



Wines & Spirits News

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

SEPTEMBER



Wine at the UN: a call for moderation

- First public statement by the AIW: for the first time since its creation in 1971, the International Wine Academy has spoken out unanimously against the risk of wine being “denormalized” by the WHO.
- Influential voices: iconic figures in the wine industry, including Véronique Sanders (President of Château Haut-Bailly and Chancellor of the AIW), are calling for the role of wine in our cultures to be defended.
- Health, heritage, and education: the AIW recognizes the dangers of excess but advocates for education on taste and moderation as an alternative to prohibition, in order to preserve public health, individual freedom, and cultural heritage.



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Hope for French wines in the United States

- Market share on the rise: in 2024, French wines accounted for **20%** of US imports, compared with just **13% ten years earlier** (source: Impact Databank).
- Growth above market average: between January and August 2025, volumes increased by **+2.6%** in IRI-Circana channels, while overall wine sales fell by **-5.7%**. Wines priced above \$20 even posted **+7.2%** growth.
- Outlook under pressure: while the increase in **customs duties** could jeopardize the recovery in 2025, importers remain confident in the ability of French wines to return to their pre-pandemic levels.
- Winning appellations: **Burgundy (+11%)** and **Provence (+6%)** are driving growth, with notable successes for Louis Jadot and Avaline Rosé, buoyed by the trend for low-calorie wines.



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Beyond Bordeaux: La Place opens up to the world

- An unmissable event: organized by CVBG, **Beyond Bordeaux** brings together a selection of great international wines (California, Chile, Italy, Spain, Australia, etc.) every September, illustrating the ability of Bordeaux wine merchants to innovate beyond en primeur.
- A growth driver: these brands already account for nearly **20% of CVBG's revenue**. For estates such as Chappellet (Napa Valley), this is a unique showcase for gaining visibility in European and Asian markets.
- A dynamic in the making: while the market remains demanding in terms of price and positioning, Bordeaux is confirming its role as a **global platform**, capable of connecting producers and distributors far beyond the Bordeaux vineyards.



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Super Tuscans hold their own on the global market

- A difficult market, an island of stability: while fine wine prices decline in 2025, Tuscany remains a safe bet. **Sassicaia**, **Tignanello**, and **Solaia** continue to grow, thanks to a balance between quality, value, and price stability.
- Solid figures: the Liv-ex Italy 100 index fell by only **-1.3%** in Tuscany in the first half of 2025, compared with **-5.6%** for Piedmont and **-4.7%** for the market as a whole. Over five years, it remains up by more than **12%**.
- Growing enthusiasm: collectors' interest is fueled by Christie's auction of an exceptional collection of **Masseto** wines (all vintages since 1986), confirming the global appeal of Tuscany's leading labels.



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French Bloom joins Formula 1

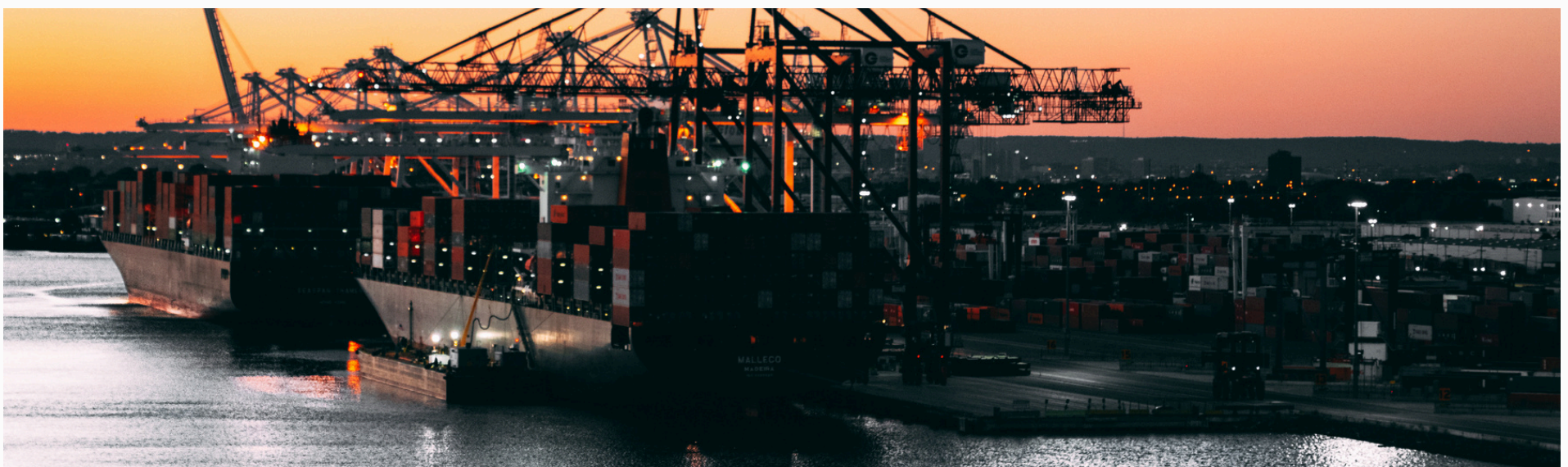
- A historic partnership: the non-alcoholic sparkling wine brand becomes an **official partner of Formula 1 for 10 years**, a first in the history of motorsport.
- A new way to celebrate: present at racetracks, paddocks, and events, **French Bloom does not replace Moët & Chandon** on the podium, but offers an alternative for non-drinkers and “flexy-drinkers.”
- A like-minded audience: driven by strong engagement among women and Gen Z, the brand is joining a **rejuvenated and diversified F1** since the success of the Drive to Survive series.



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French exports of wines and spirits down in 2024

- A **€16.5 billion** market: exports are down **4%** in value compared to 2023 (**€17 billion**) and 2022 (**€18 billion**), according to Customs.
- **Trade tensions** at stake: the sector is facing China's anti-dumping investigation into cognac and armagnac, as well as increased US customs duties.
- Concentrated markets: The **United States** remains the leading importer, followed by **China for cognac**, and **Singapore** and the **United Kingdom for champagne**.



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Understanding the global wine economy with Jean-Marie Cardebat

- Market reorganization: in an interview at the beginning of the year, Jean-Marie Cardebat explained that the current wine crisis did not necessarily spell **collapse**. In his view, mass grubbing-up is not the only answer: the future will also involve **innovation** and **strengthening the direct link between producers and consumers**.
- **A multifaceted product**: both an agricultural commodity and a luxury item, wine illustrates the complexity of globalized markets, encompassing terroir, culture, and international trade.
- **Key trends**: decline in consumption since 2017, explosion in prices for large bottles vs. crisis in bulk sales, and weakening of the Chinese market.

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Professional wine trade shows: between upheaval and renewal

- **Vinexpo Mumbai canceled:** The 2025 edition will not take place, but Vinexposium promises a stronger comeback in 2026.
- **ProWein seeks revival:** With **4,000 exhibitors expected in 2026** (compared to 6,000 in 2023), Düsseldorf is reinventing itself with a **new identity, a more compact layout, and the promise of an improved visitor experience** to win back market share from Wine Paris.
- **Wine4Trade closes down:** After 24 years and thousands of export campaigns, the organizer of “French Wine Discoveries” is closing its doors, a victim of the wine industry crisis.



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Italy regains the lead in global wine production

- Volumes on the rise: **47 million hectoliters expected in 2025** (+8% vs. 2024), thanks to excellent harvests, particularly in Sicily and Puglia (+19%).
- Global podium: **Italy ahead of France** (37.4 million hectoliters) and Spain (36.8 million hectoliters), confirming its historic leadership since 2007.
- **A tense market:** despite quality deemed “good to excellent,” the decline in exports (-4% in early 2025) and pressure from stocks are causing concern in the industry.



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Wine tourism in 2025: surprising destinations that are shaking up the classics!

- **South Africa leads the way:** ranked as the world's top wine tourism destination (score of 8.38/10), with tastings costing €14 and bottles averaging €4, combining affordability, breathtaking scenery, and a rich wine-growing history.
- **Portugal, star of the show:** ranked second (7.75/10), it offers the highest density of visits (6.1 per 1,000 km²) and ranks third in online searches, ahead of Italy (7/10).
- **France, top of the searches:** ranked 1st in terms of visit intentions, wine tourism generates €7 billion in annual revenue, with an average spend of €72 per visitor.



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