



July 2013

Wine - Ireland

“With aggregate new product launches declining, flavour innovations similar to those seen in the cider category provide the drinks companies serving the Irish wine industry with an opportunity to breathe fresh life into a declining market and create potentially lucrative new revenue streams.”

June 2013

Beer - Ireland

“The Irish beer market has struggled through some trying times since the onset of the economic downturn, with the Irish on-trade bearing the brunt of the hardship. However, with a booming off-trade and growth of the craft beer segment, coupled with the possibility of government legislation working in the industry’s ...