

Still, Sparkling and Fortified Wine - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"In a market where many shoppers are focused on buying on special offer and consumers drink from a narrow repertoire of wine, wine festivals can encourage experimentation. These should include samplings and suggestions on wines people might like, as well as highlighting lower alcohol wines or wine-based drinks to those looking to cut their intake of alcohol."

- Richard Caines, Senior Food & Drink Analyst

This report looks at the following areas:

- Room for samplings and suggestions to encourage more wine buying
- Packaging development can help add value to wine market
- Alcohol moderation offers opportunity for wines with less alcohol

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Echo Falls official wine of Love Island
 Casillero del Diablo renews Sky TV sponsorship
 TV adverts for Blossom Hill and Wolf Blass
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 Special offers/promotions have a big influence
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Grape type has most sway among over-55s

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