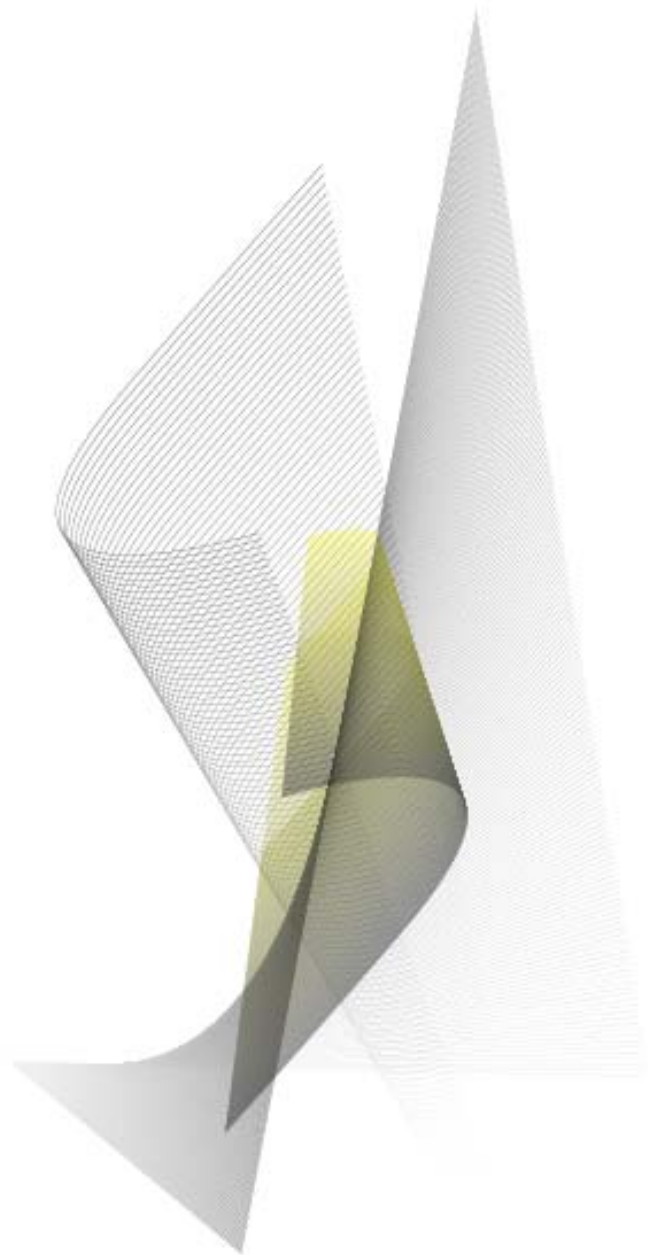


Global Wine Trends

Weekly Update

created:

30.01.2009



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Global Market Watch

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

U.S. Poised to Become World's Largest Wine-Consuming Market by 2012

MARKETWIRE, USA

28.01.09: Within three years, the **US will become the world's biggest consumer of still wine**, according to the VINEXPO study conducted by leading London-based drinks research organization International Wine & Spirit Record (IWSR). The study also revealed **American consumption is expected to grow over the next five years despite the economic downturn**, reaching 330 million cases or 3.96 billion bottles...

Notable US Rankings for 2007:

- Number one market in the world in terms of turnover for still wine sales (\$21.8 billion) and sales of wine over \$10 per bottle.
- Number three market in the world for still wine consumption (274.1 million cases) and number four (14.7 million cases) for sparkling wine consumption.
- Third largest world market in terms of imported still wine consumption in volume (77.6 million cases) and second largest world market in terms of turnover for the sale of these wines (\$7.8 billion), behind the United Kingdom.
- Fourth largest wine producing country in the world (362.4 million cases), behind Italy, France and Spain.

Key findings of the VINEXPO/IWSR study for the US:

- In the five years from 2003, consumption of still and sparkling wines per person of legal drinking age grew from 11.1 liters to 12.1 liters. Consumption per person is projected to increase over the next five years to 13.1 liters, or 1 liter every 5 years.
- Imported wine consumption will pass the 100-million-case threshold (1.2 billion bottles) by 2012, an increase of 17.9% vs. 2008, and should generate a turnover of close to \$10 billion (\$9.688 billion) at retail.
- Wine drinking in the US grew more than 14% in the five years from 2003 to 2007 and is forecast to continue growing over the next five years, albeit at a slower rate of nearly 12%.
- Red wine is the driving force behind consumption in the US. In 2008, Americans were estimated to have consumed more than 1.47 billion bottles of red wine. This number is projected to rise to 1.74 billion over the next five years.
- Consumption of rosé wine is forecast to rise by nearly 10% from 565 million bottles to 620 million bottles.
- Consumption of white wine is forecast to rise only by 5.4% from 1.3 billion bottles last year



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to 1.4 billion in 2012.

-- Still wine value is expected to rise more than 13.6% over the next five years to reach \$25.5 billion.

-- Spirits consumption in the USA also rose over the five years from 2003 to 2007 reaching 178 million 9-liter cases, or more than 2.14 billion bottles. By 2012, consumption is forecast to grow by more than 10% to reach 2.4 billion bottles.....

<http://www.marketwire.com/press-release/Vinexpo-942894.html>

In these times, it pays to become a more savvy wine drinker

CALGARY HERALD, CANADA

26.01.09: **The No. 1 wine trend for 2009 is trading down.** The theory is that, given the failing state of the economy, you, the consumer, are expected to still buy wine but spend less money per bottle, thus trading down your aspirations.

It all seems a bit condescending, coming as it does from retailers, restaurateurs and wineries who conveniently encouraged us to trade up for the last decade, but in these troubled economic times -- well, you get the picture: Cheap is in.

While many wine drinkers will simply drink less, and likely less expensive wine, the goal should always be to drink better value wines...

Beginning locally, I'm guessing some Okanagan producers are getting restless...

Consumers looking for local bargains should look to the aromatic white wine category. For some reason, some of the best wines made in British Columbia are considered too fruity and too aromatic to be taken seriously by the cognoscenti. That's good news for bargain hunters who can eschew the pinot noir and the meritage labels and focus on the ehrenfelser, chenin blanc, riesling, gewürztraminer, sauvignon blanc and pinot gris, saving money in the process.

A great example is the Mission Hill Sauvignon Blanc Five Vineyards 2007...

What do you know about Vinho Verde? Portugal's "green" wine is as fresh and as youthful as it gets...

Look for the Gatao Vinho Verde N/V to over-deliver for the money...Intense lemon, apple, mineral and citrus flavours with bits of mineral and chalk...

Rosemount Diamond Cellars Traminer Riesling 2008 is a curious blend of traminer and riesling that offers up a fresh, floral, spicy, orange-scented nose with bits of mineral, lemon oil and petrol...

Somontano is under the mountain, which is where you will find the Nuviana Tinto 2005 from Huesca, Somontano, Spain. Spicy, meaty, peppery notes mark the nose of this smoky blend of merlot, cabernet sauvignon and syrah...

Still in Europe, this time in Languedoc, France, Paul Mas continues to chip away at the market, offering solid value and serious wines...The flavour is packed with peppery dark fruit flavours. Grilled beef or a piece of cheese will do here.

Flor de Crasto 2006 is fresh, fruit-driven and made with no oak. Its flavours, stony floral mineral with just a hint of fruit, reflect the schist the grapes are grown on...



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<http://www.calgaryherald.com/life/story.html?id=1169141>

Fewer attendees, more sales at Winter Wineland

PRESS DEMOCRAT, USA

22.01.09: Foot traffic was down slightly during last weekend's Winter Wineland event, but those folks who showed up to taste Sonoma County wines were in the mood to buy...

Organized by the Russian River Wine Road association, the 17th annual wine-tasting event took place last Saturday and Sunday at 112 wineries spread throughout the Russian River, Alexander Valley and Dry Creek valleys.

With only about half the wineries reporting numbers by mid-week, officials estimated that the event's attendance was down about 10 percent from last year but overall wine sales were up...

Carolyn Lewis, owner of Locals Tasting Room in Geyserville, said her Winter Wineland sales were up over last year. Lewis credited the warm weather and the weak economy for boosting ticket sales at the door....

At Inman Family Wines in the Russian River Valley, owner and winemaker Kathleen Inman said the boutique winery had more people coming through the door but they were more cautious with their wallets...

http://www.pressdemocrat.com/article/20090122/ARTICLES/901220204/1350?Title=Fewer_attendees__more_sales_at_Winter_Wineland

Australian wine exports collapse

THE DAILY TELEGRAPH, UK



22.01.09: The industry said that as the global economic crisis took grip of key markets in 2008, **Australia exported 11 per cent less wine by volume and 18 per cent less by value than a year earlier.**

The Australian Wine and Brandy Corporation also said that **the average value of wine per litre that was sold dropped by 7.6 per cent to A\$3.53 (£1.68).**

Demand in Britain - Australia's biggest export market - fell by 18.2 per cent, while in its second biggest market, the US, it fell by 26.5 per cent.

Australia is the world's sixth largest wine producer. The collapse in demand abroad presents a major challenge to the industry, not least because Australians consume relatively little wine per head of population compared with other developed nations.

The poor sales also reflect the growing challenge to Australia by other New World producers, such as Chile and Argentina...

<http://www.telegraph.co.uk/news/worldnews/australiaandthepacific/australia/4314928/Au>



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[stralian-wine-exports-collapse.html](#)

Wine campaign to start with sommeliers

ABC NEWS, AUSTRALIA

27.01.09: A new marketing idea to boost overseas wine sales, will fly international students and wine sellers to Australia.

Exports plunged last year by 11 per cent to almost 700 million litres.

In response Wine Australia has launched an education program which includes bringing 12 international sommeliers to South Australia for a week long tutorial.

The Australian wine marketing body will also fund eight students from the Wine and Spirit Education Trust to visit wine regions here.

General Manager Paul Henry says it's a new tactic for Wine Australia.

"You can't conquer markets just by pouring wine," he says.

"You have to engage people and you have to give them some background and we think that education is actually the most important sales tool that we have so we've launched what I think is a really innovative online education program which is also available through an interactive DVD."

<http://www.abc.net.au/rural/news/content/200901/s2474924.htm>

Four More Reasons To Drink Red Wine

NEWSWEEK, USA



23.01.09: It's common knowledge that a glass or two of red wine a night will do more than enhance a great meal or put you to sleep: it can reduce production of "bad" cholesterol, boost "good" cholesterol and reduce blood clotting, all of which will help reduce the risk of heart disease. But recent studies are showing that wine aficionados may also reap even more benefits, from inhibiting tumor development to helping form

nerve cells...

1. It Can Help Keep You Fit: For senior citizens who are already in shape, moderate alcohol intake can help prevent the development of physical disabilities, according to a new UCLA study in the American Journal of Epidemiology...

2. It May Help Fight Alzheimer's. In animal trials, UCLA researchers found that compounds known as polyphenols, which naturally occur in red wine, can inhibit the development of proteins that deposit in the brain and form the plaques associated with Alzheimer's disease...

3. It Boosts Heart-Healthy Omega 3 Levels. Moderate alcohol consumption helps boost the body's omega-3 levels, European researchers report in the January issue of the American Journal of Clinical Nutrition...



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4. It May Lower Lung Cancer Risk. Moderate consumption of red wine may decrease the risk of lung cancer in men, researchers reported in the October issue of Cancer Epidemiology, Biomarkers and Prevention...

<http://www.newsweek.com/id/181242>

Wine may protect men against impotence

DECANTER, UK

28.01.09: Men who drink a couple of glasses of wine a day may be guarding themselves against impotence, says a recent study. According to research from the University of West Australia, there is a correlation between moderate alcohol consumption and lower rates of long term erectile dysfunction (ED). Although alcohol consumption is traditionally associated with poor bedroom performance, the survey, conducted on 1,700 West Australian males, found occurrences of ED were reduced among regular drinkers by 25-30% compared to non-drinkers.

Taking other factors, including heart disease, cigarette smoking and age, into account, the odds of ED occurring were lowest among men consuming between one and 20 standard drinks a week. Dr Kew-Kim Chew, an epidemiologist at the University of West Australia in Nedlands, Perth, is calling for more research into the link. He also said the results of the study were not a green light to drink greater volumes. 'It would be socially irresponsible to say that even a binge drinker can get some benefits,' he said.

<http://www.decanter.com/news/news.php?id=275923>

Millions of middle-class drinkers putting health at risk with evening tippie

THE DAILY TELEGRAPH, UK

23.01.09: A comprehensive survey claims that middle aged, professional Britons are more likely to exceed recommended daily levels of alcohol consumption than the working-classes, with twice as many drinking every night of the week. The Government-dictated safe limit is three to four units a day for men, or two to three for women. However, because of the increasing strength of alcoholic drinks and the trend for larger measures, one large glass of wine now counts as three units, a medium glass as two and a small glass as one-and-a-half. According to the researchers, many middle class drinkers insist they know what the safe level of alcohol consumption is....

The study, by the Office for National Statistics, also claims that middle class drinkers are more likely to indulge in "heavy" drinking - this equates to drinking double the recommended daily limit on a given evening. Almost one in four middle-class drinkers admit to drinking to this level at least once a week. This is equivalent to a man having three pints of strong lager or a woman drinking two large glasses of wine. The figures have raised fears that it is now much too easy for people to drink more than is good for them, as manufacturers have developed stronger wines and beers while pubs and restaurants serve larger measures and supermarkets offer cut-price deals. However, many middle class professionals are unlikely to regard half a bottle of wine a night as heavy drinking....

A year ago the Office for National Statistics revised its method for calculating healthy alcohol consumption levels for the first time in almost 30 years, to reflect the increasing strength of many drinks and the trend for larger glasses. A large 250ml glass of wine is now classed as three units, as is a pint of continental lager. Men are advised to consume no more than three or



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four units in any one day, while women are told not to have more than two or three. Yet the new General Household Survey, a poll of the adults in almost 13,000 homes published by the ONS, shows that 37 per cent of adults regularly exceed this benchmark. In addition, 20 per cent of adults admitted they had drunk twice the recommended level – classified as "heavy drinking" – on their biggest night in the previous week. A detailed breakdown of the figures shows that middle-aged and middle-class drinkers are the most likely to break the limit. In total, 43 per cent of people in managerial or professional roles – equivalent to 7.57m adults in Britain – drank more than the recommended level on at least one day in the week before they were interviewed. This compares to just 31 per cent of workers in routine or manual occupations.

In addition, 22 per cent of the middle-class drinkers had drunk twice as much as the Government believes is healthy on their heaviest day, compared with 17 per cent of working-class adults. Twice as many middle-class people (22 per cent) had drunk on five days or more in the previous week as manual workers (11 per cent). Older drinkers also drank more regularly, with 21 per cent of the over-45s having alcohol at least five days a week compared with just 6 per cent of 16- to 24-year-olds, confounding the stereotype of binge-drinking teenagers and students. The study also reveals where middle class people like to drink. Most middle-class women (67 per cent) and half of middle-class men said they drank the most at home. The majority said they usually drank with their spouse and bought their alcohol from a supermarket or off-licence – suggesting they were finishing a bottle of wine between them over a meal or while watching television. The figures illustrating the extent to which the middle classes are now drinking to relax in the evening came despite an accompanying survey of drinking behaviour finding that most believe they know how much they can drink before risking their health. The survey found that 95 per cent of middle-class drinkers believed they knew what units of alcohol were, and in total 70 per cent of adults were aware of daily benchmarks, up from 54 per cent a decade ago. James Le Fanu, a family doctor in south London, said it would not be dangerous for a couple to drink slightly more than the recommended allowance, particularly if they only did so once or twice a week...

However some medical experts fear that even among those who know about the number of units they are supposed to drink, many are unaware of the difference in strength of wines, leading them to consume more alcohol unwittingly. Many popular New World wines reach above 15 per cent alcohol by volume, making them far more powerful than traditional French vintages. Public health campaigners said the drinking levels disclosed in the report suggest they will lead to serious health problems in the coming years such as cancer, liver disease and mental health problems. They urged ministers to stop supermarkets selling alcohol cheaply and to improve labelling on bottles and cans ...

<http://www.telegraph.co.uk/foodanddrink/4317898/Millions-of-middle-class-drinkers-putting-health-at-risk-with-evening-tipple.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.

Wine Industry Looks Past Recession

WINES AND VINES, USA

28.01.09: While the tanking economy cast a pall over Washington, It was hardly all gloom and doom at the 2009 Unified Wine & Grape Symposium, which began Tuesday in Sacramento... During Wednesday morning's general session, **three wine industry experts analyzed the State of the Industry from three perspectives: that of the grower, the bulk wine market, and of consumer wine sales.** A picture of an industry balanced in supply and demand, weakened by recession, but facing positive long-term trends emerged.

State of grapegrowing

After years of surplus in the winegrape industry, the 2008 harvest came in slightly below average, completing the current cycle that started with the large crop of 2005, according to Nat DiBuduo, president of the Allied Grape Growers of California. **Of the 3.58 million tons of grapes harvested in the state, 2.9 million tons were crushed for wine.** (By comparison, 3.68 million tons were harvested in 2007, 3.25 tons of them for wine.)...**To continue this equilibrium, the 2009 harvest would have to come in at 3.49 million tons, and the figure for 2010 would be 3.59 million tons...**

2009 nursery survey

Several major California nurseries agreed to participate in a confidential survey in January. The data they gathered helped Allied Grape Growers determine that new planted acreage will total between 14,000 and 18,000 this year. Red varieties represent 59% of that figure, while 41% is planted to white varieties. **Thirty-six percent of the vines sold were Pinot Noir, while Chardonnay claimed the No. 2 spot with 22% of the vines. Pinot Grigio (16%) and Cabernet Sauvignon (13%) were the third and fourth best-selling vine varieties.** According to the survey, 21.5% of vines were sold to vineyards in regions known for producing high-priced wines. Fifty percent went to mid-range regions, while 28.5% were planted in areas known for their value wines. Of the more notable findings, more than 85% of the Pinot Grigio sold went to areas known for producing value wines, and while wineries are offering contracts, their numbers are slowing. Meanwhile, nearly 70% of Sauvignon Blanc vines went to high-price areas, but contracts are less common.

Managed growth

The current "hot" plantings, Pinot Grigio and Pinot Noir, may be reaching the saturation point in regions that aren't known for these varieties. Meanwhile, DiBuduo predicted that more traditional varieties may be on the verge of resurgence: Chardonnay, Cabernet Sauvignon and Merlot (maybe)...

People in no other industries are content with simply breaking even, and grapegrowing should be no exception, DiBuduo said. Growers should be compensated for their efforts and build in an 8-12% annual return on their investment when figuring budget lines. In terms of contracts and sales, DiBuduo stressed that the current economic situation may be gloomy, but planting done



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now won't reach the consumer in wine form until 2011, when consumer confidence likely will be in a different place...

Bulk-wine as barometer

Bill Turrentine, whose California-based Turrentine Brokerage facilitates the international market for grapes and bulk wines, compared running a wine company to flying an airplane...**in many ways the wine industry defies the laws of economics...**Today the industry faces reduced restaurant wine sales; the all-too-possible threat of California's proposed "nickel-a-drink" excise tax on alcohol beverages; liquidity challenges to both borrowers and investors, and water problems to come with the now seemingly inevitable drought. So far, so dismal. On the other, long-term hand, he continued, there will be economic recovery. Some experts predict this may take three to five years; Turrentine's sunnier forecast is 12 to 24 months. Another bright spot for wine producers is **the millennial generation, which appears to have adopted wine as a beverage of preference.** Its youngest members are now only 15 years old, so the wine market may expect a growing clientele for at least the next six years. Finally, Turrentine suggested that the global trading trends that he follows bode well for U.S. producers. Recent harvests and vineyard planting trends indicate that most larger overseas producers, including Chile, France, Italy and Spain, are seeing average to reduced crushes; only Australia has excess inventory...

Lacking a record crop like that of 2005, California is likely to be short on some varieties, notably Chardonnay, within five years, Turrentine said, as he rolled his well-known Wheel of Fortune onto the screen...

View from the marketplace

Despite an economy that began to plummet in 2008, **California wine sales eked out a gain of 2% over 2007 in cases shipped to the U.S. market, for an estimated total of 196 million cases, said Jon Fredrikson, principal of Gomberg-Fredrikson and Associates. Wine from other states grew by 3.4% to 26 million cases.** California wineries shipped 3.9 million more cases to U.S. customers, and boosted their exports dramatically, partly due to exchange rates that made domestic products bargains overseas. With sales up by any amount in a down economy, the news certainly carried a positive ring, but it was muffled by drastically dropping on-premise wine sales and drooping shipments of high-priced wines. Members of the National Restaurant Association reported that their wine sales "went off a cliff" in July, Fredrikson said, and his survey of shipments from high-end wine warehouses in Napa and elsewhere confirmed the trend. Nearly one half of restaurant operators expect their sales to decline in the six months that began in November...The main growth brands of 2008 were overwhelmingly those in the under-\$7, every-day wine segments, which account for 61% of the market for California wine by volume, Fredrikson said. He named one company with plenty of business in this price range his winery of the year, E & J Gallo. Gallo's Barefoot brand saw the largest increases in revenue and volume of all brands in food stores last year.

By varietal, domestic Chardonnay in food stores had strong growth of more than 6% over 52 weeks ending Jan. 10, being strongest at \$6 and under. Cabernet Sauvignon in food stores grew at almost 10% in the same period, and was strong at both low and relatively high price points. Francis Ford Coppola Presents was No. 1 in revenue increases in food stores for Cabernet. Pinot Noir continued hot, achieving a growth rate of 11% in 52 weeks. Much of this was in the \$8 to \$10 range; again Gallo led with its Mirassou brand. The Merlot market did not grow but remained huge in volume. Imports had been gaining market share in the U.S., growing "enormously" since 1991, Fredrikson noted, but in 2008 they dropped significantly for the first time, due largely to the strong euro which made imports more expensive here. The



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euro increased in value about 80% since 2001, and then dropped 19% since last summer, by his calculation, leaving vintners and the trade guessing about what's next.

Not a nickel

Fredrikson also spoke out against what he called the erroneously named "nickel a drink" excise tax proposed in California to help the financially challenged state government. Since the proposed tax of \$3.04 per 9-liter case would be levied at the winery level, it would result in the tax being doubled at the retail level and tripled at restaurants. Trade members will keep their usual markup formulas, raise their prices, keep the extra margin, and profit from the tax, he predicted, while wineries will pay the taxes...

<http://www.winesandvines.com/template.cfm?section=news&content=61799&htitle=Wine%20Industry%20Looks%20Past%20Recession>

Wine industry can adjust to the time, experts say

NORTH BAY BUSINESS JOURNAL, USA

26.01.09: Wine industry pundits are buzzing over dramatic late-2008 shifts in consumer outlays for wining, dining and traveling, and the impact of the banking crisis on wine-related businesses for the next year and a half.

Changes in consumer discretionary spending hasn't crushed the market for higher-end wine, but **local growers of the premium grapes that go into such brands need to be prepared for up to a year and a half of squeezed finances as consumers seek bargains, wineries squeeze their inventories to cut costs and a smaller pool of lenders press borrowers harder on their fiscal wherewithal**, according to experts at the annual Sonoma County Winegrape Commission market forecast in Santa Rosa on Jan. 20.

Amid "stunning growth" in U.S. wine consumption last year – reaching three gallons annually per drinking-aged adult in a recent Wine Market Council projection...

The brokerage estimates the 2008 winegrape crop statewide amounted to 2.8 million to 3.0 million tons. The state, which is set to release preliminary figures early next month, estimates crop size was 3.4 million tons, compared with the record 2005 harvest of 3.76 million tons...

Projected U.S. wine sales last year were 271 million cases, a 2.1 percent increase from 2007, he noted, citing Beverage Information Group figures. Though that growth was lower than the 15-year average, it was higher than the 1.3 percent growth in the difficult 2001 and 2.9 percent contraction in 1993...

The downturns in 2001, 1991, 1982 and 1973 had varying factors, including the real estate-caused banking crisis as well as steep declines in dining and tourism of the current one, according to Mr. Motto...

In short, **Mr. Motto argued that wine sales are more affected by marketing than by changes in the economy. Growing wine consumption** – from 1 in 4 U.S. adults a decade ago to 1 in 3 today – and low use of advertising compared to other alcoholic beverage categories suggest the long-term growth trend will continue, according to Mr. Motto...

<http://www.pressdemocrat.com/article/20090126/BUSINESSJOURNAL/901230247/1219>



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New chairman for LIWF and Distil Advisory Board

SOMMELIER INDIA, INDIA

27.01.09: **The new chairman of the London International Wine Fair and Distil Advisory Board is Nick Blair, wine director at Pernod Ricard UK.** "As the world's leading wine industry event, it is vital that the London International Wine Fair continues to meet the high standards expected from its broad international audience and it is the Advisory Board that challenges the organisers to ensure that these standards are met or exceeded..."

With over 30 years experience in the drinks industry, Blair's expertise covers wine and spirits in retail, production and distribution on global and domestic markets. Blair's current role was created to manage the Pernod Ricard wine business in the UK, managing both the commercial and marketing functions related to wine across a portfolio of market leading brands.

The London International Wine Fair takes place on May 12, 13 and 14, 2009 at: ExCeL London, One Western Gateway, Royal Victoria Dock, London, E16 1XL

http://www.sommelierindia.com/blog/2009/01/new_chairman_for_liwf_and_dist.html

Cecchetti Wine Co. merging with Racke USA

PRESS DEMOCRAT, USA

21.01.09: Sonoma-based Cecchetti Wine Company announced a deal Wednesday to merge with Racke USA, the U.S. arm of the German firm that once owned Sonoma's historic Buena Vista winery.

The new wine group, called Cecchetti Racke, plans to ring up \$8.4 million in sales this year and sell approximately 140,000 cases of wine annually, according to the companies...

After years developing successful brands like Pepperwood Grove with his brother-in-law Don Sebastiani, Cecchetti launched his own company in 2007 to market wines from Lake County. It has two brands, Line 39 from Lake County and Redtree with a California appellation.

Cecchetti's relationships with distributors have allowed him to quickly ramp up production to around 100,000 cases, he said.

By contrast, the Racke family of Germany has been largely absent from the U.S. market since 2001, when it sold Buena Vista for \$85 million.

Marian Kopp, president of Racke USA, moved to Sonoma last year to restore the family's U.S. presence. The company imports Golden Kaan from South Africa, Espiritu de Chile, and Vitae from Italy.

By joining forces, the Racke USA imported brands will benefit from Cecchetti's strong distributor relationships, while Cecchetti's wines will gain greater access to international markets, Cecchetti said.

The combined company hopes its broader portfolio of wines will allow it to command greater clout with increasingly powerful distributors...

Many distributors are reacting positively to the news, he said, in part because the prices of the wines — between \$8 and \$12 — are attractive in the current market.

A key early challenge will be merging the sales and distribution networks of the two companies,



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Cecchetti said...

http://www.pressdemocrat.com/article/20090121/BUSINESS/901210283/1031/SPORTS07?Title=Cecchetti_Wine_Co__merging_with_Racke

Terroir - The Madras Wine Club

SOMMELIER, INDIA

28.01.09: The growth of a wine culture in India is reflected by the proliferation of wine clubs in the country. Nearly every major city has a wine club or society. The most recent is Terroir -The Madras Wine Club...

With wine clubs flourishing in cities like Bangalore, Pune and Chandigarh, not to mention the major metros, Chennai was noticeably lagging behind...

The start of a new club is always a good sign in our unfolding wine culture and I felt Sommelier India should show its support by being present at the launch. So I rearranged my appointments and flew out to Chennai.

And what a launch! Taj Coromandel General Manager Arindam Kumar and his team along with Aman Dhall, Executive Director of Brindco (India's leading wine importer) did the new club proud by organizing what can be best described as "The Taj Fine Wine (and Food) Experience"...

http://www.sommelierindia.com/blog/2009/01/terroir_-_the_madras_wine_club.html

As Meritage Popularity Soars, Larger Wine Producers Join the Movement

MSNBC.COM, USA

22.01.09: While it may not yet be officially sanctioned as a word by Webster's Dictionary, the growing popularity of Meritage and other blended wines has some of the nation's largest wine companies clamoring to use the word on their labels.

The Meritage Association has announced that Costco, Robert Mondavi Private Selection and Sterling Vineyards have recently joined the trade association, which promotes Meritage wines and polices usage of the trademarked term. All have released new Meritage wines into the marketplace over the last six months...

The only other wine category to experience faster growth than Meritage is Pinot Noir, which has been the darling of the wine world since the release of the cult movie "Sideways" back in 2004.

Meritage wines are those blended in the tradition of Bordeaux. **Red Meritage is a blend of any of five varietals -- Cabernet Franc, Cabernet Sauvignon, Petit Verdot, Merlot or Malbec. A White Meritage is a blend of Sauvignon Blanc and Semillon.** According to the association's bylaws, no single varietal component can make up more than 90% of the blend.

The Meritage Association, which celebrated its 20th anniversary last year, now has more than 220 members in 22 states and six other countries, including Argentina, Australia, Canada, France, Israel and Mexico.

<http://www.msnbc.msn.com/id/28790491/>



Wines of SA Earns Top Rating

CAPE BUSINESS NEWS, SOUTH AFRICA

26.01.09: A major international trade journal with a global readership has rated Wines of South Africa (WOSA) one of the world's most influential beverage organisations in building public awareness of the environment.

WOSA was listed in fifth position, just behind US President Barack Obama (in fourth), but ahead of any other national wine marketing body on its Green List by The Drinks Business, a specialist beverage publication with an international circulation amongst key decision makers in the beverage industry.

The Green List, published this month (January), has identified the 50 most influential drinks companies, individuals and organisations who have made caring for the environment their priority by focusing on such issues as renewable energy, reducing the use of water, measuring carbon emissions and addressing packaging. It has highlighted how "even in the midst of an economic crisis, the drinks industry continues to prick consciences and have a strong environmental influence over many consumers".

The first three positions on the Green List were taken by multinational retail giants, Tesco, Carrefour and Wal-Mart respectively.

WOSA CEO Su Birch said the acknowledgement of South Africa's role in promoting best-practice in sustainable wine production was helping to still further advance the country's unique positioning as a producer of highly varied wines and wine styles in a way that celebrates and protects its uniquely abundant biodiversity.

The Drinks Business praised WOSA for its involvement in the partnership between the wine industry and the conservation sector in minimising further loss of threatened natural habitat, which had "contributed to sustainable wine production through the adoption of biodiversity guidelines," and identified the Integrated Production of wine (IPW) which focused on "every stage in the production process from environmental impact studies and the correct preparation of soil to the use of recyclable packaging."...

South Africa was now the fastest-growing supplier of wines to the UK market with a 22% year-on-year volume increase, according to recent ACNielsen data, she said. The country occupied fifth position by volume with a 10% share of the UK market, which had recently been identified in a Vinexpo-commissioned study as the world's largest consumer of imported wine with 1,6 billion bottles purchased in 2007 .

Exports to Germany, the Netherlands and Scandinavia had also shown substantial growth. South Africa was now the front-ranking New World player in Germany, Holland and Sweden. While final figures were still awaited from SA Wine Information Systems (SAWIS), it was estimated that more than 400 million litres of wine would have left South Africa's shores in 2008.....

South Africa is the ninth biggest wine producer in the world with 101 957 hectares cultivated to vine, representing 3% of global output.

<http://www.cbn.co.za/dailynews/3442.html>



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Indage Vineyards Reserve Merlot bags Silver Medal

SOMMELIER, INDIA



27.01.09: "It's an honour to be awarded this title of recognition," said Ranjit S. Chougule, Managing Director of Indage Vintners Ltd., commenting on the Silver Medal awarded to Indage Vineyards' Reserve Merlot 2006 at the Mondial du Merlot Awards, 2008 in Switzerland...

The Mondial du Merlot competition was organized under the patronage and norms of the professional associations of Swiss oenologists and sommeliers, as well as that of Paris-based International Organisation for Vine and Wine (OIV). A jury of 20 oenologists, sommeliers, and wine writers met at the Hotel Villa Principe Leopoldo in Lugano, Switzerland, and judged 278 Merlots from 24 countries.

The Reserve Merlot from Indage Vineyards is a 100% Merlot made from 100% estate grown grapes that have been carefully grown and selected for their quality fruit. The wine is oak aged for three months in new barrels and three months in old barrels. 2006 was the first vintage of this single varietal wine. "We've tried to bring expression of fruit while providing good structure so an optimum level of tannins from picking to ageing was crucial. We've also tried to drive some individuality of our tropical belt vineyards into the bottle", added Chougule.

The tasting notes of the wine describe the wine as very round and opulent with intense aromas of cherry fruit backed by a warm alcohol structure, and soft tannins that become more expressive with hints of black currant and pepper at the finish. It is recommended as an ideal accompaniment with pasta, cold salads, mature cheese and most light meat dishes.

http://www.sommelierindia.com/blog/2009/01/indage_vineyards_reserve_merlo.html

Maryhill Winery's offerings win big

STATESMAN JOURNAL, USA

25.01.09: Maryhill Winery, one of Washington state's largest family-owned wine producers, has received 11 awards — including two prestigious Platinum awards — in Wine Press Northwest magazine's 2008 Platinum Judging competition.

Established in 1999 to recognize the "best of the best in the great Northwest," Wine Press Northwest's Platinum Judging awarded only 54 Platinum awards out of the 329 wines submitted to the invitation-only competition.

Maryhill Winery's 2005 Cabernet Franc scored the highly-coveted Double Platinum award, and Maryhill's 2005 Proprietor's Reserve Malbec received Platinum recognition. Only three wineries received two Platinum awards each, signifying a tremendous honor for Maryhill.

Maryhill Winery Double Gold award winners include the 2007 Rose of Sangiovese, 2005 Proprietor's Reserve Sangiovese, 2005 Proprietor's Reserve Grenache, 2005 Syrah, 2005 Proprietor's Reserve Zinfandel, and 2006 Winemaker's Red, which was also recognized as a "Best Buy." Gold award winners include Maryhill Winery's 2005 Merlot, 2007 Sauvignon Blanc, 2005 Sangiovese and 2007 Pinot Gris...

Perched on a bluff overlooking the Columbia River and majestic Mount Hood, Maryhill Winery is



a breathtakingly beautiful place to visit. The winery's "Passport to Passion" weekend Feb. 14-16 provides a perfect opportunity to try Maryhill's award winning wines with free wine & chocolate tastings and live music by the Ben Macy Trio and Kit Garoutte...

<http://www.statesmanjournal.com/article/20090125/LIFE/901250301/1001/NEWS>

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.

Burgundy 2007 - the verdict

JANCIS ROBINSON, UK

24.01.09: Because Burgundy is virtually the only fine wine region whose whites and reds are about as important as each other, every new vintage that comes along tends to find itself characterised as 'a white wine vintage' or 'a red wine vintage' – at least when it bumps into those most likely to buy it. Having just resurfaced from total immersion in the thousands of samples of 2007 burgundy (both colours) hawked around the London tasting rooms over the last three weeks, I can report that the view of the common burgundy-buying man with a loud voice is that 2007 is a white burgundy vintage. My view of this fascinating vintage is considerably less red and white.

'Surprising' was the dominant adjective I heard in Burgundy last November from those who made it. By the end of May 2007, Burgundy's growers were convinced they had another 2003 on their hands – a year that would break all records for how early it had to be picked...

Mildew and rot threatened throughout the summer, and vineyards needed far more attention far more frequently than usual. The season was particularly demanding for the many Burgundy growers now dedicated to organic methods (even if 2008 was an even greater challenge)...

Some growers, particularly those whose yields were just too high, were panicked by the threat of rot into picking before the grapes had developed enough phenolic ripeness to counterbalance the acidity that remained in the grapes after the long, cool summer. And even the most reputable growers found themselves picking relatively early. For example, 2007 was the first year that Armand Rousseau ever picked in August other than in 2003 although, as Jeremy Seysses of Domaine Dujac pointed out, in fact the wines of 2007 turned out to be 'the diametrical opposite of those made in 2003, having low tannins and high acids'...

For Laurent Ponsot above the village of Morey, however, 'the charm of 2007 is the balance. You don't notice the tannins but they're there. I consider it a great vintage for us.' Certainly Ponsot's 2007s tasted exceptionally ripe to me – and apparently about half the cuvées are more than 14% alcohol – a truly exceptional ripeness level even if not one that was uncomfortably obvious on the palate...Indeed, some of the white 2007s still taste just too tart and hollow. A high acid level is an attribute in a young white burgundy, but only so long as there is real substance and flavour as well. As winemaker Eric Rémy, who has now taken over from Pierre Morey at the biodynamic Domaine Leflaive in Puligny-Montrachet put it, '2007 was an illogical vintage...



But if 2007 was a nightmare in the vineyard, then at least in the cellar those who had worked hard in the vineyard found it delightfully easy to vinify. Aubert de Villaine of the iconic Domaine de la Romanée-Conti was the first to make this point to me, adding with some satisfaction that each of his red grands crus is particularly expressive of its terroir, and aérien (another French word that is difficult to translate: sort of a cross between ethereal and the opposite of earthbound). Certainly the 2007 reds are not big, muscular wines and the best were made with a gentle hand. Now that the all-important, softening malolactic fermentations are over (they were particularly slow and late because the portion of malic acid is high in 2007, and early 2008 was especially cool), the best reds have very pretty textures. Since last summer they have been tasting better and better and, with gentle tannins and acid levels that are not exceptionally aggressive, they are already a delight to taste. Acid levels in some reds even seemed a bit low to my palate, and some producers deliberately used more whole bunches than usual in an attempt to retain acidity, but the much longer growing season than usual seems to have built fresh, expressive flavours in the best of them.

The most frequently cited similar vintage is 2000, although, as Sylvain Cathiard of Vosne-Romanée (whose 2007s are particularly sumptuous) maintains, the fruit is a little fresher in general than in 2000. For Christophe Roumier they are more precise than the 2000s, which were also initially underestimated and have been so friendly over the last few years. The successful whites, of which there are many, from some lovely classical Chablis down to the heavy hitters of the Mâconnais, have great purity, a streak of citrus refinement and tend to be much racier than the 2006s and 2005s. As with the less entrancing whites, some reds are just a bit too scrawny on the mid palate. But the best reds have great charm – the sort of fruity, fine-boned, early-drinking perfumed charm that red burgundy alone can provide.

<http://www.jancisrobinson.com/articles/a200901193.html>

Loire 2008 update

JANCIS ROBINSON, UK

28.01.09: Charles Sydney, courtier en vins de Loire, sends this update to his September vintage report now that he has tasted many of the wines. To summarise this remarkable harvest, 2008 is just like 2007, only with both more and less of it! In fact we did think of calling this the 'Grand Petit Millésime'. Less, obviously, as a result of a dramatic spring frost in the Muscadet that cut yields by half – sometimes by much more – and of devastating summer hail that swept across swathes of Pouilly Fumé and the more unfortunate villages in Sancerre. But even vineyards that escaped these two scourges suffered from reduced yields, leaving the Loire as a whole 25% - 30% down on a normal year's harvest. More, though, because quite frankly 2008 is a bigger, better vintage than 2007 (as always, I'm talking about wines from those growers with the courage to gamble with the weather and wait for maturity), with wines that have more concentration of fruit and bigger breadth of structure....

For the dreadful summer had one big advantage here in the Loire – it slowed the maturity of the grapes to such an extent that when the sun did come out in the 2nd week of September, we still had those essential 3 weeks left before harvest... Leading to harvesting in the glorious autumnal colours that have given the vintage its name of 'The Golden Harvest'.

The Sauvignons of the Touraine, the southern Loire, of Sancerre and Pouilly are excellent - more precise, more aromatic and more concentrated than 2007, with comparable acidities. Again, better growers are comparing this to 1996 and 2002, but beware all the same – there were problems of mildew and therefore of a lack of maturity with growers unwilling or incapable



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of treating the vines properly. Interestingly, the best wines seem to come from growers who were happy to stop and start picking as and when each parcel ripened – and it was notable that Pinard, Bourgeois and Dagueneau (where Didier's son Benjamin looks to equal his father in his search for quality) were among the first to start picking and the last to finish!

Here in the middle of the Loire, the reds are altogether bigger wines than last year and the best Chinons, Bourgueils and Saumur-Champignys attained fine phenolic maturity, giving deep colour, pulpy ripe fruit and structure. The Malbecs of the Touraine and the Pinots of Sancerre and the central vineyards are also showing promise. The only exception to this rule is with the Chenins (Chenin grapes pictured above), where the early promise of a truly great sweet wine vintage was wrecked by a month's rain that started end October just as the grapes were really starting to concentrate – giving some of the lowest degrees in 10 years! That said, and more importantly, the dry barrel-fermented Chenins of Anjou and Saumur have more fruit and purity even than the excellent 07s. And Jacky Blot, our star in the Touraine, rates 2008 as a great vintage for the dry Chenins of Vouvray and Montlouis. Finally, whatever happens to prices in the UK, this is not the growers' fault. The vast majority of our producers have again held prices and any increases are due to the combination of a voluntarily low £ to euro exchange rate and to iniquitous increases in duty that make for 44% tax on a £4.99 bottle – and just 16% on a bottle worth £49.99!

<http://www.jancisrobinson.com/articles/a200901265.html>

The wines of Quinta do Noval

WINE ANORAK, UK

26.01.09: Quinta do Noval, one of the Douro's most respected Port producers launched their eagerly awaited first table wines in the UK in March 2007 (see above). They were a little late to the Douro table wine party, but it seems they've used this time well: the wines are very good indeed. Noval have been playing around with table wines for some years now, but it's only with the 2004 vintage that they were happy to market them...Impressive as these wines are, he reckons the 2005s will be even better, but 2006 turned out to be quite a difficult year and so only the Cedro was released this year. One of the factors that has swayed Noval's decision to go down the table wine route is because they have lots of good quality grapes coming from new vineyards and they don't necessarily want them to end up in LBV Port. Seely says he is upset by the desperately uneconomic nature of LBV production. 'Lots of good LBV is being made', he says, 'but because of the crazy price competition it isn't an economic category'. Noval makes a serious LBV that Seely describes as a 'baby Vintage Port', so they avoid the price battle. But he says that as they get more quality grapes coming online, he wouldn't want to be forced to make more LBV.

<http://www.wineanorak.com/douro/quintadonovaltablewines.htm>



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.

Study Calls Cork the Most Eco-Friendly

WINES & VINES, USA



22.01.09: A new life-cycle analysis of wine closures concludes that **natural cork leads screwcaps and plastic closures in six of seven key environmental indicators**, according to research released by cork supplier Corticeira Amorim. The independent study, conducted by Pricewaterhouse Coopers and begun in 2007, found

that plastic stoppers result in nearly 10 times greater emissions of CO₂ equivalent (CO₂e) than natural cork during a 100-year period; screwcaps are responsible for 24 times more CO₂e during the same timeframe, it said...

Emissions

Pricewaterhouse rated the three closure categories on seven indicators--energy consumption, water consumption, greenhouse gases emissions, atmospheric acidification, contribution to the formation of photochemical oxidants, contribution to eutrophication and solid waste production. Natural cork's performance in the greenhouse gas emissions category was especially notable, as trees cork oak trees convert carbon dioxide into oxygen during photosynthesis, creating a carbon sink...

Amorim chairman and CEO António Amorim added: "Many sectors of the global wine industry are working hard to reduce their environmental impact."

Water

One area in which natural cork didn't emerge as the front-running closure was water consumption: Aluminum (screwtop) closures took that honor. Natural cork closures used 88% more water during their life cycles than aluminum closures. Plastic stoppers, meanwhile, used more than three times as much water, most of it expended during the production cycle.

During wine bottling, about 10m³ of water were used by 1,000 cork or plastic closures; bottling using aluminum required virtually no water use at all.

Aluminum and natural cork required similar amounts of water during the production phase. About 30% of harvested cork is used for closures, but regardless of its intended use, all cork is boiled in water...

<http://www.winesandvines.com/template.cfm?section=news&content=61681&htitle=Study>



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[%20Calls%20Cork%20the%20Most%20Eco-Friendly](#)

Fountain Of Youth In A Wine Rx?

CBS NEWS, USA



25.01.09: Seventeen years ago, 60 Minutes first examined the so-called French paradox, which suggested that the French - despite a high fat diet and high consumption of wine - had a remarkably low incidence of heart disease, compared with Americans. Most researchers agreed that there was something in the wine that offered protection, and a few years later, even the highly cautious federal dietary guidelines say that moderate consumption of red wine can be beneficial.

Now, **scientists across the country have identified a substance in red wine called resveratrol that they believe might do more than just protect the heart, but could - in very high concentrations - significantly extend life by preventing a number of age related illnesses.** If they're right, we all may soon be taking a pill that could give us an extra decade or two of healthy old age...

That quest to put death on hold began in 2003 when Westphal met David Sinclair, a biochemist at Harvard who was studying the genetic components of aging...

Yeasts are one thing. Human beings are more complicated. So Sinclair focused on a gene present in almost all life forms: the sirtuin gene. It's normally inactive, but when it is active, Sinclair believes it triggers a survival mechanism that extends life.

Convinced that something in nature could activate that gene, Sinclair randomly tested thousands of compounds and got a hit: resveratrol...

Red wine is brimming with resveratrol. It is found in high concentrations in the skin of the grape, and seems to play a role in protecting it from invading bacteria and fungi...

Convinced they were on the verge of a major scientific breakthrough, Sinclair and Westphal launched Sirtris, a Cambridge, Mass. research company. They, along with a handful of other cutting-edge biotech companies, are developing resveratrol-based drugs that they believe zero-in on the longevity gene...

They are the centerpiece of a National Institutes of Health study at the University of Wisconsin on whether or not CR- calorie restriction - makes them healthier and extends their lives...

The control animals are nearing the end of a typical monkey lifespan, about 27 years, and major differences in their overall health are becoming clear. The skinny monkeys actually look younger, their coats are shinier, and fewer have arthritis.

And the chunky monkeys? Many have diabetes, and a significantly higher number have cancer and heart disease...

But our record as humans staying on diets is pretty miserable and worsening. So it's a fat chance that we'll all be giving up our passion for greasy junk. We consume tons more calories than we need, but believe it or not there are some Americans who just revel in their hunger.



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Resveratrol has been tested on mice and the results have been encouraging. In a test-video provided by Sirtris, two mice were fed a high fat diet for 12 weeks. But when placed on a treadmill, one of the mice ran twice as far. He was given high concentrations of resveratrol.

Convinced that they were on the right path, they fast-tracked the drug into human trials on people with untreated diabetes. The results were impressive: it significantly lowered glucose and insulin levels, without the patients changing their diet or taking any other drugs...

Still, the speed and results generated by Sirtris and their resveratrol drugs are unusual, and Sinclair believes these drugs will not only keep people living longer, but will keep them healthy longer...

Asked if humans are on the edge of maintaining lives into their 100s, Sinclair says, "Well, we certainly passed a corner in terms of the science. And someone's going to achieve it. And if it's not us, it's gonna be someone else."

But the question that most of us want answered is: when do we get this pill?

"I would say five years to be conservative that this'll happen within our lifetimes. I'm fairly certain about that," Sinclair says.

One measure of the potential of this research: Dr. Sinclair and Dr. Westphal's little start-up company was recently bought by the pharmaceutical giant GlaxoSmithKline for almost three quarters of a billion dollars.

<http://www.cbsnews.com/stories/2009/01/25/60minutes/main4752082.shtml>

Wines from Greece Publicity Monitor

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

N/A

Blogosphere Monitor

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

Crackpots, Wackos, Nutjobs and Wine: a Winning Combination.

VINOGRAPHY, USA

27.01.09: Some of the best wines I've ever had in my life seem to have one strange thing in common. They are made by people that, depending on your mood, might be described as cranks, hermits, crackpots, wackos, or eccentrics. Winemaking it seems, tends to either bring out the strangeness in people, or it tends to simply attract the strange ones.

Every wine writer has at one time or another compared wine to alchemy, myself included. Such comparisons invariably focus on the magical qualities of wine that somehow end up being more than the sum of their parts. But the characterization of winemaking in alchemical terms may be even more apt for the parallels between the way that arcane science was practiced and those who are changing the game in winemaking.

As far back as the first century BCE, obsessed with the quest to turn lead to gold, many men



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literally spent their lives and their fortunes toiling in homemade laboratories. The alchemists were a somewhat furtive bunch, and even those that didn't prefer the company of their books to polite society were known for being more than a little eccentric...

Winemaking at its most honest represents a truly creative act, one that an individual produces through a vision, a plan for how to realize that vision, and then the hard work to carry it out. Along the way, progress is measured most intimately -- the ache of the hands after pruning or leafing, the taste of a ripening grape in the mouth, the smell of the fermenter, and of course, the taste of the evolving wine -- all personal, visceral, and potentially private experiences. Winemakers, at least those who practice the craft on a scale proportional to their own capacities to manage the entire process, are essentially auteurs...

http://www.vinography.com/archives/2009/01/crackpots_wackos_nut_jobs_and.html

50 Great Portuguese Wines 2009

WINE ANORAK, UK

29.01.09: So yesterday was the 50 Great Portuguese wines tasting - the 2009 installment where I got to choose 50 of my favourite Portuguese wines to show to the press and trade at large, hosted at the Ambassador's residence...

Finally, a word about ViniPortugal. They are widely recognized to be the BEST of the trade bodies of any wine-producing country, providing excellent support to both journalists and the wine trade. They're doing a really good job, and I hope that whoever is in charge of funding them in Portugal recognizes the important work they do.

<http://www.wineanorak.com/blog/2009/01/50-great-portuguese-wines-2009.html#links>

60 Minutes on red wine, 1991

DR VINO, USA

25.01.09: In 1991, the CBS show "60 Minutes" ran an influential segment of possible health benefits of red wine. Entitled "The French Paradox," correspondent Morley Safer looked at how on earth the French could eat high fat food, such as cheese, and have low rates of heart failure. Research concluded the key variable was not only the type of fat but also red wine. The resulting demand for red wine, the New York Times wrote a few years later, was seen as "potentially the biggest boon to the wine industry since the repeal of Prohibition."...

<http://www.drvin.com/2009/01/25/60-minutes-on-red-wine-1991/>

Recession Wine: 2006 Michael-David Petite Petit, Lodi

MY WINE EDUCATION, USA

28.01.09: Petite Petite, from Michael-David out of Lodi, is a blend of 15% Petit Verdot and 85% Petite Sirah. The label shows us two friendly but gigantic circus elephants - a perfect illustration of the wine. It's a dark wine, both in color and in flavor. I was a little worried, for once, as I sat on my white couch with this glass....

Last week I learned that 100% Petit Sirah is too heavy and big for me, but the small added amount of Petit Verdot seems to make all the difference. This is a bit too high in alcohol for me,



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at 14.5%, but I've grown accustomed to what seems to be the new norm.

I've seen this wine online for as much as \$23, although \$15-\$19 seems to be the norm. Liquor Direct still has this wine on sale for \$11.99, making this another recession wine.

<http://www.wine-girl.net/2009/01/2006-petite-petit-lodi.html>

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.

How Consistent Are Wine Judges?

HARPERS, UK

26.01.09: Quantitative standards guiding awards in wine competitions could help bolster the value of award-winning wines to wineries and consumers. Writing in the current issue of the Journal of Wine Economics, Dr. Robert Hodgson documents the significant variability in decisions by judges at the California State Fair Commercial Wine Competition. A survey of approximately 65 judging panels between 2005 and 2008 yielded just 30 panels that achieved anything close to similar results, with the data pointing to "judge inconsistency, lack of concordance--or both" as reasons for the variation. The phenomenon was so pronounced, in fact, that one panel of judges rejected two samples of identical wine, only to award the same wine a double gold in a third tasting....

http://www.winesandvines.com/template.cfm?RedSYS_Community_Session=8380f276528ee75d81078bd814d59f47§ion=news&content=61752

Obama Raises the Bar

SLATE, USA

28.01.09: Barack Obama had a drinks party at the White House on Wednesday night. He invited congressional leaders of both parties for cocktails at 7:30....

This is a notable departure from Obama's predecessor, whose relationship with Congress was notoriously chilly and whose relationship with the bottle ended at age 40. But it connects him to a rich presidential tradition that goes back to the Founders, who drank heavily after signing the Constitution....

Senate historian Don Ritchie reminds me of some other presidential habits. Harry Truman favored bourbon and branch water. (As vice president, Truman had just arrived to have a bourbon with House Speaker Sam Rayburn when he got the call that FDR had died.) When he was president, LBJ came to the Capitol on several occasions for an after-work drink with Senate Republican leader Everett Dirksen....

The old-style drinkers whose whiskey bottles rattled in their desk drawers are largely gone in Washington. Everyone cares too much about how they look—now the addiction in Washington, which Obama seems to suffer from, is working out. No politician wants to be photographed with a drink in his or her hand, and there aren't many places to go in politics anymore where you aren't being photographed. **Though as a candidate Obama joked now and then about an**



instance in which he'd had too much wine, his cool demeanor (his drinks don't need ice) suggests he's not likely to go overboard. He won't need Mail Goggles on his fancy new BlackBerry.

Too much familiarity between politicians can be as dangerous as too much drink, of course. But let's not mistake my approving tone, or Obama's White House cocktails, for more than it is. Partisanship and substantive ideological differences will continue long after the jiggers and shakers are put away. No one is going to get co-opted after a few drinks. We're as likely to see that as we are likely to see the new president and Mitch McConnell staggering together down Pennsylvania Avenue.

<http://www.slate.com/id/2210014/pagenum/all/#p2>

Three questions with Christine Saahs of Nikolaihof, Wachau

DR VINO, USA

22.01.09: Christine Saahs of Nikolaihof was the first to apply Rudolph Steiner's philosophy to viticulture, thus cultivating her vines in Austria's Wachau region biodynamically. The Im Weingebirge Smaragd bottling is always one of my favorite gruner veltliners and indeed the 2006 I tasted had great, rich intensity and a long mineral finish. The 2007 Hefeabzug for half the price offered great zip and zest overlain on a mineral core. Nikolaihof also makes several very good Rieslings. I was happy to have the chance to chat about three things during a busy trade tasting on Tuesday...

<http://www.drvin.com/2009/01/22/three-questions-with-christine-saahs-of-nikolaihof-wachau/>

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.

Wine industry relying on positive long term trends

The impact of the economic downturn in wine related industries as well as wine consuming behaviours continues to feature as a major matter of debate. As wine makers and consumers alike face the repercussions of the global recession, they turn to cost cutting, while marketing practices and tools emerge as a major factor for counteraction. A strong focus on "better value" wines is observed, as well as a trend towards attracting the emerging millennial generation and further expanding wine consumption.

In such a changing market landscape, steady growth in consumption is observed in big markets such as the USA while at the same time, key wine producers such as Australia see their exports decline, competing intensely with new world exporters. Currency rate fluctuations and general uncertainty have also resulted to a favourable international trading environment for some and unfavourable for others.

However, those in the wine industry are rather optimistic, relying on long term development strategies to aid the sector ride through the recession with the least possible damage.

