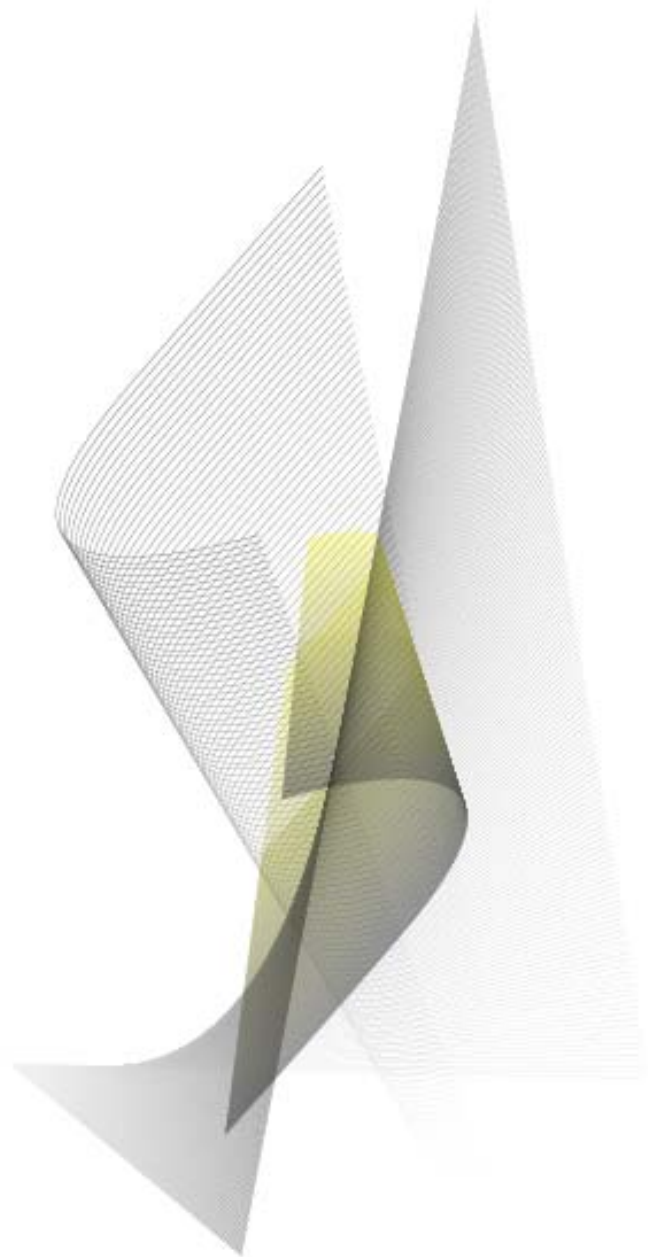


# Global Wine Trends

## Weekly Update

created:

**27.03.2009**



## Table of Contents

Table of Contents .....	2
Global Market Watch .....	4
Farr Vintners Bordeaux boycott 'not an idle threat' .....	4
U.K. Adds Rose Wine, Rotisserie Chicken to Inflation Basket .....	5
Wine sellers twitter away .....	5
Australian wines rise to the top in competitive tastings .....	6
Why wine is less expensive in Europe .....	6
The Michigan International Wine Expo and Tasting Will Return to the Rock Financial Showplace in Novi on April 3rd and 4th Friday 5pm to 10pm and Saturday 4pm to 9pm .....	7
Fluctuating exchange rates affect Chile's wine prices .....	7
NOVA SCOTIA to Boast 13 Wineries by 2010 .....	8
Compli Announces 'Do-It-Yourself' Web-Based Direct Ship Licensing for Wine Producers, Retailers and Importers .....	8
Global Industry Watch .....	9
Italy moves to protect Prosecco from imitations .....	9
Let them drink less wine.....	10
War of the Rosé: French Winemakers vs. the E.U. ....	10
Port by any other name .....	11
Chardonnay in Aisle 3? .....	12
Shut up wine sales whining by shutting in combatants.....	12
Mexican Wine Tariff Jumps.....	13
Virginia Wineries Join With Allied Interests.....	13
Southern Wine & Spirits of Illinois to Partner with Illinois Restaurant Association and SERVS SAFE Alcohol to Promote Alcohol Awareness Training .....	14
Drinks Americas Announces Letter of Intent to Acquire Global Beverages Asia Ltd. ....	14
Private Equity Investor makes investment in Buccella wines.....	14
California to give mid-range wine a big push.....	15
Constellation sees lower grape supply .....	16
Tassie bubbly on a roll .....	16
Wine industry rebels hit out against own promotion institute .....	17
Italian cornucopia of food events from Opera.....	17
More reasons to go to Belogradchik: the wine .....	18
Wine importers urged to stall Indian investment .....	18
Kalala Winery keen to export ice wines to India.....	19
UB Group to invest Rs 100 cr to promote wine tourism.....	19
Indus Vineyards in tie up with Aspri Spirits .....	19
Grape growers desperately seeking buyers .....	20



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<b>Wine Domain Catalysts Watch.....</b>	<b>20</b>
Observer Magazine: Life & style: Wine: Fair wind blows: The times may be changin', but has Bob Dylan sold out by allowing one of his songs on Co-op wine ads? No, says Tim Atkin .....	20
<b>Scientific Developments &amp; Technological Breakthroughs Watch.....</b>	<b>22</b>
CSIRO checks vineyard heat stress .....	22
New muscadine grape is developed .....	23
Moderate drinking may help build bone density .....	23
<b>Wines from Greece Publicity Monitor .....</b>	<b>24</b>
Anthony Rose: For fresh oysters and Dover sole, think laterally with a vinho verde or Greek assyrtiko.....	24
<b>Blogosphere Monitor.....</b>	<b>25</b>
Why Not Wine in Grocery Stores? .....	25
Book Review: Heard it Through the Grapevine by Matt Skinner .....	26
Cupcakes: impossible food-wine pairing? .....	26
The polarization of the wine trade .....	27
Ulli Stein and his forbidden wine.....	27
<b>Peripheral Domains Intelligence .....</b>	<b>28</b>
Hess Family Estates opens art museum at Bodega Colomé .....	28
Merry Edwards Wines, Russian River Valley: Single Vineyard Pinot Noirs ..	28
The Charmer Sunbelt Group to Host Wine & Wishes 2009.....	29
<b>Global Sustaining &amp; Emerging Trends Digest .....</b>	<b>29</b>
The global crisis at the epicentre.....	29



## Global Market Watch

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

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### Things might be tough, but they're going to get better

WINE BUSINESS INTERNATIONAL, GERMANY

19.03.09: **All those exporters who think of Germany as a wine market solely focused on the cheap and cheerful could be missing out on a golden opportunity**, according to a study presented yesterday in Wiesbaden, Germany. The study also revealed that **Russia and China have joined the ranks of the world's top ten producers of wine by volume**. The study, commissioned by Vinexpo and carried out by the London-based research organisation International Wine and Spirit Record (IWSR), showed that the German wine market is, in line with other countries, moving towards premiumisation. The study, extracted from a global survey, predicts that German wine consumption in value will rise by more than 6% to 2012, to a value of \$10,616bn. Consumption of imported sparkling wine is tipped to rise by just under 2%, while consumption of imported still wines may rise by as much as 9%. The German market, dominated as it is by discounters and supermarkets, has long had a reputation as a country that's only interested in an average price point of €2.99. ... Also of note is that while world still wine production is predicted to grow another 3.8% to 3,177,778m cases by 2012, global consumption may rise by another 5.5%. This, de Eizaguirre suggested, may mean that global supply and demand are being brought in line, although he acknowledged problems may remain within specific wine industries. Other notable findings were that the Russian Federation and China have now joined the world's top ten wine producers by volume, with Russian production to increase by as much as 43% to 2012. Also of note was that Australia, which has suffered from water shortages, severe drought, frost and bushfire, has dropped out of the same list. And the other important point? "Watch Spain," advises de Eizaguirre. **"We think that Spain will continue to increase."** Vinexpo will take place in Bordeaux between 21 to 25 June 2009. De Eizaguirre says the space is already sold out. He said a highlight of the fair this year will be a gathering of the World Association of Sommeliers, and the Club du Lac, an exclusive area where companies can entertain clients.

[http://www.wine-business-international.com/News\\_Things\\_might\\_be\\_tough-\\_but\\_they-re\\_going\\_to\\_get\\_better.html](http://www.wine-business-international.com/News_Things_might_be_tough-_but_they-re_going_to_get_better.html)

### Farr Vintners Bordeaux boycott 'not an idle threat'

DECANTER, UK

23.03.09: Farr Vintners has threatened to boycott next week's en primeur tastings in Bordeaux unless the majority of châteaux halve their prices for the 2008 vintage. Stephen Browett, chairman of Farr, traditionally one of the biggest UK buyers of en primeur, told decanter.com that **the strengthening of the euro against the pound, combined with the economic slowdown, made buying 2008 Bordeaux a very unappealing prospect**.



His comments echo those of Berry Bros & Rudd's Simon Staples, who is equally sceptical of the prospects for this year's campaign. Browett said: 'If the wines are released at the same price as last year, we're definitely not going to bother. It's a major problem to get the châteaux to come down, but they know they have to. ... Even if 2009 turns out to be an excellent vintage, Browett admitted that he would rather 'have not stock of an unsaleable vintage, and take our chances', than buy 2008 to ensure a decent allocation in the future. He added that his remarks were not an idle threat: 'We have not booked our tickets and we have not made any appointments. **My advice to the Bordeaux proprietors is that if you're not going to lower your prices, then don't have an en primeur campaign. The public are not in the mood to buy unless it's a good deal.**'

<http://www.decanter.com/news/279212.html>

*Also published:*

**Bordeaux offering discounts on 'slow-selling' 2007 vintage - DECANTER, UK**

<http://www.decanter.com/news/279327.html>

**Vintners lose taste for Bordeaux wines - FINANCIAL TIMES, UK**

[http://www.ft.com/cms/s/0/39e247f6-174a-11de-9a72-0000779fd2ac.html?nclick\\_check=1](http://www.ft.com/cms/s/0/39e247f6-174a-11de-9a72-0000779fd2ac.html?nclick_check=1)

## **U.K. Adds Rose Wine, Rotisserie Chicken to Inflation Basket**

**BLOOMBERG, USA**

23.03.09: The U.K. price of rose wine and hot chicken will help determine the nation's inflation rate after the Office for National Statistics added them to the list of goods it monitors to gauge living costs. Bottled rose wine, hot rotisserie chicken and DVDs ordered over the Internet are among products that will now be included when the agency collects about 120,000 prices every month for its basket of about 650 goods and services. Items leaving the list include boxes of wine and rentals from DVD shops. The list is reviewed annually to ensure it represents consumer spending with changes made for reasons ranging from improved technology to popularity, the ONS said in a statement. ...

*Also published:*

**Rose wine comes back in fashion - DAILY MIRROR, UK**

<http://www.mirror.co.uk/news/top-stories/2009/03/24/rose-wine-comes-back-in-fashion-115875-21223444/>

<http://www.bloomberg.com/apps/news?pid=20601102&sid=aQAIov2dsxj0&refer=uk>

## **Wine sellers twitter away**

**ABC NEWS, AUSTRALIA**

20.03.09: **In a world first, thousands of dollars of Australian wine has been sold to the UK, using the online chat service Twitter.** Trade agency Austrade teamed up with a London online wine retailer to sell the wines through an online auction. Before the evening auction, customers were given the chance to taste the wines, then chat to winemakers back in Australia via the internet. Northern Victorian winemaker Matt Fowles was one of 20 winemakers involved. "I guess with export markets I do spend a bit of time on the phone in the dark, but it is a bit surreal when you know that there's been this huge effort over in London," he says. "And then I'm sitting there with magpies warbling in the background and really interacting with all



these people on the other side of the world."

<http://www.abc.net.au/rural/news/content/200903/s2521774.htm>

## Australian wines rise to the top in competitive tastings

THE SEATTLE TIMES, USA

22.03.09: WHILE THE current woes of the Australian wine industry are too numerous to name, they include drought, a grape glut, a strong Australian dollar in a weak global economy and an invasion of 'apple looper' caterpillars in the Margaret River region. But take heart. Much of this is good news for you. The prices are still competitive, and for those willing to explore the country's less familiar grapes and regions, the quality is superb.

**Wine Australia, the marketing organization for the entire country, recently sponsored seminars designed to showcase the quality and diversity of Australian wines, and the evidence was compelling.** In blind flights of riesling, pinot noir and cabernet sauvignon, the Australian wines showed distinctly different strengths from the European and American wines in the sampling. In a separate tasting of old vintages, single-vineyard and old-vine wines, there were some stunning surprises.

Sitting between wine writers Dan Berger and Harvey Steiman, both experts in these wines, I found myself barraged with exclamations of delight. As we sipped an exquisite, 10-year-old Clare Valley riesling, Steiman boasted that he'd squirreled away cases of these wines years ago, suspecting they would age beautifully, even under screw cap. And so they have. ... Whether or not you can track down these specific producers, I encourage you to explore the diversity of this nation's wines.

[http://seattletimes.nwsourc.com/html/pacificnw/2008881711\\_pacificpadviser22.html](http://seattletimes.nwsourc.com/html/pacificnw/2008881711_pacificpadviser22.html)

## Why wine is less expensive in Europe

OREGON LIVE, USA

24.03.09: If you're lucky enough to be able to take advantage of this season's economy-driven discounted airfares to Europe, you'll probably discover a sad truism: The wine seems to taste better and cost less over there. This can be difficult for West Coast denizens to understand. After all, Oregon, Washington and California are all wine states. So we should be awash in the same sort of sea of cheap, delicious drinking options that European wine-producing states are, right? Wrong. So where's the disconnect? Let's take a look at why wine is cheaper there, and what we can do about it.

Foreign travel: Before you complain about the American price of that simple Spanish wine that was so cheap when you were frolicking in Ibiza, consider this: Wines imported from other nations are subject to tariffs, taxes and cuts for the importer and distributor. All of these factors pad the price.

Pre-sub-prime: An old vineyard in Europe has been owned by the same family for centuries. An old vineyard in the U.S. has been owned by the same family for decades. And most American vineyard owners are much newer to the game. Which means that -- whether they paid \$30,000 per acre in the Willamette Valley or \$300,000 per acre in the Napa Valley -- they've got to pay the mortgage. Ask a European vineyard owner about his mortgage, and he'll look at you in confusion: Mortgage? What mortgage?



27/03/2009

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Federal funding: Wine is an important agricultural product for Europe, which is why, until last summer, the grape-growing business was heavily subsidized over there, keeping prices artificially low in the same way that American corn and wheat are cheap. As the wine subsidies are phased out and redundant vineyards are ripped out in accordance with new European Commission regulations, the prices of the lowest-tier European wines may rise a bit.

Vanity wines: Here's how the American story goes: Rich person buys prime vineyard land, builds fancy winery, hires prominent "consulting winemaker" and, a few years later, releases an overmanipulated wine made from the fruit of juvenile vines, complete with a ponderous price tag of \$75. There are hundreds of these new hotshot labels every year, but with the economy in its current nosedive, some of these vanity wineries are going to have to take an honest look at themselves and consider what the market wants. Which is an inexpensive and honest bottle of wine in the European style. ...

[http://www.oregonlive.com/foodday/index.ssf/2009/03/why\\_wine\\_is\\_less\\_expensive\\_in.html](http://www.oregonlive.com/foodday/index.ssf/2009/03/why_wine_is_less_expensive_in.html)

### **The Michigan International Wine Expo and Tasting Will Return to the Rock Financial Showplace in Novi on April 3rd and 4th Friday 5pm to 10pm and Saturday 4pm to 9pm**

PR NEWSWIRE, USA

23.03.09: This event will again feature in excess of 400 different wines to taste, sample and purchase if you desire all at drastic price reductions. The Wine Expo is meant to be a casual fun evening for you and your friends to enjoy and learn about all facets of Wine and to discover new and exciting wines that you enjoy. We have added a larger selection of upscale wines this year as well as some excellent value wines. Several special sections also have been added with a special showing of the Zap Zinfandel Wine Producers and Wineries along with several local wineries. ...

<http://news.prnewswire.com/DisplayReleaseContent.aspx?ACCT=104&STORY=/www/story/03-23-2009/0004993205&EDATE=>

### **Fluctuating exchange rates affect Chile's wine prices**

OREGON LIVE, USA

23.03.09: If you want to get a sense of just how complicated --treacherous, even --the wine business can be, you need only look at the latest news about Concha y Toro, Chile's largest wine producer. Concha y Toro makes numerous wines under a variety of brand names, including the Palo Alto wine featured this week. An internationally minded and privately owned company that has moved aggressively in recent years to put Chilean wines on shelves everywhere, Concha y Toro is considered a savvy outfit. Yet even the savviest can stumble, especially when the world is your playing field. The company reported a 17 percent decline in fourth-quarter profit, while its sales actually increased 15 percent. The reason? As a Concha y Toro press release dryly explains: "This was mainly due to a loss in exchange-rate differences generated by price positions taken in anticipation of the fourth quarter." In other words, they got slammed by exchange rate fluctuations they hadn't, and probably couldn't have, anticipated.

**This is the real world of the international wine business. The lead times in wine buying mean that the price is largely set long before a wine arrives.** Importers in



Oregon are constantly jockeying to secure the best currency rates before committing to major purchases. So now, in a weakened economy, some wines --probably many wines --are priced higher than today's market cares to pay. What will happen? The answer is time-tested. Wholesalers will try to keep their prices until the pressure from slow sales forces them to take a loss. Ditto for retailers. Much depends on individual inventories and financial resources. Deals will surely appear, but episodically so. ...

[http://www.oregonlive.com/foodday/index.ssf/2009/03/fluctuating\\_exchange\\_rates\\_aff.html](http://www.oregonlive.com/foodday/index.ssf/2009/03/fluctuating_exchange_rates_aff.html)

*Also published:*

**Why Chile Is Earning the Respect of Wine Fanatics – STREET INSIDER, USA**

<http://www.streetinsider.com/General+News/Why+Chile+Is+Earning+the+Respect+of+Wine+Fanatics/4511725.html>

## **NOVA SCOTIA to Boast 13 Wineries by 2010**

TRAVEL VIDEO, CANADA

19.03.09: Wine lovers listen up. One of our neighbors to the north may just be the next destination for oenophiles. **Nova Scotia, one of the four provinces of Atlantic Canada, is producing award-winning wines and inviting visitors to come taste new vintages, learn about winemaking, and even stomp the grapes.**

By 2010, Nova Scotia will have 13 wineries in its five wine-growing regions the Annapolis Valley, Bear River Valley, LaHave River Valley, Malagash Peninsula and Marble Mountain in Cape Breton. Currently there are 11 wineries: L'Acadie Vineyards, Bear River Vineyards, Benjamin Bridge, Blomidon Estate Winery, Domaine de Grand Pré, Gaspereau Vineyards, Sainte-Famille Wines, Petite Riviere Vineyards, Jost Vineyards and Lunenburg County and Williamsdale Winery making fruit wines. ... From September 7 through October 30, the 2009, Nova Scotia Fall Wine Festival will offer more than 35 tastings, grape stomps, gourmet dinners, cooking classes and food pairing events. ...

[http://travelvideo.tv/news/more.php?id=17039\\_0\\_1\\_0\\_M](http://travelvideo.tv/news/more.php?id=17039_0_1_0_M)

## **Compli Announces 'Do-It-Yourself' Web-Based Direct Ship Licensing for Wine Producers, Retailers and Importers**

YAHOO, USA

25.03.09: Compli Inc., the trusted name in beverage compliance services and software since 1997, announces Licensing-on-Demand at [www.directshiplicense.com](http://www.directshiplicense.com), where wine producers, retailers and importers can download direct-to-consumer wine shipping license applications.

"The do-it-yourself model allows any winery to complete direct shipper license applications, required certificates, forms and tax permits. The website provides detailed instructions by state on the correct sequence and documents required," said Rachel Dumas Rey, President of Compli. "DirectShipLicense.com is based on time-tested software and services that Compli uses for our full-service compliance business; now our expertise on direct shipper licenses is available to any winery with a credit card."

How It Works

DirectShipLicense.com outlines which states require licenses, as well as detailed requirements



for shipping wine to consumers in each state. Wineries, importers or retailers set up an account, enter their company information only once, choose the states to ship to, and download complete application packages and step-by-step filing instructions. DirectShipLicense.com saves time, gets it right the first time and costs a fraction of hiring a consultant. DirectShipLicense.com will also track licenses, reminding customers when it is time to renew. ...

<http://finance.yahoo.com/news/Compli-Announces-DoItYourself-bw-14727383.html>

## Global Industry Watch

*This section records developments and trends on both industry and individual corporation levels that form a matrix of the major issues and moves in the industry as a whole or by its critical actors and groupings, such as trade associations and regulatory bodies.*

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### Italy moves to protect Prosecco from imitations

INTERNATIONAL HERALD TRIBUNE, FRANCE

20.03.09: Italy has approved rules for labeling Prosecco, putting the sparkling wine on a growing list of protected delicacies to shield their markets from imitations, officials said Friday. The decision means only Prosecco produced in the traditional northeastern Veneto region can be labeled as Prosecco. The dry Italian bubbly is becoming increasingly popular abroad as a lower-priced alternative to Champagne and is the main ingredient of many cocktails. Prosecco is a "great Italian wine" which has been suffering from "unfair competition" by producers outside Veneto who use the label, Agriculture Minister Luca Zaia said. The new rules take effect Aug. 1, the ministry said. European food and drink makers, anxious to protect their brands in a global marketplace, are increasingly lobbying for rules on labeling products by their origin — such as Champagne, Parma ham or Danish Blue cheese. Hundreds of products are protected in the European Union and in non-EU nations that recognize the label of origin rules — including British ales, German sausages and Portuguese honey. **"In the world only one out of 10 products marketed as Italian really comes from Italy,"** Zaia said in a statement.

<http://www.ihf.com/articles/ap/2009/03/20/business/EU-Italy-Fake-Wine.php>

### MPs call for a freeze on wine tax

DECANTER, UK

24.03.09: The British government is being urged to freeze duty on wine because it is damaging the drinks industry, in a report released today. The new report from the All-Party Parliamentary Wine and Spirit Group, which consists of politicians with an interest in the industry, highlights the damage last year's tax rises have had on the industry. The All-Party Group committee, which included Decanter editor Guy Woodward as an advisor, met at the House of Commons in February to discuss the impact the recent tax increases have had on the wine trade and to quiz prominent members of the industry. With a planned 2%-above-inflation tax escalator set to be implemented next month, the All-Party group is urging the Government to rethink its policy. 'It would be nice to think that the government would listen to this advice and take it on board,' says Woodward of the report. 'By imposing two tax rises last year, the government has driven consumers to lower price points, and lower quality wines which – regrettably – some high street retailers have embraced all too willingly, through shameful discounting. 'If tax was frozen, it



would achieve two things: encourage retailers to stock better wines; and provide some good news for consumers, thus giving them confidence to start buying such wines. That way, it would keep both parties happy.'

<http://www.decanter.com/news/news.php?id=279267>

## Let them drink less wine

THE LOS ANGELES TIMES, USA

25.03.09: Shock horror alert:



**Pubs will soon be forced to offer patrons smaller glasses of wine, according to Britain's Daily Mail. It's part of the government's efforts to curb the cult of binge drinking and also to not encourage women to exceed a safe limit of alcohol.**

The Mail article notes that in the UK, "A standard glass of wine used to be 125ml - around one unit of alcohol. But most pubs now serve wine in a 'small' 175ml glass or a 'large' 250ml glass -- as much as a third of a bottle of wine." And, the article further notes, "One in 10 bars use 250ml as their standard size, which with certain strengths of wine can ... contain 3.5 units of alcohol -- enough to put a woman over the driving limit and exceed safe drinking limits."

I can speak for the mega-serving trend. Just two weeks ago, I was in the UK and went out with a sibling for a demure evening on the town involving a glass or two of wine at a pub or two. The glasses were behemoths! Filled to the brim! We surely had but a couple before popping round to visit my (practically teetotaler) brother and sister-in-law and treating them and our young nephew to an hour of witty banter and a knocked-over mug of coffee. If the mini-glass option had been available, I am sure this would not have happened. **The newly mandatory mini-servings would be offered in 125-milliliter glasses.**

[http://latimesblogs.latimes.com/booster\\_shots/2009/03/drink-up-mates.html](http://latimesblogs.latimes.com/booster_shots/2009/03/drink-up-mates.html)

*Also published:*

**Pubs to be forced to serve wine in smaller glasses – THE DAILY TELEGRAPH, UK**

<http://www.telegraph.co.uk/health/healthnews/5050163/Pubs-to-be-forced-to-serve-wine-in-smaller-glasses.html>

## War of the Rosé: French Winemakers vs. the E.U.

TIME MAGAZINE, USA



21.03.09: **Quelle horreur! French winemakers are apoplectic. The idea is, they say, heresy. If meddling bureaucrats get their way, it could destroy winemaking traditions that have been nurtured over centuries.**

The vintners' indignation is directed at European Commission plans to simplify the process of making rosé wine. According to strict French law, rosé winemaking is a complex operation: black grapes are crushed and the skins, pips and pulp left to macerate with the juice for a few hours before being removed. This tints the wine pink, and leaves a light, low-tannin flavor. But under the proposed reforms, winemakers would have the option of simply blending white and red wines to make the pink drink, a practice used in other wine-producing



regions such as Australia and California.

**French winemakers fear that the new rules will allow any producer to mix their surplus whites and reds, flooding the market with cheap, poor-quality rosé. ... Outside France, rosé wine is often spurned by wine snobs as a cheap gimmick.** But the French treat it with more respect and talk of the delicate harmony between the color, aroma and taste of traditionally made rosé wines. Usually enjoyed as a cool summer drink, it is versatile enough to be drunk at meals, as an aperitif or during soirées. It is also currently enjoying a vogue: rosé has now overtaken white-wine sales in France and accounts for almost 10% of the world market.

**The planned E.U. reforms are part of a wider overhaul that aims to drain the surplus production in Europe's so-called wine lake and slash some of the E.U.'s \$1.8 billion annual subsidies paid to the industry.** Commission officials say the new rules could help European wines compete against their New World cousins. ... Rosé blending is actually already sanctioned by the Paris-based International Organization of Vine and Wine and — curiously — is an accepted practice in France among a few high-end winemakers: a splash of red wine is the key to making pink champagne. ...

<http://www.time.com/time/world/article/0,8599,1886777,00.html>

*Also published:*

**French rosé wine to get special designation - BUSINESS WORLD, PHILIPPINES**

<http://www.bworldonline.com/BW032609/content.php?id=165>

**EU rules in the works to label rose wine as blended or traditional - FOX NEWS, USA**

<http://www.foxnews.com/wires/2009Mar25/0,4670,EUEURoseWine,00.html>

## Port by any other name

**NAPA VALLEY REGISTER, USA**

20.03.09: While “port” is now banned from a U.S. wine label — an agreement with the European Union grandfathered-in labels that previously used the term — Peltier Station, a winery in Lodi, has produced a new port-style wine made from zinfandel that doesn't fall under the grandfather clause.

It has decided to use the name USB “hoping that consumers would make the connection [aha!] with that and the USB ports found on computers,” the drvino.com Web site said. “Just to drive the point home, the back label reads, in part “United States Bureau for trade signed an im\_\_ant agreement with the European Union to protect \_\_ugal's geographical indication of this type of wine...”, the Web site said. **(Next thing you know, the EU will want to change the name of the place where you anchor a boat.)**

[http://www.napavalleyregister.com/articles/2009/03/20/wine/jack\\_heeger/doc49c329d99a50d576918731.txt](http://www.napavalleyregister.com/articles/2009/03/20/wine/jack_heeger/doc49c329d99a50d576918731.txt)

*Also published:*

**When Your Brand Is Banned - WINES & VINES, USA**

<http://www.winesandvines.com/template.cfm?section=news&content=63155&htitle=When%20Your%20Brand%20Is%20Banned>



## Chardonnay in Aisle 3?

THE NEW YORK TIMES, USA



24.03.09: YOU can do it in 35 states — you can pretty much do it anywhere in the wine-producing world — but you cannot do it in New York. Do what? Stop at the grocery store to pick up a loaf of bread, some cheese and a bottle of wine. Since Prohibition ended more than 75 years ago it has been illegal to retail wine in New York at any place other than a licensed liquor store or a winery. This strikes many people outside of New York, who can buy wine at outlets from Whole Foods Markets to gas stations, as curious if not downright quaint.

**In his 2009 budget, Gov. David A. Paterson has proposed allowing grocery stores to sell wine as a means of raising money through licensing fees. He also proposed practically tripling the excise tax on wine sold in New York. As the April 1 deadline approaches for approving the budget, the proposal has ignited a furious lobbying campaign pro and con. Grocers, naturally, favor opening the door to selling wine.**

... **Opposing the proposal is an unlikely alliance of distributors, liquor and wine store owners, who predict that more than a third of New York's 2,700 liquor stores would go out of business;** some New York wineries and the Teamsters union, which fears losing its role in distribution; and Baptist ministers, who contend that grocery sales would not simply raise the general level of sinning but also facilitate underage drinking. ... **"This is an idea wholly generated by the big stores — solely a money grab."** ...

[http://www.nytimes.com/2009/03/25/dining/25pour.html?\\_r=1&pagewanted=all#](http://www.nytimes.com/2009/03/25/dining/25pour.html?_r=1&pagewanted=all#)

*Also published:*

**If You Sell Wine, Then Let Me Sell Cheese - THE NEW YORK TIMES, USA**

<http://www.nytimes.com/2009/03/20/opinion/20pasanella.html>

**Buying wine retail in India and learning from NY - SOMMELIER INDIA, INDIA**

[http://www.sommelierindia.com/blog/2009/03/buying\\_wine\\_retail\\_in\\_india\\_le.html](http://www.sommelierindia.com/blog/2009/03/buying_wine_retail_in_india_le.html)

## Shut up wine sales whining by shutting in combatants

THE CITY PAPER, USA

23.03.09: The year 2009 was supposed to be a good year for wine as it looked like significant progress had been made last year for allowing the sale of wine in grocery stores. Instead, a frost has descended on the state legislature and the possibility of buying some Shiraz at your neighborhood Publix will have to be put back in the bottle. Right now there is little to no hope that legislation supported by most Tennesseans will make it to a full vote in the State House or Senate. Unless something drastic happens, the bill is dead for another year and legislators are very reluctant to pass new liquor laws in election years, which is next year. **So it is looking like the earliest any legislation would pass is in 2011.** ... It is agreed that "bread needs to be on the table before wine is served" in this time of fiscal crisis, but remember that the wine comes with an increase in revenue of over \$16 million recurring into the state's general fund and over \$11 million into local coffers.

<http://nashvillecitypaper.com/news.php?viewStory=66969>



## Mexican Wine Tariff Jumps

WINES & VINES, USA

19.03.09: **Since 2006, U.S.-produced wine has entered Mexico without tariffs, but that changed today, when the fee was raised to 20%.** Another 90-odd products faced import taxes of 10 to 45%. In 2008, the United States wine industry sold \$23 million in Mexico, its 10th largest market, according to recent Wine Institute figures. About 90% of exports by volume came from California. According to Joseph Rollo, WI export director, about 100 California wineries have been exporting to Mexico. **Observers said the tariff hike is retaliation for the United States' 2009 budget,** which eliminated a test program allowing Mexican trucks to deliver cargo beyond the U.S./Mexican border zone. Removing the tariff is an issue that can now only be resolved by Congress or negotiated by the new Secretary of Commerce, when he is approved, Rollo told Wines & Vines. Today, the Senate Commerce Committee voted unanimously to support the nomination of former Washington state Governor Gary Locke to that cabinet position. ...

Lab analysis required

Like most other export destinations, Mexico's alcohol rules are different from the U.S. "Alcohol is its own animal," Ceja said. "They require lab analysis of each varietal in Mexico, and also analysis of the alcohol content when it arrives there," pointing out that the AC may have varied slightly post-bottling. "What's great," she said, "is now I could actually teach a class in exporting to Mexico. I learned every detail." ...

<http://www.winesandvines.com/template.cfm?section=news&content=63086&htitle=Mexican%20Wine%20Tariff%20Jumps>

## Virginia Wineries Join With Allied Interests

WINES & VINES, USA

20.03.09: A special dinner with an important purpose drew 95 people together on March 4 at Belle Mount Winery. For the first time, the seven wineries on the Chesapeake Bay Wine Trail met with tourism officials, local businesses including a major wine industry supplier, owners of bed and breakfasts, inns, local tourist attractions, a state delegate and representatives from the Virginia Wine Board Marketing Office to begin figuring out how to work together to improve the economic climate for the wineries and the community. In these challenging times, all businesses worry about their sales, cash flow, and how to meet payroll and pay bills. Businesses on the Northern Neck in Virginia are not immune from the economic threats facing the rest of the country. Arthur Roberts, president of Arton Bay Etching and Imprinting, which supplies glasses to the wine industry, had the idea of bringing groups together to generate new ways of improving the business environment for everyone involved. "Wineries help their communities, and in turn, communities can help wineries," Roberts commented. "We wanted to bring together the local wineries to meet with lots of people from government, tourism and community businesses, and at the Belle Mount Winery dinner we succeeded in doing that." ...

<http://winesandvines.com/template.cfm?section=news&content=63109&htitle=Virginia%20Wineries%20Join%20With%20Allied%20Interests>



## **Southern Wine & Spirits of Illinois to Partner with Illinois Restaurant Association and SERVSAFE Alcohol to Promote Alcohol Awareness Training**

**BUSINESS WIRE, USA**

23.03.09: Southern Wine & Spirits of Illinois, a division of Southern Wine & Spirits of America, Inc., the country's leading wine and spirits distributor and Control States Broker with a tradition of service excellence since 1968, today announced that the Company is collaborating with the Illinois Restaurant Association (IRA) and SERVSAFE Alcohol, a division of the National Restaurant Association (NRA), to raise server alcohol awareness training to the restaurants, bars, nightclubs and hotels that comprise the hospitality trade.

The SERVSAFE certificate program, according to the NRA, was developed by the National Restaurant Association Educational Foundation (NRAEF) to raise the bar in responsible alcohol service training and certification. The SERVSAFE program offers real-world training solutions, as well as practical knowledge and best-in-class resources that seek to prepare and protect hospitality operations across the state, according to the NRAEF. To date, IRA and SERVSAFE have trained 10 Southern Wine & Spirits of Illinois employees as certified instructors. The SERVSAFE curriculum and certificate program is recognized under the regulations of State of Illinois Liquor Control Commission's Beverage Alcohol Sellers and Servers Education and Training (BASSET) program. ...

[http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news\\_view&newsId=20090323006149&newsLang=en](http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&newsId=20090323006149&newsLang=en)

## **Drinks Americas Announces Letter of Intent to Acquire Global Beverages Asia Ltd.**

**MARKET WATCH, USA**

23.03.09: Drinks Americas Holdings, Ltd. (OTC BB: "DKAM"), a leading owner, developer and marketer of global premium beverages, announced today that it has entered into a non-binding Letter of Intent to purchase, for stock, "Global Beverages Asia Ltd.", the new name for the combination of Yarraman Winery, Inc. ("Yarraman") and Asia Distribution Solutions Ltd. ("ADSL"), a combination which has existing distribution operations and large retail stores in China for its proprietary and non-proprietary wines, spirits, beers, mixers, and soft drinks. The acquisition by Drinks Americas is subject to completion of due diligence, the negotiation of definitive agreements, and the satisfaction of legal requirements. Rodman and Renshaw LLC is acting as financial advisor to Drinks Americas, and Newbridge Securities Corp. is acting as advisor to Yarraman on the transaction. ...

[http://www.marketwatch.com/news/story/drinks-americas-announces-letter-intent/story.aspx?guid={18285504-2EEB-479C-A87B-22BB6B83F2F2}&dist=msr\\_1](http://www.marketwatch.com/news/story/drinks-americas-announces-letter-intent/story.aspx?guid={18285504-2EEB-479C-A87B-22BB6B83F2F2}&dist=msr_1)

## **Private Equity Investor makes investment in Buccella wines**

**WINE BUSINESS, USA**

26.03.09: Yountville, CA. Bill and Alicia Deem, owners of Buccella announced today that William S. Price III is personally making a minority investment in their winery. As one of North America's most highly regarded private equity investors, Bill Price is co-founder of TPG (formerly known as Texas Pacific Group), a leading global private investment firm with over \$50 billion of



capital under management. He owns Durell Vineyard and Three Sticks Winery in Sonoma in addition to a minority interest in Kistler Vineyards. Buccella was launched in 2002 by Bill and Alicia Deem with the mission of producing small amounts of hand-made, age-worthy Cabernet Sauvignon and Merlot. From the beginning, Buccella has received critical acclaim. Their scores have consistently been in the mid-90's; the 2004 Buccella received 95 points from Wine Spectator; the 2007 Cabernet (not yet released) received 95-97 points from Robert Parker. On May 30, 2008, the San Francisco Chronicle featured an article entitled "The New Cult Wines, 10 wineries to watch"; Buccella was among the wineries listed. ...

<http://www.winebusiness.com/news/?go=getArticle&dataid=63222>

## California to give mid-range wine a big push

DECANTER, UK

25.03.09: The Californian wine industry is going all out to plug the gap of mid-range wines in the UK. **Following on from the success of the Benchmark tastings, which try to highlight the best wines in the £5-10 bracket, the Wine Institute is eager to promote wines in the mid-range price category.** 'We really want to try and push them, they're our biggest strength but they're not as prevalent,' said the Wine Institute director of international marketing Linsey Gallagher at the California Wine annual tasting in London earlier this week. 'There are a wide variety of great wines; a number of great wines, they just need exposure to consumers and traders. We are hoping they'll cause a lot of surprise and delight; surprise at the quality and delight at the price.' With US wine exports exceeding \$1bn in 2008, the Wine Institute is continuing its focus outside of the US. ...

<http://www.decanter.com/news/279365.html>

## Paragon latest victim of recession as more wine companies look set to close

DECANTER, UK

23.03.09: The closure of UK wine agency Paragon Vintners is unlikely to be the last high-profile casualty of the current recession, industry insiders fear. As Paragon winds down its wine business and leading names such as Quinta do Noval and Trimbach search for new UK distribution, decanter.com understands that at least two more well-known suppliers are facing difficulties. The companies, who cannot be named for legal reasons, may be forced to sell up to inject fresh capital into their businesses, sources suggest. 'A number of people are very nervous right now,' said one industry insider. **'I'm sure we can expect some more mergers and acquisitions this year.'** ...

<http://www.decanter.com/news/news.php?id=279210>

## Wine group Constellation to axe jobs

THE GUARDIAN, UK

25.03.09: Constellation Brands, the world's biggest wine maker, is to cut 5% of its 8,200-strong workforce, blaming the move in large part on shrinking British sales of its labels, which include Hardys, Banrock Station and Kumala. Rob Sands, chief executive of Constellation, said: "We experienced weaker than expected demand ... during the Christmas and new year holiday. "The most significant impact was felt in the UK, where the economy weakened during the critical



selling season, retail competition intensified and we made the decision to forgo participation in significant price discounting offered by multiple grocers." Declining sales had been further hit by two above-inflation duty rises last year, the impact of which more than off-set the benefit of the chancellor's decision to lower the rate of VAT from 17.5% to 15%. **Constellation, the UK wine market leader, has told investors to expect earnings for the year to the end of February to be 5% lower than previously targeted. It is expected to give further details of job cuts next month.** ... He added the situation was much worse for pubs and restaurants, where the amount of wine sold was down by more than 7%.

<http://www.guardian.co.uk/business/2009/mar/25/wine-group-constellation-axes-jobs>

## Constellation sees lower grape supply

MSN MONEY, USA

19.03.09: **Wine and spirits maker Constellation Brands Inc expects its 2009 Australian grape harvest to fall about 10 percent to 1.6 million tonnes**, an estimate its chief executive said could help the industry. Robert Sands, speaking at the Reuters Food and Agriculture Summit in Chicago, also said his company's strategy of focusing on higher-end brands remained the right one, even though lower-priced brands were selling well in the recession. Sands, whose company produces Robert Mondavi, Clos du Bois and Ravenswood wines, said a smaller Australian harvest would help reduce the grape surplus that has pressured prices and hurt the industry lately. "We kind of hope for a smaller rather than a larger harvest," Sands said on Wednesday. Constellation, the world's biggest branded wine producer, also said recent wildfires in Australia did not have a material effect on its vineyards. As for the United States, Sands said last year's harvest was down about 10 percent. ... Sands said people were still reaching for higher-end brands, just not to the extent that they had been in the past. **Constellation has shifted its portfolio upward by acquiring several premium brands and selling several value brands.** ...

<http://money.ninemsn.com.au/article.aspx?id=788195>

### *Also published:*

**Constellation lowers expectations, anticipates cuts - THE DEMOCRAT AND CHRONICLE, USA**

<http://www.democratandchronicle.com/article/20090325/BUSINESS/90325009/1001>

## Tassie bubbly on a roll

ABC NEWS, AUSTRALIA

23.03.09: **One of Australia's largest wine companies is planning to significantly expand production of Tasmanian sparkling wine.** Group sparkling wine maker for Constellation Brands and Bay of Fires, Ed Carr, says they are looking to increase intake of Tasmanian wine grapes by at least a third. That could amount to an extra 300 tonnes or up to 40 hectares of wine grapes. "It's a new area, globally Tasmania is now seen as a very exciting area for sparkling and other styles as well, so we're branching out into a new region," he says. "We see a great opportunity to build premium sparkling brands, particularly under the Arras label. "It will start in Australia, but hopefully become global."

<http://www.abc.net.au/rural/news/content/200903/s2523246.htm>



## Wine industry rebels hit out against own promotion institute

THE LOCAL, GERMANY



22.03.09: The generally staid German wine industry is in slow-motion upheaval. **A rebellion is growing against compulsory membership of the German Wine Institute, which costs some producers hundreds of thousands of euros.**

A ruling from the Constitutional Court in early February prompted the unrest, when it said the monopolistic marketing association CMA could not continue to insist that wine makers pay a fee. Now demand for choice in marketing and representation is spreading through Teutonic vineyards. Monika Reule, manager of the wine institute DWI, said she was concerned after the first official objection to the compulsory membership had arrived in her office. "I am realistically assuming that a legal complaint will be submitted," she said. The Peter Mertes company, which produces more than 200 million litres of wine a year, said his compulsory contribution costs several hundred thousand euros a year. ...

<http://www.thelocal.de/money/20090322-18171.html>

## Italian cornucopia of food events from Opera

SOMMELIER INDIA, INDIA



25.03.09: Following on the heels of its successful second mission to India, which included a series of promotional food events in November and culminated in two familiarisation tours in December 2008 and February 2009 to Italy, Opera announces a further series of programmes in May as a part of its third mission to India. Opera is a consortium or association of cooperative agricultural enterprises and Italian food-farming within the European Excellence Programme. European Excellence is a promotional campaign funded by the European Union, the Italian state, agricultural cooperatives and companies working in the agro-food sector.

**Founded in 2007, it aims to promote, enhance, spread and popularise products from quality food-farming cooperatives in the world. ...**

[http://www.sommelierindia.com/blog/2009/03/italian\\_cornucopia\\_of\\_food\\_eve.html](http://www.sommelierindia.com/blog/2009/03/italian_cornucopia_of_food_eve.html)

## Russian River Valley quarantine

JANCIS ROBINSON, UK

23.03.09 **Eighteen square miles of vineyards, apples and other agriculture in the Russian River Valley appellation are under quarantine, bringing to three the number of Sonoma County farming zones in which the destructive light brown apple moth has been found.** The moth (*Epiphyas postvittana* to the scientifically inclined, LBAM to the rest of us), originally from Australia, does its damage after females lay egg masses on the upper leaf surface and on grape clusters. The larvae build silky nests on the underside of the leaves, and when mature, feed upon the grapes. LBAM was first found in California two years ago; now two dozen counties are considered to have one or more infested areas and are under quarantine, including the prime grape growing regions of Napa, Monterey, Santa Barbara and Santa Cruz counties, along with Sonoma. The latest quarantine area, centred in Sebastopol, was



announced on 16 March by state officials. The area includes 280 acres of grapes, 70 acres of apples and 23 commercial nurseries and landscaping companies. Those in the quarantine zone are prohibited from moving plant material off their properties without having it inspected first. Vineyards must be inspected prior to harvest. There are no immediate plans for eradication, because the LBAM infestation is too broad, and too many residents would be subject to aerial spraying. Instead, state officials hope eventually to release millions of sterile moths in an effort to disrupt breeding. In Sonoma County, the first two LBAMs were found in 2008 near the city of Sonoma; that quarantine was lifted later that year, after no more moths were found. A second quarantine is in place in the Carneros appellation, which overlaps southern Sonoma and Napa counties. As far as I can tell, no crop loss figures have been released in California.

<http://www.jancisrobinson.com/articles/a20090321.html>

## More reasons to go to Belogradchik: the wine

SOFIA ECHO, BULGARIA



23.03.09: **Long overlooked as a tourist destination even by its own countrymen, Belogradchik, in the north-western corner of Bulgaria, and nearer the border with Serbia than anything else, is looking to place itself on the radar.** Apart from its

current high ranking in the voting process of New 7 Wonders of Nature campaign, where the curious red rock formations at Belogradchik hold the number two spot in the Caves, Rock Formations, Valleys category, the municipality is starting to recognise another potential tourist draw: wine.

In a March 23 2009 article on bgNewsroom.com, the mayor of Belogradchik, Emil Tsankov, said that there were two well-respected wineries on the territory of the municipality, and that both of them had the promise of drawing visitors. Magura Winery, in the village of Rabisha, and Maxxima Cellars, in the village of Borovitsa, had both recently replanted and increased their vineyards sizes to about 100 decares, and like investments were to be continuing, Tsankov said. The two wineries had also revamped their facilities, bringing them up to modern "European" standards, for a better-quality wine. ...

[http://www.sofiaecho.com/2009/03/23/693946\\_more-reasons-to-go-to-belogradchik-the-wine](http://www.sofiaecho.com/2009/03/23/693946_more-reasons-to-go-to-belogradchik-the-wine)

## Wine importers urged to stall Indian investment

HARPERS, UK

23.03.09 Foreign importers are being urged not to invest in the Indian wine market until at least 2010 or risk becoming "frustrated" and out of pocket. Speaking at India's first international wine fair held in Mumbai, Rajeev Samant, Sula chief executive officer and importer of foreign brands such as Hardys and Heidsieck & Co, said the global recession and recent terrorist attacks have hit Indian wine consumption hard. That combined with, a slow down in the country's vital retail expansion, high import taxes of up to 200% and wine-making 'state wars' will make it impossible for new players to compete, Samant said. He told delegates that wine drinking Indians, representing 1% of the 1billion population, are downgrading to cheaper wines, despite India enjoying a 5% GDP growth. **"India wine consumption has enjoyed break-net growth over the last five years leading to a flood of importers and domestic vineyards. "But the terrorist attacks have devastated the country's tourism industry**



hitting imported wine sales hard," he said.

<http://www.harpers.co.uk/news/news-headlines/7777-wine-importers-urged-to-stall-indian-investment.html>

## Kalala Winery keen to export ice wines to India

HOSPITALITY BIZ INDIA, INDIA

24.03.09: Canada-based Kalala Organic Estate Winery plans to introduce its products in the Indian market. The company sees potential for its ice wines in the country. It will target the premium segment as the consumer market of the product. Of the 60 acres of vineyard under its control, the company has dedicated about 10 acres for the growth of ice wines. The wines are priced Canadian \$ 75 in the home country. The company is yet to work on an appropriate pricing for the wines in India. ...

<http://www.hospitalitybizindia.com/detailNews.aspx?aid=4092&sid=24>

## UB Group to invest Rs 100 cr to promote wine tourism

BUSINESS STANDARD, INDIA

24.03.09: **The Vijay Mallya-owned UB Group is planning to enter the tourism industry, by promoting its Four Seasons winery at Baramati in Maharashtra as a lifestyle destination.** It is also looking at exporting from Four Seasons to key wine markets from September this year. The company will now start registering its brand name in France, UK, US and Australia. "A part of our winery in Baramati will house 14 well-equipped rooms, along with recreational facilities and a pantry which could host 700 people at a time. We intend to get into wine tourism and expand the wine category by building on an all-round lifestyle concept" Abhay Kewadkar, business head (wines) of United Spirits told Business Standard. The company plans to invest close to Rs 50 crore by June 2009 in its winery project and another Rs 50 crore in the next few years in building barrels, tanks and vineyards. It has set a target of producing a million bottles in 2009-10 and a million cases in three years. With a focus on building its indigenous wine portfolio with brands like Zinzi and Four Seasons, United Spirits is investing in its wine project in Maharashtra and has already roped in farmers belonging to the region to give their land for cultivation of grapes. ...

<http://www.business-standard.com/india/news/ub-group-to-invest-rs-100-cr-to-promote-wine-tourism/352744/>

## Indus Vineyards in tie up with Aspri Spirits

SOMMELIER INDIA, INDIA



26.03.09: Aspri Spirits has added domestic wine producer Indus Vineyards to its portfolio and will be doing marketing and distribution for it. The contract is on a mutual exclusivity basis and Aspri holds the rights to distribute and market the wines of the producer in the country and internationally. Indus Vineyards will produce about 20,000 cases of wines next year and has the capacity to grow up to 30 to 40 per cent year on year. Indus which presently has a Chenin Blanc, Sauvignon Blanc and Cabernet Shiraz in its portfolio will roll out the Shiraz, Rosé and Cabernet Sauvignon varietals in Mumbai soon. While the Rosé will be



priced at about Rs 540 (MRP), Shiraz will be priced at about Rs 800 (MRP) while Cabernet Sauvignon will be priced in the range of Rs 650 to Rs 800. Read Jamie Goode of the Sunday Express (UK) take on Indus Vineyards.

[http://www.sommelierindia.com/blog/2009/03/indus\\_vineyards\\_in\\_tie\\_up\\_with.html](http://www.sommelierindia.com/blog/2009/03/indus_vineyards_in_tie_up_with.html)

## Grape growers desperately seeking buyers

THE NELSON MAIL, NEW ZEALAND

24.03.09: Nelson grape growers without contracts to sell their crops have been contacting wineries, desperately seeking buyers. Kahurangi Estate winery has received calls at the rate of two a week for the past six weeks from uncontracted growers in the Nelson region, as well as email inquiries from brokers saying they have crops available from Marlborough. However, winery office manager Lynn Mabon said they already had contracts with eight growers and would be full to capacity. She said they had therefore had to turn offers down. This year's grape harvest has begun in Nelson, and yesterday Kahurangi took 20 tonnes of sauvignon blanc grapes grown at Milcrest Estate in Hope. Milcrest grower Terry Milton, a former Nelson detective, said he had contacted 75 wineries over the last year until he secured his Kahurangi contract. ...

<http://www.stuff.co.nz/nelson-mail/news/2287769/Grape-growers-desperately-seeking-buyers>

## Wine Domain Catalysts Watch

*This section records the most important articles written by those widely considered to be thought experts in the wine domain. These opinions are not only a valuable source of information but also provide important indications for current and evolving trends in the wine domain.*

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### Observer Magazine: Life & style: Wine: Fair wind blows: The times may be changin', but has Bob Dylan sold out by allowing one of his songs on Co-op wine ads? No, says Tim Atkin

THE OBSERVER, UK

22.03.09: What persuaded Bob Dylan to allow the Co-op to use Blowin' in the Wind as the soundtrack for its new TV and cinema ads? Did His Bobness need the money? Was he impressed by the fact that the group's managing director, Peter Marks, plays the drums in a Rolling Stones tribute band? Or is he a fan of so-called ethical capitalism? My hunch, or possibly hope, is that it was the third of these things. At a time when supermarkets are screwing their suppliers as never before, all in the name of giving customers cut-price deals, the profit-sharing, Fairtrade-friendly Co-operative Group occupies the higher moral turf. Let's hope this continues to be the case, now that the company has bought Somerfield, making it the UK's fifth largest supermarket.

The Co-op does so many things - food, travel, banking, legal services, pharmaceuticals and funeral parlours - that it's easy to forget about its wine range. But under wine development manager Paul Bastard, a man whose gentle, considerate manner belies his surname, the group's 450-bin selection has been steadily improving for a decade. You won't find all of the wines in every one of its 3,000 stores, but two-thirds of them carry 80% of the range. And an

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interesting selection it is, too. Bastard says that he and his team aim to stock "esoteric things" wherever possible. Recent examples have included a Bonarda from Argentina, a Shiraz/Durif from Australia and a Washington State Merlot. "We're constrained by the size of some of our stores," he adds. "We'd love to have as much space as Waitrose. Imagine what we could do then." Unusually for a supermarket, the Co-op listens to its suppliers and treats them with respect. "We try to give everyone a hearing," says Bastard, "and we don't leave wine lying around the world. If we say we will buy something, we do, even if we've made a mistake. High ethical standards well from within the Co-op, but they're important to us as individuals in the wine buying team, too."

The most prominent manifestation of this is the Co-op's commitment to Fairtrade. The company's range of 15 wines from Chile, Argentina and South Africa is the biggest by far in the UK and shifts 3m bottles a year. Even more encouragingly, sales have grown by 20% in the past 12 months. "We believe in positive discrimination," says Bastard. "The wines are in all of our stores and we give them pride of place." Not all of the Fairtrade wines are delicious, it must be said, but two that I would recommend are the juicy, blackcurrant and plum-like 2008 Fairtrade Argentina Organic Malbec Reserve, La Riojana (pounds 6.49, 13.5%, The Co-op) and the appley, frothy, all-Chardonnay 2008 The Co-operative Fairtrade Cape Sparkling Brut (pounds 7.99, 12.5%), both of which have broken out of the sub-pounds 5 price trap. I have seen the effect that the success of Fairtrade can have on communities in Argentina and South Africa and it's a heart-warming sight. Buying these wines makes a tangible difference.

The Co-op's most recent addition is a range of seven pounds 7.99 "eclectic" own-labels. At a time when most supermarkets are plunging downmarket, the Co-op appears to be moving in the opposite direction. Try the smoky, gooseberry fruity 2008 The Co-operative Leyda Valley Sauvignon Blanc (pounds 5.99 until 29 March, down from pounds 7.99, 14%) or the soft, perfumed, creamy 2007 The Co-operative Domaine St Gabriel Viognier, Jean-Claude Mas (pounds 7.99, 13.5%) and I promise you'll be impressed. Before this year, Bob Dylan has rarely allowed one of his songs to be used in an advertisement. I'm enough of an idealist to believe that he chose the Co-op for all the right reasons. If he did, they should send the old folkie a few cases of wine as a thank you.

**Subscription based**

## **Wine and uncertainty**

**JANCIS ROBINSON, UK**

21.03.09: Perhaps the greatest certainty might be said to be that vines will bring forth a crop each autumn and the Bordelais will do their best to sell it the following spring. But even the Bordeaux 2008 en primeur campaign just about to kick off seems desperately uncertain. It has become traditional each February or so for the British fine wine traders to issue a warning to the Bordeaux wine trade that they must reduce their prices by x% to have any chance of selling their wine – a warning that the Bordelais perennially ignore. This year, however, the biggest traders in fine wine Farr Vintners have delivered the ultimate snub. For the first time ever in the company's current form, they are not even going to Bordeaux to taste the embryonic 2008s, so little appetite do they believe there is for futures in unbottled bordeaux that costs more than most mature vintages. For the record, I shall go to Bordeaux to taste the 2008s, because I believe that there will be a thirst for information about the wines. But this year I am rinsing my teeth in tannin as a purely academic exercise for I am deeply sceptical about the market for these wines. Those who watched the weather maps last summer, or the recent BBC4 television documentary about Château Margaux filmed during the 2008 growing season, will know that for



the third year in a row, the weather in Bordeaux was less than auspicious. And then there is the small matter of global economic malaise. **On the face of it, it looks as though the number of potential buyers of 2008 bordeaux is a small fraction of what it has been in previous years, and the campaign could be a very damp squib indeed.** On the other hand, the overheated market for the 2000s and 2005s provided some investors with such profits that there has been a rash of specialist funds based on wine investment opportunities. Fine wine prices, especially those of the 2005 bordeaux, plummeted along with the stock market in the last third of last year, and now there is real uncertainty as to whether the market has bottomed out or not. The fine wine index published monthly by Liv-ex, an electronic fine wine trading platform, showed slight increases in January and February, bringing the index back to the level of May 2007 (about 50% higher than a year earlier when Bordeaux 2005s were offered en primeur). But, as many a trader will point out, Liv-ex's trades so far account for only a small fraction of all trading activity. Some suspect that there are real deals for cash buyers. Is this the time to buy fine wine (in bottle)? **The market indicators offer frustratingly little certainty.** More modest buyers who have simply bought a few cases for their own use and have stored them with the merchant who sold them also feel uncertain. I know from our members' forum that, in the current economic climate, some of them are already concerned about what would happen to their wine if the wine merchant they bought through were to fail. And, as if to add to the ferment of ownership uncertainty, one recent casualty was the bonded warehouse Anglo Overseas, which stored wine for the trade - including Oddbins, apparently resulting in another episode of empty shelves in this UK retailer's stores. ... And then there is the general uncertainty now for any UK supermarket customer as to whether and when individual wines will be discounted. The pervasive discounting culture has lulled them into being afraid to buy any full price wine for fear of seeing it on promotion the following week. The fine wine consumer's worries now include not just fear of cork taint (and angst over the social acceptability of screwcaps) but fear of another scourge, the random oxidation that seems to have been affecting a sizeable proportion of white wines, especially but not exclusively white burgundies. Theories as to its origins abound. Solutions do not. Perhaps, in wine anyway, it is not that we are more uncertain, just much better informed than we used to be.

<http://www.jancisrobinson.com/articles/a200903172.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.*

### CSIRO checks vineyard heat stress

ABC NEWS, AUSTRALIA



23.03.09: A CSIRO study of vineyards and heatwaves has produced important findings for wine grape growers. Findings from a survey of 100 properties in South Australia after a heatwave in February will be presented at the international Greenhouse 09 conference in Perth today. **The study found crops can survive heat stress with correct management.** Researcher Leanne Webb says



27/03/2009

the vineyard layout and watering the roots before a forecast major heatwave produced a huge benefit for crop survival.

<http://www.abc.net.au/news/stories/2009/03/23/2523125.htm>

## New muscadine grape is developed

UPI, USA

24.03.09: **University of Florida scientists say they've developed a new muscadine grape cultivar called "Delicious" that ripens early and is disease-resistant.** Professor Dennis Gray, who led the research, said the black fruit features exceptional taste and texture with an edible skin, making it well-suited for fresh fruit consumption and the potential for wine production. The name Delicious was selected based on the comments of vineyard visitors who sampled the fruit.

Gray said the berries of Delicious are oval shaped and reddish, turning dark purple/black when ripe. Fruit ripening dates vary seasonally but tend to occur during early August at Apopka, Fla., which he said is two to three weeks earlier than other muscadine cultivars. Although Delicious is being released primarily as a fresh eating grape, it has some potential for wine, the researchers said. Based on preliminary trials, the flavor of the wine (2006 vintage) rated equal to those of "Carlos" -- a popular cultivar for wine -- by a panel of 30 winemakers.

[http://www.upi.com/Science\\_News/2009/03/24/New\\_muscadine\\_grape\\_is\\_developed/UPI-10901237915327/](http://www.upi.com/Science_News/2009/03/24/New_muscadine_grape_is_developed/UPI-10901237915327/)

## Moderate drinking may help build bone density

REUTERS, USA



20.03.09: **People who enjoy a glass or two of wine or beer every day could be helping to keep their bones strong,** new research published in the American Journal of Clinical Nutrition suggests. However, drinking more -- and choosing hard liquor instead of wine or beer -- may actually weaken bones, Dr. Katherine Tucker of Tufts University in Boston and her colleagues found.

In an interview with Reuters Health, Tucker agreed that keeping track of the health benefits and risks of alcohol is tough these days. "It is very confusing for people because alcohol has such diverse effects on different things," she said; for example, while drinking may prevent heart disease, it increases breast cancer risk. Nevertheless, the researcher added, the effect of alcohol on bone mineral density (BMD) that she and her colleagues saw was "larger than what we see for any single nutrient, even for calcium. It's not ambiguous. It's very clear." In the current study, Tucker and her team investigated how different types of alcohol affected bone density in 1,182 men, 1,289 postmenopausal women, and 248 premenopausal women participating in the Framingham Offspring study. Study participants ranged in age from 29 to 86. ...

<http://www.reuters.com/article/healthNews/idUSTRE52J2VX20090320>



## Red wine increases the female sex drive

DECANTER, UK



24.03.09: Red wine increases the female libido, research has found. According to a study carried out by the Santa Maria Nuova Hospital in Florence, drinking one to two glasses of red wine a day increases female sexual desire. The study investigated 789 Italian women aged between 18 and 50. Drinking red wine not only helps to release inhibitions, but also has a direct effect on sexual activity.

Women who drink one to two glasses of wine a day were found to be more sexually active than those who abstain. Dark chocolate, which is rich in antioxidants, has a similarly positive effect on the female libido.

<http://www.decanter.com/news/news.php?id=279275>

## Wines from Greece Publicity Monitor

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

### Anthony Rose: For fresh oysters and Dover sole, think laterally with a vinho verde or Greek assyrtiko

THE INDEPENDENT, UK

21.03.09: White wine with fish, red wine with meat, simple as that. Or is it? This pearl was most likely handed down in the halcyon pre-Delia days when white wine meant sancerre or muscadet and red meant bordeaux or beaujolais. Fortunately for us all, there are now many more exciting wines to choose from, which is just as well because recipes these days are so much more imaginative and eclectic, as shown by our very own Mark Hix on the previous pages. France has its jurançon, roussillon and Alsace and beyond, there's crisp fresh Spanish albariño and a host of native Italian whites (more of which next week), Austrian grüner veltliner and the new-wave drier styles of German riesling. There are the assertive sauvignons of New Zealand, New World graves-style blends with semillon and Cape chenin blanc, not to mention dry Aussie rieslings.

The succulence of shellfish's sweet, delicate meat begs for an accompanying white wine that can provide dryness with a cut of refreshing acidity. For fresh oysters, moules marinières or even grilled Dover sole, you want a wine that's dry and crisp, so you could go for the traditional French option or, thinking laterally, consider a light Australian Hunter semillon, vinho verde from Portugal, or **Greek assyrtiko**. Buttery, creamy textures might need a premier cru chablis or a meursault, or, with your lateral hat on, albariño, grüner veltliner, Clare Valley riesling or a semillon sauvignon blend. More exotic pairings, such as Mark's black pudding and squid recipe, require more imaginative solutions.

Mark's baked clams are offset, to an extent, by the inbuilt lemony zest. Here, the 2008 La Grille Cool-Fermented Loire Chenin Blanc, £5.99, or buy two = £4.99 until 30 March, Majestic, or the intensely flavoured 2007 Pouilly-Fumé, L'Antique, Jean Paul Mollet, £10.99, down from £14.99, Sainsbury's, will slice through any residual richness. Equally, classic chablis such as the 2007 Domaine Servin Chablis, £9.99, Majestic, or the mouthwateringly citrusy 2006 Domaine Pierre de Préhy Chablis, £10.99, M&S, will fit the bill nicely. With the scallops broth and the risotto, I'd incline towards a graves-style, lemon-grassy fresh 2008 Knock On Wood Sauvignon Blanc Semillon, £8.99, M&S, or the ultra-stylish, complex 2007 Cullen Semillon Sauvignon Blanc,



around £15.99, Philglas & Swiggot, Whole Foods Market, Villeneuve Wines.

Competing layers of oily richness in the deep-fried sprats with wild garlic aioli require a wine made to handle richness with ease. A prime candidate is the bracingly refreshing 2008 Quinta de Azevedo Vinho Verde from Portugal's Atlantic, £6.24, or buy 2 = £4.99, until 30 March, at Majestic, or a crisp, sea-breezy, sea-salty 2007 Lagar de Fornelos Asda Extra Special Albariño, £6.80. **Or be bold and try the richer, fuller and wilder 2007 Hatzidakis Assyrtiko**, £9.99, Waitrose, an intense mineral wine from volcanic Santorini. Dry riesling too chimes well, the lime zestiness of the Clare Valley's 2007 Leasingham Magnus Riesling, around £7.99, Sainsbury's, Thresher, Somerfield, or Knappstein's 2007 Asda Extra Special Clare Valley Riesling, £8.12, the perfect foil. As for squid and black pudding, strike out with a red, a fragrant pinot noir like the 2006 Villa Wolf Pinot Noir, £9.99, Oddbins, or this week's sexy under a tenner Aussie red.

<http://www.independent.co.uk/life-style/food-and-drink/features/anthony-rose-for-fresh-oysters-and-dover-sole-think-laterally-with-a-vinho-verde-or-greek-assyrtiko-1648049.html>

## Blogosphere Monitor

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

### Why Not Wine in Grocery Stores?

THE POUR, NEW YORK TIMES, USA



25.03.09: A few additional thoughts on the proposal to permit the sale of wine in grocery stores in New York State, which was the subject of my column today. First, why is this such a big deal? If 35 other states can sanction wine sales in groceries, why can't New York without fear of dire loss of jobs, closure of wine shops or corruption of youth, to say nothing of diminished choices for consumers?

Let's take the question of consumer choice. Opponents of grocery sales assert that the shelves in big supermarkets — "big box stores" is the jargon — will be dominated by boring mass-market brands. These stores, they say, will replace hundreds of mom-and-pop stores that offer consumer far greater choices.

In fact, boring mass-market brands are the core of the business everywhere, even in really good wine shops. Many wine shops don't go beyond those boring brands. If they want to differentiate themselves, they'll have to improve their selections. I don't believe the shops that already have distinctive selections and knowledgeable, gracious service will be threatened.

It's also a myth that all groceries will have generic selections. Of course, some will be like that. But groceries — good groceries — are always going to cater to their market, just as they do with foods. And some markets will have excellent selections. We actually have several models in Manhattan of how grocery-related wine shops might look.

When Whole Foods Market opened at the Time-Warner Center in Manhattan, it tried to open a wine shop, too, as a sort of store within a store. It ran afoul of the existing laws because it didn't have a separate entrance, but while it was there it offered excellent selections. Eli Zaber's wine shop, W.I.N.E., adjacent to Eli's Manhattan on the Upper East Side, has a fine selection, too, though at Eli's prices, of course. ... One day, when groceries in New York do add wine to



27/03/2009

their shelves, a shakeout of wine retailers may well occur. Not to be Darwinian about it, but the good retailers will survive and prosper, and the bad ones will get good in a hurry or go under. Consumers will benefit in the end.

<http://thepour.blogs.nytimes.com/2009/03/25/why-not-wine-in-grocery-stores/>

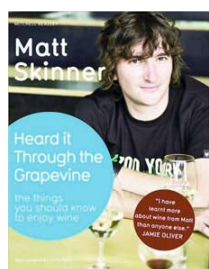
**Also posted:**

**Breeding Corruption and Disrespect: Wine In The Digital Age - FERMENTATION, USA**

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

**Book Review: Heard it Through the Grapevine by Matt Skinner**

VINOGRAPHY, USA



21.03.09: There are two things I wish were more easily found in the world of wine: great bottles for under \$5, and excellent introductory wine books for novice wine lovers. Although after reading his latest book *Heard it Through the Grapevine: The Things You Should Know to Enjoy Wine*, I'm tempted to suggest that the wine world also needs more people like Matt Skinner. Born in Melbourne, Australia, Skinner stumbled into the wine world almost by accident. As relayed in a 2005 profile in the UK's *The Observer*, his transformation from surf bum to celebrity sommelier sounds more like the plot to a Hollywood movie than the early career of a successful wine writer. But listen to Skinner talk about wine, and it's clear that however accomplished he may be in the wine world, he still has one foot on the surfboard, so to speak.

That attitude is the Matt Skinner angle on wine, part of his charm, and no doubt one of the reasons that Naked Chef Jamie Oliver, who cultivates a similar enfant terrible image, tapped Skinner to be the sommelier for his London restaurant Fifteen in 2002. Skinner continues to manage the wine operations for the now global restaurant group, while also making a living as a writer, consultant and educator.

*Heard it Through the Grapevine* is Skinner's third book on wine and his most basic to date. In every way, the book attempts to be an essential guide for the complete wine novice, and it succeeds beautifully. I've thumbed my way through a lot of "educational" wine books -- probably close to a hundred of them -- and I always come away with one of three primary complaints. These books are either too dense with information, too boring, or too poorly organized. *Heard it Through the Grapevine* strikes the right balance between volume and type of information, style of presentation, organization, and attitude. ...

[http://www.vinography.com/archives/2009/03/book\\_review\\_heard\\_it\\_through\\_t.html](http://www.vinography.com/archives/2009/03/book_review_heard_it_through_t.html)

**Cupcakes: impossible food-wine pairing?**

DR VINO, USA

23.03.09 Over the weekend we celebrated the first birthday of the youngest member of our family. We had a few friends over and one of them brought the Layer Cake shiraz from Australia as a birthday wine (find Layer Cake). Appropriately enough, it was from his birth-year vintage of 2008! (I'll have to remember that trick for parents of young children at their kids' birthdays.) I didn't get a chance to try the inky black, 14.9% alcohol shiraz before the bottle was drained by other guests. But I did ponder for a moment the name, Layer Cake, which is the



27/03/2009

absolute antithesis of what I would think the wine is all about or what I would pair it with. Apparently, there's also a wine called "Cupcake" that makes cabernet and chardonnay among other dry wines. Frankly, I think these names are headed down the wrong track since cakes may be fun, but they aren't really amenable to wine pairings. Or wait: are they? Which wine would you pair with cupcakes? Or are they...impossible?

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

## The polarization of the wine trade

WINE ANORAK, UK

25.03.09: Just read a thought-provoking, heartfelt post by Doug over at the Les Caves de Pyrene Blog on the polarization of the wine trade. I decided to write about wine for a living because I care about it, am enthusiastic about it, and derive great pleasure from it. Not because I wanted to get rich. I'm thrilled that so far I seem to be making a living from it - enough to support a family - but that's a side issue. Because I care about wine, I want the good guys to win and the bad guys to get their come-uppance. I want people everywhere to be able to drink interesting wines, and it upsets me when people are put off wine by being offered commercial dross at price points where they could have been enjoying something more interesting. Les Caves are, in my book, right at the front of the line of 'good guys'. They've got a crazily full list of amazingly interesting wines. I want them, and merchants like them, to succeed. [They're not the only ones, by any means, which is a fortunate thing.] Doug touches on the issue of morality, something that matters a great deal, even if - in our cynical age - it sounds a bit 'preachy'. It matters how we treat other people. ... His piece is worth a read. One of the things that I hope web2.0 achieves is a change in the relationship between customers and merchants/businesses/service providers: I hope we all begin to look behind the surface, to see what is really there. It's a bit like walking behind a row of houses, only to find that it was just a Hollywood set, built of plywood and 2 x 4s. We'll move on to something different and more authentic.

<http://www.wineanorak.com/blog/2009/03/polarization-of-wine-trade.html#links>

## Ulli Stein and his forbidden wine

DR VINO, USA



25.03.09: Ulli Stein has made a forbidden wine for decades. The Mosel winemaker still makes the wine, but it's now allowed by law. In fact, he's the only person in Germany with the right to make it. The wine in question is a so-called vin de paille, or straw wine, made in miniature quantities. This sweet wine has its origins in the Jura, the Alpine region of France, and gets its name from the straw mats that the grapes are dried upon for months after harvest and before a long fermentation (Stein said his takes 12 months). Germany has many sweet wines, of course, but the sweetest wine of all, the Trockenbeerenauslese, gets its sweetness from the distinctive botrytis rot.

The lanky, hirsute Stein told me yesterday that covertly made his vin de paille for decades and labeled it as a Trockenbeerenauslese, as you can see in the picture. But he wanted to make it legally and brought the issue to a German judge, who turned down his request based on the 1971 German wine law, which claimed that grapes in the vin de paille were not fresh enough.



Stein appealed. The next court turned him down. Eventually he appealed to the European courts and won the right to make vin de paille from the 2007 vintage. He added the court granted him the exclusive right in Germany to make vin de paille. **The 2003 that I tasted is a lovely, rich dessert wine. If I were a judge, I wouldn't ban it. ...**

<http://www.drvin.com/2009/03/25/ulli-stein-and-his-forbidden-wine/>

## Peripheral Domains Intelligence

*This section covers developments from associated domains such as Greek food, taste and culinary trends, as well as any other significant information that has an impact on or derives from the global wine domain.*

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### Hess Family Estates opens art museum at Bodega Colomé

DECANTER, UK

19.03.09: Swiss entrepreneur and art collector Donald M. Hess is to open a museum dedicated to artist James Turrel at Bodega Colomé in Argentina. The James Turrel Museum will open its doors on 22 April, and will become the third of the Hess Art Collection, along with museums at the Hess Collection winery in Napa Valley and Glen Carlou in Paarl, South Africa. ... Set amidst Colomé's 96,000-acre estate at a massive 2,300 metres above sea level, the museum will showcase works spanning five decades of Turrel's career. Hess, an art buyer since the 60s, has amassed one of the largest collections of contemporary art in the world. His back catalogue includes works by Francis Bacon, Gerhard Richter and Andy Goldsworthy. A fourth museum is planned for the Hess-owned Peter Lehmann Wines winery in Australia's Barossa Valley. Along with Colomé, Hess Family Estates own four vineyards in Argentina including Altura Maxima in Salta, the highest vineyard in the world.

<http://www.decanter.com/news/279022.html>

### Merry Edwards Wines, Russian River Valley: Single Vineyard Pinot Noirs

VINOGRAPHY, USA

24.03.09: Meredith "Merry" Edwards drives an SUV with a license plate that matches the title on her business card: Reina de Pinot. With far too few female winemakers in this country, claiming to be the Queen of Pinot might not involve much competition no matter what your real qualifications. But anyone would be hard pressed to find a woman winemaker in the Western Hemisphere that has more experience growing and making Pinot Noir than Merry Edwards.

Frankly, there aren't many winemakers, men or women, that have been making Pinot in the state of California for more than thirty years. Edwards started working with the grape in 1973 when she got a job at Mount Eden Vineyards after being one of the first few women to graduate from U.C. Davis Enology department. At that time, interest in merry\_edwards\_logo.jpgthe grape in California was particularly lagging. After some limited production in the 1950s and 1960s, fewer and fewer wineries were growing it, and the general consensus was that it didn't have a true commercial future in California.

But no one bothered to tell Merry Edwards that. She gaily tended her scraggly vines along with her mentor and boss Richard Graf, and figured out how to coax wine out of them, despite viruses and poor soil conditions where the vines were planted. Edwards was happy just to be



making wine of any kind in a world that was still openly dismissive of even the idea of female winemakers, let alone a U.C. Davis trained one that actually showed up asking for a job. ...

[http://www.vinography.com/archives/2009/03/merry\\_edwards\\_wines\\_russian\\_ri.html](http://www.vinography.com/archives/2009/03/merry_edwards_wines_russian_ri.html)

## The Charmer Sunbelt Group to Host Wine & Wishes 2009

YAHOO, USA

19.03.09: The economy may be slow, and business down, but that is not keeping NY restaurants and some of the world's best-known wines from coming together to help raise funds for The Make-A-Wish Foundation® of Metro New York.

Wine & Wishes 2009, the annual wine tasting and auction hosted by The Charmer Sunbelt Group, one of the nation's leading distributors of fine wines and spirits, is an annual benefit for the New York City chapter of the Make-A-Wish Foundation. This year's event will be held on March 25, 2009 from 6:00 to 10:00pm, with a live auction beginning at 8:30pm, at Pier Sixty, Chelsea Piers in New York City. The event will be emceed by CBS2 Anchor Chris Wragge. Tickets are \$250.00 and can be purchased by calling 212-957-9474. VIP tickets at \$1,000 are also available. ...

<http://finance.yahoo.com/news/The-Charmer-Sunbelt-Group-to-bw-14692331.html>

## Specialist wine theft

HARPERS, UK

24.03.09: Police are hunting those behind a theft of two pallets of premium wines belonging to specialist French small domaine importers, Vine Trail. The wines were snatched from the back of a shipping lorry on the A46 near Bath. A spokesperson for Vine Trail said the selection of wines included Gripa and Ganevat, exclusive to the company. Other wines stolen include, Halves Vin de Paille 2005 - Jacques Puffeney Arbois Savagnin 2004, Jacques Puffeney Cotes du Jura 2006 Chalasses Vieilles Vignes, Domaine Ganevat and Cotes du Jura 2006 Chalasses Marne Bleue, Domaine Ganevat.

<http://www.harpers.co.uk/news/news-headlines/7779-specialist-wine-theft.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.*

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### The global crisis at the epicentre

The most prevalent trend in the past year has been the global crisis. Similarly so, it continues to be the number one concern and the underlying factor for most industry developments. Other trends are of course gaining ground. Among those is wine tourism as well as the discussion on where and when wine should be sold. Significant debate is taking place in the US, where the sale of wine in grocery shops is discussed in New York and another two states. On the other hand, the in the traditionally sophisticated Europe and particularly in France the discussion is on

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27/03/2009

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restricting the sales of wine, due to the developed binge drinking habits which have expanded dangerously. In each case there is a host of arguments for each side. Nevertheless, the crisis has also affected the situation. Economic concerns are always prominent when regulations are on the table; however, it has become evident from the coverage of the issues that the difficult times have increased the special weigh of the former. Several mergers, acquisitions and other consolidation moves have taken place and are expected to continue in for the rest of the year. Within this context, the ways and points of sale are not just a concern, but the primary concern for all industry and market players. Consequently, although other "lifestyle" trends are emerging, this is currently the defining factor.

