

Global Wine Trends

Weekly Update

created:

11.09.2009

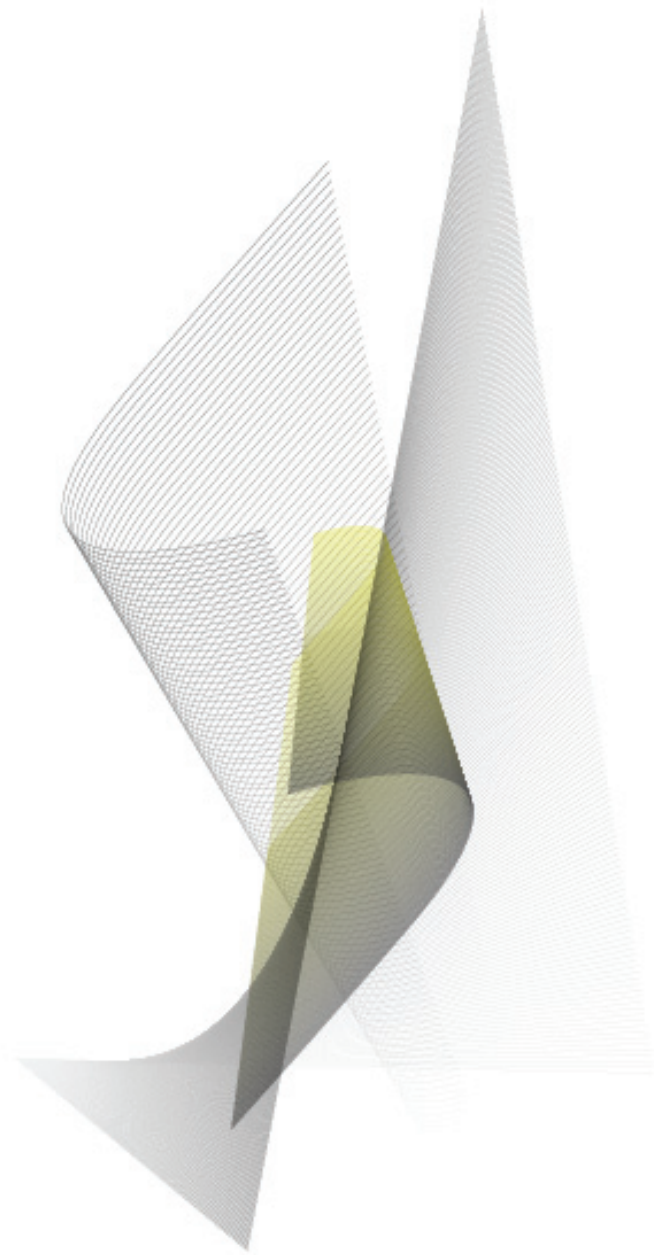


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Global Market Watch

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.

As Champagne Fizzles, Makers Squash Supply

THE WALL STREET JOURNAL, USA



03.09.09: Champagne producers agreed to pick 32% fewer grapes this year, leaving billions of grapes to rot on the ground, in a move to counter fizzling bubbly sales around the world amid the economic downturn.

The result of the slashed harvest and other reductions will be a 44% cut in the number of bottles produced this year by makers such as LVMH Moët Hennessy Louis Vuitton SA -- the world's biggest Champagne

producer.

It is one of the starkest signs yet of how cutbacks in consumer spending are affecting this segment of the luxury-goods market. Grape growers and bottlers of the wine in the Champagne region of France haven't significantly cut the volume of usable grapes since 1955, when a bumper harvest was reduced.

Champagne buyers "are definitely being more price oriented," said Jill Pienta, assistant manager at Randolph Wine Cellars in Chicago. She said some of her customers were switching to cheaper, non-Champagne sparkling wines, such as Pierre Delize Blanc de Blancs, priced at \$8 a bottle.

Global Champagne sales are expected to drop to as low as 260 million bottles this year from a high of 339 million bottles in 2007. In 2008, as the recession set in, sales slipped to 322 million bottles, the first decline since 2000.

As a result, producers -- who have so far resisted price cuts -- have been lobbying to lower global volumes of Champagne to avoid having to unload their full cellars of unsold bottles at bargain prices. The Champagne industry's governing body, the Comité Interprofessionnel du Vin de Champagne, estimates there are more than 1.2 billion spare bottles sitting in warehouses.

But the move is controversial. The French government as recently as last year had planned to expand the farmable land in Champagne -- the only region in the world where the name can be used -- because demand was expected to grow, especially from consumers in the U.S. and U.K.

...

To move more Champagne in a tough market, some wine distributors have been making "creative offerings" to restaurants, such as offering a discounted price if a certain amount is purchased, said Tim Kopec, wine director at Veritas, a high-end



Manhattan restaurant with more than 3,000 wine choices. "These are wines that two years ago you had trouble even getting access to them, [and] now they are giving you incentives to buy three or four cases and get discounts." He said Champagne sales this year are roughly the same as last year at his restaurant.

<http://online.wsj.com/article/SB125192460913580955.html>

Pernod warns of "stagnating" wine and spirits market

THE PUBLICAN, UK

03.09.09: **Drinks giant Pernod Ricard said today it believed "an overall stagnation" of the wines and spirits industry will continue for at least the next 12 months.**

Noting the ongoing "difficult economic environment" and that there would be "contrasting situations depending on countries and categories", Pernod said first and second half comparisons for the next financial year would be markedly different, with a tougher first half and more favourable comparisons for the second six months of the year.

Boosted by a strong performance in the US, drinks giant Pernod, which owns brands including Absolut vodka, Martell cognac and Glenlivet whisky, reported net turnover for the year to June 30, 2009 up more than nine per cent at €7.2bn (£6.34bn).

Overall operating profits rose more than a fifth to €1.76bn (£1.55bn)...

<http://www.thepublican.com/hybrid.asp?typeCode=44&pubCode=2&navcode=176>

Leading article: Don't demonise drink

THE INDEPENDENT, UK

09.09.09: No one can dispute that there is an unhealthy attitude to alcohol in this country. Hopes that liberalising the licensing hours would quickly produce a Continental-style "cafeculture", where people would sit in the sun slowly sipping a glass of wine, have sadly proved vain. Alcohol consumption is rising across the board, with under-age and binge drinking as prevalent as ever. Doctors report an alarming rise in liver disease, especially among the young.

Yet the complete ban on advertising alcohol, as proposed by the British Medical Association – to include sports and music sponsorship – goes too far. There is certainly a strong case for restricting the times at which alcohol advertising can be shown; surprisingly, the watershed does not apply. Discounting must be recognised as a problem, too. Consumption has risen as alcohol has become relatively cheaper in recent years.

Persuasion, whether from the medical profession or from government ministers, has made no inroads at all into alcohol promotions in clubs and supermarkets, where "happy hours", two-for-one offers and the like have proliferated. Questions remain, too, about the enforcement of age restrictions. Young teenagers are still obtaining alcohol and drinking it outside with impunity, while under-18s regularly gain entry to adult-only clubs. Why add to legislation, if the real problem is enforcing the law as it stands?

In support of the BMA, some might cite the effectiveness of the ban on smoking in public



places, which has not only reduced smoking, but made life much more agreeable for the non-smoking majority. **Alcohol, however, is not like tobacco, in the sense that it is utterly and indisputably bad for your health. Drinking in moderation has proven benefits, aside from being pleasurable.** There are places, such as city pavements, parks and public transport, where drinking is a nuisance. But by-laws exist to tackle this; they should be enforced.

There is a good case for measures to stop alcohol being used as a commercial loss-leader, but no reason why the majority of law-abiding adults should be penalised for the excesses of relatively few. Anything that smacks of prohibition will be counterproductive, as it always is.

<http://www.independent.co.uk/opinion/leading-articles/leading-article-dont-demonise-drink-1783809.html>

Findings of wine contest study hard for critics to swallow

THE LOS ANGELES TIMES, USA



04.09.09: Robert Hodgson said he looked at the results for several thousand wines entered in 13 U.S. wine competitions in 2003 and found little consistency in which ones won gold medals.

Wineries covet gold medals and spend millions of dollars a year entering wine in competitions and paying fees in hopes that they will be able to brag about awards on their bottles and boast about them in pitches to tasting room customers and wine club members.

But a study of U.S. wine contests published this week suggests consumers should not always assume that gold medal winners are outstanding wines.

Writing in the Journal of Wine Economics, retired Cal State Humboldt professor Robert Hodgson said he looked at the results for more than 4,000 wines entered in 13 U.S. competitions in 2003 and found little consistency in what wines won gold medals.

The findings were dismissed as "hogwash" by the organizer of the Los Angeles County Fair's giant wine contest. The study said that of almost 2,500 wines that were entered in more than three competitions, 47% won a gold medal in at least one contest.

However, of those gold medal winners, 98% were regarded as just above average or below in at least one of the other competitions. Hodgson said that demonstrated how little consistency there was.

"Of the wines that entered five competitions and got at least one gold, about 75% also received no award in at least one of the remaining competitions," he said...

<http://www.latimes.com/business/la-fi-wine4-2009sep04,0,3295012.story>

Barista to sell wine in coffee shops. Questions remain

SOMMELIER INDIA, INDIA



11/09/2009



08.09.09: **Can you imagine a world in which you walk into your local Barista coffee shop and order a glass of wine instead of a coffee? According to the COO of Barista, that world may not be too far in the distant future.** The company intends to invest Rs. 40 crore in opening new outlets and plans to sell wine and beer too. One can only imagine what that would do for the growth of wine in India and for the producers who appear on the menus. But questions remain. Shiv Singh reports.

Currently Barista and Cafe Coffee Day (CCD) together control 85 per cent of the Rs 400 crore organised coffee retailing market. **Barista has 230 outlets in India and if it sold wine in each of these outlets, it would automatically become the largest outlet for wine at the retail level.**

Sanjay Coutinho, chief operating officer of Barista, told Business Standard, "We have applied for licences in Delhi to begin with. It is a format we follow in Italy as well. We plan to start retailing wine and beer from this month itself and gradually make the format available in other states as well."...

http://www.sommelierindia.com/blog/2009/09/barista_to_sell_wine_in_coffee.html

Wine Enthusiast's Wine Star Awards Nominees Announced!

WINE ENTHUSIAST, USA

02.09.09: Wine Enthusiast Magazine, celebrating the 10th anniversary of its Wine Star Awards, takes great pleasure in announcing the 50 nominees for its wine and spirits awards. The awards recognize excellence on all levels of the industry, from producing premium wines and spirits to marketing and distributing them. Brief descriptions of these nominees will appear in the November issue of the magazine, published on October 5th, while the winners of each category will be announced and presented in-depth in the December 15 issue, published the beginning of November.

This year's award dinner will also feature a special tribute to the "Pioneers of Distribution," honoring the companies that helped build awareness and appreciation of wine in America over the past 76 years.

All award recipients will be honored at the annual Wine Star Awards gala dinner on Monday, January 25, 2010 at the New York Public Library in New York City.

Person of the Year

Ted Baseler (Ste. Michelle Wine Estates)

Mariann Fischer Boel (European Commissioner for Agriculture & Rural Development)

Nicolas Catena (Catena Zapata, Argentina)

Bill Foley II (Foley Estates)

Christian Moueix (Etablissements Jean-Pierre Moueix, France; Dominus, Napa)

American Winery of the Year

Dr. Frank's Vinifera Wine Cellars and



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Chateau Frank (Finger Lakes, NY)
Leonetti Cellar (Walla Walla, Washington)
Ponzi Vineyards (Willamette Valley, Oregon)
Rodney Strong Vineyards (Sonoma, California)
Trinchero Family Estates (Napa, California)

European Winery of the Year

Bouchard Père et Fils (France)
Livio Felluga (Italy)
Mezzacorona (Italy)
The Royal Tokaji Wine Company (Hungary)
Sierra Cantabria (Spain)

Winemaker of the Year

João Nicolau de Almeida, Ramos Pinto (Portugal)
Roberto de la Mota (Argentina)
Ben Glaetzer, Glaetzer Wines (Australia)
Ernst Loosen, Dr. Loosen (Germany)
Scott McLeod, Rubicon (California)

...

<http://www.winemag.com/ME2/dirmod.asp?sid=&nm=&type=Publishing&mod=Publications%3A%3AArticle&mid=8F3A7027421841978F18BE895F87F791&tier=4&id=893157557F4C471B90CE816DBB0EB3A6>

Wine auction: Tough economy leaves glasses half empty

PRESS DEMOCRAT, USA



06.09.09: Spirits were high but the bids low Sunday as the Sonoma Valley Harvest Wine Auction raised \$330,000, less than half of last year's take of \$702,500.

Under the white tent at Sonoma's Cline Cellars, 500 guests equipped with paddles enjoyed a Bacchanalian Roman Feast presented during bidding, marking the final event of the Sonoma Wine Country Weekend.

This is the second year the weekend has combined two premier events: The Showcase, Taste of Sonoma, which was held Saturday in Healdsburg, and Sunday's wine auction. Last year, the two events combined reaped \$1.57 million for Sonoma County charities. This year, early estimates indicate organizers raised about \$425,000.

"It's a difficult climate to do fundraising events," said Grant Raeside, executive director of Sonoma Valley Vintners and Growers. ...



Auction events across the country have suffered in the struggling economy and have shown steep drops this year.

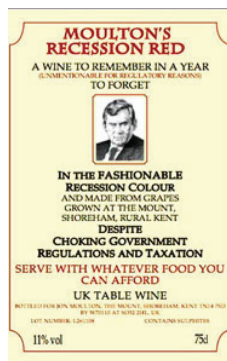
In Florida, the Naples Winter Wine Festival, which raised a peak of \$14 million in 2008, dipped to \$5 million this year. The Napa auction, which typically trumps Sonoma County wine auctions in raised funds, raised \$4.3 million this year, down from \$10.3 million the previous year.

Those drops prompted local organizers not to hold the Sonoma Paradiso wine auction this year. It's Sonoma County's most successful auction, last year raising about \$2 million.

<http://www.pressdemocrat.com/article/20090906/ARTICLES/909069977>

Vineyard toasts Prime Minister with award-winning Recession Red

THE TIMES, UK



08.09.09: **A vineyard in Kent is offering an award-winning "Recession Red", the label featuring a picture of Gordon Brown.**

The label on the £13.50 wine, from Mount Vineyard, in Shoreham, reads: "Despite choking government regulations, serve with whatever food you can afford." Matthew Hollebton, the vineyard manager, who hopes that the Prime Minister might be able to try the 2007 red, to ease his recession woes, said: **"Everyone loves it. It's been a real hit with our voters — or should I say, customers.**

"We've had nothing but praise from people — they say the label strikes an instant chord.

"And we couldn't resist poking a bit of fun at the PM — after all, it's not exactly been a vintage year for him."

A £7 bottle of white Shoreham Seyval, promising "much greater substance and consistency than government policy — best bought early before tax rises", features a picture of the Chancellor.

The vineyard was set up in 2004 by the Moulton family, who chose the area because of it has a similar climate to the wine-growing regions of France.

Recession Red, which is made with Rondo, Regent and Pinot Noir, has already won a gold medal in a blind-tasting competition for English and Welsh red wine of the year held by the UK Vineyards Association.

http://www.timesonline.co.uk/tol/life_and_style/food_and_drink/wine/article6825392.ece

French wine: there's plenty of life in the old dog yet

THE GUARDIAN, UK

05.09.09: **French wine sales go plonk in the UK," declared one gleeful headline. "Humiliation for French," said another with more than a trace of revenge-taking on a nation for having better cooking, better dress sense and being on the right side of the Norman Conquest.** Apparently we have fallen out of love with Gallic wine – the latest research says that France, toppled from the top by Australia in 2004, now sits at a lame fifth



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place in the league table of the wine we drink, having been overtaken by the US, Italy and (oh the impudence) South Africa.

Examine the figures, though, and the French may have good reason to pity us. Much of the wine we drink (a hefty 27m out of a total of 97m cases) is supplied by the top 10 brands, not one of which is French. Monster brands have their place – they tend to be consumed by those who, 20 years ago, would not have drunk wine at all but who value the uniformity, slight (often more than slight) blandness and, in some cases, sweet easiness of such mass-market concoctions. There are exceptions, but comparing Blossom Hill to, say, a good £5 Côtes du Rhône is like comparing a turkey twizzler to my mum's shepherd's pie...

<http://www.guardian.co.uk/lifeandstyle/2009/sep/05/french-wine-victoria-moore>

The wine market

FINANCIAL TIMES, UK

05.09.09: Downing the lot must have seemed like the way to go at the time. But when Lehman Brothers collapsed last year, investors rushed to sell their quality plonk instead. As a result, the benchmark Liv-Ex 100 Fine Wine index tumbled by a fifth in just two months. Since then, however, it has been an explosive bouquet of spice, cherry and pepper all the way, with prices surging again. August's jump of 5 per cent was the biggest since mid-2007. The index is now only 15 per cent off its peak last summer and certain Lafite Rothschild vintages are at all-time highs. ...

It is no coincidence that fine wine started to recover at the beginning of the year, alongside the Chinese stock market. The marginal buyer is shifting from London and both coasts of America, where demand is flat, to Hong Kong, now the hub for the booming Asian wine trade, particularly in China. While there will always be price anomalies allowing investors to make money in wine, this bull-run is your classic demand story. Choose the shape you expect the economic recovery to take; then pick your poison.

Subscription based

How women in their 40s are drinking more than ever

DAILY MAIL, UK

05.09.09: **Women in their 40s are drinking far more alcohol than previous generations and regularly turn to a glass of wine to help them cope with the stress of modern life.**

According to a survey, half of middle-aged women believe they drink more than their mothers did at their age and some are so worried about the amount they drink they are constantly trying to cut down.

Alcohol consumption has doubled since the 1950s, largely because drinking among women has become much more socially acceptable, and the cost of buying alcohol is 65 per cent cheaper than 30 years ago.

However, the survey revealed that it is not just the 'ladette' generation of British women who



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are regularly indulging in alcohol.

Women in their 40s and 50s admit to regularly opening a bottle of wine to consume with dinner at home during the week.

Woman & Home magazine questioned around 3,000 women - aged between 35 and 60 - to try to establish how their drinking habits have changed compared with the previous generation.

Almost half revealed that their mothers rarely drank, save for special occasions, with a quarter admitting that their mother never drank at all at their age.

In comparison, one in ten of the women questioned admitted having a drink every day and a third said they enjoyed alcohol a few times a week. Most - nearly 80 per cent - drank wine at home, with almost half - 46 per cent - admitting to drinking on their own.

Earlier this week the Daily Mail revealed that drinking too much alcohol, coupled with indulging in an inactive lifestyle, can be a factor in the development of breast cancer.

Experts at the World Cancer Research Fund said cutting down on drinking, coupled with maintaining a healthy weight, could help reduce the diagnosis of the disease among middle-aged women by as much as 40 per cent...

<http://www.dailymail.co.uk/health/article-1211330/How-women-40s-drinking-ever.html>

Much-denigrated Petite Sirah gets more respect

THE SAN FRANCISCO CHRONICLE, USA



06.09.09: Over the last decade, while infatuations with Pinot Noir and Pinot Grigio have grabbed some of California's wine business headlines, a stealth story has been woven around Petite Sirah.

St. Helena vintner Fulton Mather runs David Fulton Winery. Fulton Mather's vineyard, which he inherited, was first p...Fulton Mather's Petite Sirah in the vineyard. [View More Images](#)

Yes, Petite Sirah - Zinfandel's buddy in the handful of mixed-red heritage vineyards that still survive from Dry Creek to Lodi. The majority tenant in Napa Valley vineyards until the Cabernet revolution. Even now, it's an unsung component in numerous blends.

Following two decades of precipitous decline, California vineyard acreage devoted to Petite Sirah has more than quadrupled since 1999. More than 600 wineries now produce it, up from just 65.

"It's big like Cabernet and shares Cabernet's denseness," observes Fulton Mather, a retired software engineer and owner of David Fulton Winery who inherited a St. Helena vineyard first planted in 1860 and dedicated primarily to Petite Sirah since the 1930s, "but varietal Petite does not put you off. The fruit is rich and it hits you with strong flavors. We sell out of our own wine every year, and have a waiting list of people who want to buy grapes."...

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/09/06/FD4F19GBFK.DTL>



International Food & Drink Expo India 2009

SOMMELIER INDIA, INDIA

08.09.09: The International Food & Drink Expo India 2009 is taking place between 2 - 4 December 2009, at Pragati Maidan in New Delhi. This is a great way to get a foothold in India and build your brand. Every business will have their own individual reasons for participating but here for your consideration is what the Organisers have to say.

1. New Delhi will host the Commonwealth Games in October 2010. India's buyers will be keen to source new and exciting products that will keep their business ahead of the competition - make sure they taste yours!
2. Interactive visitor features, including the Business Forum organised by Technopak, will attract key buyers to the show - they could meet with you!
3. India remains one of the fastest growing economies in the world
4. India's population of over 1.147 billion represents one of the largest consumer markets in the world...

http://www.sommelierindia.com/blog/2009/09/international_food_drink_expo.html

The Politics of "Green Wine"—and Added Sulfites

FASTER TIMES, USA

08.09.09: A few weeks ago, I posted an article about natural wines—just one of the many "green" wines that are getting more attention (and accolades) these days. There's also certified organic wine. Wine made from organic grapes. Biodynamic wine. And—murkiest of all—"sustainable" wine.

A friend recently posted on Facebook that she'd finally come to the conclusion that she can't drink red wine anymore—she wakes up in the middle of the night with raging headaches. Several people (including me) posted that she's probably sensitive to sulfites and that she should give sulfite-free wines a try. (Another friend posited that it was the histamines in red wine that give people headaches—this actually seems more plausible to me since white wines typically contain more sulfites than red. Reds have more natural preservatives in the form of tannins.)

A discussion ensued about which wines do and do not contain sulfites. Here's the scoop: all wines contain some naturally-occurring sulfites—they are produced by yeast during the fermentation process. In the U.S. any wine that is "USDA Certified Organic" cannot contain any added sulfites. Those organic wines that do contain small amounts of added sulfites are labeled "made from organic grapes." Winemakers with this label add no more than 100 ppm (parts per million) total sulfites—in the form of sulfur dioxide (known as SO₂)...

<http://thefastertimes.com/foodpolitics/2009/09/08/the-politics-of-green-wine%E2%80%94and-added-sulfites/>



Wines by the glass

THE DAILY TELEGRAPH, UK



09.09.09: Lunch at the swish sushi joint Sake no Hana in London's St James's Street has left me feeling rather grumpy. Our food ordered, I examine the list of some 20 or so champagnes and 50 still wines, and find my mouth watering simply at the sight of it.

Having spotted it on the back bar, my date and I fancy a glass of the scrumptious Bollinger Rosé. We are told, though, that it's by the bottle only. Indeed, only two fizzes are available by the glass and only a paltry six out of the 50 wines. Little wonder, then, that most of the couples and the hedge-funders around us are drinking beer, sake or water. I mean, who, during a working day, is going to split a bottle of champagne between two with wine to follow? We have a modest 125ml glass of Moët and one of Alsace riesling and leave it at that. We depart well-fed but out of sorts.

For supper I head to my favourite gastropub, the Chimney House in Brighton, as guest of my old friend Chris Orr, managing director of Quintessentially Wine. It boasts a short but extremely appealing list of just 23 wines, 22 of which are available by the glass, in either 175ml or 250ml measures. Hooray! This is somewhere that wants you to enjoy yourself and I feel in a good mood already...

<http://www.telegraph.co.uk/foodanddrink/wine/6155913/Wines-by-the-glass.html>

A berry nice vintage: It's time to rediscover the ancient art of fermenting fruit wines

THE INDEPENDENT, UK

10.09.09: Town dwellers are apt to think that wine-making is only for country people," wrote Isabella Beeton in the section on "home-made wines" in her Book of Household Management, "but wines can be made equally well in town, and the fruits or flowers picked on a day's excursion into the country can, with a little trouble, be turned into wine for future enjoyment."

The original domestic goddess was, of course, wise about many things – how to stuff a duckling, fire a housemaid and fillet a trout, for example – and here too she was privy to a great truth. She knew, as many city types have since forgotten, that it is possible to make booze out of all sorts of things. Her Victorian doorstopper includes recipes for 30 home-made wines using a variety of fruit and also vegetables, including blackberries, beetroots and parsnips.

The grape, despite its reputation, is not indispensable to wine-making. Yeast is not picky. Set it to work on something that contains natural sugars – be it mango, turnip or dandelion – and it will produce alcohol. The ancient Britons also understood this. They did not sit around dry-mouthed waiting for the arrival of the Romans and their vines. No, instead they produced imaginative concoctions based on fermented honey, herbs and fruit...

<http://www.independent.co.uk/life-style/food-and-drink/features/a-berry-nice-vintage-its-time-to-rediscover-the-ancient-art-of-fermenting-fruit-wines-1784404.html>

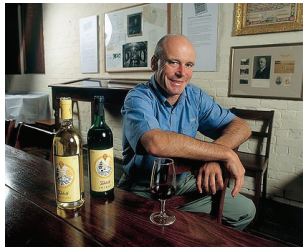


Global Industry Watch

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.

Why Aussie wine is on the nose overseas

THE AGE, AUSTRALIA



04.09.09: **Aussies like to pride themselves on their wine but industry experts say Australian wine is suffering from a serious image problem overseas.**

So local winemakers are fighting back with a collective tasked with countering stereotypes of Aussie wine as cheap and cheerful industrial plonk with critters on the label.

Twelve of the country's most iconic winemakers banded together to launch Australia's First Families of Wine (AFFW) in August.

Chairman Alister Purbrick, chief executive of The Tahbilk Group of winemakers in Victoria, says the move to form a united front took hold in 2006 when European critics panned Australia for producing "industrial wine".

"Essentially what (they were) saying is 'we make wine from the earth and (Australians) just make factory wine'," he said.

Purbrick says the international slanging match reached a crescendo in the last six months.

"There's been comments made like, 'the word Australia and fine wine just don't go together', that 'Australia has no bricks and mortar, no heart and soul' - absolute rubbish," he says.

"Another one was 'Australia is sunshine in a bottle', or 'Australian wine should only be drunk down at Bondi Beach'.

"It just went on and on and on, all of this bagging ... (like) the only labelling or branding that's successful is the critter brands."

Purbrick says this negative perception of local wine has been driven by tasty but cheap Australian exports - mostly less than STG5 (\$9.75) a bottle - dominating the shelves in the UK.

"Our reputation overseas has been developed on the basis of our lower price point wines," he says...

<http://www.theage.com.au/executive-style/top-drop/why-aussie-wine-is-on-the-nose-overseas-20090904-facj.html>

Australia in danger of confusing consumers: Wolf Blasstle

DECANTER, UK

03.09.09: Wolf Blass has warned Australia it is in danger of confusing the public with a 'fruit



salad' of grape varieties.

The veteran Australian winemaker, who turned 75 this week and whose biography has just been released, urged the industry to concentrate on producing the red varieties for which it is best known – Shiraz and Cabernet Sauvignon.

And it should make Riesling its benchmark white wine, the founder of the now Foster's-owned Wolf Blass brand says.

He told [decanter.com](#) last week that **Australia was in danger of making the same mistake as his county of birth, Germany, in 'creating a fruit salad of grape varieties and confusing the public.'**

He advocated **'very little' planting of the new varieties which are proliferating in Australia, and leaving Sauvignon Blanc to New Zealand.**

'We'd be absolutely mad to compete against Sauvignon Blanc from New Zealand when the New Zealanders have about a 50% surplus,' he said.

Blass called for a levy on winemakers to fund promotional programs designed to maintain Australia's global market position.

Despite the current downturn, the industry was fundamentally sound but was suffering because there was no co-operative thinking.

'We've got too many people in the industry not participating and putting money where it belongs,' he said referring to about 2,000 wine producers who were not members of the 350-member Winemakers' Federation of Australia.

'If you are out of sight you are out of mind. No promotion and no propaganda, something terrible will happen. Nothing.'

Blass said he believed that Asia was a key to the Australian industry's future.

He advocated tackling its markets with fermented pearl – or spritzig - wines – similar to those he and other winemakers produced in the 1960s and which are credited with converting Australians from being beer and fortified wine drinkers to table wine consumers.

<http://www.decanter.com/news/news.php?id=288696>

Wine growers see export recovery

TVNZ, NEW ZEALAND

08.09.09: Wine expert Blair Gibbs says New Zealand has begun to see a solid recovery in export markets as the northern hemisphere summer comes to a close and the Christmas period comes into focus.

"Predictions of further yield reductions through grape growers and wine companies working closely together to meet demand will see further quality gains especially enhance Marlborough's world class reputation," says Gibbs, the head of Wine Marlborough and the Spy Valley label.

He says globally there are opportunities in new markets and many pockets of the market are begin to fire by buying across the board.

Gibbs says the UK, a traditional market for this country, has begun its recovery but



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New Zealand will need to work hard to promote its brand again.

The level of bulk exports to the UK was staggeringly high this year and New Zealand's market position, which took 30 years to build, has been eroded.

"The market is recovering after a huge amount of pressure. There are brands that have suffered, while some have succeeded."...

<http://tvnz.co.nz/business-news/wine-growers-see-export-recovery-2972491>

One-Fifth of California Wine Is Exported

WINES & VINES, USA



09.09.09: In 2008, one of every five bottles of wine produced in California were exported overseas, with total exports amounting to 43.5 million cases. Last year, more than half of California's wine exports went to Europe (including the European Union), and for the first time, California wines surpassed French wines in value in the UK market, taking the No. 2 spot behind Australia. These figures were among the promising data presented by Wine Institute for current and potential wine exporters at a seminar last week.

Also in 2008, more producers began exporting bulk wine for bottling overseas -- primarily to Europe and Japan -- to save on shipping and packaging costs. Once bottled, the wine was then shipped to final destinations in neighboring countries. **More than 50% of exported California wine was shipped in bulk -- this was up 14% in 2008. By contrast, wine bottled and then exported accounted for 48%, a decrease of 2%.**

Also, China's purchases were up 34% to \$22 million, in part because the local import tax on wine was repealed and Hong Kong's sales went up 244% by volume.

In addition to its role advocating California's wineries and wine, since 1985 the Wine Institute has served as the administrator of the California wine Federal Market Access Program, an export promotion program managed by the USDA's Foreign Agriculture Service. (Some other states have similar programs.)

Currently more than 150 California wineries participate in the WI's International Program, and its promotional campaigns for California wine help develop markets in more than 25 countries.

In Canada last year, the Wine Institute partnered with the Liquor Control Board of Ontario in a fully integrated marketing campaign with the theme "California Style." It was likely the largest retail promotion of California wines ever outside the U.S. market, and also highly successful: Sales overall in Canada increased 11%.

The high-visibility tourism program "Capital of Culinary Travel," a joint effort by the California Wine Institute and the California Travel and Tourism Commission also has promoted the state's wine and cuisine offerings to the fast-growing travel segment of culinary connoisseurs -- and those who aspire to be...

<http://www.winesandvines.com/template.cfm?section=news&content=67383&htitle=One-Fifth%20of%20California%20Wine%20Is%20Exported>



France's cultural heritage withers on the vine

FINANCIAL TIMES, UK

Christine Vernay was on holiday in Missouri when she got the call. It was August 12 2003 and the French vineyard owner was not due to return home for 10 days; the harvest on her Rhône valley estate would begin in late September. But then a friend from the same village, Condrieu, called her husband's mobile phone. "The grapes have ripened early. You need to come home now," he said.

France was sweltering in the most extreme heat wave on record. Christine and her husband, Paul Ansellem, caught the first flight back but by the time they reached the vineyards most of the grapes in their 18 hectare estate had shrivelled on the vine.

Instead of rows of plump, light golden fruit, the couple found shrunken berries, burnt brown by the sun. "We'd never seen anything like it," says Christine, a 52-year-old mother of two, who took over the renowned Vernay estate from her father in 1997. She scrambled to arrange a harvest within three days of their return. Even so, the vineyard produced only half its usual volume of wine that year. The grapes were simply too desiccated.

Ms Vernay's experience offers a stark preview of what scientists say could be the future of the wine industry in southern Eur-ope. Heat waves like that of 2003 will occur with increasing frequency in coming decades, they predict, while average yearly temperatures will continue to rise.

Martin Beniston, a senior climate scientist at the University of Geneva, and a member of the Intergovernmental Panel on Climate Change, says: "Where one heat wave summer can have a beneficial effect on some grapes, several in a row would take a heavy toll on all but the most robust species."...

Subscription based

French government to help wine exports

FORBES, USA

08.09.09: The French government is promising export guarantees to help France's wine producers struggling to keep up sales abroad amid the economic downturn, the agriculture minister said Tuesday.

Vintners in the Bordeaux region appealed to visiting Prime Minister Francois Fillon for seven steps to help out their sector, including a cut in the value-added tax on wine in restaurants.

That bid seemed to fall flat. "This is not a subject that we can make decisions on quickly," Agriculture Minister Bruno Le Maire said. It's "not a priority."

But the prime minister committed to "putting in place measures of export credit guarantees" that would be hammered out with the finance minister by the end of this month, Le Maire said. He gave no other details.

Fillon said there would be no direct subsidies to the wine industry.

French wine exports plunged 25 percent in the first half of this year to euro3.28 billion as consumers worldwide scaled back on nonessentials amid the global



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financial crisis, according to the Federation of French Exporters of Wines and Spirits. The biggest drop fell in luxury drinks such as Champagne and Cognac, while table wine exports barely dropped.

http://www.forbes.com/feeds/ap/2009/09/08/business-eu-france-wine-exports_6859312.html

Moldovan grape growers face bankruptcy despite good harvest

KYIV POST, UKRANIA

07.09.09: Depressed grape prices are threatening many Moldovan grape growers with bankruptcy despite this year's good harvest.

Wineries are overstocked with wine produced from harvests in previous years, a state of affairs that has kept grape prices low.

Moldova began harvesting wine grapes on Monday, a week earlier than in 2008.

The weather this year was a lot better for grape-growing than last, with fewer rainy days and more sunshine. Moldova-Vin forecasts the wine grape harvest at 640,000-670,000 tonnes, of which roughly 100,000-140,000 tonnes will be sold in Romania and Ukraine. The wine grape harvest last year totaled 480,000 tonnes.

Wineries currently have 24 million-28 million dal of wine on hand. Specialists say that in the current season, wine grapes will sell at an average price of 10-15 cents per kilogram, not enough for grape growers to recoup expenses.

Moldova resumed wine exports to Russia in November 2007. Russia banned Moldovan wine imports on March 28, 2006 after finding substandard wine in deliveries from Moldova.

<http://www.kyivpost.com/business/48210>

EU Commissioner finds tax situation unacceptable

SOMMELIER INDIA, INDIA

08.09.09: Now the European Union is concerned about the wine taxation across India. The European commissioner for agriculture and rural development, Mariann Fischer Boel, said the state variations in taxes was unacceptable to them when talking to the press in Delhi.

This is not the first time that the EU has complained and it certainly won't be the last. With Indian agricultural exports to the European Union far exceeding imports by a factor of roughly ten to one, the European Union is feeling the pinch. Speaking to reporters at a breakfast meeting in the capital, Boel said, "We want to secure access to Asian, especially the Indian, market for our refined products."

It was just over a year ago that the European Union formally complained to the World Trade Organization over taxes and restrictions on European wine and spirits imposed by three Indian states namely Goa, Maharashtra and Tamil Nadu. A year later and post the Doha WTO talks the bad blood still remains.

On the surface of the debate, it is hard not to understand and agree with the EU point of view especially as the current tax regime hurts the Indian consumers as



much as it hurts the EU wine producers. Still, with some Indian producers like Indage Vintners in considerable trouble, there's feasibly intense local pressure on the Indian government to uphold the current taxation policy. Part of the problem is that in India there are two levels of taxes, custom duties on wines imported into the country and then state level taxes which differ by the price point and origin of the wine.

In comparison to India's 162.6% total customs duties on wine, Brazil imposes a flat 25% and China only 17% with maximum additional duties no greater than 53% for Brazil and 17% for China.

http://www.sommelierindia.com/blog/2009/09/eu_commissioner_finds_tax_situ.html

Majestic and The Sampler clinch double win at retailer awards

DECANTER, UK

03.09.09: High street retailers Majestic and The Sampler scooped two major awards each at the Decanter World Wine Awards on Tuesday.

Seeing off competition from Oddbins and Wine Rack at the Royal Opera House in London, wine warehouse Majestic picked up the Wine Chain of the Year award for the quality and breadth of its offering of more than 800 wines.

It also scooped the Best Large Wine Merchant reader award, and was praised by readers for its extraordinary range and knowledgeable staff.

Islington-based merchant The Sampler, known for its ever-changing offering of icon wines available for sample in Enomatic machines, picked up the Small Independent Merchant of the Year award.

The popular London merchant, which boasts an average bottle spend of £23, also bagged the Small Wine Retailer of the Year reader award, and was lauded for its innovative approach to wine retailing and superb range of wines.

The hotly contested Supermarket of the Year award went to Waitrose, which triumphed over runner-up Marks & Spencer.

Waitrose was praised for its 'off-piste' offerings from countries such as Georgia and Cyprus, the quality of its range and its lasting supplier relationships.

Other winners on the night were Tanners, which were crowned Independent Merchant of the Year, Yapp Wines, who scooped the Specialist Merchant of the Year award and Berry Brothers, which was named Online Merchant of the Year for the second year running.

<http://www.decanter.com/news/news.php?id=288705>

Appellation Grape Quota Still Pending

WINES & VINES, USA

04.09.09: The Washington state legislature this summer passed House Bill 1812, which requires that at least 95% of grapes used for wine production come from Washington if a label advertises a Washington state AVA. Now that the bill is set to become effective for grapes





harvested after Dec. 31, 2009, the Washington Association of Wine Grape Growers (WAWGG) is refocusing its efforts on backing a similar federal mandate.

Earlier this year WAWGG joined forces with winegrape associations from three other states to petition the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) for wines that are labeled with the "American" appellation should contain 100% domestic winegrapes. Under the current mandate, U.S. wineries may use up to 25% foreign grapes and still use the American appellation label.

Brenton Roy, chairman of WAWGG, said he believes that very few wineries using the American appellation are in fact sourcing fruit internationally, but the issue is about integrity. "It just comes down to doing what we say we're doing -- giving the consumer in the bottle what it says on the outside of the bottle," Roy told Wines & Vines...

<http://www.winesandvines.com/template.cfm?section=news&content=67326&htitle=Appellation%20Grape%20Quota%20Still%20Pending>

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.

Pop Goes the Critic

THE NEW YORK TIMES, USA



08.09.09: When the refined British wine writer Jancis Robinson joined the frenetic Gary Vaynerchuk last fall on his video blog Wine Library TV it was as if Helen Mirren had shown up on an episode of "Dog the Bounty Hunter."...

Before long his high-volume, hyper-enunciated delivery, sprinkled with bizarre tasting analogies and unlikely stream-of-consciousness departures, had earned him a rabid Internet following, along with ridicule from detractors in the audience. He was called a clown and the Human Infomercial, whose over-the-top style was dumbing down wine. Yet his fan base kept growing. He estimates his audience for each episode of Wine Library TV (he's just recorded No. 733) at 90,000 people, and he has nearly 900,000 followers on Twitter.

The numbers have made Mr. Vaynerchuk not only a wine industry phenomenon, but a social media superstar who's being held up as a role model for using the tools of e-commerce to succeed in any business.

"Gary V. is a one-man social network," said Paul Mabray, chief strategy officer for VinTank, a wine industry think tank and consultancy. "He has the ability to get other people to believe in his product, and act as a megaphone for his message, and he's the only wine writer we've seen



adopted by mass culture, like Ellen and Conan.”...

<http://www.nytimes.com/2009/09/09/dining/09pour.html?ref=dining>

AltaTech and its secret weapon

JANCIS ROBINSON, UK



05.09.09: How's this for an idea? You raise a few hundred million dollars from a pension fund. Invest it in top American West Coast vineyard land. Plant vines there and sell their produce at top dollar on the basis that it will help your wine-producing customers gain higher scores for their wines. You get most of the vineyard work done by outside contractors (mind you, so do many of your neighbours). So really, what you're selling is expertise in vineyard prospecting and design. And your investors are in no hurry for their money back because, while your returns are not as high as you'd like, they're a lot higher than for most of the pension fund's other investments. You also offer leases on new vineyards and leaseback financing on existing ones, all part of your offer of 'creative financial solutions designed to help wineries face the challenges of a competitive marketplace'.

This enviable model, AltaTech Viticulture (formerly Premier Pacific Vineyards) of 4 Financial Plaza, Napa, California was dreamt up in 1998 by real-estate veteran Richard Wollack and William Hill, a man with a track record of turning California dirt into dollars via wine. They had their first round of financing from America's largest public pension fund CalPERS in place by 2002 when they started to accumulate suitable land. Their second major injection of cash came again from CalPERS, while their third and fourth rounds came from Commonfund so that they have now planted a total of 1,700 acres of prime vineyard, with more than 5,000 acres of plantable reserves in hand, in California, Oregon and Washington state. Vineyard land has been known to go for up to \$330,000 an acre in the Napa Valley, where AltaTech has 344 planted acres.

<http://www.jancisrobinson.com/articles/a200909032.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.

Radiation Toxicity Reduced With Red Wine

DIGITAL JOURNAL, USA

03.09.09: Drinking wine may be the key to healthier radiation therapy. In some patients, the skin toxicity effects of radiation was reduced up to 75 per cent with moderate red wine consumption.



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Women with breast cancer who undergo radiation therapy may have a new friend on their side. Red wine, when consumed in moderation, can reduce the toxic effect of the therapy on their skin.

Radiation therapy is known to leave the skin red and irritated. The effect can take up to three weeks to appear, but as many as six weeks to heal.

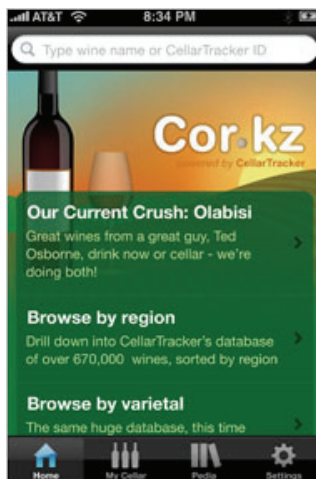
Researchers have found that consuming just one glass of red wine before therapy can block some of these skin burns, according to the International Journal of Radiation Oncology Biology and Physics as published by Reuters.

Dr. Gabriella Macchia of Catholic University in Italy, believes the test results may provide more benefit than meets the eye. According to Macchia, "If wine can prevent (radiation)-induced toxicity...it also has the potential to enhance the therapeutic benefit."...

<http://www.digitaljournal.com/article/278682>

Choosing Wisely by Consulting the Sommelier in Your Pocket

THE INTERNATIONAL HERALD TRIBUNE, FRANCE



09.09.09: Shopping for wine is a lot like parenting a teenager. You feel stupid when you're in the middle of it, and when you finally emerge, you're desperately ready for a drink.

There is, alas, no app for raising teenagers. But mobile software developers have begun aiming at oenophiles, and in so doing, they have established one of the more useful categories of wireless apps.

Appropriately enough, choosing the right one can be puzzling and tedious. Some of the refined entries in the current vintage include Cor.kz (\$4), Wine Enthusiast Guide (\$5), Nat Decants Food & Wine Matcher (\$3) and Pair It! (\$3). I'd give them a rating of 85, with an asterisk. They're fairly good now, and they should age nicely.

Before digging into the details, though, consider the overall value of these services for a moment. Let's say you're at your favorite wine shop with about 15 minutes to spare, and you want a bottle that will make your dinner guests coo, without maxing out your credit card.

The shop owner is helping someone near the Mouton Rothschild, and the other employees are 23-year-olds with extensive beer-stocking skills. Rather than choosing a random bottle or asking the beer guys, you can now just reach for the sommelier in your cellphone...

<http://www.nytimes.com/2009/09/10/technology/personaltech/10smart.html?scp=4&sq=wine&st=cse>

Follow the 2009 wine harvest on Twitter

EXAMINER, USA

07.09.09: Wine geeks, lovers, and the just plain curious can now follow (twollow?) the '09



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harvest with Wine Business.com's new Twitter service, Wine Harvest Tweets, giving updates from Cornell Cooperative Extension, covering the New York region;

Napa Valley Grapegrowers; Paso Robles Wine Country Alliance and

Yakima Valley (Washington state) Grapegrowers.

As an example, here's a recent tweet from Napa Valley Grapegrowers (NV Grapegrowers):

"September 4th (8:46 AM) Silverado Farming is working Labor Day as they always do during harvest, especially with the cooling trend that begins today. #wine,#harvest"...

<http://www.examiner.com/x-9434-Wine-Examiner~y2009m9d7-Follow-the-2009-wine-harvest-on-Twitter>

Wines from Greece Publicity Monitor

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

It's all greek to me - Greek wines make a come back

EXAMINER, USA



09.09.09: **While Greek wines haven't made big headlines in recent years, Greece has a long vinous history dating back 4,000 years and is actually considered to be the birthplace of food and wine as a culture.** Among its more well-known wine exports is Retsina, which owes its unique flavor to its infusion with pine resin. While not most people's preference, traditionally, this process actually served a purpose, acting as a preservative and preventing oxidation long before the advent of refrigeration and other modern technology. Other additives, such as opiates, were also common in ancient Greece, which gave rise to those bacchanalian

parties. As further evidence of its forward thinking, Greece also pioneered the concept of using specific vessels for specific wines long before Riedel crafted his first crystal stemware. Moreover, antique amphorae also sported the first wine labels, with seals indicating the vintner, vintage, etc

But, it wasn't until more modern history that Greece has once again become a world class producer of wine. Previously, wines were high in alcohol, low in acidity and prone to oxidation due in part to poor winemaking, high yields and over-oaking. Conversely, today, Greek wines are clean and fresh, with balanced structure and acidity and are quite food friendly. Combining Old World tradition with New World technology, many producers are using indigenous grapes grown at low yields and applying new technologies such as refrigeration to produce high quality wines.

Geographically, Greece resembles an outstretched hand, reaching into the water. Located within the Mediterranean Sea, Greece is a country primarily made up of volcanic islands and qualifying as the third most mountainous country in Europe. Not surprisingly, this is a country whose



vineyards are made up of small plots of land with ancient soils, in isolated areas and at high elevations (among the highest in the world, second only to Argentina). Given its maritime location, it has a Mediterranean climate, with a heavy influence from the sea. In fact, low rainfall plagues most of Greece, with moisture coming from fog instead.

Home to over 300 indigenous grapes that have been cataloged, Greece provides great diversity and originality in its wines. Yes, you can find the usual suspects – Chardonnay, Cabernet Sauvignon and Merlot – but more importantly, and more significantly, are grapes such as Roditis, Assyrtiko, Agiorghitiko and Xinomavro.

Amidst the Aegean Islands, Santorini seems like an unlikely place for wine production. Here, soils are a mix of volcanic and minced rock while the climate is extremely dry and windy, so much so that vines must be trained low to the ground in a circular pattern, resembling a woven basket. Yet despite this inhospitable climate, **Assyrtiko** thrives, producing wines with vibrant acidity and minerality that develop a beautiful richness over time. Among other whites, **Athiri** grapes are grown in Rhodes and Santorini, providing wines with low acidity, good weight and high aromatics. **Roditis** is the grape best known for the wines from Patras, which are elegant, light white wines, displaying notes of citrus flavors.

Red grape star **Agiorgitiko** provides dark color and soft tannins and results in wines with a roundness and balance similar to Pinot Noir. Found in Nemea (the largest red wine appellation in Greece), on the Peloponnese, these wines can be aged and have nice acidity and good aromatics. Another well-respected red variety is **Xinomavro**, which loosely translates as sour black. This grape is grown in Naoussa within the region of Macedonia, and is responsible in part for the blend in Rapsani on Mount Olympus.

Greece is also known for its dessert wines. **Mavrodaphne** grapes are generally used to produce sweet, fortified wines that are similar in style to ruby Ports. Other sweet Greek wines include **Muscats** of Samos as well as those from Rion and Patras, with notes of apricot, honey, orange peel and spice.

The wine renaissance taking place in modern Greece is long overdue, but well worth the wait. And, just in time, too, as Greek food has become an important trend in Metropolitan restaurants. In fact, in recent years, one magazine declared that "octopus is the new calamari." But, regardless of what you order, Greek wines are food friendly wines that can pair easily with a wealth of cuisines. And, with your newly acquired knowledge, reviewing a list of Greek wines should no longer have you saying, "It's all Greek to me."

<http://www.examiner.com/x-5719-NY-Wine-Shopping-Examiner~y2009m9d9-Its-all-greek-to-me>

Nature's very own vintage

NJ.COM, USA

05.09.09: Helen Comoutos is a winemaker who knows about feces.

"Sheep manure is the secret ingredient," Comoutos says during a stroll through her 25 acres of aromatic vineyards on the Ionian Sea island of Zakynthos, the place where legend has it Zeus came for his wine.

"No chemical fertilizers, no industrial weed killers," the octogenarian Greek vineyard owner adds, proudly prodding the roasting loam with her walking stick on a hot August afternoon.



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"We've mostly made our \$15 Verdea Grande Reserve this way since 1638. And now the rest of the world is following us."

Heightened consumer demand for wholesome food and drink created by ecologically sound agricultural practices has inspired a new generation of vintners to tap Comoutos's ovine formula to craft wines known as organics or bios.

The 10,000 bottles of biologically correct red and white wines that annually come from Domaine Comoutos are flavorsome illustrations of the back-to-the-future shift in the tastes and temperaments of winemakers and their customers.

Bio-wines are pressed from grapes grown without outside chemical interference and, to relieve the protein fears of extremist vegetarians, in some instances forsake the use of egg whites in the filtration process...

http://www.nj.com/business/index.ssf/2009/09/natures_very_own_vintage.html

A wine-soaked odyssey

THE FINANCIAL TIMES, UK



05.09.09: This is the most classical expression of the Muscat grape," says Yiannis, my host from the Union of Wine-Making Cooperatives of Samos – a northern Greek island – and he is probably right.

My mind, though, is elsewhere. I'm thinking about one of the finest drinking sequences in English literature.

In *Mani: Travels in the Southern Peloponnese* (1958), his masterpiece about Greece, Sir Patrick Leigh Fermor tracked down a fisherman in Kardamyli called Evstratios Mourtzinos, whose family name suggested possible descent from the last Byzantine dynasty. The fisherman welcomed the Englishman with a brimming glass of ouzo, and Leigh Fermor embarked on a once-upon-a-time daydream that saw the Turks returning the Byzantine empire to the Greeks. Suddenly there was a vacancy on the emperor's throne and the search for an heir began.

Unaware of his English guest's wild imaginings, Mourtzinos wittered on about grey mullets while his wife chopped up an octopus tentacle. Leigh Fermor, swept along by a third ouzo, saw doubtful claimants to the Byzantine throne rejected one by one: the Cantacuzeni, the Stephanopoli de Comnene of Corsica, the Melissino-Comnenes of Athens...

<http://www.ft.com/cms/s/2/e09681aa-98e3-11de-aa1b-00144feabdc0.html>



Blogosphere Monitor

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

Natural Wine: The Panel Transcript

VINOGRAPHY, USA

07.09.09: I find it quite fascinating that in many ways, the cutting edge of winemaking today involves a return to quite ancient methods, and a principled rejection of many of the innovations that have produced such an increase in the volume and quality of wine around the world.

It's not unlike the progression of communications technology in the business world. First no one had cell phones, then the richest early adopting business people had cell phones, then everyone had cell phones, and now some of the world's visionary CEO's and business leaders pride themselves on not having cell phones (or even offices with computers). In some ways the explosion and adoption of technology in any field (and the corresponding knowledge that goes along with it) can provide a platform for the deliberate abstention from the march of progress.

In the case of winemaking, there are a number of "movements" away from technology and modern winemaking techniques, in particular the use of petro-chemicals in the vineyard and commercial treatments or additives in the winemaking process. Perhaps the most extreme, and least defined ideology in this realm are those that call themselves (or more often are described by others) as members of the Natural Wine movement, or Vin Nature, as they would say in France.

Many people, including those who can be described as authorities on the subject of Natural Wine, credit winemaker Jules Chauvet and several winemaking friends for reclaiming the set of principles that tie any so-called natural winemakers together. These principles, which were never truly codified by any chartered organization or association, mean that natural wines are made from vineyards which receive nothing added by man (fertilizer, pesticides, herbicides, copper sulfate, or, in most cases, water) and that in the winemaking process, nothing additional is added, but especially not commercial yeasts, enzymes, acid, sugar, new oak, and filtering/fining agents. The most extreme proponents of this philosophy also eschew the use of sulfur dioxide, though in practice, most use some at the time of bottling to prevent re-fermentation in the bottle...

http://www.vinography.com/archives/2009/09/natural_wine_the_panel_transcr.html

Champagne in crisis?

WINE ANORAK, UK

08.09.09: There's a great piece in the Guardian about the issues facing Champagne, which quotes both Adam Lechmere and Robert Joseph. The key issues:

* Champagne sales are down (exports down 45% in the first half of 2009 versus 2008 figures)



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* This year, growers are only going to be allowed to pick about half their grapes, leaving the rest on the vine, in attempt to reduce supply to keep demand high

Effectively, Champagne is a brand, and one of the rules of brand management is that you shouldn't kill your brand by discounting it.

Yet the sorts of market manipulations attempted by the Champenois make me feel uncomfortable.

The horror scenario for Champagne is that consumers should lose the perception they have that Champagne is special and worth a huge premium over other sparkling wine styles. What if consumers decide that it's fizz they want, not Champagne, and they can get fizz that ticks all their boxes from other regions?

With Champagne producers committed to protecting their price points through regulating supply, this creates an opportunity for sparkling wines from other regions.

Would it be so disastrous if Champagne were to win new consumers with £10 supermarket own-label Champagnes, £15 Grand Marques, and more prestige cuvees kicking in at £30? Lower margins but increased volumes might win customers who otherwise would shift to discover other sparkling wine styles.

<http://www.wineanorak.com/blog/2009/09/champagne-in-crisis.html#links>

The Big Fish Little Pond Theory of Wine Marketing

FERMENTATION, USA

07.09.09: The theories of marketing I like best are the ones I understand. I don't much like those theories whose substance allude me.

The one theory of marketing that I've always understood and that I've seen work consistently well when applied well in the wine business is the theory of the Big Fish In The Little Pond. I think the reason the BFLP theory of wine marketing works so well is because its so elegantly simple. It works like this:

Find a small product category (Alicante Bouschet, for example), where fewer competitors are willing to play, Produce a great example of the product (Ballentine Vineyards' Chenin Blanc, for example) and institute a very targeted placement strategy that makes your example of the product the obvious go-to wine among those looking for something unique and different.

While the advantage of the BFLP strategy is that the player has less competition than those in larger working in larger product categories, the disadvantage is that there are far fewer buyers for the product. The key, then, to this marketing strategy is being highly successful at identifying buyers for your high quality, though obscure, product.

What's very interesting to this PR Guy is the identification of small product categories. There are actually few pure wine categories that are now uncrowded. Alicante Bouschet is a good example. So is Chenin Blanc. But you'd be hard pressed to find other purely varietal categories that are relatively small ponds.

<http://fermentation.typepad.com/fermentation/2009/09/the-big-fish-little-pond-theory-of-wine-marketing.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.

'Sideways' still lures tourists to Santa Barbara wine country

THE LOS ANGELES TIMES, USA

03.09.09: The global economic crisis has squeezed tourist spending in the wine country north of Santa Barbara.

But five years after the Santa Ynez Valley was featured in an Oscar-winning film "Sideways," the region is still soaking in the benefits.

Visitors continue to snap up maps that mark the wineries and restaurants shown in the film offbeat comedy about the wine-addled adventures of two hapless buddies. And to the delight of merchants and wine makers, the continued popularity of the 2004 film has helped soften the blow of the worst recession in a generation.

Even today, tourists request the same hotel room and restaurant booths where the movie's bottle-tilting heroes, Miles (Paul Giamatti) and Jack (Thomas Haden Church), sleep, eat and drink.

To lure visitors, wineries are offering specials and two-for-one coupons. Tourists are economizing by bringing their own food to some tasting rooms, taking day trips and lugging home a few bottles rather than a few cases.

http://latimesblogs.latimes.com/shopping_blog/2009/09/sideways-wine.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.

Makers of high-end wines caught in 'dead zone'

PRESS DEMOCRAT, USA

07.09.09: ... **High-end wines may see a spurt in sales as restaurants and distributors replenish inventory in anticipation of the holidays, but it won't be anywhere near previous levels, Fredrikson said**

"Unfortunately, it's going to be a real slow comeback," he said.

That's because consumers are unlikely to return to their freewheeling spending habits anytime soon, even if the economy does recover, industry experts agree.

With so many good wines being made at affordable prices, both in the U.S. and



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abroad, consumers who go hunting for values will inevitably find them.

"Consumers are now saying, 'I traded down, and guess what, I found good wines,'" said John Gillespie, president of the Wine Market Council, which studies the habits of U.S. wine drinkers....

.The discounting of wine may actually end up helping the industry overall, Nicholson said. **Better wine at lower prices will draw more wine drinkers, who will inevitably, as the economy improves, return to exploring higher priced wines,** he said.

<http://www.pressdemocrat.com/article/20090907/ARTICLES/909079971/1036?Title=Maker-s-of-high-end-wines-caught-in-dead-zone->

