of the Hospices de Beaune's wine domain, said in an e-mailed statement. "This dream has become a reality this year." The region's reds are made from the notoriously fickle Pinot Noir grape, while the whites are made from Chardonnay. Most expensive of the auction's individual lots comprised two "President's Barrels" filled with the red Corton Grand Cru Cuvee Charlotte Dumay and the white Meursault-Charmes Premiere Cru Cuvee Albert Grivault ...

http://www.bloomberg.com/apps/news?pid=20601088&sid=a.zexn7uqk_8

New World and costlier wines do brisk trade for Majestic

THE GUARDIAN, UK



16.11.09: Majestic Wine said today that drinkers were switching to more affordable "New World" wines and Prosecco to beat the credit crunch. Britain's largest wine warehouse chain said consumers were looking for "value for money" with bottles from New Zealand, South Africa and Chile selling better than those from the eurozone. Sales of bottles of wine in the £20

plus price bracket - Majestic's average selling price is £6.41 - were up 14.4% on the year as Britons sought to create a restaurant-style dining experience at home, said chief executive Steve Lewis. His comments came as Majestic reported a 9% rise in first half profits to £6.1m. Like-for-like sales were up 5.4% in the 26 weeks to 28 September. He said Majestic expected to pick up market share from First Quench Retailing, the owner of Threshers and Wine Rack which fell into administration earlier this month, but does not want to buy any of its stores as it was "not interested" in high street locations...

<http://www.guardian.co.uk/business/2009/nov/16/majestic-wines-new-world-20-pound-wines>



Bandit Wines Go Airborne on Delta Wings

PR NEWSWIRE, UK



17.11.09: The **Three Thieves Bandit wines, packaged in eco-friendly Tetra Paks, have gotten around since their introduction in 2002, but now they're going global--after being selected by Delta Air Lines, a major international carrier, as their exclusive by-the-glass wine on international flights.** The innovative Tetra Pak containers for the Bandit wines were a major draw for Delta, bringing wine on board in more convenient, lighter-weight, more easily stackable and storable packaging and giving an added "green" dimension to Delta's wine service...

<http://www.prnewswire.com/news-releases/bandit-wines-go-airborne-on-delta-wings-70268007.html>

Red wine comes up trumps

THE AGE, AUSTRALIA

20.11.09: **A WEST Australian winery has trumped some big guns by winning a coveted award at Australia's most prestigious wine show. Sandalford's 2008 Margaret River Range shiraz, which sells for \$25 a bottle, was voted best dry red table wine at the National Wine Show in Canberra last night...**

<http://www.theage.com.au/national/red-wine-comes-up-trumps-20091119-1oy5.html>

Demand for English wine at all-time high as quality and reputation improve

THE GUARDIAN, UK



15.11.09: It has long been a "niche" market and the butt of cruel jokes. **But the English wine industry is on the verge of a major breakthrough as a result of unprecedented "perfect growing conditions" throughout the season, which is likely to make 2009 a vintage year. English sparkling wines in**

particular have been the biggest success story, producers and retailers say, enjoying record sales as their appeal has grown on the back of the recession. Waitrose – the largest retailer of English wines, with a 55% share of the market – last week reported a 163% year-on-year rise in sales of locally stocked English sparkling wines and a 97% rise in sales of nationally produced wine. It has also seen a 50% rise in sales of still wines. Some of the former are now world class, regularly scoring above top champagnes in blind tastings, and likely to be best-sellers for Christmas. ...

This year's good spring and warm, dry late summer and early autumn means the finest wine produced in the UK is likely to be arriving on supermarket shelves and dining tables next year. Overall production is still tiny compared with other countries. UK production is currently around 2m bottles, varying significantly depending on the vintage conditions, but less than 0.05% of the amount produced in France (6.9bn bottles). The popularity of English wine has also soared on the back of environmental



concerns, White explains: "People are drinking it because they are concerned about the carbon footprint. It is also lower in alcohol than many other wines – typically with an ABV [alcohol by volume] of 11.5%. And English sparkling wines are a top quality, affordable alternative to champagne." Its Surrey Gold brand is now the best-selling English still wine. Denbies supplies wines direct to the House of Commons dining rooms and to government departments, and hopes its products will help to trumpet the best of British in the catering contracts for the Olympic Games in 2012...

<http://www.guardian.co.uk/lifeandstyle/2009/nov/15/english-wine-sales-increase>

Waitrose´s Howard-Sneyd warns of "catastrophic" future

HARPERS WINE & SPIRIT, UK

13.11.09: **The future of wine retailing in the UK is at a crossroads and if it follows the wrong path it could be "catastrophic" for the industry, warned Waitrose´s Justin Howard-Sneyd** speaking at today´s Wine Future 09 in Rioja. Howard-Sneyd set out two contrasting futures for wine in the UK off-trade. **A bleak future would see the big four grocery multiples lose interest in a category offering decreasing profitability and instead switch interest to what he termed "Frankenstein" wine-based products that captured consumers´ demand for more refreshing alcoholic drinks.** He predicted a dark future where the big supermarket grocers turned their backs on a category that was only worth 5% of sales **and was offering "significantly lower profitability" than other grocery categories.** He envisaged retailers cutting back on wine ranges and concentrating only the commodity, low cost ranges and new flavoured wine products. "If the Big Four lose interest in wine it could be catastrophic for the wine market, " he warned...

Independent merchants could also flourish and start to gain critical mass by expanding their network to five, 10 stores or more ...

<http://www.harpers.co.uk/news/news-headlines/8519-waitroseas-howard-sneyd-warns-of-qcatastrophicq-.html>

Austria's answer to Beaujolais Nouveau

REUTERS, USA

17.11.09: France has the Eiffel Tower and Burgundy and Beaujolais, while England has Big Ben and its beers and ales, and just as the waltz is wedded to Vienna, Gruner Veltliner is synonymous with Austria. And in the country known for its music, pastries and old European charm, Lenz Moser is Mr. Gruner Veltliner. **He produces five white wines with a telltale hint of white pepper from that single grape variety. "I wanted to focus on one thing and do it very well," he told Reuters. "We've been living in this area for 400 years," he referring to the wine growing regions of Lower Austria.** His grandfather, also named Lenz Moser, is credited with creating the modern trellis system still used to grow Gruner Veltliner. "I was raised next to the vine nursery and my grandfather brought me into the vineyards when I was five," he said. Back in the 1980s, when a scandal erupted after some vintners were found to have added a chemical found in antifreeze to make their wines sweeter, his family sold their vineyards, the winery with its 1,000 year-old cellar and their name. Too young to retire and having been life-long friends with the Mondavi family, Moser went to work



for them and eventually handled their European portfolio of wines. When Constellation Brands bought Robert Mondavi for about \$1 billion in 2005, Moser decided it was time to return to his roots. "The roots (of the vines) go very, very deep ... the acidity comes from the granite slate and the sand gives it elegance," he said of his signature Laurenz V, which is also the name of his own winery. ...

The labels can be intimidating with long words in Gothic script and with German spelling. "**I wanted to take the mystery out of wine, but leave the magic," said Moser. He made his labels modern and written mostly in English.** Another importer of Gruner Veltliner, Monika Caha, has gone even further. She simply calls her wine "Grooner" because, as she says, "that's how Americans pronounce it, so why make it hard for them?" Beaujolais Nouveau will be arriving shortly, timed in part for the U.S. Thanksgiving holiday where they are usually served. But Austrians are hoping that Gruner Veltliner, which pairs well with the traditional turkey meal, will provide another choice.

<http://www.reuters.com/article/lifestyleMolt/idUSTRE5AG1YN20091117>

The Great Hong Kong Wine Heist

THE WALL STREET JOURNAL, USA

19.11.09: **Since Hong Kong eliminated all wine duties last year, the city has become a major center for wine sales to China's newly rich, allowing them to engage in a tax-free bacchanal of buying, trading, sniffing and sipping. Apparently deciding no taxes wasn't enough, however, one group of enterprising oenophiles recently opted for a more dramatic way to lower their costs.** On Monday night, robbers stole 228 bottles of vintage Chateau Lafite Rothschild, France's prized Bordeaux – a haul valued at 6.8 million Hong Kong dollars (\$877,000), Hong Kong police confirmed. The bottles, which were all from the same vintage—1982—were being stored in a warehouse in the city's New Territories, which border mainland China ...

<http://blogs.wsj.com/chinarealtime/2009/11/18/the-great-hong-kong-wine-heist/>

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.

Time to pop the cork in wine auction world?

REUTERS, UK

15.11.09: **In perhaps another sign of a recovering economy, millions of dollars worth of wines and spirits sold at three different auctions in New York over the weekend.** At Christie's almost \$3 million worth of wines and fine spirits went under the hammer, including the 1964 Bowmore Trilogy -- three bottles of single malt Scotch from the distillery on Islay, a Hebridean island off the west coast of Scotland. They fetched \$21,600 ...



To put that return in perspective, the Dow Jones Industrial average closed at 2,544.80 on December 31 1995. It ended trade on Friday at 10,270.47. Over at Sotheby's, a selection of wines direct from Bodegas Vega Sicilia, Spain's iconic 145-year-old winery in the north of the country, sold for \$1.09 million -- nearly triple its pre-sale estimate of \$350,000. A collection of magnums for each vintage of Vega Sicilia Unico from 1960 through 1995 sold for \$102,850 -- five times the pre-sale estimate of \$20,000. The winner, identified only as a South American collector, was declared after a spirited bidding battle from contenders in the room, on the telephone, and online ...

<http://www.reuters.com/article/lifestyleMolt/idUSTRE5AF01V20091116>

Wine Industry Reports Growth

THINKING AUSTRALIA.COM, AUSTRALIA



16.11.09: **Australian wine has built a favourable reputation around the world over past decades and the industry continues to grow, writes Nick Gibson.** The latest industry survey 'Vintage 2008' by Deloitte highlights the performance of wineries across Australia. Major results include:

\$0-\$1 million wineries

Wineries in this group had a lower average earning before tax of -7.4% of revenue in 2008 compared with to an EBT of 1.9% in 2007, in part due to their gross margin decreasing by 7.8%. This category also had an interest expense of -7.7% of revenue compared with a target of 5% of revenue as recommended in the benchmarking guides.

\$1 million - \$5 million wineries

Reporting an average gross margin of 48.5%, the highest of all categories in the survey, wineries within this group recorded a sharp rise in EBT to 8.2% in 2008, compared with -8.7% in 2007.

\$5 million - \$10 million wineries

This group recorded an EBT of 0.8% of revenue, compared with 9.8% in 2007. Average gross margin for 2008 of 40.6% of revenue was less than the sustainable level of 50% suggested in the benchmarking guides. The drop can be attributed to an increase in general administration costs from 23.4% to 28.1%.

\$10 million - \$20 million wineries

The average EBT for the \$10-20 million wineries was -7.4% of revenue compared with 7.4% in 2007. Average gross margin for 2008 of 34.7% of revenue was considerably less than the sustainable level of 50% of revenue suggested in the benchmarking guides. Within this category, 60% of the participants recorded a loss for the financial year ending in 2008.

\$20 million+ wineries

Wineries with revenue over \$20 million had positive EBT growth, up from 18.8% in 2007 to 22.1% in 2008. An average foreign exchange gain of 9.3% of revenue added to the strong EBT results of wineries in this category...



http://www.thinkingaustralia.com/news/brief_view.asp?id=1500

Global Warming Boosts British Winemakers

BUSINESS WEEK, USA

17.11.09: Stuart Smith is a man with a difficult mission: growing grapes and making wine where others are only drinking it. In recent days, he and his pickers in England's northernmost and probably coolest vineyard brought in the last of the harvest. Ryedale, in the county of North Yorkshire, is farther north than Hamburg, and yet, says Smith, "the vintage is good, very good, in fact"—plump grapes, plenty of sugar and low acidity. **Three years ago Smith planted his vines, most of them cold-resistant varieties from Germany. The 2008 vintage gave him the first 400 bottles of a dry white wine, and even garnered him an award in a wine competition. Smith expects to produce "at least 2,500 bottles" in 2009. He estimates that within five years his production will have increased to more than 20,000 bottles. Smith is one of the few people who welcome global warming.** For his business, he says, **the supposedly imminent climate catastrophe is "something of an insurance policy."** The concept of English wine was once as absurd as German bananas. But **England's summers have been warmer and drier from year to year. The effects of climate change have been tangible in the British Isles for some time, and oenophile Britons are trying to take advantage of those effects to make wine.** The pioneers of the 1980s were practically treated as wine-drunk lunatics, but now the exotic industry is experiencing a veritable boom. Whether in Cornwall in the southwest, in the wild landscape of Wales or near London, there are now 416 winegrowers in the United Kingdom—the highest number ever. Their vineyards are generally tiny, but they are growing rapidly. In the last five years, the amount of land devoted to winegrowing has increased by more than 50 percent...

http://www.businessweek.com/globalbiz/content/nov2009/gb20091117_494343.htm

Predicted grape surplus likely smaller than expected

THE STANDARD, CANADA

18.11.09: **The pile of extra grapes in Ontario is expected to shrink. The Grape Growers of Ontario, which represents 484 growers in the province, had predicted 9,000 tonnes of surplus fruit this fall or about 15% of an estimated 58,000 tonne crop. But some small wineries have bought more grapes than expected in recent weeks, making the extra haul around an estimated 7,500 to 8,000 tonnes, said chairman Bill George Jr., a Beamsville grape grower.** The spike in grape sales is thanks largely to the return of a provincial program that subsidizes Vintners Quality Alliance or 100% Ontario wines sold through the LCBO. This is the second year in a row that grape growers have watched fruit wither on the vine. Last fall, there was a 4,000-tonne grape surplus. Queen's Park stepped in and offered \$4 million to growers to offset the loss...

<http://www.stcatharinesstandard.ca/ArticleDisplay.aspx?e=2180243>



Majestic toasts half-year success

HARPERS WINE & SPIRIT, UK

16.11.09: **Majestic's new strategy of allowing customers to buy six bottles instead of full cases has paid off, according to the wine retailer's latest figures.** Chairman Steve Burke said: "We have seen a small reduction in average spend that has been more than compensated by an increase in transaction volume. We have also seen an increase in the number of new customers registering on our database." **The strategy was spurred by tough trading conditions, which have also contributed to a fall-off in corporate sales in the half-year to September 28.** Burke said: "Sales to private customers continue to show strong growth, up 8.9% in the period. "...

<http://www.harpers.co.uk/news/news-headlines/8524-majestic-toasts-half-year-success.html>

Majestic profits up 9% as Lay and Wheeler shows profitability

DECANTER, UK

16.11.09: **Increased sales of wines from South Africa, New Zealand and Spain helped retailer Majestic Wine to a 9% rise in pre-tax profit for the six months to the end of September. And the company, which saw like-for-like UK sales lift by 5.4% over the same period, expects business to be further boosted by the introduction of a six-bottle minimum purchase as well as the closure of hundreds of Thresher and Wine Rack shops.** Majestic chief executive Steve Lewis said the retailer could only benefit from the demise of First Quench Retailing, which went into administration at the end of October...

<http://www.decanter.com/news/news.php?id=291819>

Jacob's Creek reveals its true character

OFF LICENCE NEWS, UK

18.11.09: **Jacob's Creek will have a new TV ad campaign in early December. The ad is part of a new marketing campaign called True Character which will be rolled out in 2010. The campaign will aim to position Jacob's Creek as "premium yet unpretentious", according to Pernod Ricard UK...**

<http://www.offlicencenews.co.uk/articles/76658/Jacobs-Creek-reveals-its-true-character.aspx?categoryid=245>

French wine industry sets up €2m lobby to stop 'vilification' of wine

DECANTER, UK

19.11.09: **A new pro-wine lobby with a budget of some €2m has been created to counter the effects of the French government's 'vilifying' of wine. The move against the 'prohibitionist agenda ravaging France' was announced at the Hospices de Beaune last Sunday. Starting next year, appellations including Bordeaux and**



Champagne will support and finance 'serious, in-depth studies by doctors and scientists to show the beneficial effects of wine,' said Burgundy Wine Board (BIVB) President Pierre-Henry Gagey. Gagey said the initiative would expand the already existing French association Vin & Société, whose annual budget is €200,000 to €300,000, and which 'needs to be bolstered to face new challenges'. ...

<http://www.decanter.com/news/news.php?id=292012>

New mega wine cultural centre for Bordeaux

AGENCE FRANCE PRESSE, FRANCE

13.11.09: **Bordeaux on Thursday unveiled plans for a 55-million euro wine cultural centre that Mayor Alain Juppe says will act as a platform for developing wine tourism in southwest France. The 10,000-square-metre centre, a decade in the pipeline, will grace the mouth of the city's tiny pleasure port just north of the historic Chartrons wine district where a new bridge will cross the Garonne river.** The development marks a new step forward for an urban renewal plan to transform the once sleepy city into a flourishing tourist destination with a tramway system, renovated river front, parks, bike paths, a botanical garden and clean facades. **The ambitious wine centre project stakes a claim to not only the region's historical dominance but its future position among the world's wine capitals. "The center of the world of wine is Bordeaux,"** said Sylvie Cazes, president of the Union of Grands Crus and delegate to the City Council for economic development in the wine trade and tourism. Wine is France's number two export after aeronautics, and France is the number one tourist destination. **Bordeaux, both a city and a wine, intends to capitalize on that connection. Amid the current economic woes striking the wine business, many are hoping the project will help secure the region's livelihood. One in six jobs in the region is in the wine business and five percent of the population works in tourism.** The historical city, a UNESCO World Heritage site since 2007, sees 2.5 million visitors annually, and Juppe believes the city can deliver the 400,000 visitors needed per year to make the center a success. ...

Architects will compete with their designs in 2010, a winner will be chosen next summer, and the doors will open in 2013.

http://www.google.com/hostednews/afp/article/ALeqM5j9fvJq64jYUWJ_XE-Q8xMVBtqsaQ

Also published:

Bordeaux Plans Wine Tourist Center - WINE SPECTATOR, USA

<http://www.winespectator.com/webfeature/show/id/41205>

Russia threat to nationalise wine is 'political'

DECANTER, UK

13.11.09: **The Russian government is threatening to renationalise the wine industry, putting a million jobs at risk, a leading wine distributor said today. Dimitri Pinski, of DP Trade in Russia, told delegates at the Winefuture conference in Rioja that he considered the situation had more to do with political expediency than a desire to control alcohol abuse.** ...



A government committee was created on 29 October to look into regulation of the alcohol markets. **Its results will be announced in March 2010. Sechin has brought in increasingly draconian measures in recent years, including the banning of internet sales since 2007, laws banning secondary wine trading, and wines over 15% alcohol being treated as fortified.** 'Russia's problems with alcohol are well documented,' Pinski said. 'But since 2005 levels have been brought back down to those of 1990. ...

<http://www.decanter.com/news/news.php?id=291773>

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.

Wine: A good fall-back position

THE GUARDIAN, UK

14.11.09: You can be a difficult lot to please. A bloke for whom I'd made some personal recommendations got in touch not to say thanks but to claim they were unavailable "up north" and whinge that it wasn't true that you can buy all Waitrose wines online, via Waitrose Wines Direct (as opposed to Ocado, whose selection is more limited). This man is a well-known pernicky troublemaker. I have it on good authority that he refused to take his wife on holiday between April and September on account of his attachment to his tomato plants (the neighbours were apparently not to be trusted with watering and pinching out duties). I know this because this man is also my dad. Every spring and every autumn I draw him up a list of the best inexpensive wines to have knocking around. I was particularly pleased with this season's. **It began with Fontaine du Roy 2008 Costières de Nîmes (Waitrose, £5.99; 14% abv), a supremely good-value red blend that proves "real" – as opposed to bland – focus group-style, wine is still possible at this price.** Partly to short-circuit moans about lack of stock at Ilkley Tesco, my list went on to include two dotcom-only deals: **Baron d'Ardeuil Buzet 2000** (£36 for six bottles, Tesco.com; 13% abv), a **beautifully coherent cabernet-based (both franc and sauvignon), gently oaked red from Gascony, with some maturity but plenty of vigour.** And the **meaty Cairanne Côtes du Rhône Villages 2003** (£42 for six bottles from 16 November; before then, it will cost £84, a plainly ridiculous price that only a fool would pay, Tesco.com; 13.5% abv). I loved its warm, breathy smell, and its lingering taste of dried fruit. Dad may be a Yorkshireman but I'm also lobbying for him to indulge, just once, in the utterly gorgeous, headily scented (think violets and blood) Vincent Paris 'Granit 30' 2007 Cornas (£23.99, two Waitrose branches only; 13% abv), a Rhône whose eloquence justifies its expense ...

<http://www.guardian.co.uk/lifeandstyle/2009/nov/14/inexpensive-autumn-wines-review>

Wine appreciation: Step into the chilly world of ice wine

FINANCIAL TIMES, UK



20/11/2009

16.11.09: While it's true some regions fit this escapist fantasy (usually the less interesting ones), **many top vineyards actually spend much of the year gripped by frigid weather, their landscapes as cheerful-looking as a surly head waiter.** This is no bad thing – a wide temperature range (throughout the day and year) makes grapes taste a lot more interesting. As an interesting footnote, **some regions with especially cold winters make one of the world's strangest (and most expensive) specialities – ice wine. Ice wine is so difficult to make it's almost a marvel anyone bothers.** It is made from grapes left on the vine until the first very cold weather. When the temperature dips below -8°C, the grapes are harvested and pressed, often at night. The point of all this? **When ripe grapes get that cold, the water inside the berries freezes - but the sugars remain fluid. This intensely sweet, tart juice can then be pressed and fermented into an exceptionally concentrated wine.** But it comes at a heavy cost – the grapes require plastic sheeting to shield them from birds and animals, they need to be harvested quickly and produce a relatively tiny amount of wine per hectare. ...

The Germans still make it, along with Austria and other central European producers, but with global warming making suitable conditions rarer in Europe, the centre of production has shifted to Canada in recent decades. ...

I'm not convinced ice wine quality beats other premium sweet wines such Sauternes, made with grape juices concentrated by noble rot rather than frost. Still, it's a likeable curiosity nonetheless, and with its wintry associations it can make an appropriate Christmas present. To give the style a try, Oddbins sell a grassy, spicy Austrian number called Eiswein Riesling Huber online at £25 for a half bottle, while premium-wines.co.uk sells half bottles from Inniskillen, Canada's top ice wine producer from around £45 up.

<http://www.ftadviser.com/InvestmentAdviser/Investments/Comment/article/20091116/5377fd20-cf8a-11de-91e0-00144f2af8e8/Wine-appreciation-Step-into-the-chilly-world-of-ice-wine.jsp>

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.

Inert gas technology prevents oxidation

ENGINEERING NEWS, SOUTH AFRICA

13.11.09: **Gas company Air Liquide reports that new inert gas technology which prevents the oxidation of wine, and thereby maintains the quality and character, has been introduced to the wine industry.** Air Liquide food and beverage market manager Lizbe Sorore explains that, **by using the innovative Cryogen Injector, which uses liquid nitrogen dispensing technology either as a prepurge in empty bottles or as a post-purge in filled bottles, winemakers can achieve a significant and consistent reduction in dissolved oxygen (DO) levels of bottled wines.** "The primary aim of the



winemaker during the bottling process is to maintain the initial good quality of the wine and ensure that the wine is bottled to specification. It is critical to prevent oxygen pick-up and manage the DO during the bottling process, specifically wines under screw cap where the headspace is about 9 ml of air. This could equate to about 2 mg/l DO. This headspace needs to be managed," she says. ...

New Trends

Sorore says that the **global consumer megatrends of quality, health and safety, as well as ensuring sustainable solutions to customers and taking care of the environment, drive the technological innovations of Air Liquide's research and development programmes in the wine, brewing and beverage industry.** Air Liquide carbon dioxide (CO₂) product manager Annetta van Vuuren says that one of the most common applications of CO₂ in the brewing and beverage industry is carbonation, followed by the manufacturing of dry ice and protective atmospheres in the wine industry.

Challenges

The shortage of CO₂ every year since 2003, is a significant challenge for the wine industry. Van Vuuren says that even a minute product like CO₂ can bring a halt to production. Air Liquide has been able to enter this market with a new strategy since 2004, which includes the multisourcing of gas, diversifying sources and providing the highest-quality products. The company is now diversifying its sourcing of raw gas into different regions and industries. The company commissioned another CO₂ plant, in South Africa, in 2007. This was the first in South Africa in more than ten years, with a second plant commissioned in Swaziland, in 2008. Currently, the company has six sources of CO₂ and aims to expand further. ...

"The challenge for Air Liquide is **to remain abreast of these international consumer trends, understand the needs and requirements of our wine-makers and translate the information into innovative, sustainable inert gas solutions that can add value to our local wine industry,**" Sorore concludes.

<http://www.engineeringnews.co.za/article/new-technology-maintains-quality-of-sas-wines-2009-11-13>

Tension on the Grapevine: Trellis Tension Monitoring Offers Accurate Solution for Grape Growers

SCIENCE DAILY, USA

18.11.09: Predictions of grape yields are extremely important to juice processors and wineries; timely and precise yield forecasts allow producers to plan for harvest and move the highly perishable grape crop from vine to processing efficiently. **Until recently, wineries and grape juice processors have relied on expensive and labor-intensive hand-sampling methods to estimate yield in grape crops. Thanks to extensive research efforts, grape producers may soon have access to a dynamic tool to estimate yield called Trellis Tension Monitor (TTM). TTM allows for real-time monitoring of plant growth and predicting yield in trellised crops. Simply put, TTM technology works by detecting weight change on trellised grapevines as the vine and grapes grow.** Data recorded by the TTM electronic monitoring system can be used to predict crop yields, enabling growers to create more efficient timetables for grape-picking operations. ...



Two recent reports of Tarara and Blom's research were published in the American Society for Horticultural Science's journal HortScience. **"The objective of our research was to assess the dynamics of fruit and shoot fresh weight in grapevines trained to a single curtain, within and between seasons of a wide range, to develop functional relationships of expected responses to improve the potential for meaningful interpretation of TTM data in vineyards,"** according to Tarara. ...

Using 10 commercial vineyards, the researchers found that TTM produced more-accurate estimates of yield in most vineyards than did the standard processor protocol. No subjective inputs were allowed, which otherwise would be the case in commercial practice. Summarizing the research, Tarara remarked; **"The TTM method could replace traditional, manual methods of yield estimation or could be used in conjunction with processors' and wineries' traditional approaches to increase the amount of real-time information and provide data for revising yield estimates right up to harvest."**

<http://www.sciencedaily.com/releases/2009/11/091104122524.htm>

Drinking up to bottle of wine a day can cut heart disease risk

THE DAILY TELEGRAPH, UK



19.11.09: **The study has confirmed that low levels of alcohol protect against heart disease but it also found that high levels of consumption still reduced the risk of developing the condition.** Experts warned that the protective effect against heart disease did not get bigger the more people drank but the risk of

cancer, accidents, mental health problems and liver cirrhosis do increase with high consumption. The study, published in the journal Heart, was conducted in Spain, one of the world's largest producers of wine but with one of the lowest death rates from heart disease. The authors found that drinking between five and 30 grams of alcohol a day, the equivalent to less than one UK unit to almost four units or up to one large glass of red wine, reduced the risk of developing heart disease by half. The protective effect did not increase significantly the more people drank and those with the highest consumption, 11 units or more – the equivalent to over one bottle of red wine a day – still had a 50 per cent lower chance of heart disease. The effects were seen for all forms of alcohol and were not limited to red wine, which previous research has suggested was especially protective for the heart because of substances in the skins of red grapes. The results were women followed a similar trend but were not significant because of relatively few women in the study developing heart disease so the data could not be relied upon to be accurate. The study conducted by a team of doctors and epidemiologists at Government departments and Universities across Spain, involved questioning more than 41,000 people aged between 29 and 69, who did not have heart disease when enrolled and who were followed up for an average of ten years. ...

<http://www.telegraph.co.uk/health/healthnews/6597011/Drinking-up-to-bottle-of-wine-a-day-can-cut-heart-disease-risk.html>

Wine Warehouse Uses Green Tech

WINES & VINES, USA

18.11.09: Napa's Bin to Bottle expansion chose innovative construction, efficient wastewater



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treatment. **Custom-crush winery Bin to Bottle quickly ran out of barrel storage space, so it built a new warehouse, vowing to make it as green as practical. ...**

The roof is also well insulated, and it's painted white to reflect sunlight. The solar array also prevents solar radiation from reaching part of the roof, as well as generating electricity to run the air conditioning and fans. The building also uses a night-air cooling system to save energy. Bin to Bottle is in the cooler, southern part of Napa County. ...

They're balanced for minimal energy consumption, says Wilkinson, who adds that they generate a 12- to 15-knot breeze at full power. Solar arrays don't generate electricity at night. Then, Bin to Bottle uses excess power that it's fed to Pacific Gas and Electric Co., which acts as a virtual battery to power the fans. The result is neutral consumption of electricity and no electric bills. PG&E will happily take excess power, but doesn't pay for it, so the system was engineered to be only as large as needed. The company also "borrows" systems from next door, including hot water, nitrogen and compressed air. The structure includes an advanced humidification system called Smart Fog that maintains 75% humidity. It includes only 16 emitters, which generate such small droplets of water (4 microns) that they can't be seen 10 feet away. ...

<http://www.winesandvines.com/template.cfm?section=news&content=69222&htitle=Wine%20Warehouse%20Uses%20Green%20Tech>

Napa sanitation looks at options for winery wastewater

NORTH BAY BUSINESS JOURNAL, USA



16.11.09: **A new study of existing and planned winery process wastewater disposal in the industrial areas around Napa County Airport recommends Napa Sanitation District keep better tabs on the winery waste stream reaching the Soscol treatment plant and offer a lower-cost, local option for disposal of high-strength production effluent.** An engineering

consultant suggested these two "management concepts" to help the district better manage projected increases in volume and strength of sewage over the next two decades and to help south Napa Valley wine operations avoid the cost of trucking waste to the large East Bay Municipal Utility District plant in Oakland. ...

<http://www.wineindustryinsight.com/RSS//index.php/hop/latest/napa-sanitation-looks-at-options-for-winery-wastewater-north-bay-business-journal/13775>



Wines from Greece Publicity Monitor

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

Greek wine, cheese tasted for good cause

POUGHKEEPSIE JOURNAL, USA

16.11.09: **More than 100 people attended the second annual Greek wine and cheese tasting event Sunday at the Hellenic Community Center, adjacent to the Kimisis Greek Orthodox Church on Grand Street in the City of Poughkeepsie.** Many were there to support the Ladies Philoptochos Society and the Greek School, and the collection of Greek wines, cheeses and desserts on display didn't appear to hurt attendance. ...

Anthula Natsoulas, a member of the Philoptochos Society, said the idea for the wine and cheese tasting came after members brainstormed different money-raising ideas. Natsoulas said her group and the Greek School Parent Teacher Association wanted to do something different from the annual Greek festivals held by the Kimisis church. "We thought we'd give this a try and see how it works," Natsoulas said. Natsoulas said about 170 people attended the event in 2008 and she expected about 200 to show up to this year's wine tasting. She said officials hoped to raise \$9,000 to \$10,000. Maria Abouezzi, chairwoman of the Greek School PTA, said proceeds from the event geared toward the school, which has more than 45 students, will be used to purchase supplies. "It's important for our heritage and our tradition," Abouezzi said. "I speak and write Greek fluently and I want my kids to be able to do the same." **The event featured 13 Greek wines with categories ranging from dry white to sweet dessert wines.** ...

<http://www.poughkeepsiejournal.com/article/20091116/NEWS01/911160347/Greek-wine-cheese-tasted-for-good-cause>

Blogosphere Monitor

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

Department of Greenwashing: Ceci La Luna lambrusco

DR. VINO, USA



17.11.09: **Are some in the wine trade exploiting consumers' willingness for environmentally friendly products when the practices don't measure up to more than a pile of manure?** Consider an example. In late summer, The Moment blog at nytimes.com wrote a paean to lambrusco, the purple fizzy wine from Emilia-Romagna. The author had high praise for one in particular: "a rustic biodynamic beauty from Cantina Ceci, whose mild, deep fizz buoys its brooding purple embrace." **At least one New York City retailer also calls the \$16 wine Biodynamic, a process of grape growing (and, to a lesser extent, winemaking) that goes beyond organic to synchronize some winemaking practices with the lunar cycle.** Several



other commentators have called it Biodynamic as well. While the wine may be tasty, according to correspondence with Demeter Italy, the certifying authority in Italy, none of Cantine Ceci's wine has ever been certified Biodynamic. In the case of the Ceci lambrusco, it has the packaging of an artisanal product with twine around the neck and closure. Each bottle comes with a small booklet explaining the phases of the moon and how harvesting occurs while the moon is a mere crescent, as happens both when it waxes and wanes. The wine is called "La Luna," meaning "the moon." It does not appear on the producer's web site. ...

So what is a consumer to do? The shopper in a wine store can't independently verify the provenance of every bottle she picks up. There needs to be some truth in marketing, but who can verify the claims? Independent agencies who extract fees? Government regulators? Wine shop owners? Critics? Bloggers? Incidentally, I inquired with another Italian winery recently about their organic program in the vineyards. By return email within an hour, I had—without even asking—a copy of their certificate in my inbox. Three cheers for transparency. The Ceci "La Luna" label text as per Google translate:

The ancients drew attention to two fundamental concepts: 1) when the moon is rising and is approaching the Earth, causing an effects-building plans on the bodies. 2) when the moon is waning on the contrary leaves the earth, causing an effect on the bodies of emptying. Therefore, anything that has to do to grow (seeding, births, etc. ...) should be done at a crescent moon, whereas everything that causes death (cuts, crops, etc ...) should be done at the waning moon. Wineries and Wine Company CECI bottles its wines which originate from natural cultures always and only: a CRESCENT MOON! That is why our wine can be delivered only after a month of ordering.

<http://www.drvin.com/2009/11/17/greenwashing-wine-ceci-la-luna-lambrusco/>

What's Next? Wine Labels in Jive?

VINOGRAPHY, USA

15.11.09: I haven't stopped chuckling this evening since I read a post on Spittoon.Biz, a long running wine blog run by Andrew Barrow over in the UK. About a week ago he reported on the latest marketing efforts by a national supermarket chain to make sure the wine labels on their wines were readable by all their clientele (UK supermarkets often bottle and label their own wines from around Europe). These efforts involved something quite straightforward: translating the back labels of the wines into different languages. Except the languages they translated them into are some of the local dialects of the United Kingdom. This yielded labels like: "A canny Merlot ableeze wi succulent blackcurrants an blueberries. This Merlot has legs laik a thoroughbred, strong an forward, tha sucks the leif oot of yer palate. Its stowed bouquet is a delight fer yer nose an will leave yee clamming fer moor. This ain ne blash." in Geordie. Or "A totally stoatin bevvy. It's bricht an' foo o' flavur, wi plum, curranty fruit, mackin it taste awffy braw. A youngane's colour wi cherries an black fruit on the nose, it has a laldy kick tae it, tha runs fae the front tae the back ae' yer mooth" in Scottish. That just makes me giggle. What if Trainspotting was filled with wine instead of heroin? Or better yet, maybe we can get some labels written in Jive.

http://www.vinography.com/archives/2009/11/whats_next_wine_labels_in_jive.html



The declining dollar, through the wine glass

DR. VINO, USA



12.11.09: "The weak dollar makes American products cheaper overseas, buoying sales, and makes imports more expensive, encouraging consumers at home to buy American...As the dollar fell, gold reached \$1,117.40 an ounce at the stock market's close on Wednesday, setting another record high as hedge fund managers and wealthy speculators continued to buy the precious metal." – NYT

11/11/09

Applying this to wine:

1. **About two-thirds of wine sold in America is produced in America, by volume. If you're in the portion that drinks imported wine, what price would it take for you to consider switching to domestic wine? If foreign exchange rates fell to \$2 to the euro (a decline of 33% from current levels) would that be enough to make you drink more domestic wines? Or, say, \$3 to the euro, double the current rate?** [shudder] Bear in mind too that FX moves are often parabolic since wholesalers and retailers seek to maintain the same markup even when the base cost rises. [Update: please see comment below from Matt S.]

2. **Will domestic wineries start targeting overseas markets more? Apparently they already have since the Wine Institute reports that exports of US wine have doubled since 2002, when the dollar was at a high.** But will American wines exported be more than Blossom Hill and white zinfandel?

3. **With the rising price of gold, maybe that gold-encrusted Jerobaum of Champers wasn't such a bad deal after all!?!?**

<http://www.drvin.com/2009/11/12/declining-dollar-wine-industry/>

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.

Wine Sellers Fight Fakes With Radioactivity, Ion-Beam Sleuthing

BLOOMBERG, USA



18.11.09: The label on the Chateau d'Yquem read 1816, but the number on the cork looked suspiciously like 1949. It should have read 1849, when the sweet Sauterne was first re-corked, said Stephen Williams, president and chief executive officer of Antique Wine Co. in London. While the date didn't mean the bottle was a fake, with concern that wines are phony ubiquitous in the high-end market, retailers take extra precaution. ...

Fraud in the \$3 billion global wine market is rising, according to the U.K.'s tax



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authority. Wine investment scams are also up, U.K. prosecutors said. Richard Alderman, the director of the U.K. Serious Fraud Office, said in an interview in September that the agency is getting more wine-fraud referrals. ...

Suspect Bottles

The fraud office has gotten at least seven tips on wine scams in the past six months, SFO spokeswoman Katie Winstanley said in an interview. Two of the fraud office's current cases involve boiler-room wine investment fraud, Winstanley said. Boiler-room frauds typically involve aggressive sales campaigns and perpetrators cold-calling prospective investors.

Wine sellers say they've noticed an increase in suspicious bottles.

"We are coming across more wines that are suspect," said Adam Brett-Smith, the managing director of Corney and Barrow Ltd., a London-based wine merchant that holds a royal warrant of appointment to supply wine to the queen and Prince Charles. Brett-Smith was called into Zafferano, a Michelin starred restaurant in London's affluent Knightsbridge neighborhood, to authenticate a bottle of 1961 Chateau Petrus last year. The bottle sells for around 18,000 pounds. ...

Radioactivity

The Antique Wine Co. has sent around 500 bottles to the Centre d'etudes Nucleaires de Bordeaux Gradignan over the past two years to be examined by the particle accelerator, Williams said. **The process can authenticate the glass in the bottles using ion-beam analysis to determine the age and history of the bottle, according to the institute. The center also tests wine by measuring the radioactivity that it emits, Williams said. That can only work on wine where the grapes were grown after 1945, when the U.S. dropped an atomic bomb on Hiroshima. ...**

'On Guard'

Romanee-Conti, the French winery, has asked Brett-Smith to destroy or "irrevocably wreck the label" of any bottle Corney & Barrow finds with their name that is a fake, he said. "Everyone in the trade is constantly on their guard for it," said James Miles, the director of Liv-Ex, a London-based wine index, who valued the wine market at \$3 billion. "There's a pretty vigorous vetting process, so the traceability is such that any person selling fraudulent wine is going to float to the surface pretty quickly."

<http://www.bloomberg.com/apps/news?pid=20601116&sid=aXH.BC0Bs6J4>

Airlines still offer fliers fine wine as a high-class amenity

USA TODAY, USA



20.11.09: Most airlines have eliminated meals, free pillows and magazines. They've reduced snacks to a miniature bag of pretzels. **But there's one frill many refuse to skimp on in their cost-cutting drive to be profitable: wine. The world's airlines annually buy about 4.3 million gallons of wine, and some spend at least \$15 million on wine each year, the airlines and wine experts estimate.** Some airlines pour wine that retails for \$50 to \$220 a bottle.

And some employ consultants or sommeliers and require flight attendants to take courses to improve their wine knowledge. "Service cutbacks and the recession have not affected airlines'



wine-buying policies," says Lori Lynne Brundick, president of Intervine, an airline wine supplier in Napa, Calif. **The airlines say the wines they serve uphold their reputations and instill brand loyalty in their highest-paying customers: first- and business-class passengers. Premium passengers are served the better-quality wines for free.** Coach passengers, however, usually receive lesser-quality wine and pay five or six times what the airline paid for it. USA TODAY gathered the wine lists of 33 airlines with U.S. flights and asked wine expert Dan Berger to evaluate them. Berger is a syndicated wine columnist who judges wine competitions and has a website, www.vintageexperiences.com. ...

Impressive wine lists

Of U.S. airlines, Berger ranks American No. 1 and United No. 2. They score high because of their wine lists for premium-class passengers. Most U.S. airlines sell "below-average" wines to coach passengers on domestic flights, but those served by American (AMR) and JetBlue are above average, he says. JetBlue (JBLU) offers only two wines – 2007 Hope Estate Verdelho and Shiraz – but gets high scores for quality wine that fliers are "unlikely to find in the air," Berger says. Impressive wine lists are meaningless, he says, if an airline buys a limited amount of a wine or rarely has it on a flight. An airline may have 20 or 30 wines on its systemwide wine list but on a single flight offer only four or five to premium-class passengers. ...

Bigger wineglasses

In March, American Airlines hired Ken Chase, a classically trained winemaker and viticulturist, to select wines for passengers. American says it has since introduced on many long flights larger, tulip-shaped glasses that allow premium-class passengers "to more easily swirl the wine and enjoy its aromas." Rival United Airlines' (UAUA) wine consultant is Doug Frost, one of only three people in the world with the titles master sommelier and master of wine, says United spokeswoman Robin Urbanski. The airline plans to serve more than 1.1 million bottles of wine and champagne in its premium-class cabins next year. ...

http://www.usatoday.com/money/industries/travel/2009-11-20-airwines20_CV_N.htm

Matt Skinner: Yes, I've recommended untasted wines

DECANTER, UK

13.11.09: **Jamie Oliver's head of wine Matt Skinner has admitted to not tasting several wines that he recommends in his latest book. In The Juice 2010, published by Mitchell Beazley in the UK, Skinner lists New World wines from the 2009 vintage that were not bottled until months after the last deadline for the book.** Skinner, who is group wine manager for TV chef Jamie Oliver's Fifteen restaurant in Melbourne, was originally criticised by New Zealand wine writer Michael Cooper in The Listener magazine. Cooper claimed that Skinner could not have recommended a New Zealand wine months ahead of publication, before Cooper himself had even tasted it. In a statement sent to decanter.com Skinner said, 'It is imperative that I taste all the wines that I recommend. 'However there are some releases that are consistent from year to year, and as popular, good value and accessible wines I want to include them because I know that my readers will appreciate them. ...

Mitchell Beazley said in a statement, 'It is always our intention that the advice we give is accurate and reflective of the wines available.' Mitchell Beazley is the UK's leading wine publisher, whose list of authors includes Hugh Johnson and Jancis Robinson (the World Atlas of



Wine), Andrew Jefford (The New France), Stephen Brook, Michael Schuster and other major wine writers.

<http://www.decanter.com/news/news.php?id=291766>

Counterfeiters target luxury wines

AGENCE FRANCE PRESSE, FRANCE

19.11.09: Petrus, Romanee-Conti, Chateau d'Yquem -- wines coveted by connoisseurs, and targeted by counterfeiters. According to French wine professionals, a handful of rare and fine wines face the same threat from fraud as luxury handbags and designer sunglasses.

Trafficking in fake wine has "always existed a little, but it's definitely amplified with the rising prices of fine wines", said Sylvain Boivert, director of the association representing Bordeaux wines classified back in 1855, the Conseil des Grands Crus Classes en 1855. To the relief of many, the fakery remains small scale. "...

Alas, Romanee-Conti did not bottle their 1945 in Jeroboams. Ponsot, owner of Domaine Ponsot, has had his own misadventures with counterfeiters. **At a sale in New York in 2008, the vintner was shocked to discover that "106 bottles out of 107" were fakes. The catalogue listed "a sale of Clos Saint Denis 1945 and other old vintages when we didn't even begin producing this particular appellation until 1982," he recounted. "The counterfeiters aren't Asian, they are European or American", said Ponsot, who had to fly to New York to stop the sale.** The methods used to fool buyers are only limited by the imagination of the counterfeiters: photocopied labels, different chateaux names on the capsule and the label, to name a few. **Sometimes the bottle is authentic but doesn't contain the wine or the vintage indicated, or only partially, the level of the wine having been topped off with another wine by using a syringe. "...**

While the main targets are champagne and cognac, according to Gaillard, "one can find Petrus and Margaux in some little stores" in China. In addition to export markets and Internet marketplaces, fake wines slip into circulation through the auctions ...

<http://www.google.com/hostednews/afp/article/ALeqM5j62FU1pIleKOLrQVvyToQjrcl-mg>

French wine TV on the cards

DECANTER, UK

19.11.09: **A French company is set to launch a TV channel dedicated to French and international wine culture when only months ago the government was considering making it illegal to discuss wine in the media. The channel, to be called Edonys, has been conceived by Paris production company Media Place Partners.** Edonys says it wants to 'benefit the whole wine industry both in France and abroad', and has asked for the rights to broadcast the channel via cable, satellite and the Internet across Europe, in French and English. Its target audience will be wine aficionados and the wine trade. The Edonys channel, according to a press release, **will contain wine tourism features on visits to vineyards and wine regions around the world, tasting advice, information about sales and auctions, and professional reports about the wine industry. There will also be a magazine for wine professionals.** The CSA (Conseil Supérieur de l'Audiovisuel, a



regulatory body for French tv and radio) will announce its decision in December.

<http://www.decanter.com/news/news.php?id=291968>

Wine labels as confusing as Chinese, says Robert Joseph

HARPERS WINE & SPIRIT, UK

13.11.09: **Wine labels and brands are as confusing to consumers as a menu written in Chinese, according to the writer and producer Robert Joseph. Consumers are as likely to think grapes are brands, regions are producers and wineries are regions**, he told today's Wine Future 09 in Rioja. He said the big issue facing the wine industry was that it had "no idea of brand identity", values or features that consumers could relate to. The wine label was a producer's advertising billboard but they waste it. A cover of a book is designed to tell you what it is about, a wine label is not, he said. Ones that do, like Yellowtail, succeed. **Consumers want simplicity and standardisation and are poorly served by the wine industry.** He challenged producers to re-think the customers they want to reach and how they are selling to them.

<http://www.harpers.co.uk/news/news-headlines/8522-wiine-labels-as-confusing-as-chinese-says-robert-joseph.html>

Wineries don't advertise the 'fine' line between regular and vegetarian wine

TIMES – STANDARD, USA

15.11.09: There appears to be a conspiracy of silence on the part of winemakers when it comes to the subject of vegetarian wine. That's right. Did you know there was such a thing as vegetarian or vegan wine? **I've visited wineries throughout California and never heard of vegetarian or vegan wine until very recently. While on a visit to relatives in Southern California, my sister told me and my wife that she had discovered them. My sister has been a vegetarian most of her life and the idea that animal parts are used in the wine-making process literally sickened her.** She had been drinking wine for about 10 years, blissfully unaware of this fact. Before I explain how animal parts are involved in the wine-making process, I would like to pose this question to all the wineries in California; "...

Out of 21 wineries in the Temecula area in Southern California, only one sells all organic vegetarian wine. That's Bella Vista Winery, where I went with my sister. Even there, they don't make a big deal about being vegetarian-friendly. The servers seemed proud of the fact, but it wasn't prominently displayed in the wine tasting area. Maybe I shouldn't say the fact that most wineries don't talk about being vegetarian or vegan is a conspiracy. Perhaps the subject simply doesn't come up very often. I called wineries in Napa, Sonoma and Mendocino counties, and not one person who answered the phone knew if they served vegetarian wine. They all had to consult with winemakers to give me an answer. ...

<http://www.wineindustryinsight.com/RSS//index.php/hop/latest/wineries-don039t-advertise-the-039fine039-line-between-regular-and-vegetarian-wine-timesstandard/13710>



Kroger Columbus Store "WineStation" Allows Customers to "Try Before They Buy"

THE GOURMET RETAILER, USA

17.11.09: **An automated, temperature-controlled wine-dispensing and preservation system in place at a Kroger store in Columbus, Ohio, enables customers to taste-test a variety of wines prior to purchase.** The kiosk is currently in place in the newly expanded Bistro department at the Kroger-Columbus Brewery District store located at 150 W. Sycamore Street. Store manager Henry Walton and his staff recently introduced Napa Technology's WineStation Intelligent Dispensing Systems to help customers appreciate wine selections at their peak. ...

http://www.gourmetretailer.com/gourmetretailer/content_display/news/e3ie26373dd9e434261bb26ecf54a61828d

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.

Plastic wines bottles way of future

STUFF.CO.NZ, NEW ZELAND

16.11.09: He's been called brave for doing it, but Awatere winemaker Peter Yealands is sure **wine in a plastic bottle will eventually become conventional.** Mr Yealands' sauvignon blanc in plastic bottles will hit the supermarket shelves any day now. **He said other beverages have made the change and wine will as well. He cites the example of Coca-Cola going from glass to plastic and said that didn't put a dint in their sales. "It's not for everyone. But younger generations will get into it."** Mr Yealands said he is not the first in the world to make the change, with Wolf Blass in Australia bottling in plastic, and British supermarkets Tesco and Sainsbury marketing wine in plastic bottles. **He said the plastic bottles suited sauvignon blanc because it was drunk soon after bottling.** "If this was an area producing reds I wouldn't be doing this." "It only works with a crisp, fresh sauvignon." But isn't wine the wrong product to be sold in plastic? "There are wine buffs, and then there are people who buy wine in supermarkets. **More than 70 per cent of sauvignon wine is sold in supermarkets for under \$20 and is drunk within a week. That's the market.**" Yealands Estate is bottling a first run of 5000 bottles of wine in plastic. **The bottles will carry an 18-month best-before date because of the possibility of oxygen spoiling the wine. The move has been described as "brave" by Master of Wine Bob Campbell.** Mr Yealands said the change was part of the winery's environmental drive. **Plastic was a greener container than glass, using 19 per cent less energy to manufacture.** The plastic will be used in Yealands Estate's Full Circle brand.

<http://www.stuff.co.nz/life-style/food-wine/3067199/Plastic-wine-bottles-way-of-future>

