



Wine Services

Top news wines & spirits

A ROUND-UP OF NEWS FROM VINEYARDS AROUND THE WORLD !

NOVEMBER



UAE joins global top 10 wine markets: a new opportunity hub

- Surprise market entry: the UAE debuts in IWSR's **top 10 wine markets** for attractiveness, ranking **5th** in 2024 due to growing opportunities for premium wine products.
- **Tourism and expat influence**: rising wine consumption is fueled by an expanding tourism industry, evolving on-trade preferences, and an increasing Western expatriate population.
- **Premium growth potential**: restaurants are expanding fine wine offerings, driving value growth and enhancing the appeal for high-end products.

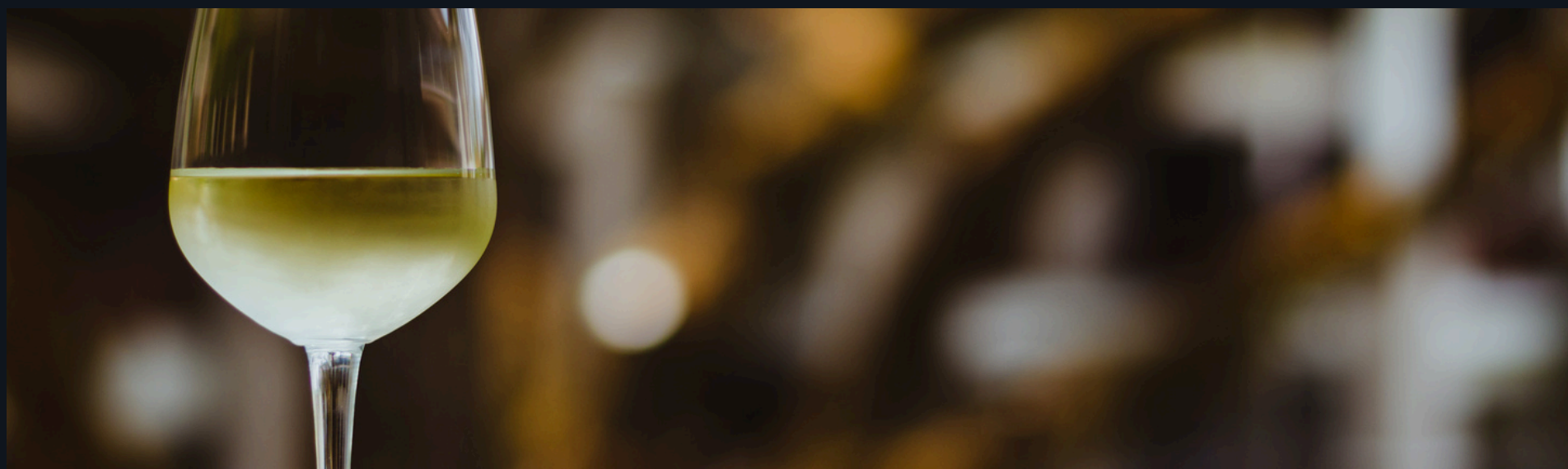
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White wines surge into winter: a shifting trend

- Unusual fall shift: white and rosé wines are seeing increased interest this October, defying the usual trend of red wines dominating as the weather cools. White wine's search share rose by **5%**, and rosé increased by **8%**, while red wines saw a small drop.
- Key search trends: in the U.S., white wines saw an **11%** increase in search interest, with Riesling leading the charge globally (**+11%**). Despite a global drop in Cabernet Sauvignon searches, Syrah and Merlot saw gains.
- Rising prices: prices for rosé and white wines are up by **10%** and **2%** globally, while red wines are seeing slight increases in price, reflecting shifting consumer interest.

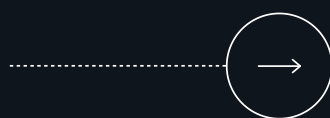
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Marqués de Riscal tops the World's Best Vineyards 2024!

- **Spain shines** on the global stage: Marqués de Riscal claims the top spot after three years as runner-up, with three Spanish vineyards in the top 10 and eight in the top 50 overall.
- **Excellence recognized**: the Marqués de Riscal City of Wine impresses with its Frank Gehry-designed hotel, 500 hectares of vineyards, and iconic Barón de Chirel Reserva wine.
- Global highlights: **VIK** (Chile) and **Creation** (South Africa) secured second and third places, while **Germany, France, and Argentina** were also strongly represented.

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The countries that drink the most Champagne in 2024!

- France leads the charge: of the **299 million** Champagne bottles shipped in 2023, **42.6%** stayed in France, cementing it as the world's top market for this prestigious sparkling wine.
- Global demand thrives: key export markets by volume include France's neighbors — **Germany, Belgium,** and the **U.K.** — as well as distant Champagne enthusiasts in the **U.S.** and **Japan.**
- Value speaks volumes: some countries prioritize quality over quantity, with nations like **Switzerland** and **Australia** ranking higher in Champagne export value.

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Wine consumption trends in Italy: insights from the UIV Observatory

- **Spumanti** on the rise: in out-of-home consumption, sparkling wines have overtaken still wines, with **63.4%** of consumers preferring spumanti, particularly dry Charmat (**68%**) and Prosecco (**50%**).
- Changing consumption habits: the aperitif has become the main occasion for alcohol consumption, even among consumers aged **45-54**, challenging the traditional meal-centric drinking habits.
- Demographic shifts: families over 55 without children dominate domestic wine purchases, accounting for **59%** of total wine spending in Italy's large retail sector, totaling **€1.83 billion** annually.

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Hospices de Beaune 2024: fewer barrels, higher prices

- Smaler harvest: challenging weather halved yields, offering only **449** lots (down from **753** in 2023), yet the auction raised **€14.4M**, demonstrating resilience.
- Record-setting prices: the "**Presidents' Barrel**" sold for **€360,000**, with total donations exceeding **€460,000**—a **30%** increase compared to 2023.
- Organic milestone: this year marked the first **fully certified organic vintage**, adding prestige to an already iconic charity event.

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Mikk Parre, Best Sommelier of Europe 2024: a new champion emerges

- Historic victory: **Mikk Parre, from Estonia**, won the title of Best Sommelier of Europe, Africa, and the Middle East at the prestigious competition in Belgrade, Serbia.
- Rigorous challenges: contestants faced demanding tests, including **blind tastings, pairing wines with food, and identifying beverages on a map**, showcasing their expertise in wine regions and service
- Notable achievements: before his global triumph, Parre won titles such as **Best Sommelier of Estonia and the Baltics**, and holds the **ASI Gold Diploma**, making him a leading figure in the sommelier world.

Congratulations also to Martynas Pravilonis and Pascaline Lepeltier for their podium finishes!

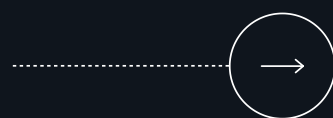
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China Joins the "UN of Wine"

- A new member on the world stage: as of November 14, 2024, China officially becomes the **51st member** of the International Organisation of Vine and Wine (OIV), representing **85%** of the world's vineyards—up from 75%.
- Global impact: with the third-largest vineyard area (**756,000 ha**) and the top spot for **table grape** production, China also ranks as the **8th largest wine consumer** and **15th largest producer**. Its OIV membership enhances global data reliability and regulatory alignment.
- **Economic and political dynamics:** While fostering harmonization in the wine sector, this move comes amid China's trade dispute with Europe over tariffs on cognac and electric vehicles.

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Trump's return: a new era for the US wine industry

- Labour crisis looms: proposed **immigration reforms**, threaten California's wine industry, which relies heavily on undocumented workers for vineyard labor.
- Tariff risks: Trump's proposed **20%** tariff on incoming goods, including a potential **60%** on Chinese wine bottles, could raise production costs for US wineries. Previous tariffs led to price hikes without benefits for American producers.
- **Automation and innovation**: to offset labor shortages, vineyards are turning to automation, such as mechanical grape harvesters and automated pruning machines, although these solutions are costly and better suited for larger-scale operations.

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Fine wine prices: a market disconnect?

- Bearish trends persist: the fine wine market downturn since October 2022 has widened the **gap between market prices and list prices**.
- Merchants under pressure: historically slow to adjust to down markets, merchants are now dropping list prices faster than market prices—down **5.1% vs 1.5%** in September—the sharpest narrowing since April 2021.
- Signs of recovery: despite falling indices, September saw the highest buyer activity since February, showing that **demand exists** when prices align with market realities.

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No new taxes on wine: a victory for the French wine industry

- Proposed tax increases rejected: on November 4, French deputies overwhelmingly rejected amendments proposing **higher taxes** on wine and alcohol, including a **minimum alcohol price**, increased **annual levies**, and new **taxes on advertising**
- Viticultural unity: advocacy by organizations like **Vin & Société** rallied broad parliamentary support, emphasizing economic challenges in the wine sector and the ineffectiveness of price-based measures against addiction.
- An ongoing fight: while this battle is won, industry leaders remain vigilant against what they describe as a **"crusade" to denormalize alcohol**, focusing instead on promoting responsible consumption.

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