

Global Wine Trends

Weekly Update

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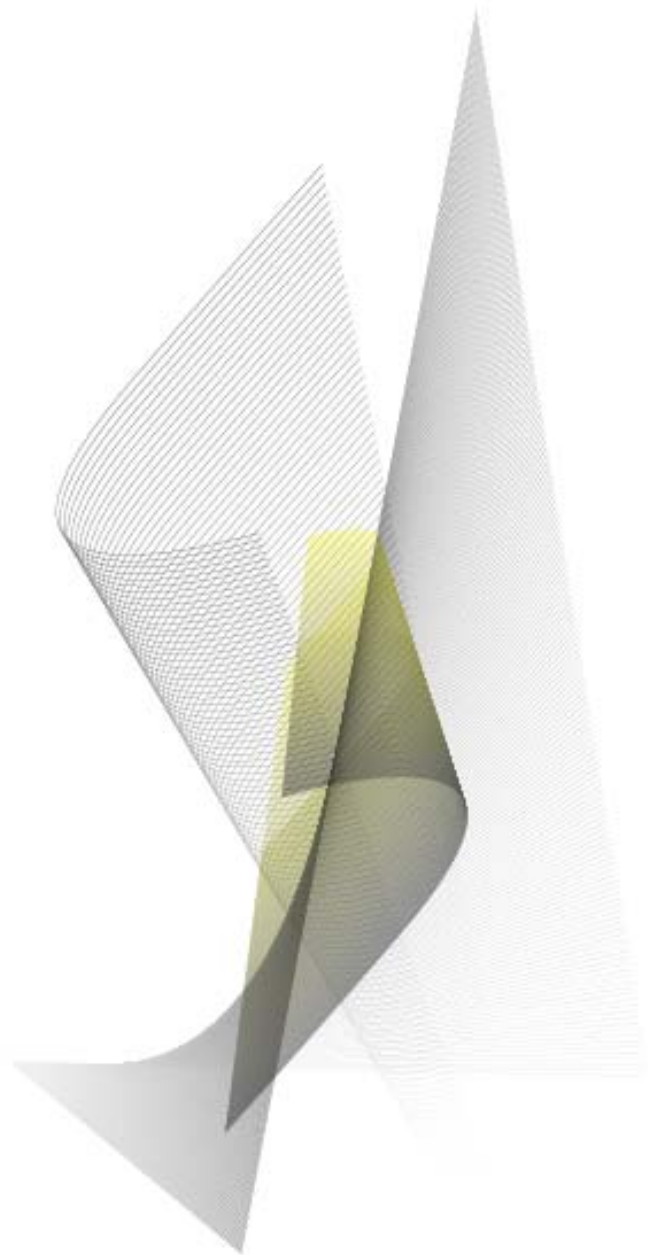


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Global Market Watch

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

US Wine Report - Market Forecast Data to 2012 with Sales Expected to Be US\$4 Billion

BUSINESS WIRE, USA

19.08.09: Wine market is currently witnessing steady growth in consumption in most of the countries of the world. Growing disposable incomes, rising affluence and sophistication, and the resultant consumer shift towards consumption of premium alcoholic beverages are driving growth in the wine industry worldwide. Moreover, developing countries like Russia, China, Australia and India, together with other countries, are expected to drive future growth in this market.

US wine market is one of the fastest growing markets of the world. It has expanded rapidly over the past few years on the back of increased consumption, medical benefits, government support and growing young population. The market will continue growing at a rapid pace in coming years also, says our new report "US Wine Market Forecast to 2012."

As per the report, **US is all set to become the largest wine consumer globally by 2012. The wine consumption in US is forecasted to grow at a CAGR of over 3% during 2009-2012 to reach 852 Million Gallons by 2012. Moreover, wine sales in the US will be worth US\$ 44 Billion by 2012. The economic recession had little impact on the US wine industry as consumers saved funds to enjoy wines at home. As a result, US food store wine volume increased by nearly 1.6% in 2008.**

Anticipating the current market trends and future prospects, we have done a comprehensive analysis of the US wine industry. The report covers various aspects of the country's wine industry. It gives detailed product wise analysis of the wine market by studying it in terms of wine produced, wine consumed, colour mix and amount of wine imported and exported.

Our research also highlights the factors responsible for the growth of US wine market over the forecasted period. It says that the millennial segment is the future of the wine industry and their numbers are increasing as younger members are attaining the drinking age. Moreover, rise in the number of female wine drinkers in marginal segment is also fuelling the growth of the US wine industry. This trend, coupled with government's initiatives, is playing a greater role in promoting reforms and competitiveness in the wine industry of the US...

http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20090819005324&newsLang=en



New Yorkers Swap Bordeaux for Argentine Malbec as Recession Red

BLOOMBERG, USA

14.08.09: Before Paul Schaye heads for Southampton, he packs a bottle or two of Argentine malbec.

"I'm into flavor and rich color. It's not over the top in terms of price," says Schaye, 56, managing director of New York-based Chestnut Hill Partners, which helps private-equity companies find takeover targets. "I love malbec."

These days, people in the Hamptons, a Long Island retreat for financiers and celebrities, aren't indulging as they used to in high-priced brands such as Opus One, Schaye says. The Opus One winery sells its 2005 Bordeaux-style blend for \$190 a bottle, while Schaye says he pays \$18 to \$22 for a malbec.

U.S. consumption of Argentine wines is rising as the global recession spurs even the wealthy to hunt for bargains. In the first six months of 2009, imports from the South American country rose 34 percent from a year earlier to \$103 million, while mainstays Italy, Australia and France recorded U.S. sales slumps of as much as 30 percent.

"Argentinean wines for the most part are very nicely priced, and in these crunchy times for everybody that holds a great deal of appeal," says Juliette Pope, wine director at New York's Gramercy Tavern, who calls malbec "lush and approachable."

The Opus One blend, a mix of grapes including cabernet sauvignon, merlot and petit verdot, isn't really comparable to a malbec relying on a sole varietal, says Roger Asleson, director of public relations at the Oakville, California, winery.

Stealing Merlot

While slow, the market has been resilient this year at Opus One, with almost all buyers taking their full allocations of bottles, Asleson says.

Overall in the U.S., consumption is flat, according to Frank Walters, research director at M. Shanken Communications Inc., a New York-based consulting company that publishes Wine Spectator magazine.

"Malbec is very popular and is probably stealing a lot of merlot sales," Walters says. "It's conducive for tastes in America and it's priced right."

Merlot is the most popular varietal in the U.S. after Chardonnay, Walters says, citing Shanken's Impact Databank 2009 wine report. Annual merlot sales are almost \$2.5 billion and two-thirds of what Americans drink is from California, according to Walters. The state makes more than 90 percent of all U.S. wine, producing 546 million gallons in 2008, according to the Wine Institute in San Francisco, which represents the industry.

'Rare Combination'

In Argentina, malbec, a grape of French origin, has flourished in the intense sunlight, arid climate and nutrient-poor soil found at the foot of the Andes, says Nicolas Catena, whose family owns Bodega Catena Zapata, a century-old winery in the western province of Mendoza.



"The fruit flavors are dense and yet the tannins are very smooth," says Catena, 69, over a lunch of sweetbreads, blood sausage and a variety of beef cuts at Piegari Vitello e Dolce, a Buenos Aires restaurant. "That's a rare combination for a new world wine; that's why it's popular in the U.S."

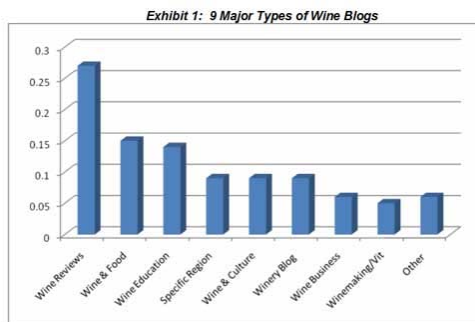
In the first six months, U.S. imports of Argentine wine by volume climbed 39 percent to 25 million liters (6.6 million gallons), according to the U.S. Department of Agriculture. Purchases from Chile rose 22 percent to 31 million liters.

Argentina is the fifth biggest exporter of bottled wine to the U.S., up from seventh in 2004, when it trailed Spain and Germany. Chile is No. 4, behind Italy, Australia and France...

http://www.bloomberg.com/apps/news?pid=20601103&sid=a_NEz6W.zPvE

Do Wine Blogs Impact Your Brand? New Study Highlights Wine Blogger Activity

WINE BUSINESS, USA



17.08.09: Should wineries pay attention to what wine bloggers are writing? Do they really have an impact on a wine brand? According to a new study just completed by Sonoma State University Wine Business Institute, it appears that the answer is yes -- especially for wineries with less well-known brands or located in new and upcoming wine regions.

How Many Wine Blogs Are There Anyway?

In order to conduct the study, it was necessary to obtain a random sample, so we consulted the Complete List of Wine Blogs, compiled by Alden Yarrow at www.vinography.com. You may be amazed to know that in the last 5 years, the number of wine blogs has grown from 1 to over 700. Of these, more than 570 wine blogs are in English, with an additional 170+ wine blogs in other languages, including Italian, French, Catalan, Czech, German, Spanish, Dutch, Japanese, Chinese, Portuguese, Hungarian, Norwegian, and Indonesian.

Focusing on the English language wine blogs, we applied a decision rule of selecting a minimum of 10 blogs per alpha letter, and discarding those blogs that were not active. This resulted in a total sample of 222 blogs which were subjected to content analysis by 42 trained wine business students.

The 9 Major Categories of Wine Blogs

The first analysis included a thematic sorting of the blogs by major topic. This resulted in 9 categories as illustrated in the chart below. The most common type of blog is a Wine Review for which an individual blogger tastes and writes a review of the wine -- usually adding a rating from the standard 100, 20, or 5 point wine rating scales...

...Why Should Wineries Pay Attention to Bloggers?



There are several reasons that wineries need to pay attention to wine bloggers. The first is that the number of wine blogs is continuing to grow, and this provides an opportunity for wineries to have their brands featured on blogs. For wineries with a small public relations budget or those that can't get the attention of the larger media publications, this can be a positive alternative -- especially since some of the more popular wine blogs have thousands of followers and receive 30,000 to 40,000 hits per month.

Another reason is that we have entered a period of "democratization of media on the Internet." This means that anyone can easily establish a wine blog on the Internet using free blogging software (wordpress.com; blogspot.com; typepad.com, etc.). **Since there are no official guidelines regarding what can be published, the stories and reviews may be positive or negative. Likewise, bloggers have diverse backgrounds in that some have a high level of wine knowledge and experience, whereas others have none and just want to share their viewpoints on wine. Therefore, in terms of writing quality and level of sophistication of wine blogs, there is great variation. Because of this wineries need to monitor what is being said about their brands online.**

How Can Wineries Work With Wine Bloggers?

The advent of wine blogs and other Wine 2.0 applications (social networking sites, online videos, podcasts, message boards, etc.) has created both more opportunities and more work for the public relations function within wineries. Because of the fact that your brand may be discussed online by anyone who happens to buy a bottle -- and that the story can easily be circulated around the globe in a matter of hours, it is important to pay attention:

- Monitor your brand online to keep track of what people are saying about you. Most wineries have now utilized the Google Alert system, but there are others such as Twitter Search, <http://www.trackur.com>, and <http://www.monitter.com> which can provide more information.
- If you find a positive review or mention of your name, consider sending an email to thank the blogger for featuring you.
- If you find a negative review, contact the blogger and ask them for more information. Consider inviting them to visit your winery or a tasting you are hosting so they can learn more about you. DO NOT get in an "online flame war" with a blogger (which has happened in the past).
- Identify several wine blogs you enjoy reading and keep track of them to see what topics are "hot" on the blogs.
- If you are a new winery with a less well-known brand consider contacting the blogmaster of wine blogs which interest you. Invite them to visit or taste your wine.
- If you are in a wine region that is less well-known, identify bloggers who write about your region and invite them to visit or taste your wine.
- If you are considering starting your own winery blog, make sure to implement it in a professional manner. This means making sure to write new posts at least once a week, but preferably more often. It also means writing interesting stories about what is happening at the winery and other issues, rather than just trying to market your wine. Finally, it means monitoring and responding to the people who post on your blog.

http://www.winebusiness.com/news/?go=getArticle&cms_preview=true&dataid=66751



Celebrating Like a Supreme Court Justice

WINE SPECTATOR, USA



Courtesy of DeLoach Vineyards

13.08.09: Plus, a five-figure five-finger discount in Hungary, a premium Cali Pinot gets the turducken treatment and a sparkling wine in honor of a pharaoh...

...Wine packaging has officially jumped the turducken: A California winery is making bag-in-a-box-in-a-barrel Pinot Noir. DeLoach Vineyards is packing premium Pinot Noir into 10-liter biodegradable bags, which are hand-filled at the winery with a blend of Pinot Noir from vineyards around California, then packed inside boxes that are shipped directly to restaurants. The winery's first taker was the

landmark Fairmont Hotel in San Francisco's Nob Hill. According to a spokesman for DeLoach's Barrel-to-Barrel program, winery president Jean-Charles Boisset conceived of the idea over dinner at his home with friends. Boisset had mini-barrels in his home and he and his guests concurred it would be a cool idea to install similar barrels in restaurant bars. Once at the restaurant, the bags-in-boxes are placed inside reusable miniature oak barrels which are displayed behind the bar. Dispensing with the usual bottles dramatically reduces the carbon footprint of the wine, and both the bags and the boxes are made from recyclable materials. The wine stays fresh for six to eight weeks as the bag collapses. We're pretty excited about any new concept that brings down the price—fiscally and environmentally—of our favorite beverage, and who knows? Maybe bag-in-a-barrel wines will finally change the minds of everyone still turning up their nose at box wines...

<http://www.winespectator.com/webfeature/show/id/40482>

Economy unleashes "perfect storm" for boutique beer

REUTERS, USA



17.08.09: Boutique beers are the new cocktail as more money-conscious Americans choose cheaper high quality draft beers made by small local breweries over wine and spirits amid the country's recession, experts say.

A new generation of craft brewers, defined by some as those who produce less than 2 million barrels a year, is attracting new drinkers who

would rather pay \$6 to \$8 for premium draft than a cocktail or glass of wine that costs twice as much.

"You can buy an exceptional beer for half the price of a mediocre glass of wine," said New York beer maker Kelly Taylor at a recent tasting event where he offered his Kelso beer alongside sage-flavored corn bread.



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"The bite of the hops and the citrus of the Belgian yeast cuts through the sweetness of the corn bread," he told one skeptical taster.

Across the United States, craft breweries and shops specializing in artisanal and import beers are growing, with merchants betting that tough economic times will turn Americans who once favored wine or liquor toward premium beers.

"Even in this economy, people want to treat themselves to really extraordinary things," said Justin Philips, co-owner of the Beer Table bar in the New York City borough of Brooklyn. "People are recognizing that there is a diverse world of beer. And it tends to be less expensive than other drinks."...

...A recent survey by the Gallup organization showed that the number of adult Americans drinking alcohol had remained steady at 64 percent despite the economic downturn. In July, Gallup said beer was still the No. 1 alcoholic drink in the United States.

The gap narrowed in recent years, and wine edged ahead for one year in 2005, but the July poll found 42 percent of people choose beer, 31 percent choose wine and 23 percent choose liquor...

<http://www.reuters.com/article/lifestyleMolt/idUSTRE57G2VL20090817?sp=true>

A new spin on the (wine) bottle

BRANDX, USA



13.08.09: Pop into your local bottle shop and you're overwhelmed with options. Red or white? Rosé or sparkling? Domestic or imported? And nowadays: old-school or eco-friendly?

Although our minds tend to wander to organic farming and sulfite-free winemaking when thinking about eco-friendly wine, it's actually the transportation of the product that produces the largest carbon footprint. Wine writer and researcher Tyler Coleman recently collaborated with Pablo Paster, a sustainability metrics engineer, on a study measuring the varying factors at play within the wine industry. The results, published in the Journal of Wine, confirmed it. "The transportation and packaging elements in a lot of cases actually end up being the most influential in terms of the quantity of CO2 emissions," said Coleman.

As with produce and other comestibles, Coleman supports "locavorism." But not everyone has the joy of residing in wine country -- and therein lies the reason why packaging plays an integral role in how the wine industry takes its toll on the planet. Fortunately, innovations in the world of packaging are breaking new ground, all in the spirit of promoting environmental integrity.

Yellow and Blue Wines, for example, comes boxed in a Tetra Pak, a 1-liter eco-friendly cardboard container that looks similar to a carton of Trader Joe's soy milk. Don't confuse it with Franzia, though. Yellow and Blue specializes in exotic varietals from Spain and Argentina, such as Torrontes, Malbec and a rosé made from Monastrell and Syrah.

Matthew Cain, Yellow and Blue's founder and president, has spent the majority of his career



working with the high-end, boutique importer Kermit Lynch. His goal is to combat the stereotype surrounding alternative packaging by buying from domaines, importing the wine in bulk and "bottling" in Tetra Pak in North America.

"Eighty percent of the wine consumed within the U.S. is consumed within the first week," says Cain. "The overwhelming percent is consumed within 24 hours. So, do you ship in something that's 5% packaging as opposed to 50% packaging [i.e., a wine bottle]? For wine you want to age, you buy glass and cork. But this is a giant savings of resources. Environmentally, this just makes sense."

The potential is overwhelming, especially when taking into account the International Wine and Spirits Record projection that by 2010 the U.S. will be the largest wine consumer in the world, surpassing both Italy and France...

<http://www.thisisbrandx.com/2009/08/a-new-spin-on-the-wine-bottle.html>

Own label wine sales on the rise

DECANTER, UK

18.08.09: Retailers are reporting impressive growth of own-label wines as cash-strapped customers look to rein in their spending.

A Datamonitor survey reports 41% of all grocery sales in the UK are now own-label, up from 38.2% in 2008, and wine sales are following the upward trend.

Supermarket retailer Sainsbury's told decanter.com its own-label wines had grown at double the rate of its wine range this year. A spokeswoman said: 'Last year we revamped our own-label packaging and we have put a lot of effort behind the range in store and in the media.'

Sales of own-label goods have been boosted by the economic climate that has seen customers tighten their purse strings. Own-label goods are, on average, 22% cheaper than the equivalent branded products...

<http://www.decanter.com/news/news.php?id=287977>

'Two Buck Chuck' Wine Aims for Both Quality and Quantity

ABC NEWS, AUSTRALIA



13.08.09: Unconventional Winemaker Fred Franzia: 'There's No Wine That's Worth \$50 a Bottle,' but Critics Abound

For many wine aficionados, the mystique and romance of winemaking is irresistible. Each step in the process -- from the soil in which the grapes grow to the barrels in which they age -- adds a layer of flavor to the final product so that no two bottles of wine are ever truly alike. Or so they say. One man,



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Fred Franzia, is trying to deflate these highbrow notions, and just so happens to be making a fortune in the process. Never mind the romance associated with wine. What Franzia sees in his vineyards is much more tangible: Money.

Tellingly, Franzia's operation is headquartered far away from the winemaking establishment in Napa Valley and Sonoma County, which he dismissively calls "the Disneyland for wine." He's set up shop hundreds of miles away in the crop bowl of California known as the Central Valley.

Here, land is cheaper -- \$8,000 an acre versus hundreds of thousands of dollars per acre in wine country -- and, according to Franzia, every bit as good.

Franzia's Bronco Wine Company operates 60 to 70 square miles of vineyards -- that's 40,000 acres of grapes which he says is key to making economical wines. Franzia doesn't like the word "cheap." He prefers "value" or "super-value," which is what he calls his best-known brand, the wine known as Charles Shaw, or by its fans as "Two Buck Chuck."

He dismisses the idea that the soil in Northern California's wine country is superior to that of the Central (or San Joaquin) Valley, and that when consumers pay more, they're just paying for flashy marketing, not quality.

"The only thing they have in Napa that's different from here is they have 400 public relations people telling you that story and wanting you to believe it so they can justify their monuments they built for themselves, and pay the prices and pay the premiums of their debt. There's no wine worth \$50 a bottle."

You won't find him describing wine the way many aficionados do, using terms like "bouquet" or "mouthfeel," and his prices are equally down-to-earth. For better or for worse, Franzia makes wines for the masses...

<http://www.abcnews.go.com/print?id=8311451>

FAT bastard Wine Drives Breast Cancer Awareness for Seventh Consecutive Year

PR NEWSWIRE, USA



13.08.09: October is National Breast Cancer awareness month and for the seventh consecutive year consumers can purchase FAT bastard wines to help conquer this devastating disease. During the months of September and October, FAT bastard will donate 25 cents for every bottle of FAT bastard sold in restaurants and retail locations, up to \$75,000. By the end of this year's campaign, FAT bastard will have raised nearly one half of a million dollars for this important cause.

Consumers purchasing FAT bastard should feel confident that their hard-earned dollars will directly support breast cancer research, education and treatment, making an immediate impact.

Over the past five years the Christina S. Walsh foundation has provided support for breast cancer patients in more than 32 states. "Thanks to the donations of companies such as FAT bastard, we have not had to say no to one patient yet," said Robert Walsh, Director. "While we firmly believe finding a cure is imperative, we are focused on providing financial support to patients facing breast cancer and helping them deal with everyday hardships." The Christina S. Walsh foundation is a non-profit organization that provides financial assistance for treatments of



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uninsured patients, medications and tests not covered by insurance, wigs, transportation to and from treatments, hospice care and other financial burdens facing breast cancer patients.

"Advancements are being made in the prevention, detection and treatment of breast cancer every day, yet this insidious disease continues to inflict too much suffering and loss. Our ongoing research to find a cure would not be possible without the generous support and long standing commitment of donors such as FAT bastard Wines," said Kit Herrod, Director of External Affairs, Fred Hutchinson Cancer Research center, "They are an indispensable member of our team."

During the donation period, FAT bastard wines will be easy to spot on the shelf, wearing a special breast cancer awareness necker with an attached pink ribbon pin for consumers to wear in show of their support.

FAT bastard continues to grow in popularity with consumers, making it one of the top selling French wines in the United States. This is a compliment to FAT bastard's consistent high-quality, fun and unforgettable name and consumer friendly packaging. Sourced in Languedoc-Rousillon, the FAT bastard wine collection consists of Chardonnay, Sauvignon Blanc, Rose, Pinot Noir, Shiraz, Merlot and Cabernet Sauvignon.

<http://news.prnewswire.com/DisplayReleaseContent.aspx?ACCT=104&STORY=/www/story/08-13-2009/0005077107&EDATE=>

Times Company Creating a Wine Club

THE NEW YORK TIMES, USA

13.08.09: Looking for alternate ways to make money as its advertising revenue plunges, The New York Times Company announced on Thursday that it was getting into the wine business.

The new venture, called The New York Times Wine Club, will offer members a selection of wines at two price levels, \$90 or \$180 per six-bottle shipment, and customers can choose to have wine delivered every one, two or three months.

The club, an unusual brand extension for the paper, is one of several such ventures the company is considering, said Thomas K. Carley, the senior vice president of strategic planning for the Times Company.

"The Times is looking at a lot of different ideas for engaging our audience," he said, "to make statements about what are our strengths, what are the ways that we can delve further into our audience and bring them products and services that basically enhance the bond with The New York Times."

The venture is run independently of The Times's food and wine editorial sections, "so there would be no conflict or appearance that our critics were selling," Mr. Carley said. However, excerpts from wine-related Times stories run on the side of the club's Web site, nytwineclub.com, and members will receive booklets of Times recipes from its archive meant to be paired with each shipment of wine.

The wine club will be operated by the Global Wine Company, which selects the wine largely from small, family-run vineyards. A sampling of wines on the club's Web site included a Brokenwood sémillon and a Leeuwin Estate Art Series Shiraz...

http://www.nytimes.com/2009/08/14/business/media/14times.html?_r=1



Bordeaux Wine Council teams up with Lovefilm

HARPERS, UK

18.08.09: The Bordeaux Wine Council and Lovefilm.com have teamed up with a number of major supermarkets in an a new promotional initiative.

Free membership will be offered to lovefilms online film library and Bordeaux wine gifts, for those collecting the special on-pack promotion at Waitrose, Sainsbury's, Morrisons, Co-Op, Asda and Somerfield stores nationwide.

The promotion which begins in September offers 30 days free subscription to www.lovefilm.com with an additional £10 voucher to redeem against any DVD in the website's own store.

The deal also includes a free wine tasting kit incorporating a 'waiter's friend' corkscrew, a drop-stop pouring aid and a special guide to Bordeaux wines.

Around 600,000 neck collars will be placed on 55 different Bordeaux lines sold in Waitrose, Sainsbury's, Morrisons, CO-OP, Asda and Somerfield. This offer will start appearing in store from the beginning of September and is valid until 31st March 2010.

Douglas Morton, consultant to the Conseil Interprofessionnel du Vin de Bordeaux (CIVB) says: "Research confirms that many people enjoy a glass of wine at home in the evenings and the combination of a good film and a nice bottle of Bordeaux adds to the experience."...

<http://www.harpers.co.uk/news/news-headlines/8297-bordeaux-wine-council-teams-up-with-lovefilm.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.

Israeli wine flows onto international shelves

REUTERS, INDIA



19.08.09: Israeli wine has long stirred up associations with the syrupy libations of religious rituals, but modern techniques imported from top winemaking nations are now helping it find space on shelves from Paris to New York.

"Today, you'll find that people are looking for Israeli wines that meet international standards and the good thing is we are actually producing wines like that," Israeli wine critic Daniel Rogov says in an interview at a busy Tel Aviv wine shop.

"There is no contradiction between wines that are kosher and wines that are excellent."

Israeli wineries, both industrial-scale and boutique, make over 33 million bottles a



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year, according to the Israeli Wine Council, but the vast majority of Israeli wine is kosher or made in accordance with Jewish dietary laws.

Whilst the rabbinical seal has long been associated with wines made to appeal to observant Jews rather than connoisseurs, the quality of Israeli wines is improving, helped by government incentives for smaller producers, and some vintages are now garnering international plaudits.

Robert Parker, among the world's most influential wine critics, has heaped praise and points on some 40 Israeli wines. Fourteen of them won more than 90 out of a maximum 100 points in Parker's rating system.

Wines from neighboring Lebanon, which traces its winemaking industry back over 4,000 years, have been winning international awards for decades. Israel enjoys the same Mediterranean climate.

Weighing in with 93 points was the red 2003 Yatir Forest label from a subsidiary of Carmel Winery.

Founded by the Baron Edmond James de Rothschild, an early 20th-century Zionist philanthropist, Carmel is Israel's largest winery, accounting for 40 percent of the Jewish state's contemporary wine market...

<http://in.reuters.com/article/lifestyleMolt/idINTRE57H1R520090818?sp=true>

Top Australian wineries team up to push super-premium wines

DECANTER, UK

17.08.09: A powerful group of 12 family wineries are launching an attack to try to silence mounting international criticism that Australia only produces cheap, commercial wines.

'Australia's First Families of Wine', collectively worth AUD\$1.2 billion and with annual sales of almost \$1bn – one fifth of Australia's total sales – is planning to spend between \$500,000 and \$600,000 a year promoting its premium and super-premium wines.

The campaign will begin in the UK early next year targeting key 'influencers,' including gastro-pub operators and journalists.

It will then cover Australia before moving to North America and later to China.

Member wineries include 160-year-old Yalumba Wines. Other members are Brown Brothers, Campbells, d'Arenberg, De Bortoli, Henschke, Howard Park, Jim Barry, McWilliam's, Tahbilk, Taylors and Tyrrell's.

The group's chairman, Tahbilk chief executive, Alister Purbrick, said the group was formed because of increasingly negative comments about Australia only producing 'sunshine in a bottle' wines and not fine wines...

<http://www.decanter.com/news/news.php?id=287906>



Wine grape harvest begins under economic cloud

ASSOCIATED PRESS, USA



13.08.09: The chilly economic climate is casting a shadow over this year's wine harvest, with some predicting expensive grapes will be a tough sell in a market that has developed a parsimonious palate.

"There's a lot of people that have been flourishing in the past that are tightening their belts right now," said Brian Clements, senior partner at Novato-based Turrentine Brokerage, which handles sales of grapes and wine.

Demand for wine in the United States has risen slightly despite the recession, but consumers are trading down to cheaper bottles.

That is good news for the Central Valley, backbone of the California industry, which produces the cheaper grapes that go into these wines.

"We've had probably as strong a demand for our grapes this year as we've had any time in the last 10 years. That's a good thing," said Steve Schafer, a Central Valley grower and founder of the San Joaquin Wine Co. in Madera.

On the North Coast, which includes the high-profile Napa and Sonoma wine countries, many growers have long-term contracts with wineries, buffering them from recession. There have been some cases of wineries breaking contracts or trying to negotiate lower prices, but that is not typical, Clements said.

Where the economy is having a big impact is the spot market — sales of grapes not committed to contract.

Prices on the spot marker for premium grapes — for example, highly prized Napa cabernet sauvignon — have dropped about 30 percent since December, Clements said.

Most years about this time wineries are hustling to get those extra grapes, particularly in a year like this one where the crop is expected to be average or even slightly below.

But this year nothing is happening.

"Right now, nobody is making any commitment to buy fruit," said Eric Titus, general manager of Titus Vineyards in the Napa Valley. "They're waiting to see who's going to blink first."

Glenn Proctor of the San Rafael-based Ciatti Company wine grape brokerage calls it "definitely a 'get-by' year. Get your grapes sold. Get paid."

California represents the bulk of the nation's wine grape supply, producing more than 90 percent of domestic wine. But the same price pinch is being felt in other wine regions such as Oregon and Washington, Proctor said...

http://www.google.com/hostednews/ap/article/ALeqM5g8qvXpKVKcv_DhQnAQIFPkidI96gD9A2GN080



New appellation for Austria

DECANTER, UK

19.08.09: Austria's has approved its sixth DAC appellation.

Leithaberg in Burgenland is the latest addition to the Districtus Austriae Controllatus system, which was launched in 2003 to distinguish wines that reflect an area's typical wine style.

It is the first DAC to incorporate both red and white wines as part of its identity.

To qualify for DAC status, a Leithaberg DAC white must be made from Grüner Veltliner, Weissburgunder (Pinot blanc), Chardonnay or Neuburger while a Leithaberg red must be produced from Blaufränkisch.

Winemaker Silvia Prieler, who helped draw up the Leithaberg DAC legislation said: 'Leithaberg DAC is so regional-specific because of its special slate and limestone soils and the climatic influences of the hill as well as Lake Neusiedl below.

'The white and red wines here are fruity, but not overly-fruity, and have a distinct elegance and minerality.'

The first wines Leithaberg DAC wines will hit the shelves in September 2010. The first white wines released will be from the 2009 vintage; the first reds will be from the 2008 vintage.

The Leithaberg comprises 1800 hectares covering approximately 50% of the Neusiedlersee-Hügelland wine-growing area.

<http://www.decanter.com/news/news.php?id=286407>

Australian Winery Sues Franzia Cos Over New Australian Wine

THE WALL STREET JOURNAL, USA

13.08.09: The Australian winery that produces [yellow tail] wine has sued two companies affiliated with Fred T. Franzia, the vintner that produces an ultralow-priced wine nicknamed "Two Buck Chuck," over the introduction of a low-cost Australian wine.

The lawsuit, filed in U.S. District Court in Manhattan on Wednesday, alleges Bronco Wine Co. and Barrel Ten Quarter Circle Inc. have introduced an Australian Chardonnay under the name [Down Under], with a label that infringes on Casella Wines PTY Ltd.'s trademarked label for [yellow tail].

Casella claims the [Down Under] labels are substantially similar to Casella's trademarked label, which pictures a wallaby and has brackets as part of the name.

"Bronco's use of Casella's iconic square brackets and its use of Australian-centric wording in connection with the sale of Australian wine are likely to confuse consumers," the lawsuit said.

Franzia is the chief executive of Bronco, which produces an ultralow-cost wine under the Charles Shaw label that is sold at Trader Joe's stores and is nicknamed "Two Buck Chuck."

Bronco, in part, buys wine in bulk for pennies on the dollar from vineyards that need to dispose of excess wine before the next season. It then often sells the wine for \$1.99 to \$4.00 a bottle, according to the lawsuit.



21/08/2009

Casella sells its [yellow tail] wine for about \$7 a bottle, according to the complaint.

Last year, the cost of surplus Australian Chardonnay fell to about 60 cents a liter - an extraordinarily low and unsustainable price, according to the lawsuit.

Bronco purchased unwanted bulk Australian Chardonnay at record-low prices at the end of the 2008 season, the lawsuit said.

A spokesman for Bronco didn't immediately have a comment when reached Thursday.

<http://online.wsj.com/article/BT-CO-20090813-714267.html>

Iowa Vineyards Pump \$13M Into Economy

KCCI, USA



13.08.09: Iowa's booming wine industry is part of a new expanded display at this year's Iowa State Fair.

The Wine Experience at Grandfather's Barn is showing off Iowa's wine and grape industry. It is an interactive display that lets you jump into large barrels and help stomp the grapes.

Since 2000, the number of wineries in Iowa has jumped from 13 to nearly 80. A new, cold climate grape has allowed Iowa wine-makers to grow grapes in the cold weather.

"We're growing like 25 different grapes here that make wine in Iowa. They all have different tastes. Many of them are sweet, some of them are dry," said Mike White, an Iowa State University viticulturist.

"We have a lot of good wines here, a lot more than we used to have. We're getting better every year at it," said Kevin Smith, with the Iowa Wine Growers Association.

Last year, wine growers said the sold close to 200,000 gallons of Iowa-made wine, bringing in close to \$13 million.

<http://www.kcci.com/money/20390126/detail.html>

Foster's wine demerger possible

FINANCIAL TIMES, UK

17.08.09: Foster's could demerge its beer and wine operations within 12 months, paving the way for a possible takeover of the Australian group's beer business.

The company said six months ago it was not an "appropriate time" to sell or demerge its wine business, but it has structurally separated the poorly performing unit from its prized beer operations, which dominate the lucrative Australian market.

Analysts believe Foster's will reconsider its position as improved capital markets revive takeover activity.

The wine business acts as a poison pill for would-be bidders for Foster's beer business.



SABMiller, the London-based brewer, and Japan's Asahi are seen as the most likely suitors.

Canadian brewer Molson Coors, which has merged its US operations with SABMiller, speaks for about 5 per cent of Foster's equity. However, the Canadian group is not thought to be a likely bidder and its holding is considered strategic in the event of an offer.

http://www.ft.com/cms/s/0/d8801a62-8ac4-11de-ad08-00144feabdc0.html?nclick_check=1

Kiwi wine growers brace for lower profits

THE NEW ZEALAND HERALD, NEW ZEALAND

19.08.09: The wine industry grew over the last year, but growers are bracing for lower profits this year, with supermarkets pushing down wine prices.

Wine exports increased 24 per cent to \$992 million with the number of wineries lifting 58 to 643. Domestic sales of New Zealand wine grew 29 per cent to 60 million litres. Wine imports fell 18.5 per cent to 33.3 million. Export growth was driven by strong demand from Australia, the UK and America.

However, Stuart Smith, chairman of New Zealand Winegrowers, says the industry faces lower profits this year because of over-supply. He says wine had been selling itself because there was such a shortage of supply, but that is changing.

Smith says retailers buying wine in bulk and often bottling it under opportunistic retailer-owned brands has pushed the price down.

Smith says the industry has to get its house in order and should only produce the amount of wine it can sell under its own label and leave the rest of the grapes on the vines. He believes effective management of supply is fundamental to the future success of the wine industry.

http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=10591764

Good grapes may not bring in high wine sales

KGO TV, USA

17.08.09: It is nearing harvest time in California's wine country, but this year it's not all about vines heavy with grapes, vintners are also feeling the effects of the sagging economy. That is making consumers choosy and tourists tight fisted.

It's early harvest at V. Sattui Winery for Sauvignon blanc grapes. Winery owner Dario Sattui says mild weather has meant a longer ripening season.

"We think this is going to be a great year for us," said Sattui.

It's a hopeful sentiment being echoed by members of the Napa Valley Grape Growers Association meeting in the middle of Trefethen Vineyards. Along with toasts is an economic reality.

"A lot of our grapes are locked into long term contracts and that is kind of the story across Napa, that really buffers the grower against the effect of the recession," said Jon Ruel, with the Trefethen Family Vineyards.



Prices are where they were two to five years ago. And customers are being more selective.

"We have a very big wine club which has helped us. The consistent consumer that always comes back, they get their monthly shipment," said Michael Beaulac, from Pine Ridge Vineyards.

It's always been about the grapes in the wine country and Napa business people are hopeful this crop will produce a fine vintage and also mean a stimulus to the economy with more tourists in the valley.

"Our sales are slightly down," said Sattui...

<http://abclocal.go.com/kgof/story?section=news/business&id=6969856>

Italian Whites to Silence the Snickers

THE NEW YORK TIMES, USA



18.08.09: ITALY, long portrayed as a veritable ocean of red wine, is turning out to be just as awash in whites.

This is indeed a good thing. By white wine I don't mean the anemic, bland pinot grigio that is so often a synonym for white wine in bars across the land, but wines of character and allure.

Just about anywhere you look in Italy nowadays, from Alto Adige in the north all the way down to Sicily, you can find white wines of distinction.

For the most part, this is a result of a surge in quality in the last 15 years or so, as many winemakers came to understand that the global market has become too competitive to survive by producing plonk.

Yes, it remains a fact that plenty of uninteresting Italian white wine is sold every year. The same is true with a lot of boring white wine made all over the world. No matter where a wine comes from, consumers must be selective.

The bottom line: Italian white wines, including pinot grigios, are no longer to be sneered at. Instead, embrace the possibility that a great deal of pleasure can be found in them.

Take vermentino, for example. It's a grape that can easily be overlooked in the profusion of other, similar-sounding names, like verdejo, verdicchio, verduzzo and vernaccia.

Yet as the wine panel confirmed in a recent tasting of 18 bottles of vermentino, it has much to offer, whether as a crisp, tangy accompaniment to seafood — fritto misto would be ideal — or as a richer, more complex wine with a distinctively oily sort of texture...

<http://www.nytimes.com/2009/08/19/dining/19wine.html>



Australian Vintage cuts generic support

OFF LICENCE NEWS, UK

14.08.09: Australian Vintage is pulling its funding for this year's generic marketing campaign, claiming Wine Australia's plans fail to meet its commercial objectives.

Paul Schaafsma, general manager for the UK and Europe, has criticised the body's plans, arguing they are too focused on a regionality message.

He said: "Australia is fighting for its survival in the UK. The only way we can retain our share is if the campaign addresses the issue of Australia's changing styles.

"Eighty per cent of consumers don't care where a wine comes from. For me, it all comes back to style. Wine Australia said it was considering organising a tasting of commercial brands, which we would welcome. But I've seen the plans and there's nothing about that in there which concerns me. We have challenged them to say how we are going to get commercial value and instructed our chief executive in Australia not to pay the bill."

Richard Trimby, Foster's EMEA marketing director, said: "Wine Australia's focus on its regional heroes programme is the ideal platform for regular and highly engaged wine drinkers. But with regards to protecting Australia's number-one spot in the UK, and growing our presence in other European markets, we believe there needs to be more of a focus on Brand Australia.

"We want to keep up our high level of investment to ensure there is scale and impact to activity, but at the same time we need to ensure we are investing in a well-thought-out strategy."...

<http://www.offlicencenews.co.uk/articles/72035/Australian-Vintage-cuts-generic-support.aspx?categoryid=9059>

Foley Family Wines Buys New Zealand Wineries; Wither Hills Not for Sale

WINE BUSINESS, USA

20.08.09: The significance of the investments into the New Zealand wine industry by multinational companies has been highlighted during a busy few weeks of New Zealand winery sales and rumors of sales.

In recent weeks, California-based Foley Family Wines purchased the five-winery portfolio of the New Zealand Wine Fund and Lion Nathan was incorrectly reported to be selling off Wither Hills winery in Marlborough.

Foley Family Wines Makes New Zealand Purchase

The Foley Family Wines purchase of the New Zealand Wine Fund, an investment group with a six-brand portfolio, came as a surprise because the company was not previously known to be available. However, some of the roughly 30 investors into the fund were investigating a sell of their shares when Foley Family Wines principal Bill Foley made an offer for the company.

The New Zealand Wine Fund winery properties include Vavasour, Clifford Bay, Goldwater, Boatshead Bay, Dashwood and Redwood Pass. Though the wineries are located in various regions throughout the country, production is largely focused on Marlborough wines. The purchase includes over 100 hectares (about 247 acres) of vineyards, 85 percent of which are



Sauvignon Blanc. Current sales are about 280,000 cases per year, but production has been ramped up to 350,000 cases in recent vintages, said Peter Scutts, managing director of Vavasour winery, the largest of the purchased wineries, as well as an investor in the Wine Fund...

<http://www.winebusiness.com/news/?go=getArticle&dataid=66864>

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.

Croser on post-traumatic Australia

JANCIS ROBINSON, UK

19.08.09: Someone in this room is having a lot of fun but it isn't me! The person who dreamt this title up has a perverted sense of humour and is probably sniggering at the thought of my struggle to address you on 'A bold vision of Australia's future fine wine landscape'.

To get some inspiration I turned to the word vision in the Macquarie Concise Thesaurus. It says, 'vision- delusion, fantasy, hope', and of the person who has the vision, the 'visionary-delusive, idealistic and unrealistic'.

Insult to injury, not only am I expected to delude you with my fantasy, it cannot be an every-day sort of fantasy it has to be bold, which my thesaurus translates as 'rash'.

I have been asked to announce to you a rash delusionary unrealistic fantasy about the Australian fine wine industry's future. If the Australian fine wine industry were a public company, this brief would land me in jail...

...For the Australian wine industry in 2009 it almost seems they could not get worse. Apparently we have 20% too many vineyards, especially in cool areas, we have falling export volumes and plummeting unit values as bulk wine shipments and discounted branded commodity wine are shipped at any price to clear bloated inventories.

[I queried that statement about '20% too many vineyards, especially in cool areas' with Brian Croser and this was his reply: ' I used the word "apparently" in front of that statement sarcastically. The mantra of the branded commodity producers and grape suppliers is that the surplus is in the cool climate areas which, as your question implies. is not the case, the surplus is with the vineyards that supply branded commodity most of which are in the hot areas but some also historically in the cooler areas (Barossa, McLaren Vale etc). My statement was too subtle by half in that it was meant to imply that the industry is so much in trouble that it is now blaming its great white hope for future success, the cool climate source of fine wine grapes.' JR]

Even the inroads we have made into the important fine wine market in the US are reversing. According to Dr Jay Miller, Robert Parker's surrogate taster for Australia, US fine wine consumers have been turned off our fine wines by Brand Australia's less than \$10 'critter



wines'"and where 'at the upper end of the market Shiraz has become the grape and Barossa and McLaren Vale the regions' there has been the flood of 'high alcohol, no terroir, and manufactured wines'...

...The global fine wine market is very fragmented but those traditional European regions that dominate its commerce on the wine lists of the best restaurants and in the important collectors' cellars are well rewarded.

There is no shortcut to earning credibility from the global fine wine market.

Consistently natural and authentic wines demonstrating distinctive terroir-driven style and quality is a prerequisite. Australia's tradition of fine wine dating from the early 19th century and an outstanding reputation for research and education add some credibility.

In addition, the fine wine industry of Australia needs to develop strong long-term strategies for the promotion of and education of gatekeepers and consumers about Australia's diverse and unique fine wine regions.

The fine wine producers of Australia need to demand of our research institutions, elucidation of the environmental drivers of our unique wine styles, what really are the elements of our terroirs that create the differences and just how do we tweak our vineyards to make the best wine possible regardless of the cost?

What is required is a consistent Australian fine wine strategy quite distinct and separate from the efforts of the branded commodity wine industry. Branded commodity wine in Australia is the industry causing most of the bad news and the changes being wrought upon it are for the foreseeable future likely to dilute 'Brand Australia's' visibility on supermarket shelves because of competition and international cross blending and branding...

<http://www.jancisrobinson.com/articles/a200908132.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.

Wine May Shield Breast Cancer Patients From Radiation Side Effects

ATLANTA NEWS, USA

14.08.09: A glass of wine a day cut the risk of treatment-linked skin toxicity by two-thirds in women undergoing radiation therapy for breast cancer, Italian researchers report.

Skin reactions are a common side effect of cancer radiation therapy, and, while medications can help prevent these problems, they can be expensive and often have their own side effects. In some cases, drugs used to reduce radiation-linked side effects can actually protect breast cancer tumor cells, according to a news release from the American Society for Radiation Oncology.



So, researchers at Catholic University and the National Research Council in Italy wondered if the natural antioxidants found in wine might work to ward off radiation-linked damage...

<http://www.ajc.com/health/content/shared-auto/healthnews/alca/630061.html>

Resveratrol--is it the true fountain of youth?

EXAMINER, USA



17.08.09: A landmark study conducted by the Harvard Medical School has found a link between consistent nutrient use and a longer life in lab rats. That nutrient is resveratrol.

Although more studies are needed, the report is encouraging. The data indicates that resveratrol may help the body metabolize fat more efficiently, and balance blood pressure and glucose levels. Resveratrol may also help maintain or improve motor skills as animals age.

The Study

The study was conducted by the Harvard Medical School and the National Institute for Aging. Young mice were divided into three groups: one that was fed normal calories, a group that was overfed calories and one that was overfed and who received resveratrol daily.

As the mice aged, the overfed group became obese. The resveratrol group had healthy hearts and veins with decreased glucose levels, while the obese group showed signs of cardiovascular disease. Resveratrol mice also had healthier livers.

The potential impact of regular resveratrol use to humans could be protection from age- and obesity-related diseases, such as diabetes, heart disease and even cancer.

One other surprise finding is that as the mice passed middle age, the resveratrol group's fine motor skills seemed to improve, while the obese and normally fed group's motor skills declined as expected with normal aging...

<http://www.examiner.com/x-13464-Phoenix-Fountain-of-Youth-Examiner~y2009m8d17-Resveratrolis-it-the-true-fountain-of-youth>

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.

Wine Porn In A Sterile Era

FERMENTATION, USA

18.08.09: I've been thinking about "Wine Porn" (not for any good reason) and have concluded there really isn't anything we can call "Wine Porn" that comes close to the titillating exposure we have to honest to goodness "Food Porn".

Wikipedia is kind enough to offer a pretty decent, though limiting, explanation of "Food Porn":

"Food porn is a sarcastic term variously applied to a spectacular visual presentation of cooking or eating in advertisements, infomercials, cooking shows or other visual media, food boasting a high fat or calorie content, exotic dishes that arouse a desire to eat or the glorification of food as a substitute for sex."

It wouldn't be fair to use the above description as the basis for a description of "wine porn" by substituting the word "wine" for "food" and so on. For example, we are left with very little out there to read that I'm aware of that is described by this:

"Wine porn is a sarcastic term variously applied to a spectacular visual presentation of wine or drinking in advertisements, infomercials, beverage shows or other visual medium, wine boasting high a high tannin or sugar content, exotic wines that arouse a desire to drink or the glorification of wine as a substitute for sex."...

<http://fermentation.typepad.com/fermentation/2009/08/wine-porn-in-a-sterile-era.html>

Swiss Wines Come Down From the Mountains

THE POUR, NEW YORK TIMES, USA

18.08.09: The other day I met with Neal Rosenthal, the wine importer, to taste a bunch of Swiss wines that he brings in.

I confess that I don't know a lot about Swiss wines. I've had chasselas, which frankly has never done much for me, and a few others at Trestle on Tenth in Chelsea, which has a good selection of Swiss wines on its superb list. What better reason than general ignorance to go and see what I could learn?

So I drove out with Neal to the Rosenthal warehouse in Maspeth, Queens, in an area full of loading docks, graffiti, chain-link fences and razor wire. Not exactly Alpine meadows, but I was ready to be transported.

Rosenthal's Swiss portfolio comes solely from Valais, a beautiful Alpine valley on the Rhône in southern Switzerland. Slightly south of the Valais wine-producing area is Zermatt, the famous ski resort. If you head south from there, around the Matterhorn and perhaps over a couple of glaciers, you cross the border into Italy.

The Swiss drink a lot of wine, but most of it doesn't go very far. Until quite recently, Swiss protectionist policies kept Swiss wines in and other wines out. Those policies ended just in the



last 10 years, so only recently has it been possible to taste much Swiss wine without going to Switzerland...

<http://thepour.blogs.nytimes.com/2009/08/18/swiss-wines-come-down-from-the-mountains/>

When Biodynamic and Organic Winegrowing Might Not Work

VINOGRAPHY, USA

17.08.09: I recently moderated a panel of Biodynamic winemakers for the SF Chefs. Food. Wine event that took place here in San Francisco. We tasted through their wines, and then got down and dirty on Biodynamics with the audience.

At one point someone in the audience asked whether anyone anywhere in the world could produce Biodynamic wine, or whether only some people could. This was a very good question, and one I've often thought about myself more than once.

Biodynamics, for those less familiar with the practice, forbids the use of chemical fertilizers, pesticides, and forbids or extremely limits the use of all other commercial treatments including copper sulfate, for dealing with the various ailments of grape vines. The philosophy of such farming suggests that the first goal would be to tend the ecosystem of the vineyard in such a way that the problems never occur in the first place, and the second, to deal with the problems using completely natural means...

http://www.vinography.com/archives/2009/08/when_biodynamic_and_organic_wi.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.

California's EnVino finding success with PET wine bottles

PLASTICS NEWS, USA

12.08.09: A joint venture between a plastic bottle maker and thermoforming packaging manufacturer is making an aggressive push to penetrate the wine industry with plastics.

In three different sizes, with clear bottles for whites and green-hued bottles for reds, Burlingame-based EnVino Inc. officials are pushing sustainability themes — namely energy consumption, recyclability and shipping and storage efficiencies — in the marketing of their products.

The bottles come in three sizes: 187 milliliter, the industry standard 750 milliliter, and 1 liter.

"We're aggressively marketing the 1-liter bottles," Amy Hauser, EnVino's marketing director, said in an Aug. 12 telephone interview. "It's larger than the traditional 750-milliliter, but because the 1-liter bottle is thinner and lighter, it takes up the same shelf space. So, you can sell more wine in the same amount of space."



21/08/2009

Fuel costs and emission reductions are realized during shipping due to decreased container weight. Water consumption is also a critical differentiator, Hauser said. While it takes about three gallons of water to make a glass wine bottle, it only take a half gallon of water to make an EnVino bottle, she said.

"They're recyclable, lightweight, and shatterproof," she said.

The PET bottles are injection blow molded at a 60,000-square-foot plant in Burlingame. The JV comprises Burlingame-based Merrill's Packaging and Torrance, Calif.-based Field Bottles.

The bottles can be capped with either metal and plastic screw-on caps. EnVino is not injection molding caps, Hauser said.

A plastic bottle could open up markets like the airline industry, as well as sports and entertainment venues.

While there may be some resistance from small segments of the wine-drinking community, the early reviews of the EnVino bottles are positive, said Patrick Egan, brand manager for innovation at Sausalito, Calif.-based winemaker Boisset Family Estates, by phone.

"There are 2.6 billion cases of wine sold in the world each year," Egan said. "Of that, 70 percent costs less than \$12 per bottle, and 70 percent is [consumed] within three hours of purchase."

The winemaker is incorporating an oxygen barrier with the EnVino bottles that Egan said actually extends the freshness life of wine that has been opened and resealed — a functional advantage over glass.

Hauser was quick to point out that while EnVino has ambitions of revolutionizing the industry, the company understands that plastics may not always be the best solution.

"If you're spending over \$50 a bottle, we're not going after that winery. That's not who our customer is," she said. "We're going for the mid- to low-priced wines where people buy the wine, take it home, and drink it."

"I think that the sky's the limit right now. We're not saying every wine that's produced is necessarily a good customer for Envino. But yeah, we would like to change the industry. We're looking for volume and looking for innovators and companies willing to take risks with us on something we consider a very positive change."

<http://www.plasticsnews.com/headlines2.html?id=16440>

Wine Country tourism feels recession's pinch

PRESS DEMOCRAT, USA



16.08.09: At a Healdsburg bed-and-breakfast on a recent morning, a half-dozen guests were rhapsodizing about the town's charms, comparing notes on the restaurant and wineries they'd visited the day before.

Robert Dansby, an arts college professor from Newhall, voiced his enthusiasm for Sonoma County, but also acknowledged the drop-off in his wife's interior design business was keeping them closer to home this summer.

"The revenue stream isn't quite as big as it used to be," he said. "Spending \$5,000 or \$6,000 on



an Asian trip is not something we're going to do this year."

Besides, he said, "Healdsburg is more fun than Singapore. We're crazy about this place."

Situated in the heart of Wine Country with pedestrian-friendly charm and world-class restaurants, Healdsburg has fared better than most areas when it comes to retaining tourists and overnight visitors.

One of the best barometers of the industry, bed taxes — the fees that cities and the county collect on hotel rooms and inns — are down virtually everywhere.

For the 12 months that ended in June, those declines included a 36 percent plunge in Sebastopol, an 18 percent drop in Santa Rosa and somewhat smaller double-digit decreases in Sonoma, Petaluma and Rohnert Park...

<http://www.pressdemocrat.com/article/20090816/NEWS/908169969/1349?Title=Wine-Country-tourism-feels-recession-s-pinch>

Opinions differ on whether special wine glass a clear advantage

METRO NEWS, CANADA



17.08.09: Can a fancier glass add class to your wine?

Stemware manufacturers certainly think so, offering varietal-specific designs that supposedly enhance whatever you care to quaff.

To Maximilian Riedel (rhymes with needle), CEO of Riedel Crystal, a glass is the "messenger" that shapes and delivers wine in a nuanced manner influenced by slight changes in the design, such as a bigger bowl or

narrower rim.

"There is no one glass that can showcase every wine," he said as he led a recent tasting seminar in the Napa Valley.

Conventional wisdom holds that sparkling wines keep their bubbles better in skinny flutes. Heavier whites, such as a chardonnay, usually are served in glasses with a fairly large bowl; red wines generally are served in "tulip" style glasses, with the rim slightly narrower than the bowl. And there are plenty of variations of each.

But there also are plenty of skeptics...

<http://www.metronews.ca/vancouver/live/article/285104--opinions-differ-on-whether-special-wine-glass-a-clear-advantage>



Best wines will come from Scotland if climate change is not stopped, French chefs say

THE DAILY TELEGRAPH, UK



17.08.09: Prominent French chefs have given warning that the country's wines will lose their complexity and the best produce will come from Scotland if the effects of climate change are not tackled.

A group of chefs, sommeliers and chateaux has issued a call to action, urging the country to secure ambitious targets in the months ahead to limit global warming.

President Nicolas Sarkozy was posed a stark choice: save French wine by clinching a deal at the international climate conference in Copenhagen in December, or see generations of viticulture slowly die out as vineyards cross the Channel and head north.

"As flagships of our common cultural heritage, elegant and refined, French wines are today in danger," 50 leading names from the world of French wine and food wrote in an open letter. "Marked by higher alcohol levels, over-sunned aromatic ranges and denser textures, our wines could lose their unique soul."

Among the signatories were Marc Veyrat, a chef with three Michelin stars, Mauro Colagreco, the award-winning chef, and Franck Thomas, who was voted the best sommelier in the world. The message was also supported by a host of domains from Champagne to Languedoc-Roussillon.

Climate change has been blamed for degrading French vineyards, with heatwaves, giant summer hailstorms in Bordeaux and new plant diseases...

<http://www.telegraph.co.uk/foodanddrink/wine/6040419/Best-wines-will-come-from-Scotland-if-climate-change-is-not-stopped-French-chefs-say.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.

Parker sees wine world shifting

WINE BUSINESS INTERNATIONAL, GERMANY

13.08.09: **The power of the wine world is shifting to Asia, according to Robert Parker, one of the world's most influential wine critics "There is no doubt that the power in the wine world will shift more and more towards Asia, led by Hong Kong and such emerging wine consuming giants as South Korea and China," he said in a recent interview with Pancho Campo MW, president of the Wine Academy of Spain.**



In a wide ranging discussion, Parker said it was a sad irony that European countries “renowned the world over for their wine culture as well as sophistication, are seeing a dramatic fall in the consumption of wine”, saying that it’s clear that European governments have taken a strong anti-alcohol position which has “swept wine under the umbrella of these restrictive rules”. Nevertheless, he sees the increasing wine consumption in the USA, as well as Asia, as possibly able to compensate for this downturn.

“New World wines will continue to have to prove their ability against those from Europe that have hundreds of years and tradition and history on their side,” he said. “But modern day consumers, especially those in the Americas and Asia, are willing to try wines as long as they are of high quality. Hopefully, with educational efforts on the part of the wine media, the competition for both high quality wines and high quality values will continue at an accelerated pace, giving the consumer better and better wines in a multitude of styles as well as price points.”

Getting information to consumers is going to be harder, he suggested, given that there are fewer opportunities for wine writers in the print media. He added that although there were some very good blogging sites, much of what was being written was “useless noise”.

On a more positive note, he said that the global financial crisis hadn’t affected the wine industry as badly as he had feared. “Overall, the wine industry has fared reasonably well. At this point, I had expected far more consolidations, bankruptcies and related misfortunes than what we have seen to date. So I suspect the industry is in a good position to thrive once the current crisis has run its course...”

http://www.wine-business-international.com/News_Parker_sees_wine_world_shifting.html

