

Organic wines: taking centre stage



Sustainability and environmentally-friendly viticulture were key trends not just at ProWein 2016, but also for consumers around the world.

The three days in Düsseldorf at ProWein always leaves us with a head full of new ideas as to the direction in which the wine industry is heading, and how we can help our clients to stay ahead of market trends.

So when the WI team met up for dinner after the event, we not only enjoyed some nice Italian food and wine, but also found ourselves talking about our favourite trends and market developments that we had noticed over the past three days. One particular development that was of great interest to all of us was the increased presence of organic wines at the fair.

By definition, organic wines are wines made from organically grown grapes. In order to be called organic, the vines have to be maintained according to certain country-specific sets of rules that usually excludes the use of most artificial chemicals such as fertilisers or pesticides in the vineyards. The growing importance of organic wine is very apparent in sales data, where, according to ProWein, the annual increase in sales of organic wines are as high as 20% in Canada, 18% in Sweden and 10% in the Netherlands.

Reflecting this trend, we see progressively higher numbers of self-identified organic exhibitors at ProWein, with the number growing from a mere 17 producers in 2005 to roughly 600 in 2016. Indeed, this growth led to

the decision in 2015 not to continue with the external organic wines pavilion, but to incorporate the organic producers into their respective national pavilions. And interestingly, besides the larger amount of stand space dedicated to organic wines, the appearance of booths has also reflected changing trends, with recent years seeing more natural materials being used in the construction of the stands themselves.

The overall consumer trend driving the increased interest in organic wines is identified in our recent Wine Intelligence Global Consumer Trends Report as Well-being. Today, many of us are paying more attention not only to what we put into our bodies, but also how we balance our lives and how we can change the world around us for the better. And furthermore, the rise of organic wines is based not only on a general health trend, but also – and maybe even more importantly – on the increasing necessity to consider the environment around us by focusing on sustainability and responsibility when producing wine. By having the highest overlap of current importance to consumers and current presence in the drinks category (according to the Wine Intelligence Global Consumer Trends 2016 report), Well-being, and by extension organic wines, might be one of the most important trends for the wine industry in 2016.

Other ProWein 2016 trends

Following on from our Global Consumer Trends report, we look at some of the interesting innovations and products found at this year's ProWein.

In our [Global Consumer Trends 2016 Report](#), we identified and analysed ten key trends currently impacting consumer behaviour, and illustrated them with examples of innovations in various categories from around the world. We scoured the halls at ProWein to find yet more examples: here are some of the most interesting.

Instant

The Thrill Vortex F1-Pro system, demonstrated by Zonin at ProWein, is a device designed and made in Italy which instantly chills and sanitises glassware using CO2 canisters, allowing tedious tasks to be completed more quickly.



Play

Play - ProWein's playful side was brought out by Mosel winery Zimmermann-Graeff & Müller, who had their themed non-alcoholic beverages on display. Packaged in wine bottles with Star Wars, Smurfs and Hello Kitty branding, the products are licensed and sold in China, Switzerland, Austria and Germany, where flavours include Berry Mix, Apple-Cassis and Apple-Peach. The Hello Kitty product was the first to be released, and has sold over 3 million bottles in two years.

Devotion

The Beefsteak Wine Club range is designed with the classic Argentinian pairing of steak and Malbec in mind. There are five wines in the range, including a reserve aged for 18 months in French oak, offering plenty to devotees of steak and Malbec, and food and wine pairing in general.



Transparency

Undurraga supports the non-profit organization OIES, whose aim is to raise awareness in Chile of the situation of the Mapuche indigenous people. With every bottle of Aliwen that is sold around the world, a donation is made to a scholarship fund supporting Mapuche children finish their studies.



Celliers des Dauphins stood out with various single serve products on display. Available in six-packs or four-packs, a red, white and rosé are each on offer in small-format 250ml bottles.

Mini



The Tisane Sparkling Infusion, newly launched by Echo Falls, is designed to appeal to health conscious consumers, with zero alcohol and just 26 calories per glass. It is made with a combination of fermented grape juice and premium green tea infusion.

Fusion

The Illegal Malted Wine Lager is an unusual combination of beer and wine. Made in Chile, it is created by brewing beer and making wine from Sauvignon Blanc grapes separately, and then blending them and leaving them to infuse for several months. The company are also experimenting with other varietals and brewing techniques.

