



Wine Services

Wines & Spirits News

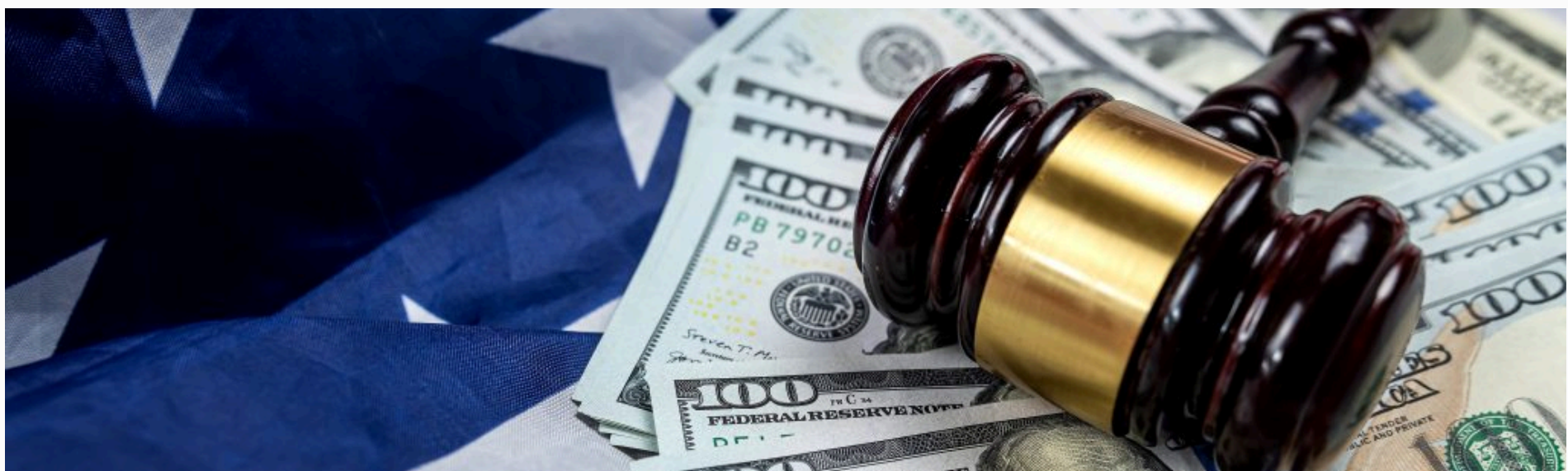
**AN OVERVIEW OF THE LATEST NEWS FROM
VINEYARDS AROUND THE WORLD!**

OCTOBER



Customs duties: the fine wine market shaken up in the United States

- The tariffs imposed by Donald Trump have caused a mass exodus of American buyers, reminiscent of the Asian market crisis in 2010. **The result:** a sharp drop in trading volumes and falling prices on the fine wine market, according to Liv-ex.
- Liv-ex refers to the “worst slowdown” in several years, but notes signs of recovery: buyers and sellers are beginning to **realign on prices**, and some indices (such as the Champagne 50) are starting to rise again.
- After several years of absence, Asian markets—particularly **Hong Kong** and white **Burgundy**—are coming back to life. **California Cabernet** (Harlem, Opus One) is also attracting investors once again.



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Italy: record exports and wine tourism booming

- In 2024, Italy exported **€8.1 billion** worth of wine (+5.5% vs. 2023), confirming its position as the world's leading exporter in terms of volume and second in terms of value.
- With nearly **€2 billion** in imports, the US remains a key market for Italian wine, despite **15%** tariffs that could reduce revenues by **€300 million**. Producers are focusing on diversification and digitalization to secure this market.
- Wine tourism generates **€3 billion** and attracts **15 million visitors**, while Italy remains the European leader in organic viticulture (**23% of vineyards**). These trends reinforce the sector's appeal and resilience.



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2025 Harvest – results impacted by the heatwave

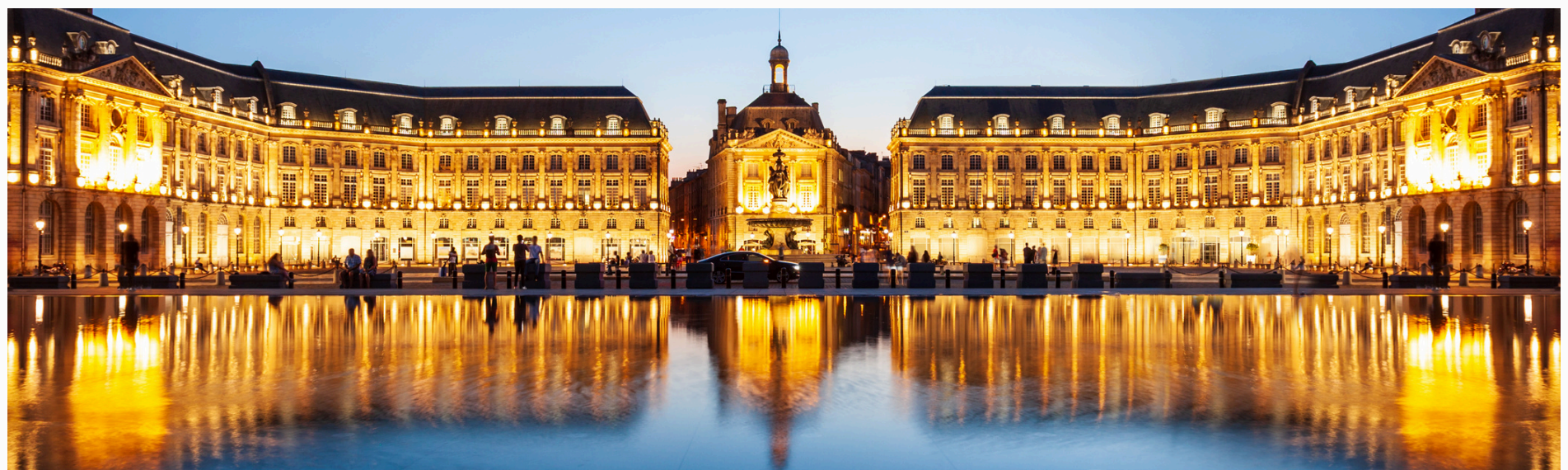
- Wine production in 2025 is estimated at 36 million hectoliters, down 16% from the five-year average, affected by heat waves and drought in Bordeaux and Languedoc-Roussillon.
- Bordeaux and Beaujolais: very low yields, with Beaujolais experiencing its lowest levels in 35 years, Champagne, Loire Valley, Corsica: production up or stable despite the heat, the quality of the grapes remains good, but the berries are smaller and more concentrated.
- The government subsidizes the uprooting of vines in several regions to regulate supply. The decline in cultivated areas accentuates the drop in production, but helps to preserve the quality and future of the vineyards.



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The Bordeaux Market: a springboard for South American wines

- Wines such as Almaviva, Seña, and Casa Real use **La Place** to reach markets that would otherwise be inaccessible and benefit from Bordeaux's prestige.
- Strong competition and saturation in South American releases are forcing producers to adapt their prices and strategies in order to stand out in the market.
- South American producers are focusing on **innovation**, **diversification**, and **patient work** with traders to build their reputation sustainably and develop their sales.



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Burgundy wines come out on top

- At the end of **July 2025**, Burgundy sales increased by **5.6% in volume** and **2.7% in value**, driven by white wines and Crémants.
- Higher volumes and lower prices are helping to stabilize the market after very generous harvests in **2022-2023** and a small harvest in **2025**.
- Canada: **+29% in volume** and **+31% in value**, with Burgundy as the leading wine category in Quebec.
- Sweden: significant growth thanks to white wines.
- United States: **growth** still visible but **impact** of taxes and the dollar expected in early 2026.



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Nicolas becomes Maison Nicolas: 2026 strategy underway

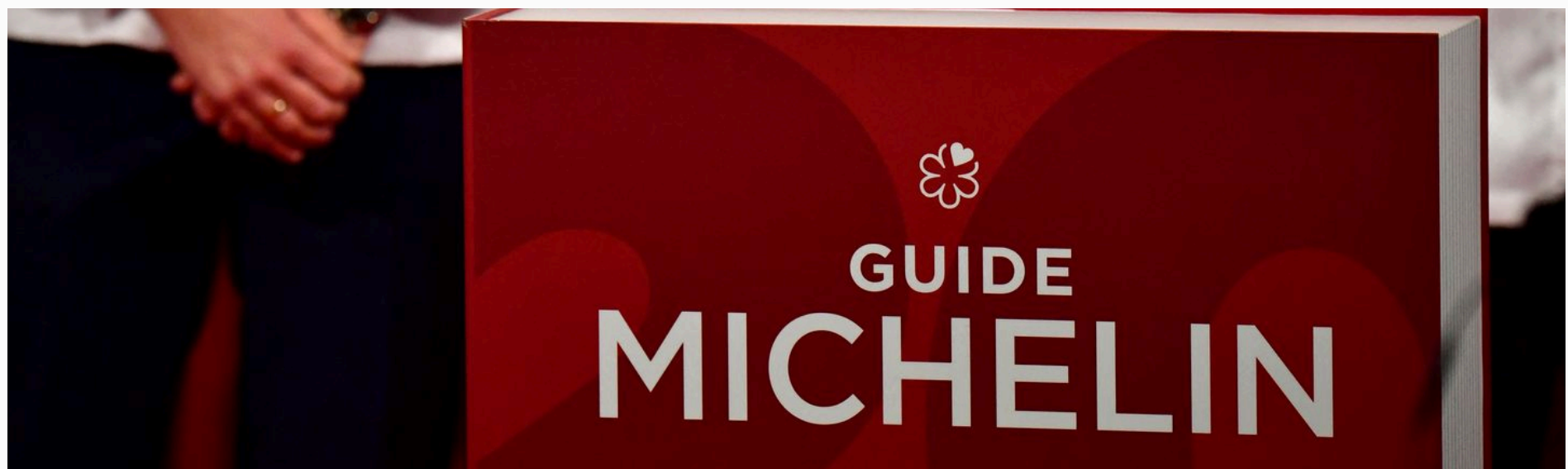
- The wine merchant becomes “**Maison Nicolas**” adopts a new logo and redesigned product ranges to adapt to the market and return to growth by **2026**.
- The retailer plans to **modernize** its **stores**, **develop e-commerce**, and **create apps** to reach more customers.
- With a **range tailored** to each store and an **expansion** of products (wines, beers, non-alcoholic beverages), Maison Nicolas is aiming for gradual and sustainable growth.



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Michelin Burns Rubber on Wine Scores

- The Michelin Guide is starting to rate wines, leveraging its global reputation to compete with existing rating systems such as [Wine Advocate](#).
- Michelin could use a scale of **1 to 3 stars**, which is closer to the actual dining experience, as opposed to the traditional 100-point rating system.
- While this move could **attract** more consumers, it raises questions about the neutrality of ratings, particularly with regard to the paid partnerships and sales commissions that Michelin is developing internationally.



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