

Wine: Brand Desire and Drinking Intent

Robert Joseph

HES-SO Valais

June 2025



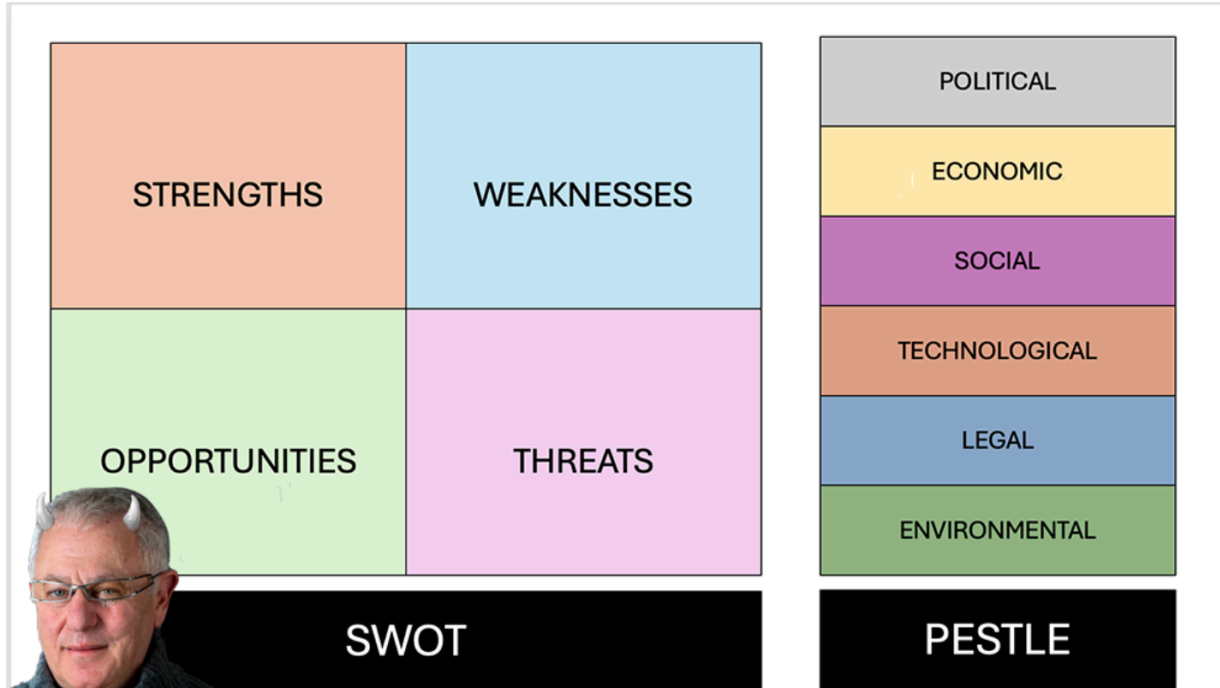
VIEW EDIT DELETE MANAGE DISPLAY REVISIONS CLONE

OPINION 2025 Jan 27 / Comments

Devil's Advocate: What's a SWOT? Or a PESTLE?

Robert Joseph considers the usefulness of two different models of business analysis.

Reading time: 3m 15s



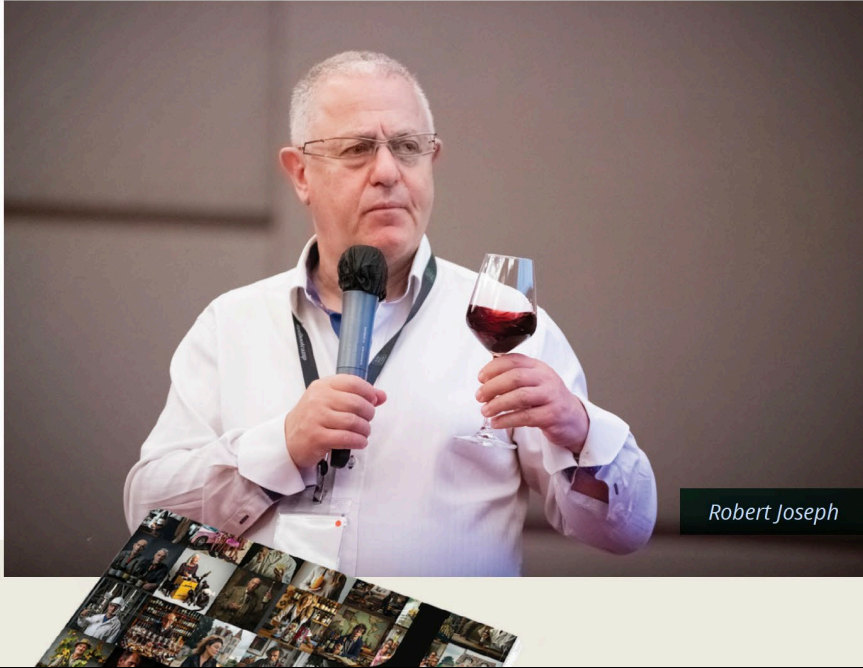
Portrait: Cath Lowe.

**Meininger's
Wine industry board-room
level
analysis every week**

AI is a Necessary Tool:

it's all about how to use it

An interview with Robert Joseph



Robert Joseph

Robert Joseph, also known as *The Wine Thinker*, is an author, business owner, wine judge, and consultant. Through his consultancy, he has worked with notable clients such as Accolade, Château Brane-Cantenac, Château Malartic-Lagravière, McGuigan Wines, Torres, Esterhazy, Origin Wines, and the marketing organisations of Australia, Brazil, Georgia, Moldova, and Portugal.

He describes himself as a futurist. In his own words: "Over nearly four decades, I was among the first to identify the likely growth of New World brands in the UK (United Kingdom), the evolution of varietal wines in Europe, the impact of the

Consultancy and lecturing

Offering actionable advice to companies and regions

owner, wine judge, and consultant. Through his consultancy, he has worked with notable clients such as Accolade, Château Brane-Cantenac, Château Malartic-Lagravière, McGuigan Wines, Torres, Esterhazy, Origin Wines, and the marketing organisations of Australia, Brazil, Georgia, Moldova, and Portugal.



LE GRAND NOIR

At Home in France. Welcome Everywhere

**French ‘New World’
style brand**

**15 SKUs
Launched 2005
3.8m bottles
65 countries**

**No 11 French brand in US
No 1 in India**

Ex-cellars <€3



**Multi-region
Multi-Varietal
Multi-technique
Multi-vintage**

**Launched 2023
25,000 bottles red
25,000 bottles white
2,500 bottles rosé**

**4 countries
Ex-cellars €15**

(My)
French Chardonnay

\$12 on a US supermarket
shelf

(My)
Georgian 'Assemblage'
(9 Georgian grape varieties;
amphora/oak/
stainless steel)

\$50 in a specialist shop

Drunk by the same people?





(My)
Georgian 'Assemblage'
(10 Georgian grape
varieties;
4 regions;
4 vintages;
4 techniques
amphora/oak/
stainless steel/air
drying)



Like a Swiss watch?



K'AVSHIRI - Swiss Wine

K'AVSHIRI

- Relatively little-known
- Tradition of home-winemaking
- Unfamiliar grape varieties
- Limited volumes
- Great tourism potential
- High ex-cellar price

Swiss Wine

- Relatively little-known
- Tradition of home-winemaking
- Unfamiliar grape varieties
- Limited volumes
- Great tourism potential
- High ex-cellar price

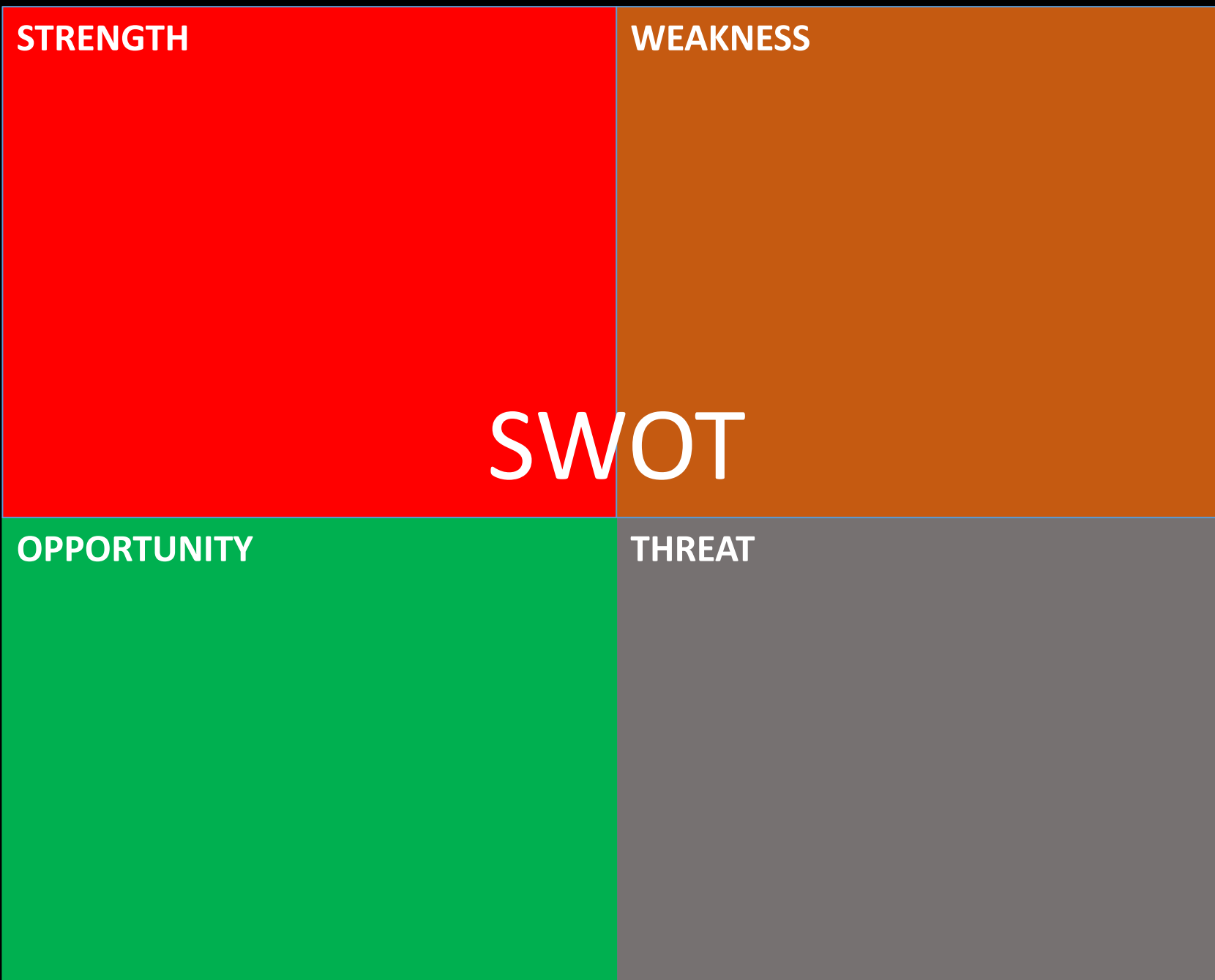
individual wine





The sky isn't falling

But now is not the time to copy the ostrich



STRENGTH

History
Sophisticated
Convivial
Interesting/Fascinating
Huge variation
Accompanies food
Part of local culture
Tourism
Investment

WEAKNESS

Old fashioned
Snobby
Too broad a choice
Confusing/boring
Packaging
Labour
Low margins
Over-production
Weak marketing
Peasants and hobbyists

OPPORTUNITY

Better Marketing
New packaging
• PET, BiB, Cans, Kegs, 50cl
New Styles
• Mid-Strength, Zero Alc, RTDs
New Distribution
• DTC
Tourism /Events
Sampling

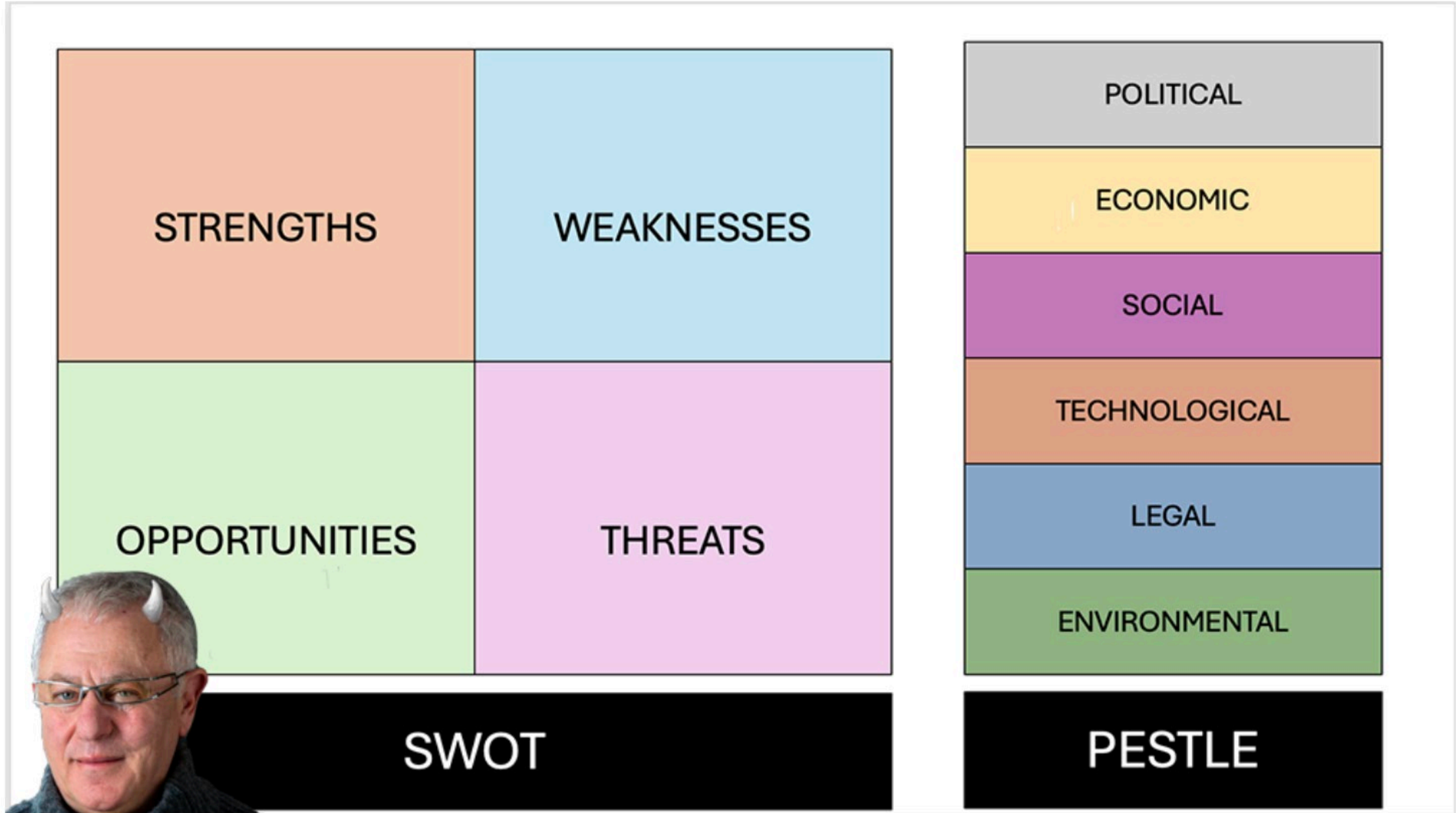
THREAT

Climate Change
Anti-Alcohol
Health
Wellbeing
Legislation
Taxes/Tariffs
Other beverages



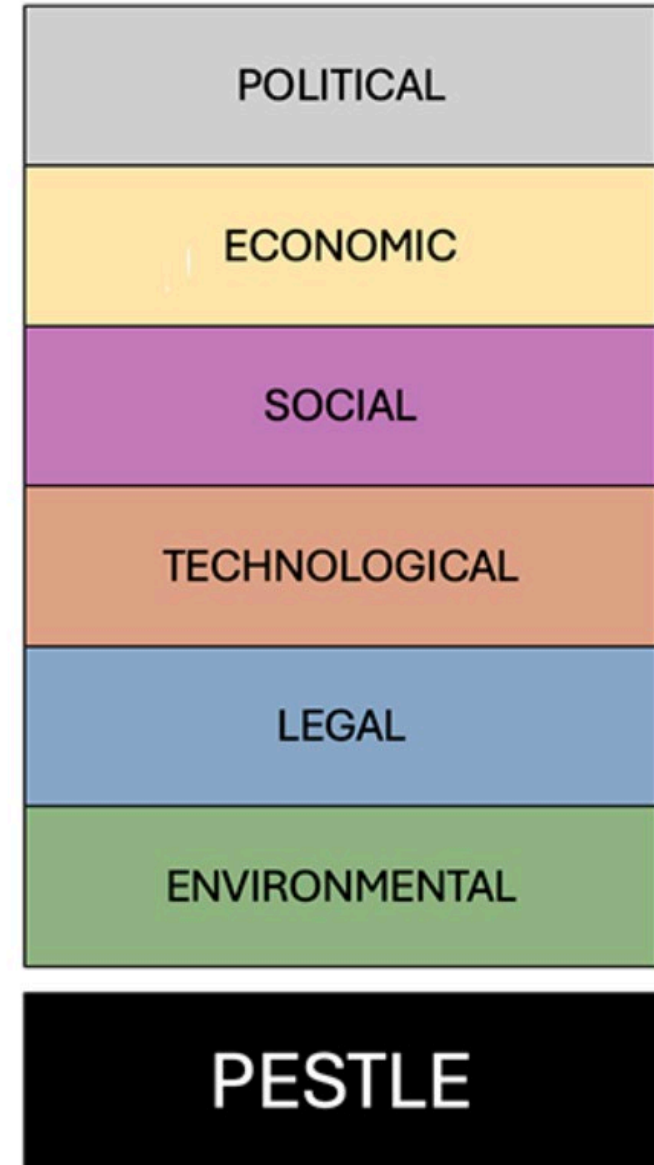
What about a SWOT for your
company and brand?

And what about doing a PESTLE?



Portrait: Cath Lowe.

Were you ready
for Covid? For
glass shortages?
For tariffs?





The Paradox

Higher quality
Wider range

than ever before

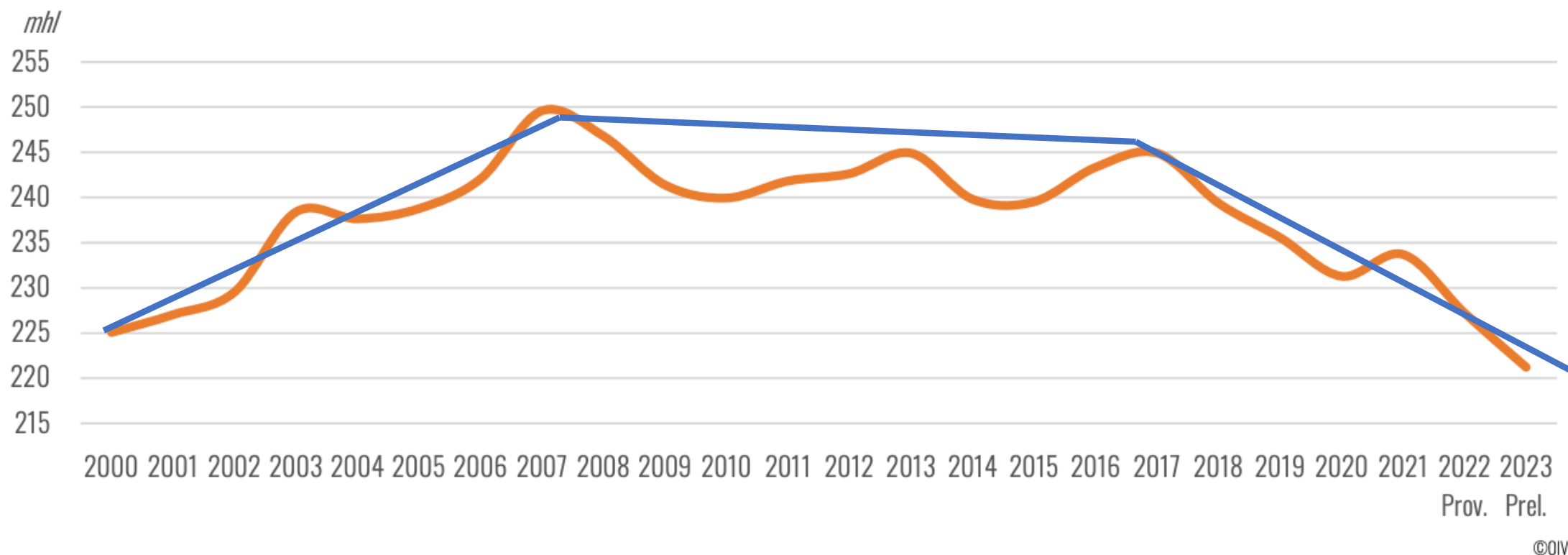


The Paradox

But

Sales are **Falling**

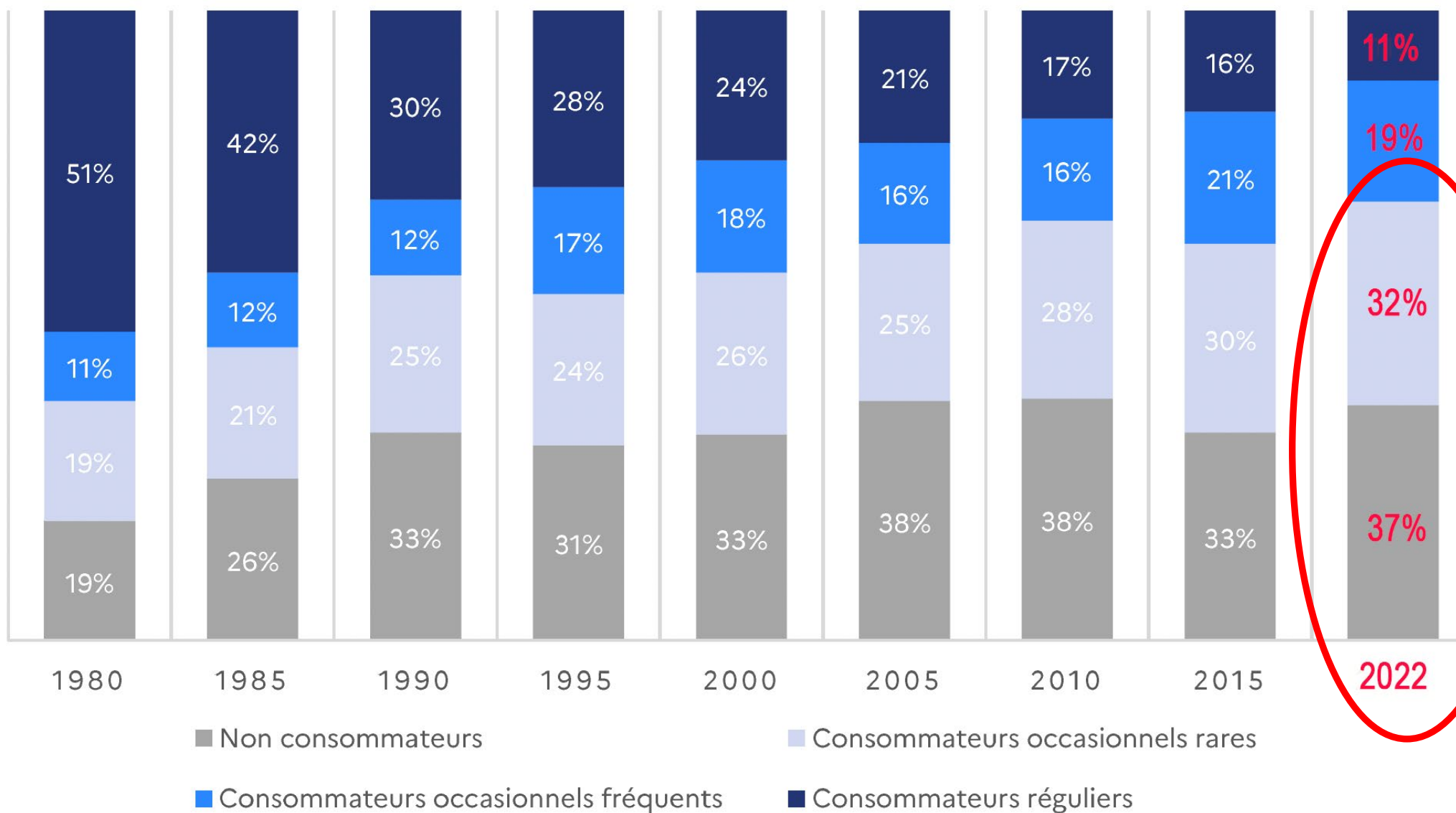
Figure 3 • Evolution of world wine consumption



Global consumption 2000-2023

2000-2007 Growth. 2008-2017 Decline. 2017-2023 Plummet

Évolution des fréquences de consommation de vin depuis 1980



69%
of
French
Adults
**rarely
or never
drink
wine**

NB : Significativement sup/inf à 95% vs 2015 : (+Xpt) / (-Xpt)

Source : Enquête quinquennale sur la consommation de vin en France 2020–Ipsos Observer pour FranceAgriMer et CNIV

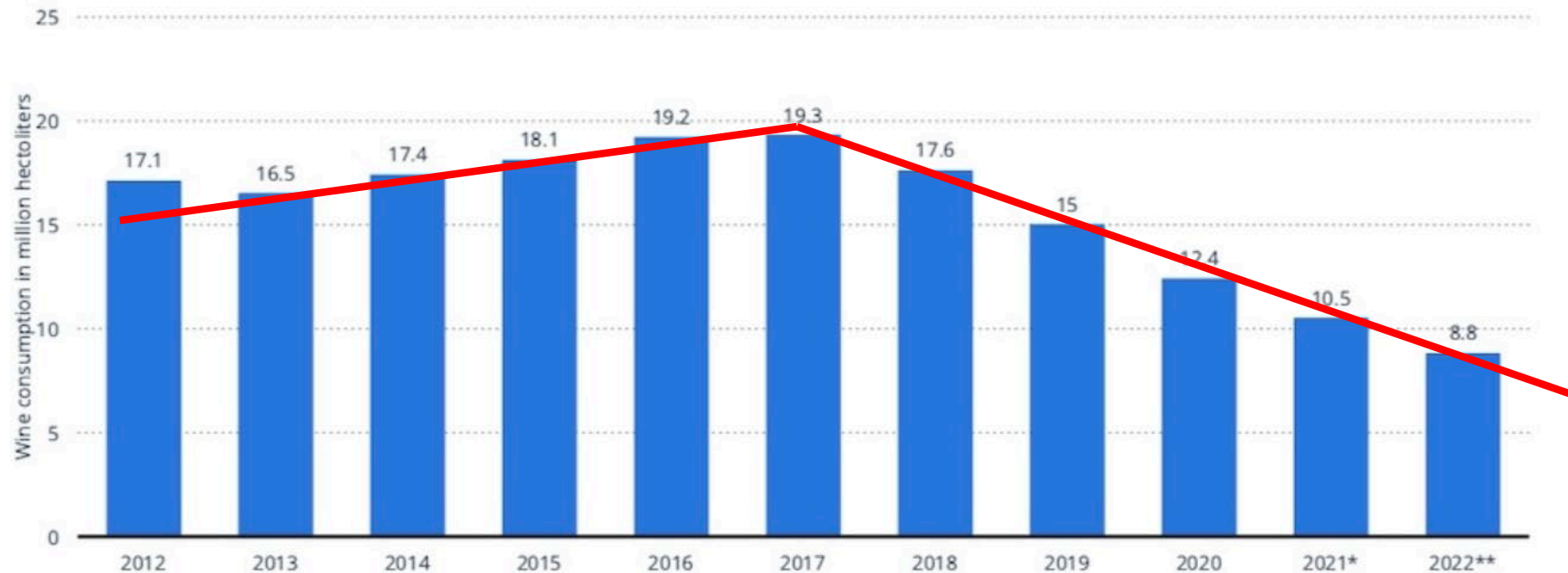


Only 30% of Americans
ever drink wine

Fewer than half of these
drink it regularly

Wine consumption volume in China from 2012 to 2022 (in million hectoliters)

Wine consumption in China 2012-2022



30 **Description:** In 2022, the Chinese population consumed approximately 0.88 billion liters of wine, making China the eighth leading wine consumer worldwide. The year 2017 witnessed the highest wine consumption in the country in the past decade. [Read more](#)
Notes: China; 2012 to 2022; * Provisional ** Preliminary figure. Figures prior to 2017 have been taken from a previous publication. [Read more](#)
Sources: FAO, OIV

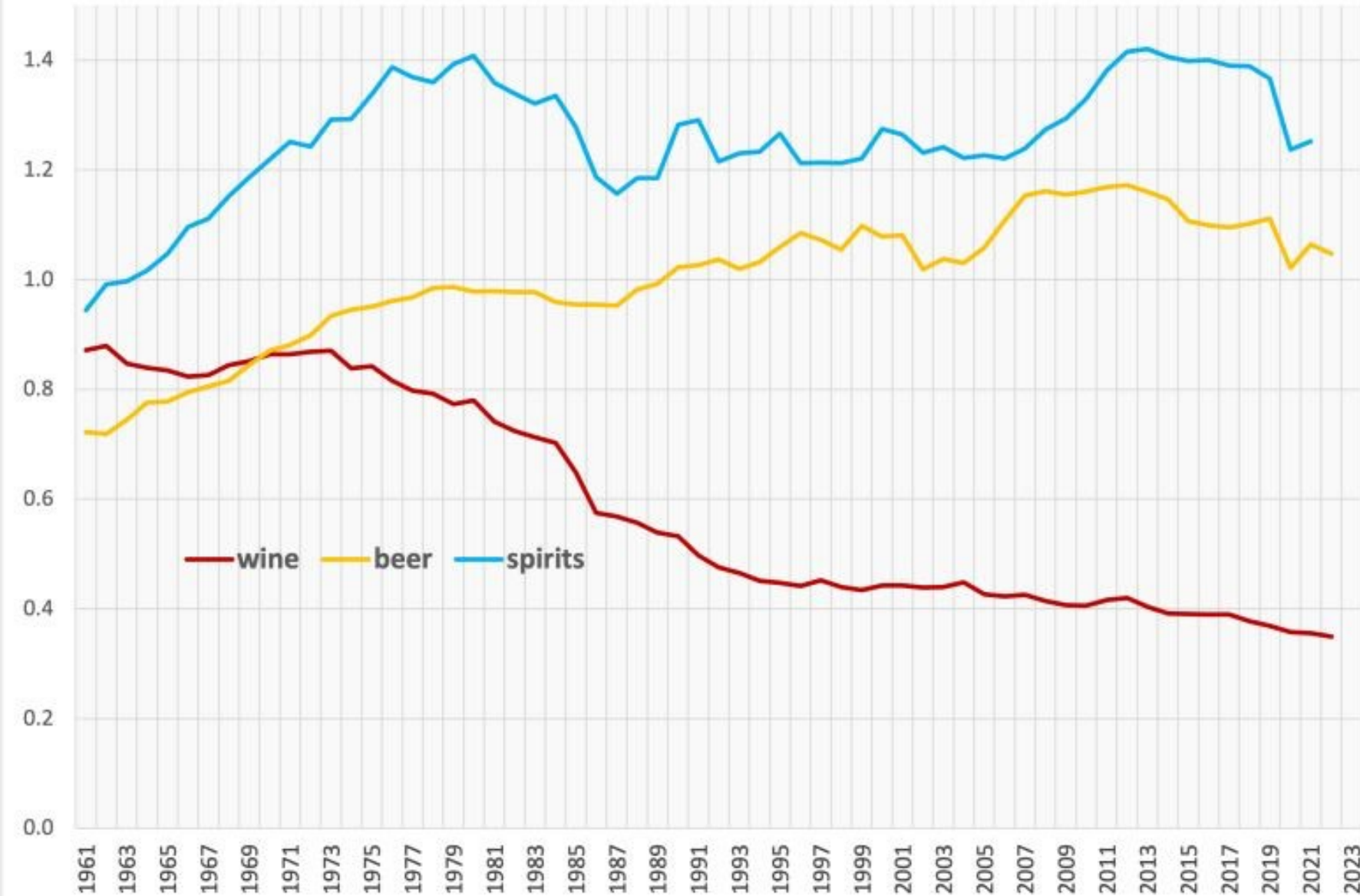
statista

China
going
backwards

Global Per Capita Wine, Beer, and Spirits Consumption, 1961-2022

in liters of pure alcohol; Source: Anderson, K. and Pinilla, V. (2023).

Annual Database of Global Wine Markets, 1835 to 2022



Wine is losing traction compared to beers and spirits

2022 - 3.72 million hl of bulk Spanish wine shipped to France

Average price: €0.44/l





Vin Rouge de l'Union Européenne LA VILLAGEOISE

la bouteille

2.35 € / L

★★★★☆ (17)

Description [Voir plus](#)

En fonction du Drive sélectionné, le millésime indiqué sur le site peut être différent de celui-ci qui vous sera réellement livré.

Ingrédients (dont ALLERGÈNES) [Voir plus](#)

SULFITES

Caractéristiques techniques [Voir plus](#)

IMPORTED FOREIGN BULK WINE: THE DIRTY SECRET NO ONE IN CALIFORNIA WINE IS TALKING ABOUT



2022 – California wineries
imported 257 million litres of
foreign bulk wine.

Equivalent of 400,000 tons of
grapes

2022 – California wineries
thought to have been left on
vines



That's just the background

Looking forward may be worse



The Wine Industry Paradox

Facing a

Perfect Storm



Climate Change

So... What kind of climatic devastation
Would you like today?





Multi-regional blends?
Non vintage?





Alternative Beverages

\$15 for me to mix you a cocktail
Or for me to pour you a glass of wine





Labour Shortages

I'm quitting
The pay at the cannabis farm is better
And the atmosphere is more... chilled





Accueil / Gens du vin / La France perd 1 domaine viticole sur 6 en 10 ans

RECENSEMENT AGRICOLE

La France perd 1 domaine viticole sur 6 en 10 ans

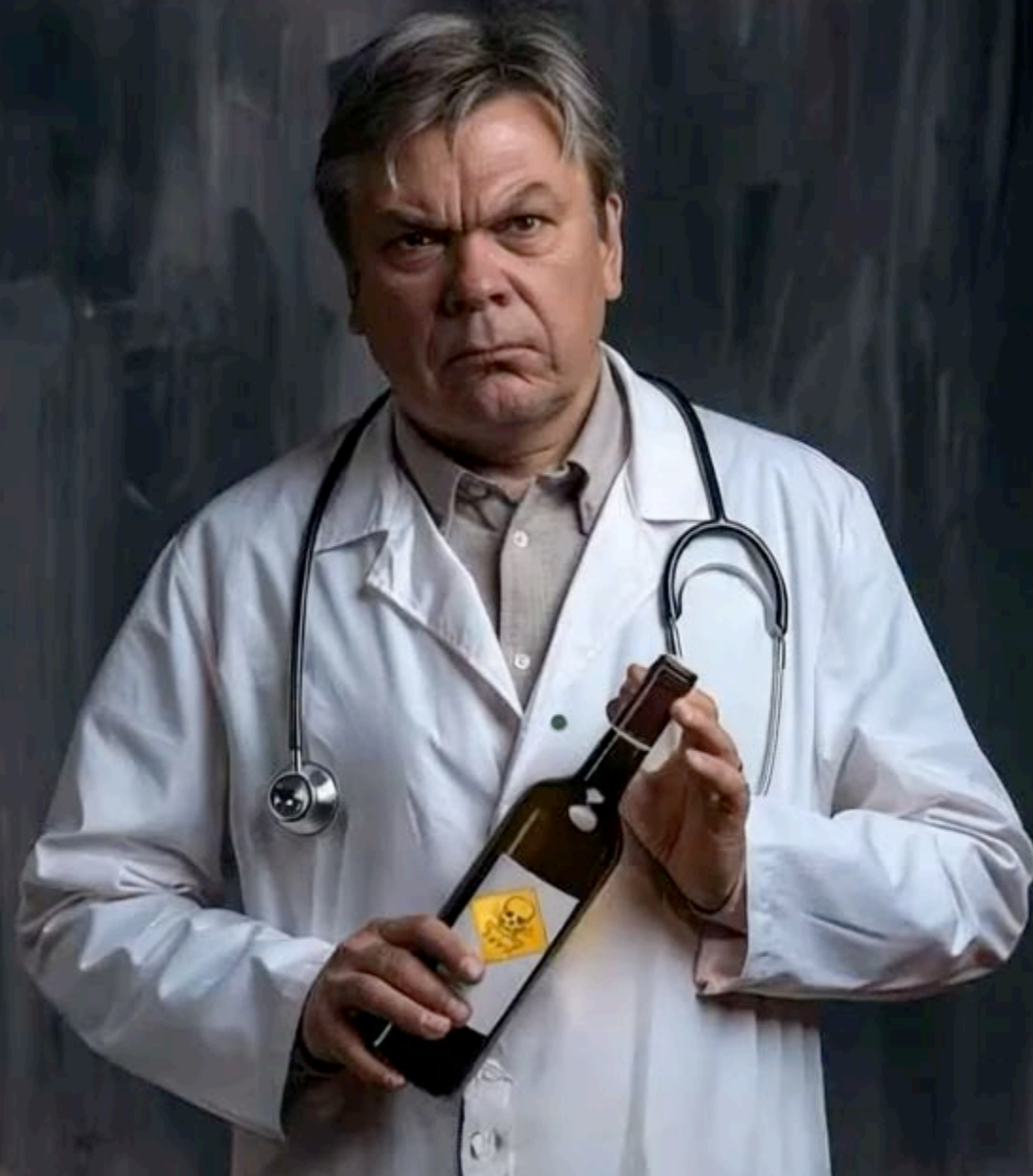
Les dernières données du ministère de l'Agriculture indiquent une nouvelle érosion des domaines viticoles, s'accompagnant d'une concentration et d'une augmentation des surfaces moyennes.

Par Alexandre Abellan Le 13 décembre 2021

France to lose 1 domaine in 6



Health



If you drink one teaspoon of wine, you will DIE!



Wellbeing

The glass of wine you drank last night has made your Heart Rate Variability (HRV) and Resting Heart Rate HRH rise





Two-thirds of adults are moderating their alcohol consumption

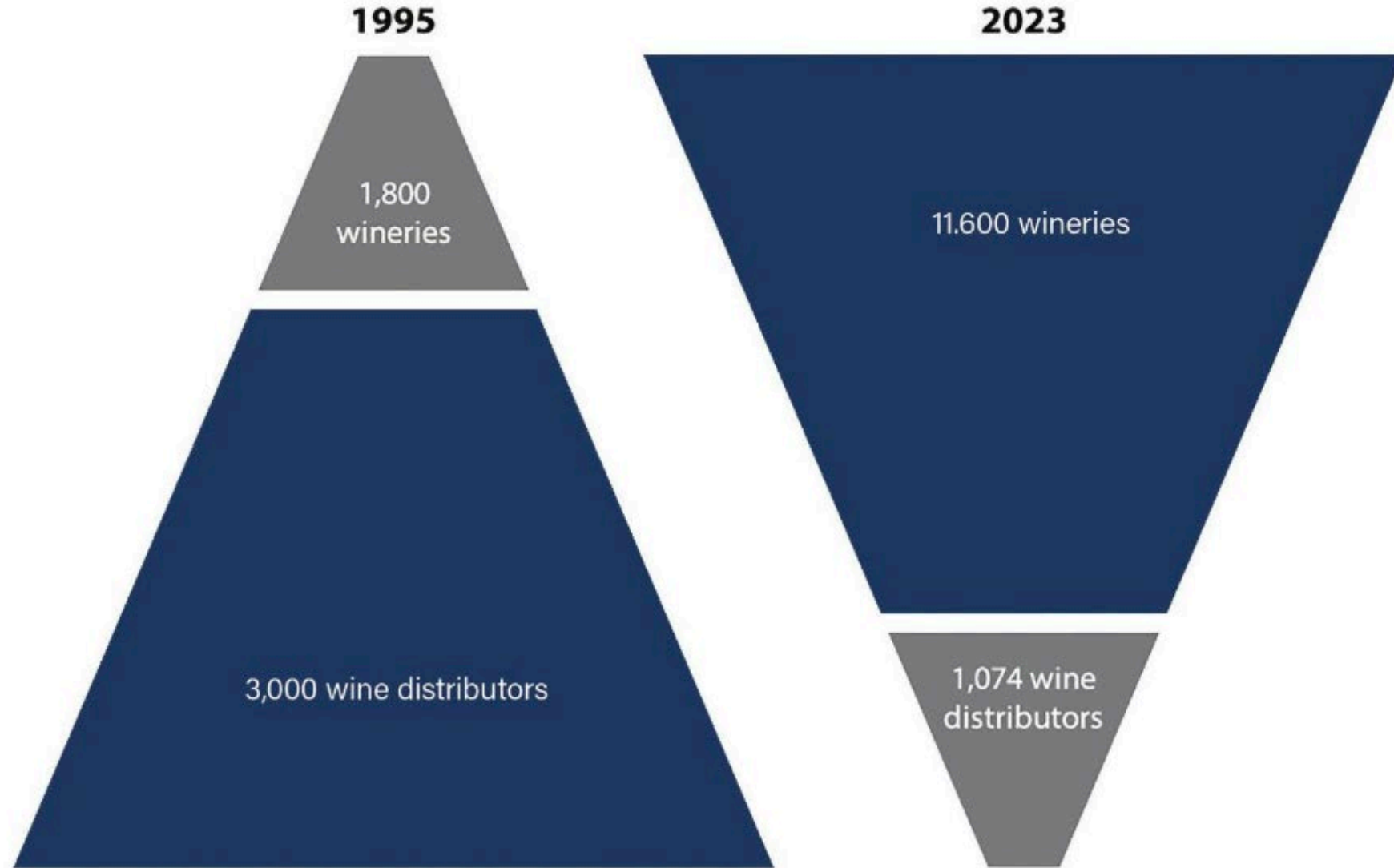
According to IWSR data, 64% of consumers across the top 10 (T10*) markets are now claiming to be moderating their alcohol consumption.

75% Gen Z
70% Millennials
60% Gen X
54% Boomers



Distribution

Consolidation of U.S. Wholesalers



Source: Distributor sources and WineBusiness Analytics



It is estimated that
10-20% of the world's vineyards
will need to be uprooted
over the next 10-20 years



Only another 5,000 ha of vines to pull up...



What is 'wine'?

Who is the 'wine drinker'?

Why are they buying wine?



What is 'wine'?

'Original'



Bio



8%



0.0%





16% alcohol, plus
fruit flavour



Bourbon barrel



Fruit flavour, plus
chili



California Pink
Moscato

"Orange", 'natural'
wine

Chateau Petrus

**They are all
'wine'**

Drunk by the same
people?

Why people buy/drink wine

For pleasure...

Dopamine –
the **pleasure** factor

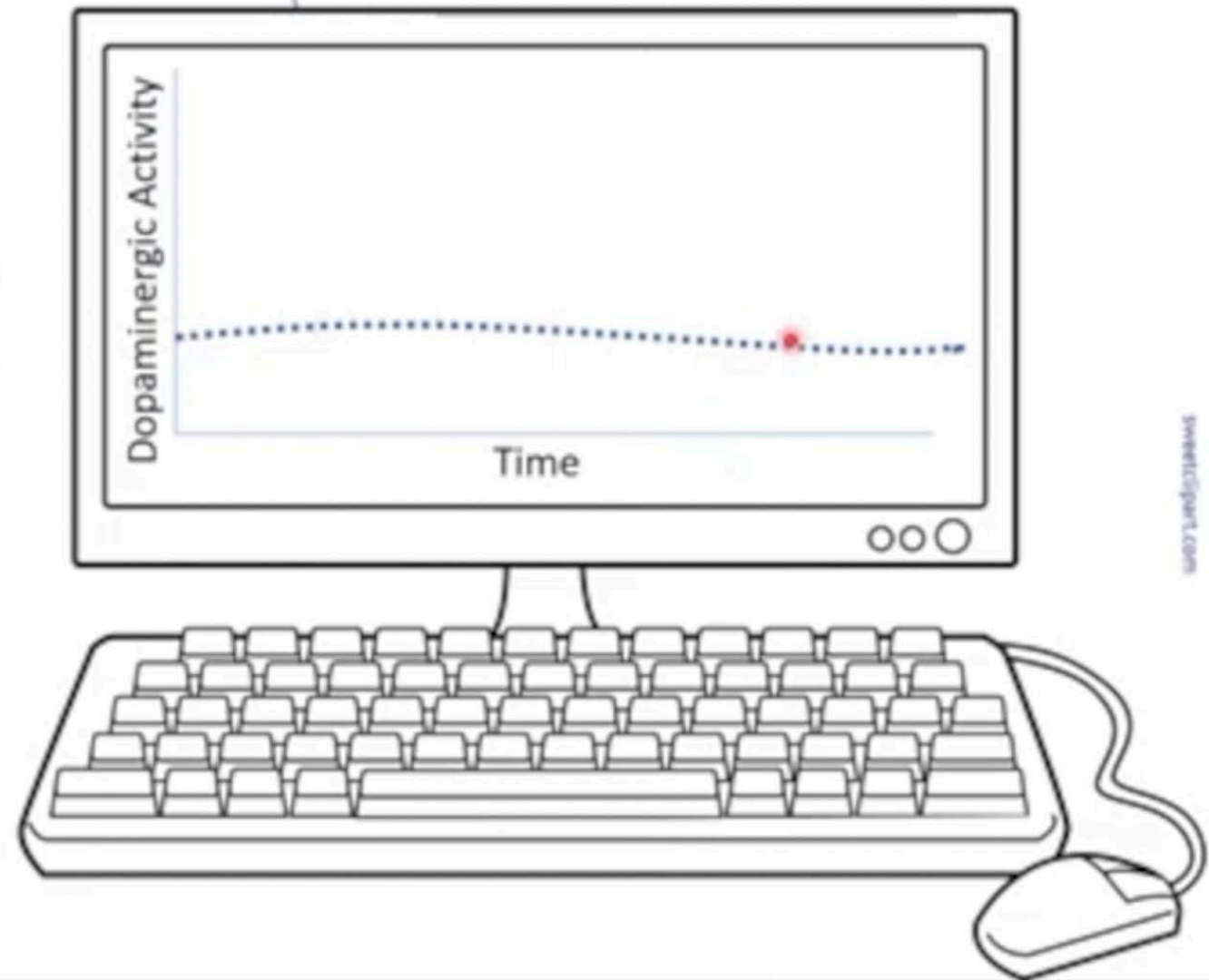
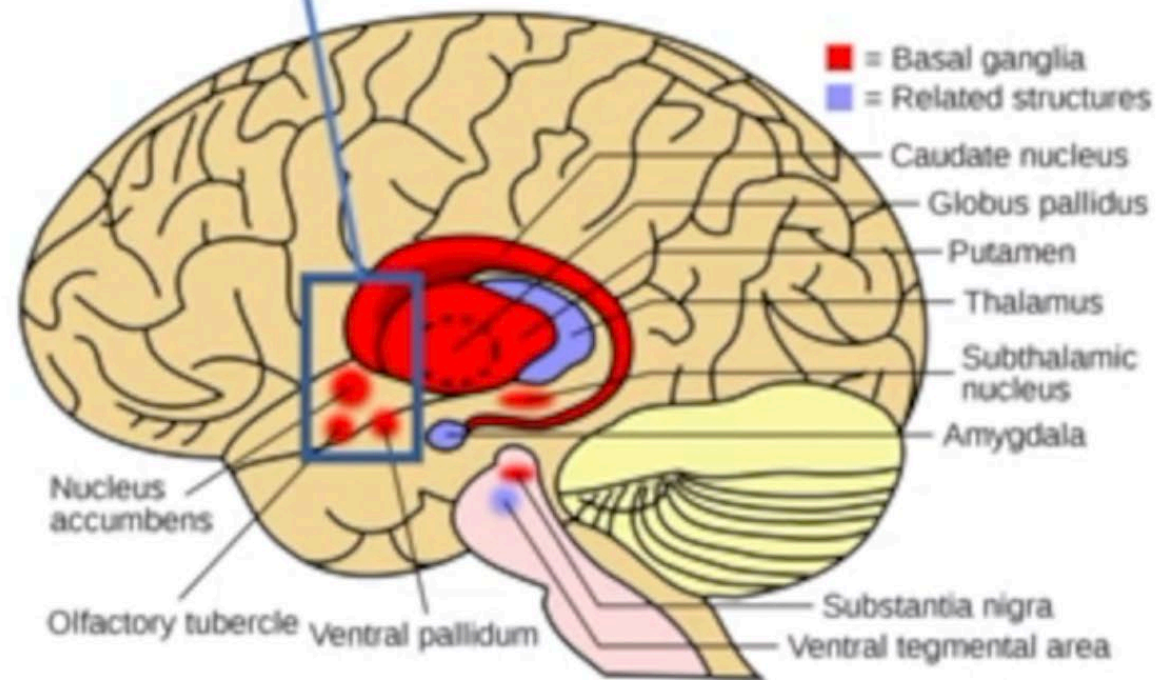
Dopamine is a neurotransmitter
and hormone

it plays a crucial role in the
brain's reward system

influencing feelings of pleasure,
motivation and attention

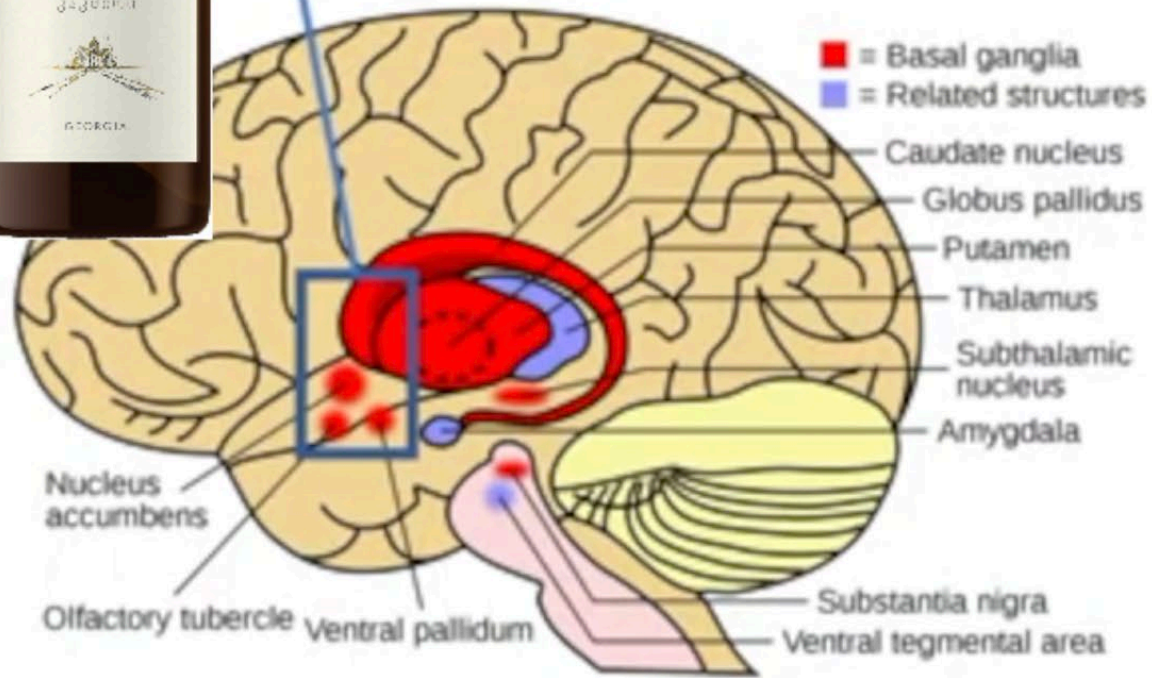
Alcohol boosts dopamine
So does enjoyable food, drink
and company

Normal

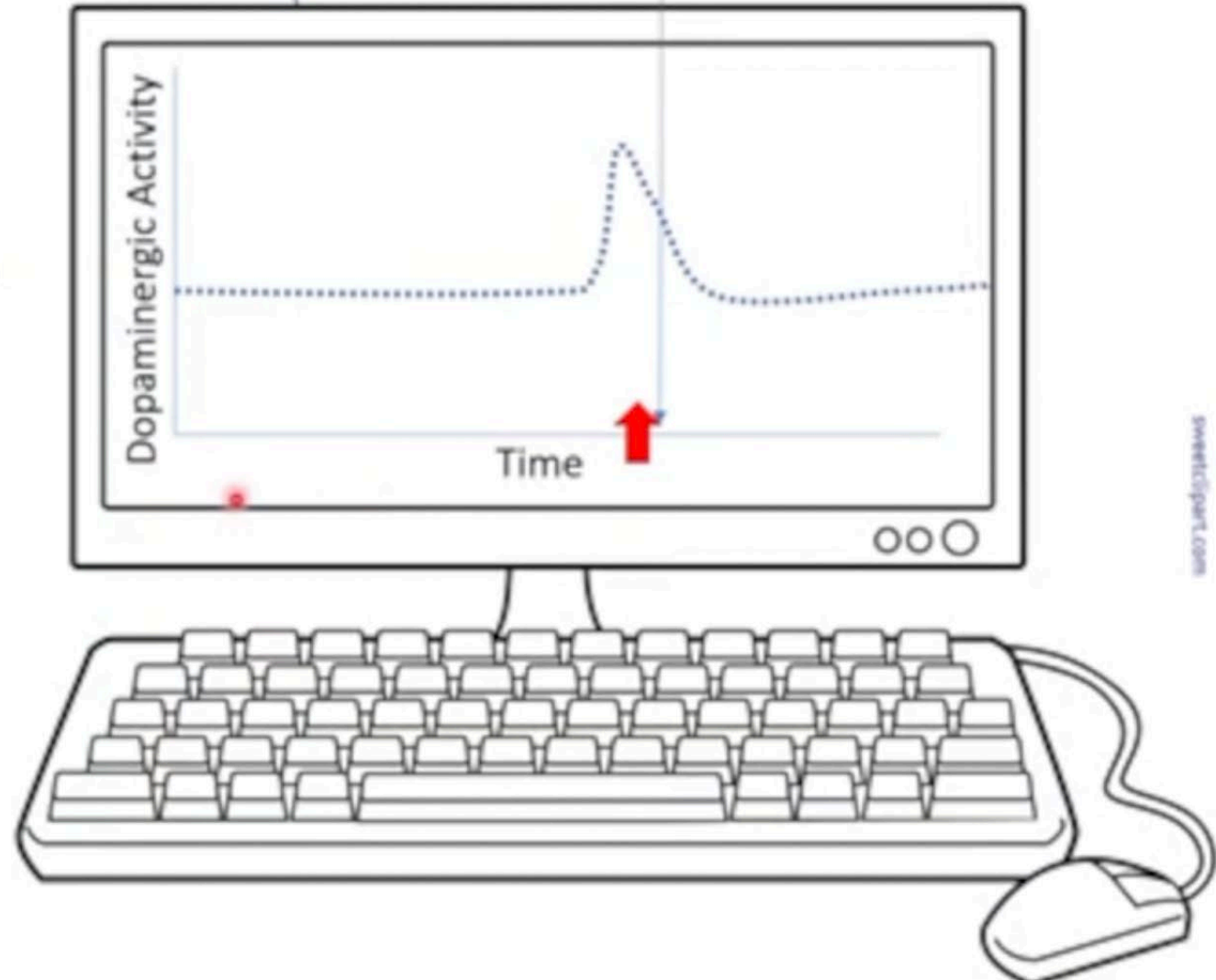


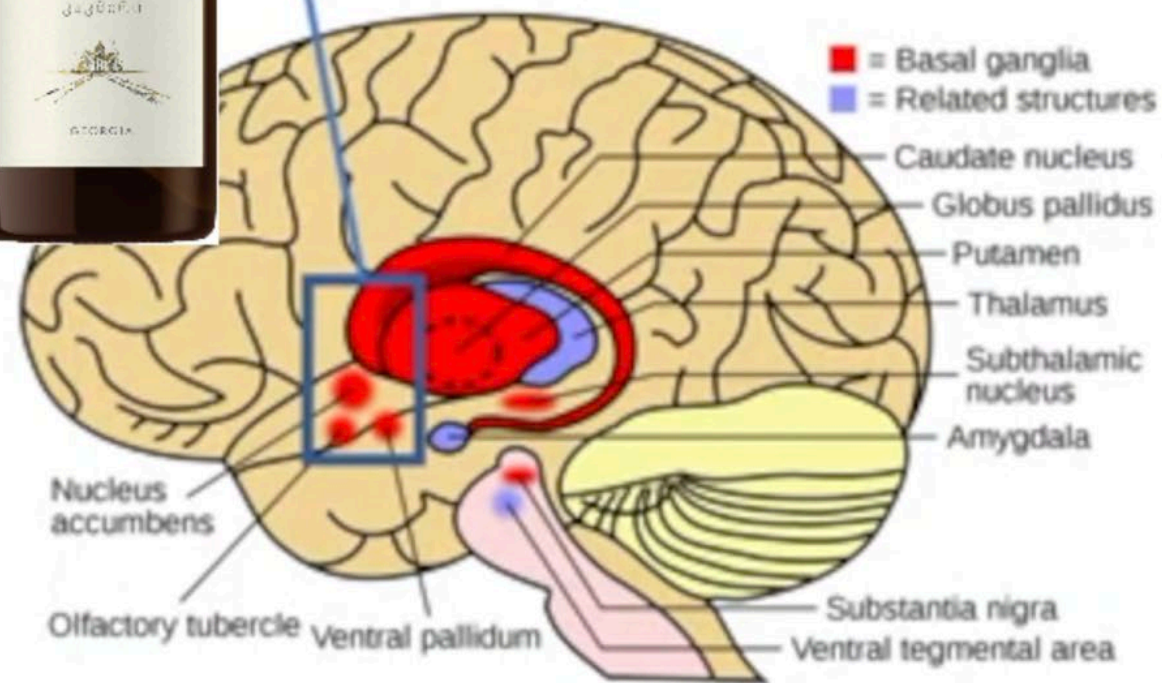
Someone hands you a nice
glass of wine

You get a dopamine **boost**

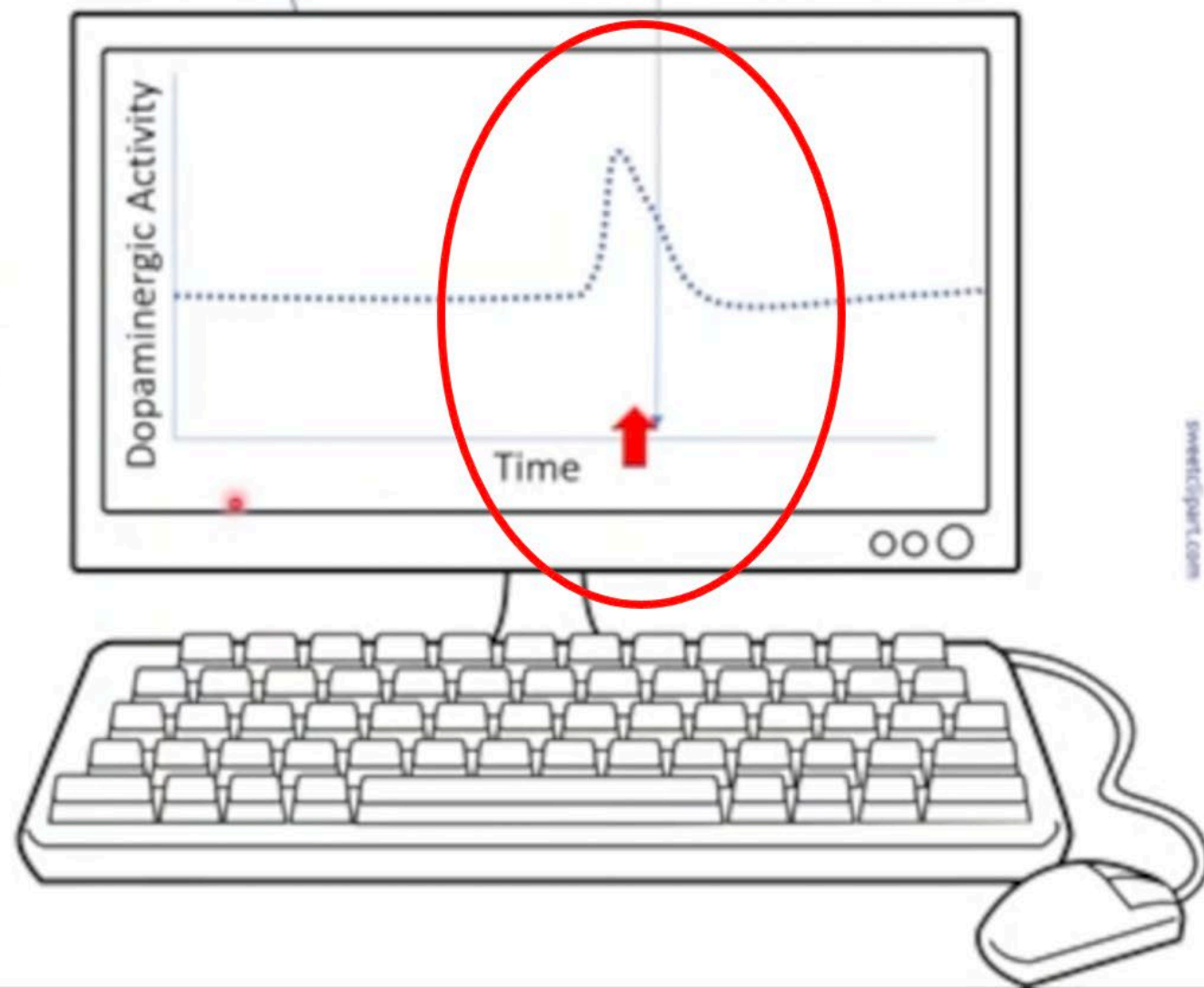


Unexpected
reward

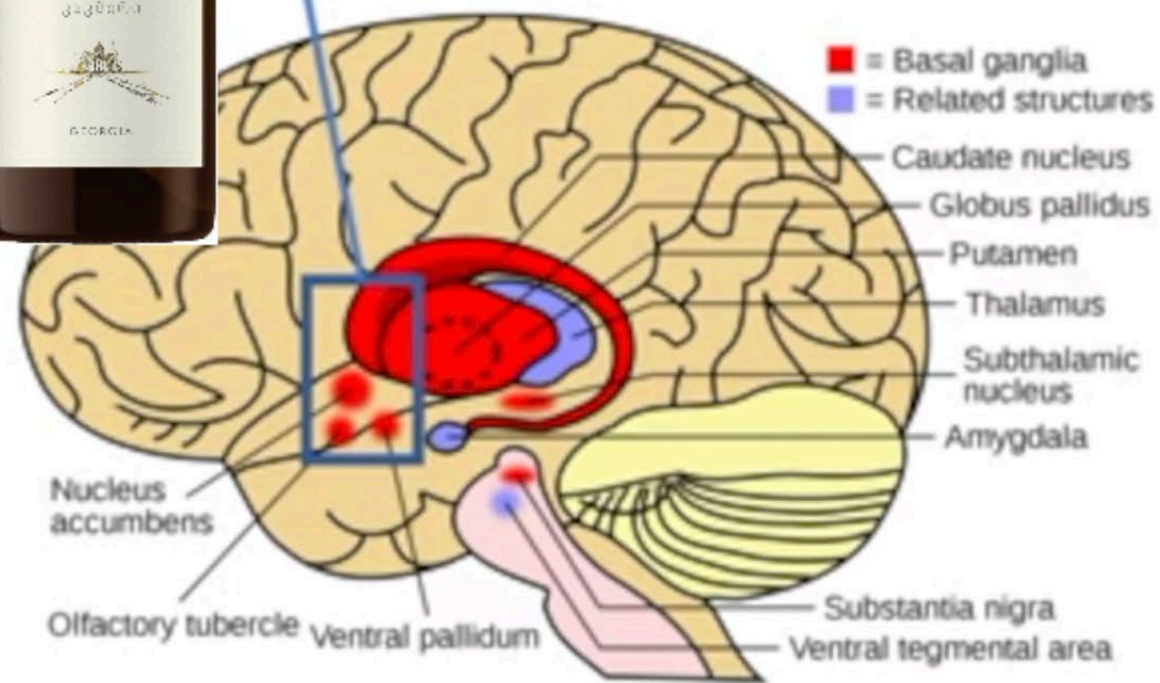




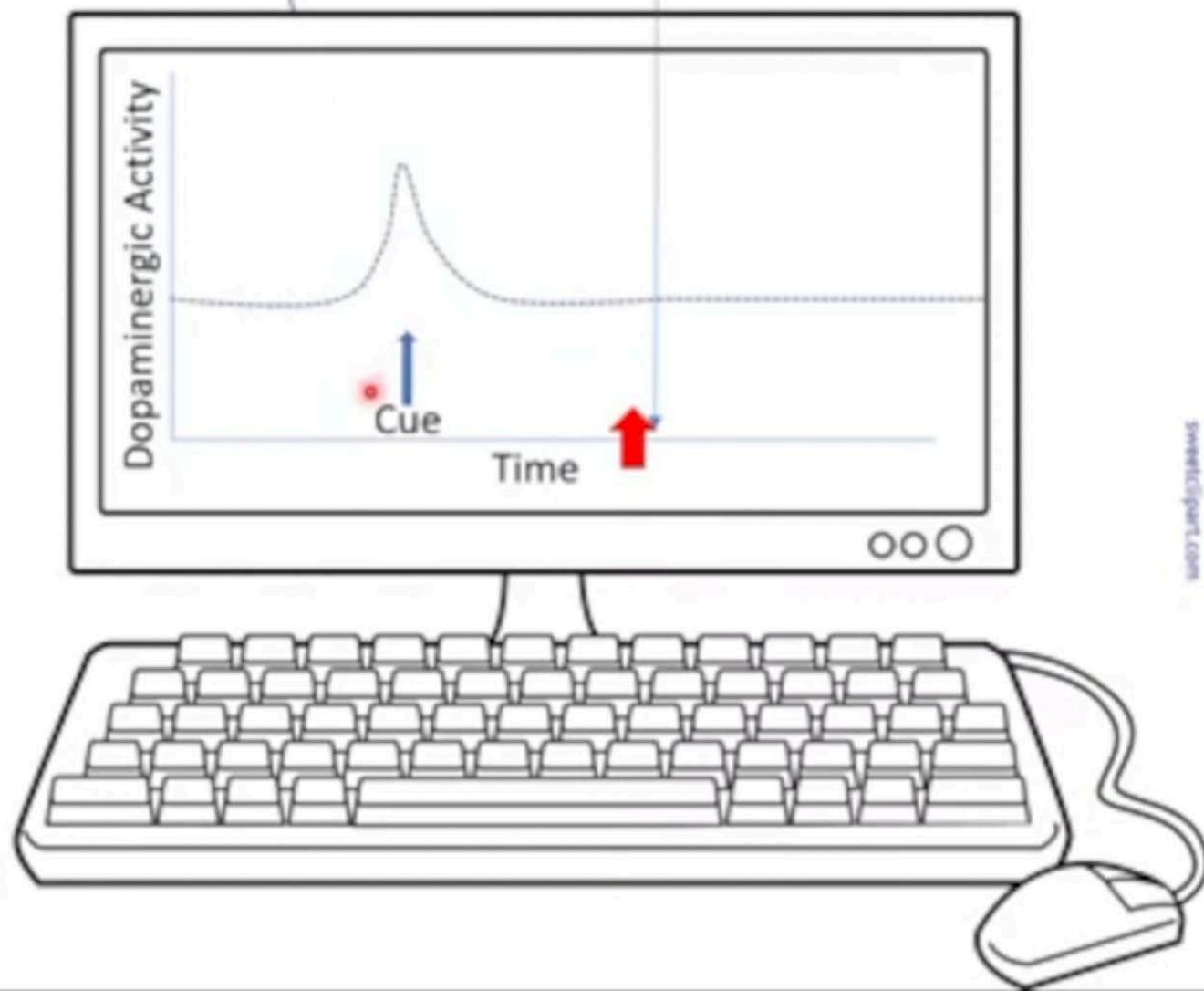
Unexpected
reward

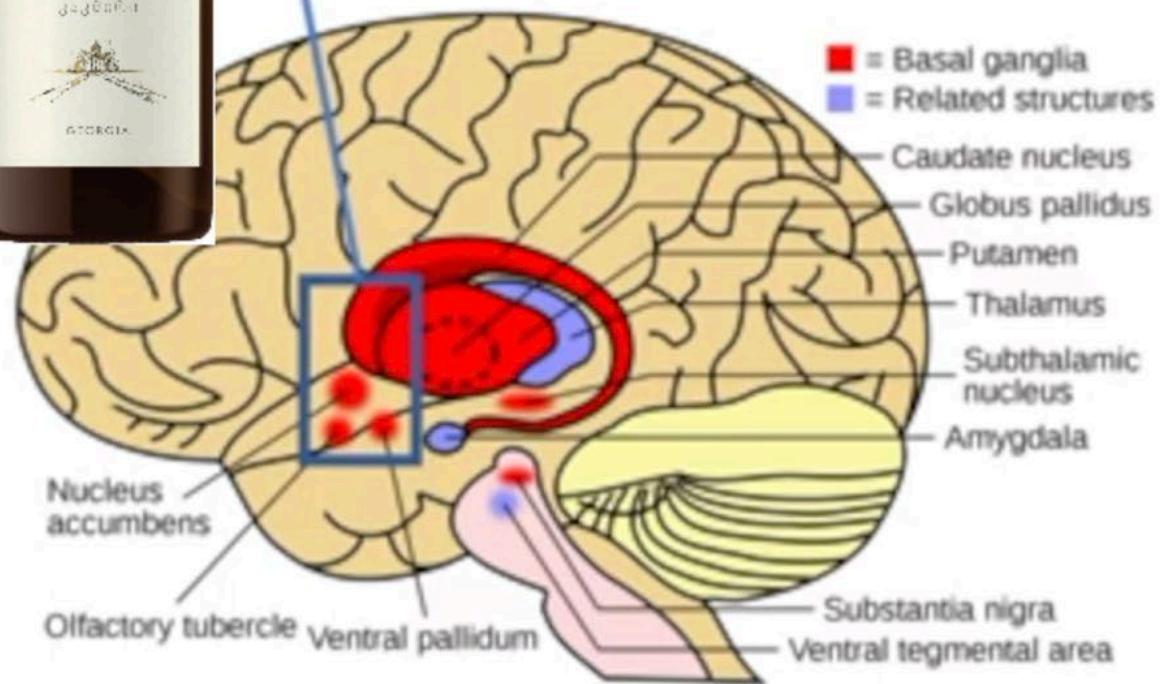


You watch someone
opening a
nice bottle of wine

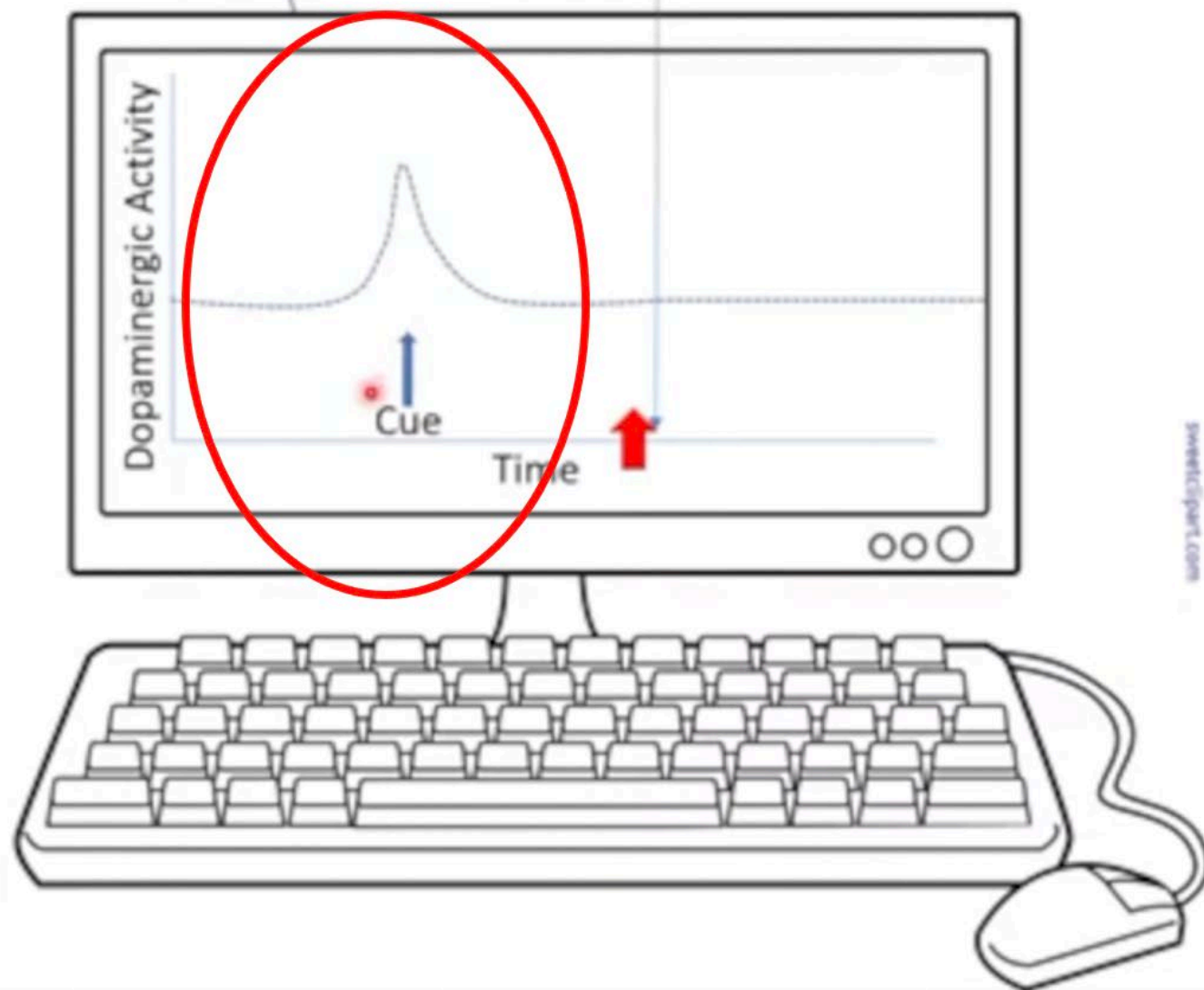


Expected
reward





Expected
reward

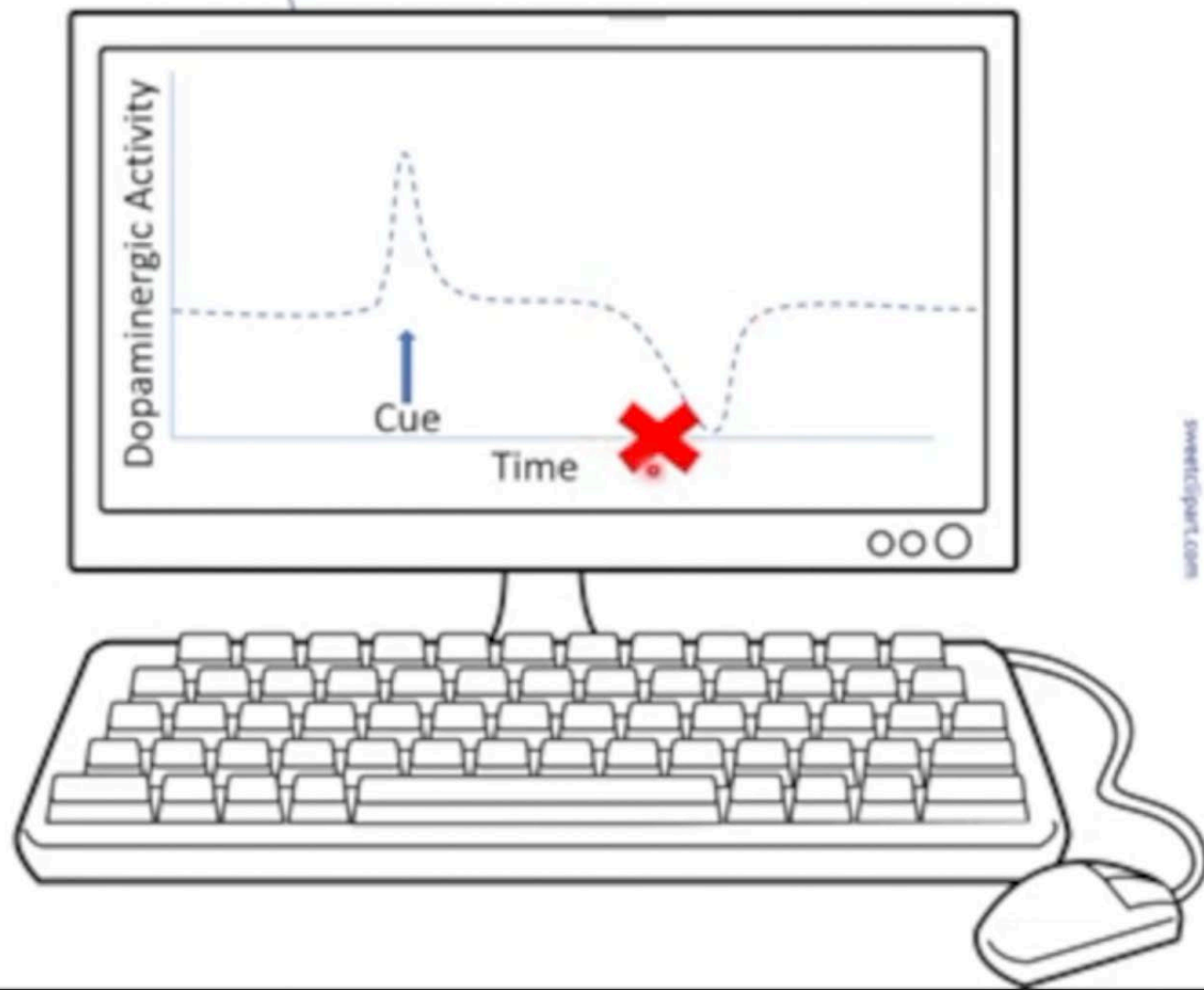
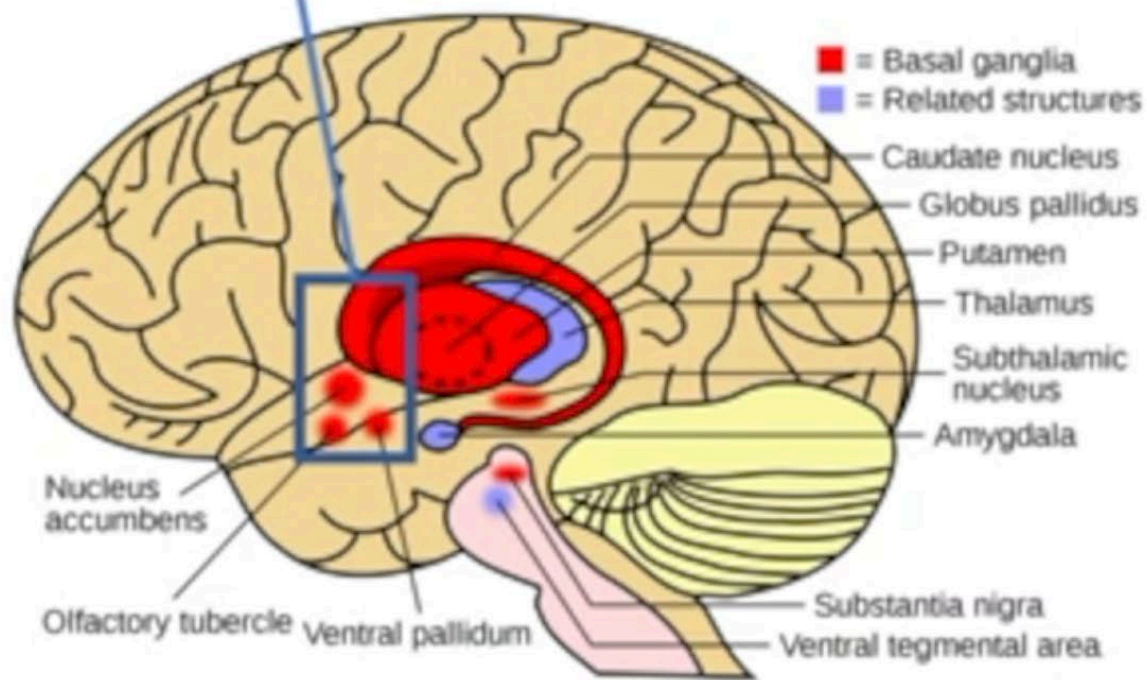


The dopamine boost comes
In *anticipation* of drinking the wine
before you get
to experience it

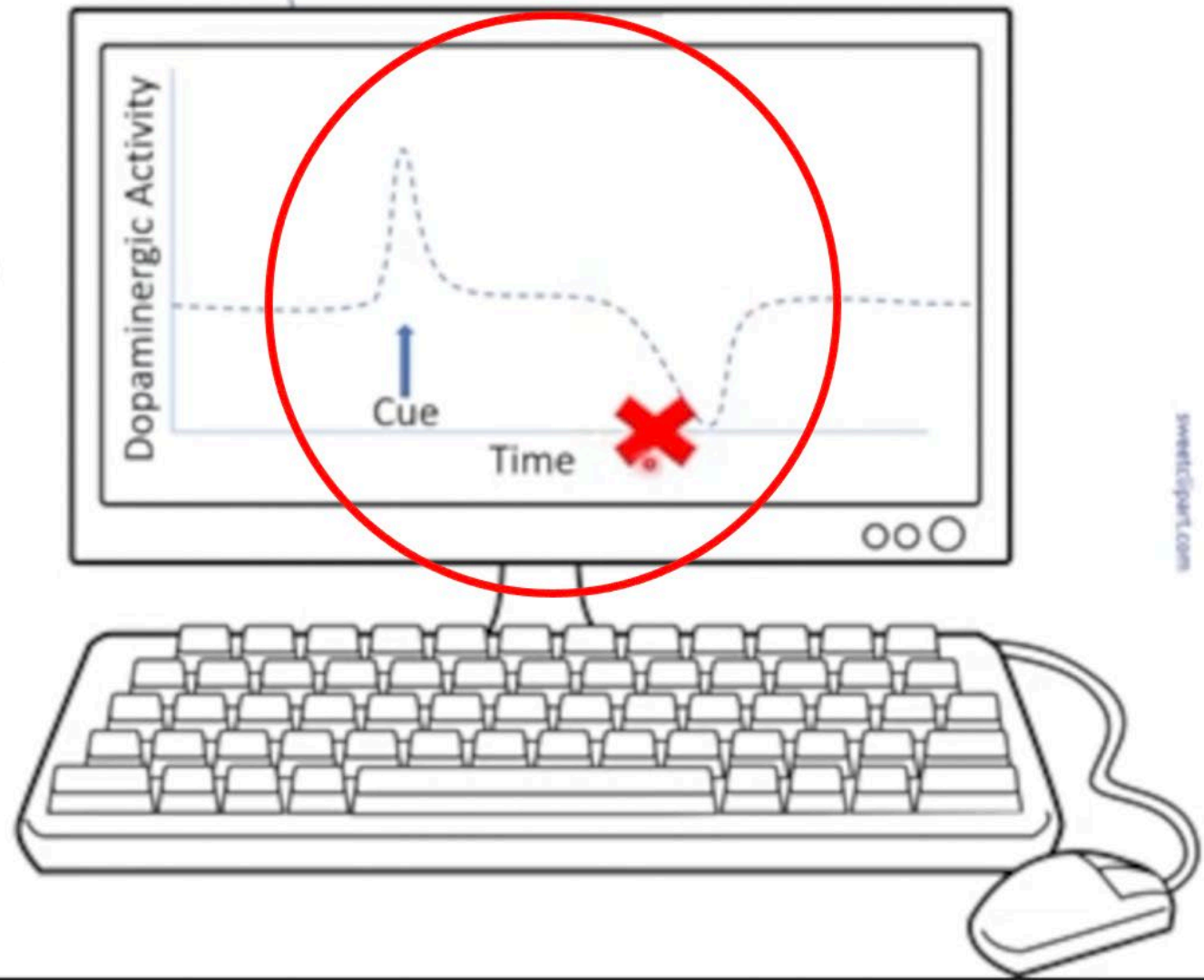
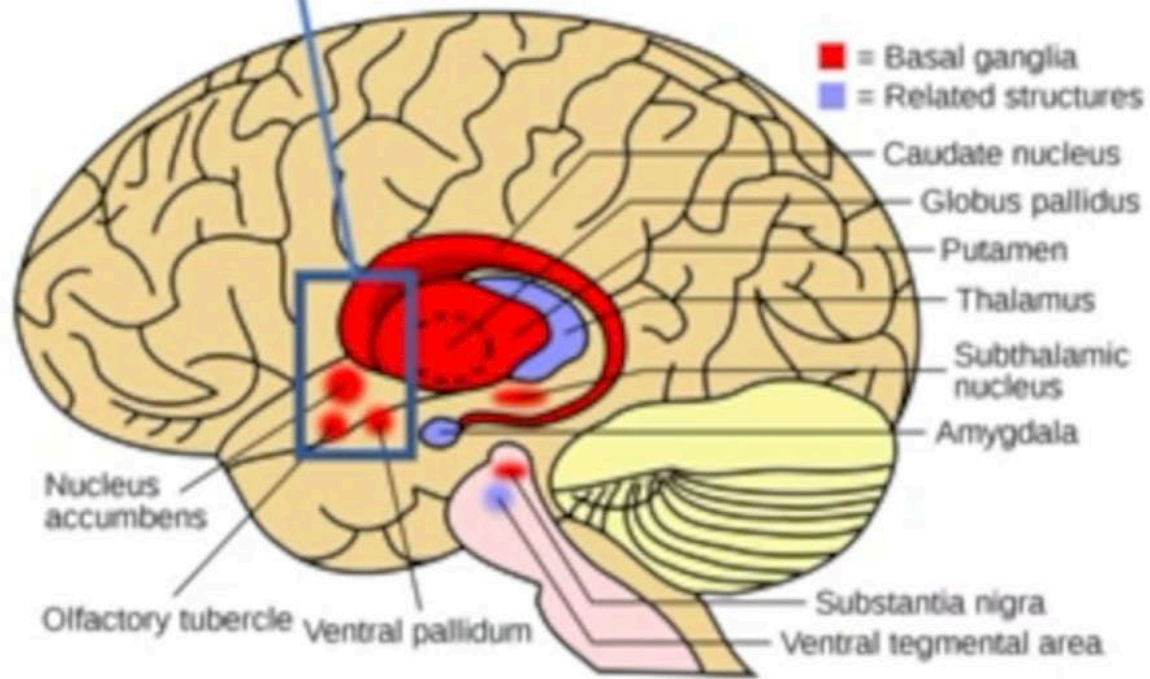
The nice bottle of wine
turns out to be
disappointing

(or someone drops it)

**Reward is expected,
but does not occur**



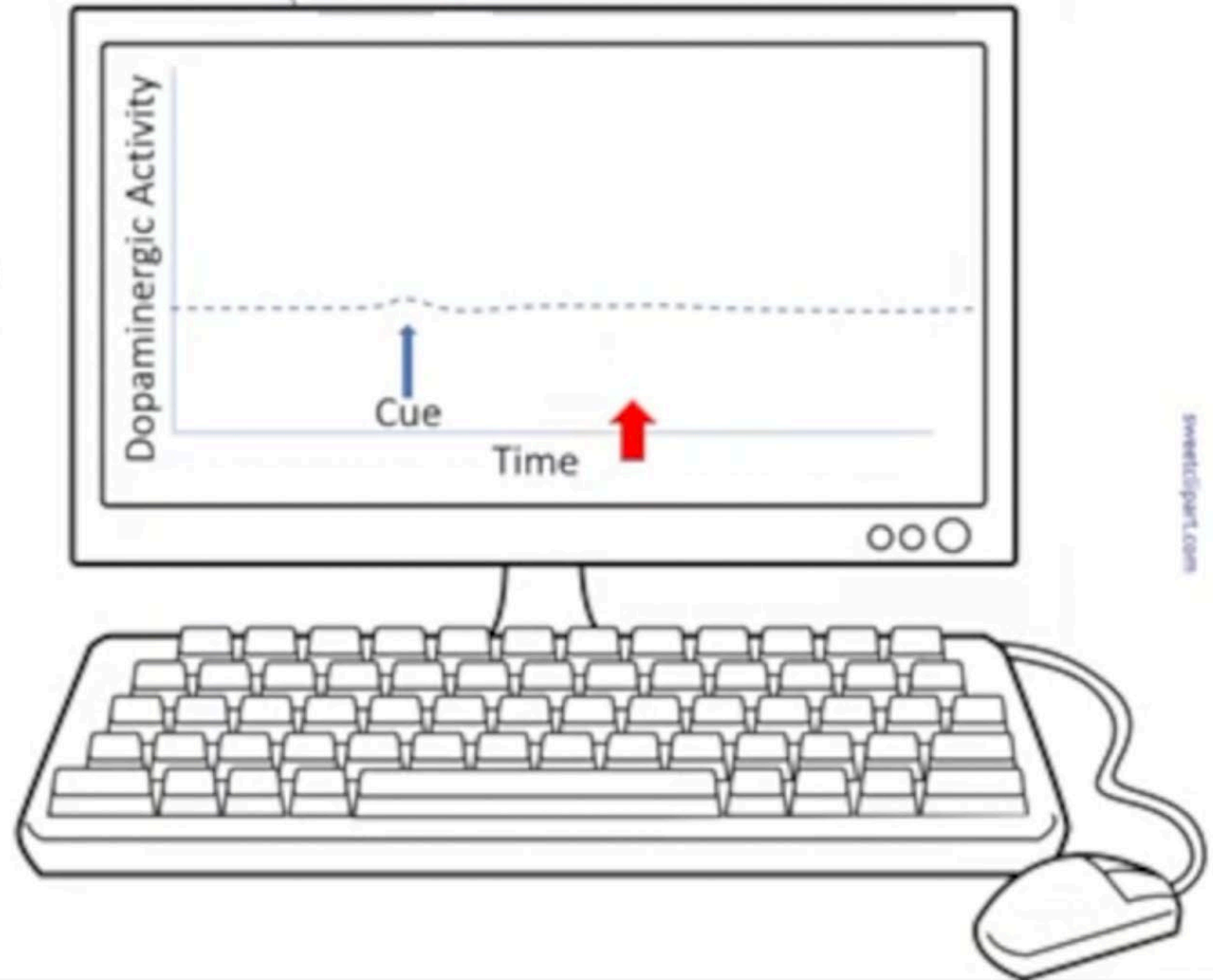
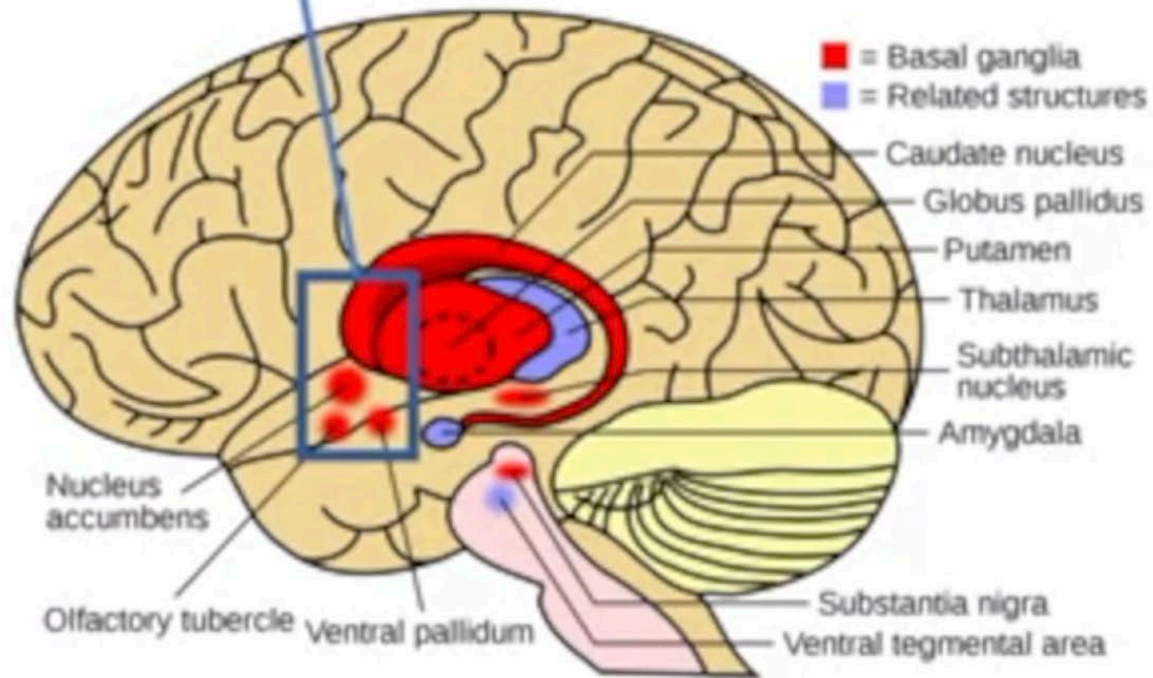
**Reward is expected,
but does not occur**



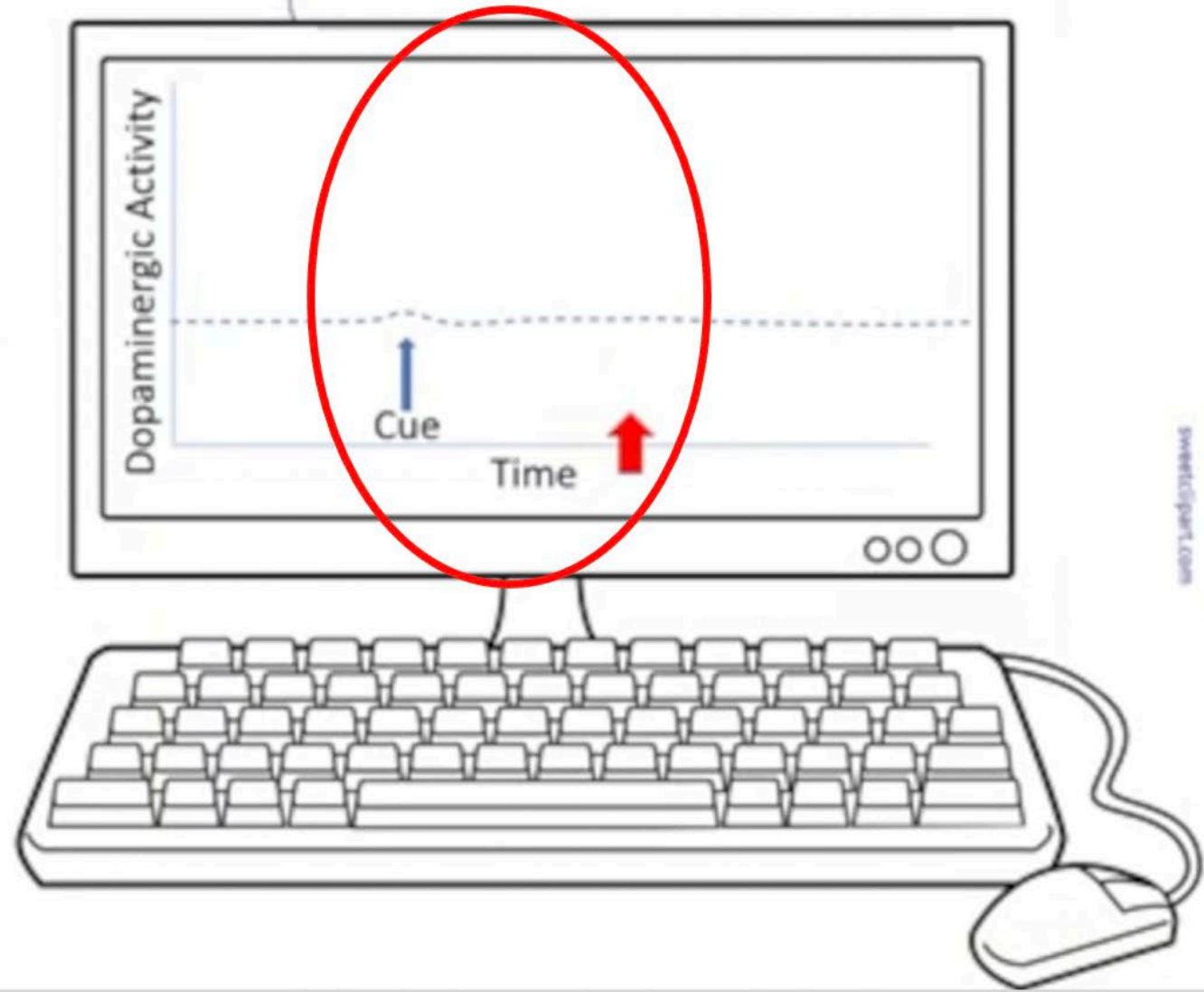
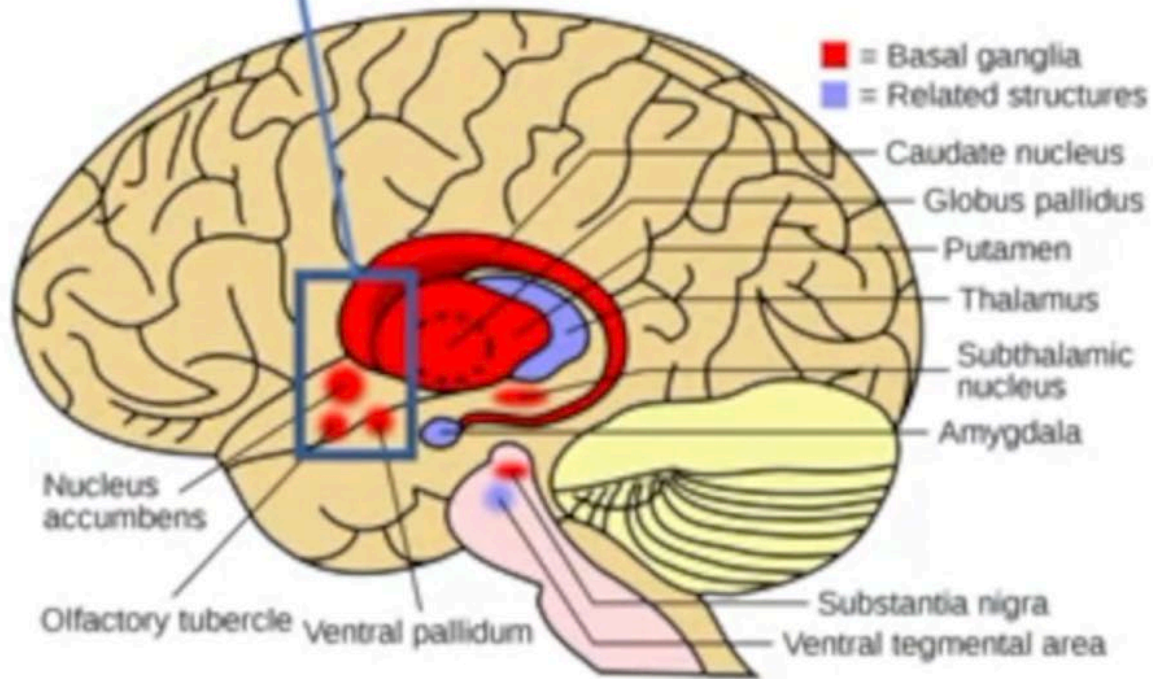
You get the anticipatory boost
followed by a *fall* in dopamine

It's time to open the sixth
bottle of the nice wine

Expected reward over long time period



Expected reward over long time period



There's nothing new to anticipate

So, no dopamine boost.

What does this mean?

Wine is about a lot more than the pleasure
of drinking it

Why people buy/drink wine

1. Because it's 'good'
2. Because it's value for money
3. Because it reflects its terroir
4. Because it's local
5. Because it's 'durable'
6. Food pairing
7. To relax
8. Convenience
9. Familiarity
10. Flavour
11. Tourism
12. As a treat
13. Celebrity association
14. Social gatherings
15. Gifting
16. Cultural occasion
17. To be accepted by others
18. Show off wealth
19. Show off sophistication/knowledge
20. Show off fashionability
21. Investment
22. To get drunk
23. Political/social stance
24. Health
25. Intellectual - Exploration and education
26. Liking for the producer/region
27. Nostalgia
28. Branding and selling

Why people buy/drink wine

Because it's 'good'

Who says?

And better than what?



Critic?
(Which critic?)
Competition?
(Which
competition?)

Or peer review?





HOW BRANDING WORKS

For shoes, wine...
and strawberries



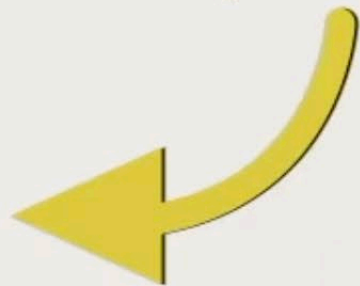
1

the Strawberry


ELLY AMAI
KYOTO
高級フルーツ革命



\$19





Driscoll's
Only the Finest Berries™
Strawberries
Fraises


PRODUCT OF USA • PRODUCT OF CANADA
NET WT 32 oz (2 lbs) 907 g

36¢





Note the 'FAUXBERRY' brand

A woman with long brown hair tied in a ponytail, wearing a black sleeveless top and tan pants, is standing at a white circular table outdoors. She is holding a small clear cup with a red strawberry inside. On the table, there are two more similar cups. A professional microphone on a stand is positioned in front of her. The background shows a sunny street scene with parked cars, trees, and buildings. The text "Tasting 36c strawberries with a \$19 price tag" is overlaid in white on the image.

Tasting 36c strawberries
with a \$19 price tag

A woman with voluminous, curly blonde hair and sunglasses perched on her head is the central figure. She is wearing a black sleeveless top with a decorative pattern. She holds a fresh strawberry in her right hand and a red container lid in her left, positioned near a professional microphone. The scene is set outdoors on a sunny day, with a blurred background showing a street, parked cars, and a building. The text "really good..." is overlaid in white on the image.

really good...

A woman with curly blonde hair and sunglasses on her head is speaking into a microphone. She is holding a strawberry in her right hand and a red cup in her left hand. The background shows an outdoor setting with a brick building, trees, and a parked car.

a lot sweeter

no GMO



A man wearing a tan baseball cap and a dark brown long-sleeved shirt is standing outdoors. He is holding a strawberry in his right hand. A professional microphone on a boom arm is positioned in front of him. The background shows a city street with a brick building, trees, and parked cars under a clear blue sky. The word "lingering" is overlaid in white text on the man's chest.

lingering

ANHAY FARMS DOMY

★★★★★ 1 review

\$ 20

− 1 +

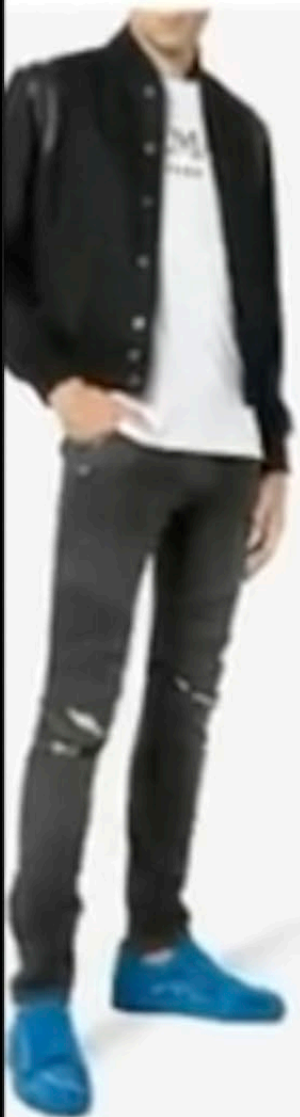
SOLD OUT

Anhay Farms

Region: Tochigi Prefecture

2

the Shoes



£1,925 / \$2,555

Christian Louboutin

Blue Louis Junior Crystal Embellished Suede Sneakers

£1,925 VAT included

[Size Guide](#)

Select Size (Italy)

Contact To Buy

Payless.com

Palessi







PALESSI

PALESS



Credit - Payless

A woman with blonde hair, wearing a white ruffled top, is smiling and holding a black hairbrush against the leg of a person wearing black leggings. The background is a plain, light-colored wall.

Sold!

\$400

Credit - Payless



PALESSI

Sold!

\$600

Credit - Payless

as low as

19⁹⁹




Payless EPIC HOLIDAY DEALS

Continental U.S. only.

3

the Wine

A rider in a blue jacket and white breeches is jumping a dark horse over a red obstacle. The horse is in mid-air, clearing the jump. The background shows a grassy field, a large white tent, and a crowd of spectators. The scene is set outdoors with trees in the distance.

At a prestigious show jumping
competition,



a highlight of the British social season,



OURALDI

— FINE WINE MERCHANTS —



JUSTIN YOURALDI

— FINE WINE MERCHANTS —




fine wine merchant



Justin Youraldi

A man with dark hair and glasses, wearing a light blue suit jacket over a white shirt, is walking towards the camera. He is carrying a wooden crate filled with several dark glass bottles, likely wine. The setting is outdoors, possibly at a festival or fair, with a brick building and greenery in the background. A blue structure is visible on the left side of the frame. The text "is unveiling his private collection" is overlaid at the bottom.


is unveiling his private collection

A blue van with the text "JUSTIN YOURALDEN" and "— FINE WINE MERCHANT" is parked on a grassy lawn. Several people are gathered around the van, some holding wine bottles. In the background, there are trees and a building. The scene is outdoors on a sunny day.


to the discerning elite.




I can tell that you know your wines.

A man with dark hair and a light beard, wearing a light blue suit jacket over a white shirt, is holding a glass of red wine in his right hand. He is gesturing with his left hand while speaking to another man whose back is to the camera. The second man is wearing a dark blue suit. They are outdoors in a vineyard setting with green vines and trees in the background.


Faux Valley in South Africa.

A medium shot of two men in conversation at an outdoor wine event. The man on the left, with dark hair and a light beard, wears a light blue blazer and holds a glass of red wine. The man on the right, with brown hair, wears a dark blue pinstripe blazer over a white shirt and also holds a glass of red wine. They are standing in front of a blue backdrop that features the text 'WINE' and 'THE WINE' in white capital letters. In the background, a white building and other people are visible but out of focus.


I know it well.

A photograph of two men at an outdoor wine event. The man on the left, with dark curly hair and a light beard, is wearing a light blue blazer and is gesturing with his right hand while holding a glass of red wine. The man on the right, with short brown hair, is wearing a dark blue pinstriped blazer over a white shirt and is also holding a glass of red wine. They are standing in front of a blue backdrop that has the words 'TIN' and 'FINE W' visible. In the background, there are other people and a building with a purple and yellow sign.

He doesn't...

A close-up shot of a hand holding a champagne glass. The cork is popping out, and a large spray of white foam is erupting from the neck of the bottle. The glass has a gold-colored foil label with the word 'CHAMPAGNE' printed on it. The background is blurred, showing a person in a blue shirt.


If you put your ear by the glass,

A woman with blonde hair, wearing a blue dress and a large blue fascinator hat with a large bow, is holding a flute glass of white wine. She is wearing dark sunglasses and has a slight smile. To her left, the back of another person's head wearing a straw hat is visible. The background is a blurred outdoor setting with greenery and a blue structure.


you can almost hear the difference

A woman with blonde hair, wearing a blue dress and a large blue fascinator hat with a large bow, is smiling and holding a flute glass of champagne. She is wearing dark sunglasses. The background is a blurred outdoor setting with a blue canopy. The text "between the big bubbles" is overlaid at the bottom.

between the big bubbles

A woman with reddish-brown hair pulled back, wearing a blue dress and a matching blue fascinator with a large bow and feathers. She is wearing dark sunglasses and holding a flute glass filled with white wine. She is looking slightly to her left. The background is an outdoor setting with a blue canopy and some greenery.

Yeah. There's a big difference.

A medium shot of two women at an outdoor event. The woman on the left wears a wide-brimmed straw hat and a light blue and white polo shirt. The woman on the right wears a dark blue baseball cap and a white tank top, holding a glass of red wine. They are standing in front of a blue backdrop with white text. The text 'YOURAI' is visible on the left, and 'ALDI' is visible on the right. The scene is brightly lit, suggesting daytime.

Maybe between £30 to £40.

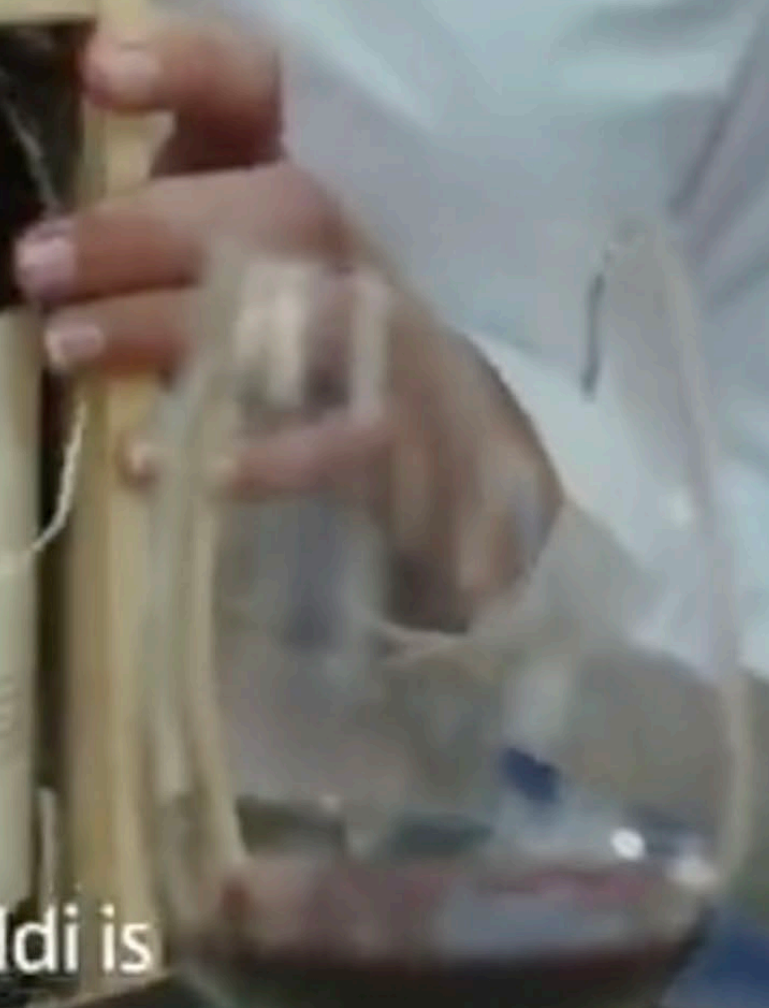


A woman wearing a straw hat and a woman wearing a blue cap are standing side-by-side, both holding wine glasses. The woman on the left is wearing a light blue and white striped shirt and a straw hat. The woman on the right is wearing a white tank top and a blue cap. They are both looking towards the right. In the background, there is a blue banner with a crest and the text "N YOURALDI" and "MERCHANTS".


N YOURALDI
MERCHANTS

What if I tell you this Toscano Rosso

JUSTIN FOURALDI
THE WINE MERCHANT



from Aldi is



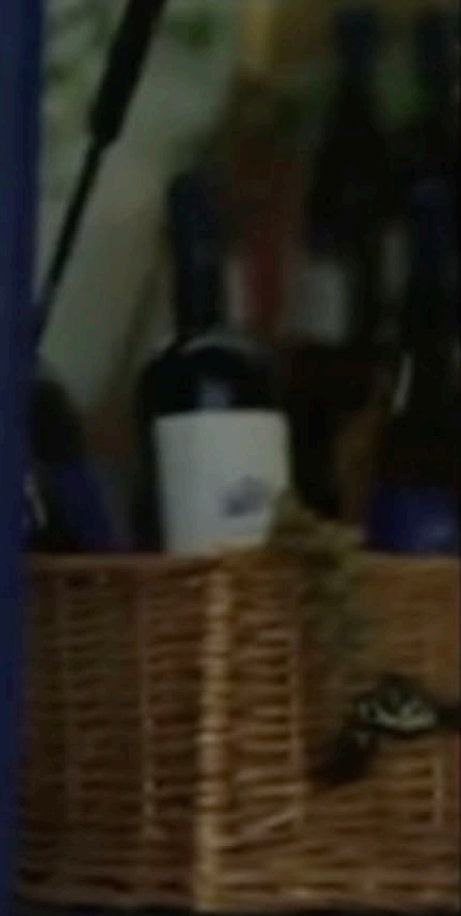
Only £7.99.



JUSTIN YOURALDI

— FINE WINE MERCHANTS —

If you read there slowly...





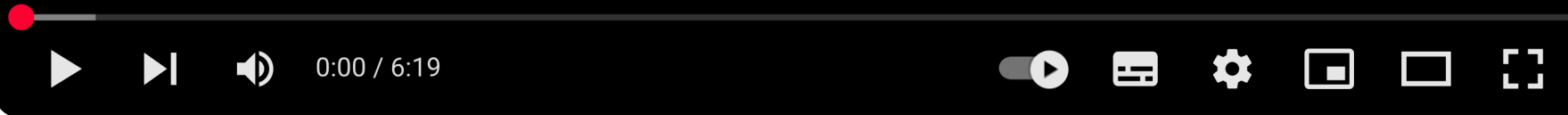
JUSTIN YOURALDI

— FINE WINE MERCHANTS —

Just In Your Aldi



WHY BRANDING MATTERS



Watch on
YouTube

HOW BRANDING WORKS

Why people buy/drink wine

Because it's 'good'

Show the uniqueness of Swiss grapes, White Merlot

Show how Swiss Syrah, Chardonnay, Pinot Noir can match top French examples

Why people buy/drink wine

Because it's value for money

Really? Based on what costs of production?

And what loyalty will they show you

Tim Minchin wrote this wonderful romantic song to his wife Sarah with whom he will soon celebrate his 25th anniversary.

I think it's very meaningful, and possibly even quite moving, when one thinks of the relationship between any wine drinker and the bottle of wine on their table

Why people buy/drink wine

Because it reflects its terroir

**You need to focus on the people who care
(You have to *make* most people care)**



Why people buy/drink wine

Because it's local

Great... But not for exports

And how many people really care?

Why people buy/drink wine

Because it's sustainable/'durable'

You need to focus on the people who care

People *say* they care

But do they really

And can you 'own' it?



**GREEN
GRANTS**



Why people buy/drink wine

Food pairing

Swiss wine can be brilliant with food. But you need to focus on sommeliers and food writers to tell the minority of people who really care about this

Why people buy/drink wine

To relax

With which wine?

And why not with cannabis? (or an alternative)

Why people buy/drink wine

Convenience

Where can I buy/find it?

How easy is it to obtain?

Is there an online option? Amazon?

1-48 of 61 results for "swiss wine"

Sort by: Featured

Delivery

☐ All Prime

Customer Reviews

★★★★☆ & Up

Price

£19 – £41+



Up to £30

£30 & above

Deals & Discounts

All Discounts

Dominant Wine Varietal

- ☐ Chardonnay
☐ Merlot
☐ Barbera

Country of Origin

South Africa

Wine Alcohol By Volume

- ☐ 10% to 11.9%
☐ 12% to 13.9%
☐ 14% & above

Count

- ☐ 1
☐ 3 & above

Promotions

☐ Subscribe & Save

Seller

- ☐ Amazon.co.uk
☐ The Wine Cellar
[See more](#)

Department

Beer, Wine & Spirits
Red Wine
White Wine
Rosé Wine
Sparkling Wine
Books
Food & Drink

Wine Segment

☐ Standard Selection



Whispering Angel by Caves d'Esclans, Côtes de Provence Rosé, Bottle 75cl

4.7 ★★★★★ 1,300



[Shop Chateau d'Esclans](#)

Sponsored

Results

Check each product page for other buying options. Price and other details may vary based on product size and colour.



Sponsored

Laithwaites Customer Favourites
Red and White Wine Selection -
Case of 6 & 12 Available - Mixed
Bottles (75cl) - Black Stump Dur...
4.6 ★★★★★ (97)
50+ bought in past month

£114⁰⁰ (£19.00/75 cl)
£44.93 Subscribe & Save
£102.60 Subscribe & Save

✓prime One-Day
FREE delivery **Tomorrow, 14 May**

Small Business

[Add to basket](#)



Sponsored

Canti Secco - Cuvée, White Dry
Wine, Italian Glera Grape Variety
from Veneto, Fruity and Floral...
4.0 ★★★★★ (15)
30+ bought in past month

£47²⁹ (£7.88/75 cl)
£44.93 Subscribe & Save
Extra 15% off subscription voucher

✓prime One-Day
FREE delivery **Tomorrow, 14 May**

[Add to basket](#)



Sponsored

Laithwaites Customer Favourites
White Wine Selection - Case of 6
Mixed Bottles (75cl) - Campanula
Pinot Grigio, Abbess Sauvigno...
3.8 ★★★★★ (37)

£71⁰⁰ (£11.83/75 cl)
£63.90 Subscribe & Save

✓prime One-Day
FREE delivery **Tomorrow, 14 May**

Small Business

[Add to basket](#)



Sponsored

Canti - ASTI DOCG Millesimato
Baby - Sparkling Wine - Italian
Moscato Grape Variety from...
4.3 ★★★★★ (8)
20+ bought in past month

£35⁹⁰ (£11.22/75 cl)
£34.10 Subscribe & Save

✓prime One-Day
FREE delivery **Tomorrow, 14 May**
Only 1 left in stock (more on the way).

[Add to basket](#)



Sponsored

Le Bahans du Chateau Haut Brion
1995 (Red wine) vintage wine in a
silk lined wooden box with four
wine accessories, 1 x 750ml

£152⁹⁷ (£152.97/75 cl)
5% off purchase of 2 items

✓prime One-Day
FREE delivery **Tomorrow, 14 May**
Only 1 left in stock.

[Add to basket](#)

Why people buy/drink wine

Familiarity

Do I (really) know the name?

Of the region or the wine?

Do I recognise the label?

Am I confusing it with another wine?

Most people know/can remember very few wine regions, grapes and brands

They are more likely to know the ones closest to where they live

You need to focus on memorable ones – and target consumers

Why people buy/drink wine

Flavour

Swiss wines have unique flavours/styles Set up sampling opportunities – flights – in restaurants/cafes/bars




Why people buy/drink wine

Packaging

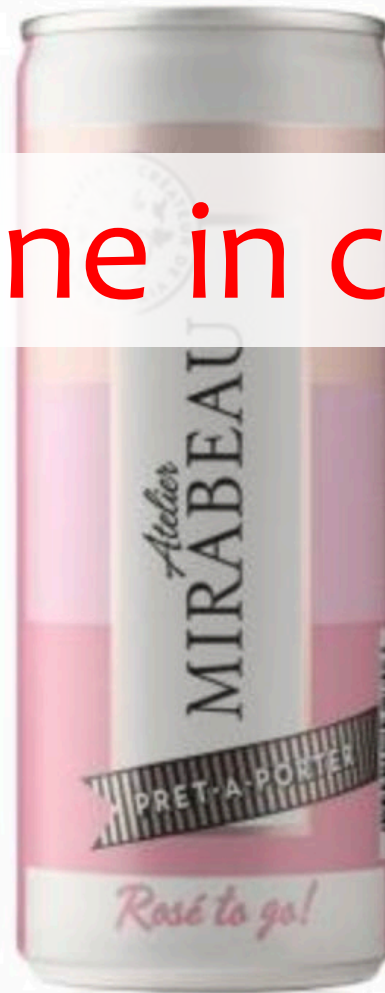
It matters



The image features two wine bottles standing side-by-side against a white background. The bottle on the left is dark, likely containing red wine, and has a dark cap. The bottle on the right is light green, likely containing white wine, and has a light blue cap. A semi-transparent gray rectangular box is positioned horizontally across the middle of the bottles. Overlaid on this box is the text 'Heavy bottle?' and 'Light bottle?' in a red, sans-serif font. The text is centered and spans across both bottles.

Heavy bottle?
Light bottle?

Premium wine in cans



2022 Patelin de Tablas - 3L Box

OTHER VINTAGES ▾



\$95.00

LIMIT 2

3L ▾

SOLD OUT

\$21 per bottle in Bag in Box

\$85.50 VINDEPENDENT \$76.00 VINSIDER

The Tablas Creek Vineyard *Patelin de Tablas* is a Paso Robles take on a classic Rhône blend: Syrah, Grenache, Mourvèdre, Counoise, and (for the first time) Terret Noir. The wine incorporates fruit from several of the top Rhône vineyards in Paso Robles, each vineyard selected for its quality. Like many red wines from the Rhône Valley, it is based on the dark fruit, mineral and spice of Syrah. To that Syrah, we incorporate the brightness and fresh acidity of Grenache, the structure and meatiness of Mourvèdre, and a small addition of Counoise and Terret Noir for complexity.

Since the 2021 vintage we have packaged a small portion of our Patelin de Tablas wines in 3L bag-in-box. This package carries a significantly lower carbon footprint (84% less!) than glass bottles while also offering

Premium wine in
Bag in Box

ACCOLADES

92 points; "seamless... layered in cherry, plum and spicy pepper flavors": Wine Enthusiast (Mar. 2024)

94 points; "black cherry, bramble, black currant, cocoa, and slate ... long and lingering with ripe tannins": BevX (Oct. 2023)

92 points; "loaded with freshness and savoury flavour": Decanter (Aug. 2023)

Tablas Creek
California

Premium Rhône-
style wines

Super Premium
Bag in Box

Premium wine on draft



tablascreek • Follow
Tablas Creek Vineyard



tablascreek It's time to fill up those kegs! Two years after deciding to serve the majority of our tasting room samples from kegs, we're convinced it was the right choice. This week we kegged up Vermentino, Patelin de Tablas Rosé, and Dianthus Rosé.

Why kegs? The benefits just keep stacking up:

Freshness: Kegged wine stays as fresh as the first pour. The inert gas that replaces the wine ensuring it isn't exposed to oxygen, unlike an opened bottle, which starts oxidizing immediately. With kegs, the last glass is as fresh as the first.



Liked by **drjamiegoode** and others

25 January

Tablas Creek California

Premium Rhône- style wines

12% now sold in keg

Why people buy/drink wine

Tourism

**Great for Switzerland, but don't
overestimate it**

● wine tour
Search term

+ Compare

Worldwide ▼

2004 – present ▼

All categories ▼

Web Search ▼

Global Google searches for 'wine tour' 2004-2024

Interest over time ⓘ



● wine tasting
Search term

+ Compare

Worldwide ▼

2004 – present ▼

All categories ▼

Web Search ▼

Global Google searches for 'wine tasting' 2004-2024

Interest over time ⓘ



Why people buy/drink wine

As a treat

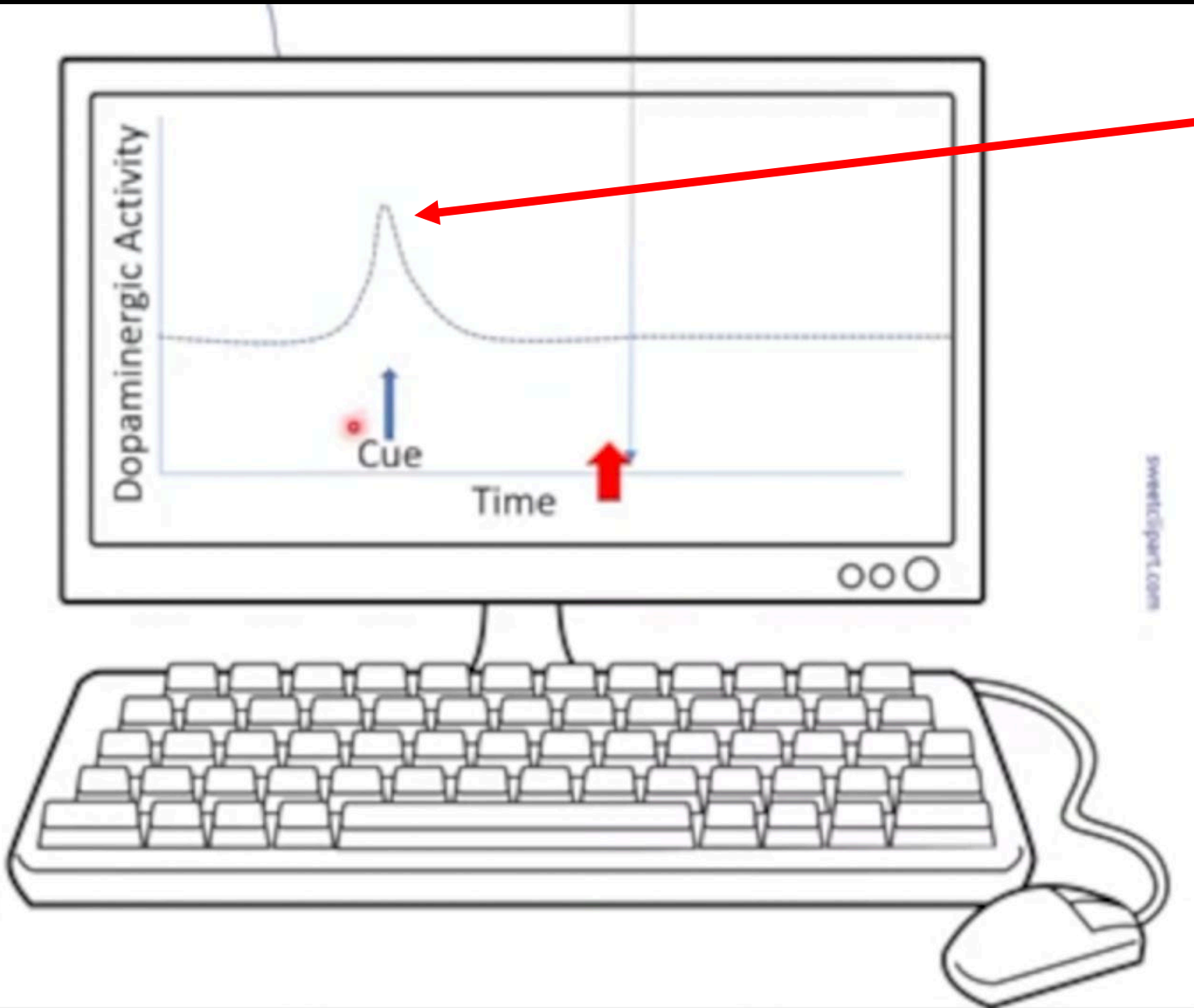
What makes *your* wine a treat?

Packaging, messaging

Why people buy/drink wine

Celebrity association

Which celebrity?



“Thinking about celebrities can be linked to dopamine release in the brain”

Roger Federer reveals his favourite wine

23 MAY 2022

By Louis Thomas

In an interview with **Caminada. Das Magazin.**, the eight-time Wimbledon winner disclosed details about his favourite food and drink.



Credit: Instagram user Roger Federer

Federer is celebrated for his class on the court and his disciplined style. Widely hailed as the greatest tennis player of all time, the longevity of his career is almost as remarkable as his talent. But his trademark restraint doesn't mean that he won't occasionally enjoy a hearty meal with a glass of something on the side.

Though he has conquered grass and hard courts all over the world, when it comes to his favourite foods, the proud Swiss man serves up no surprises: "I have travelled so much and have been able to taste the most unbelievable specialties on all continents, but in the end I always come back to the simple things – very Swiss – I love fondue, raclette and rösti more than anything."

And as for his favourite wine – he points to the 2009 Cos d'Estournel, from St Estèphe, Bordeaux. **Berry Bros & Rudd** describes the 2009 vintage as "astounding", but for Federer it has personal significance: "It was an emotional year, we got married and the girls were born. At that time I bought many cases of this Bordeaux." He also won the French Open and Wimbledon that year.

Additionally, Federer has expressed a growing fondness for Super Tuscans: "Guado al Tasso, Sassicaia, Tignanello and others."

Federer loves
Bordeaux and
top Italian
wine

Why people buy/drink wine

Social gatherings – cocktail/dinner parties

But maybe I'm doing Dry January, Or Sober October.

Or not drinking wine during the week.

Or maybe I'm on Ozempic and I no longer fancy wine?

Why people buy/drink wine

Gifting

But maybe wine is no longer the gift it was

Olive Oil Overtakes Wine as Popular Host Gift in Britain

It has become chic in the U.K. to present dinner party hosts with a bottle of extra virgin olive oil instead of wine or chocolates.

By Costas Vasilopoulos Feb. 20, 2025 15:23 UTC



Why people buy/drink wine

Cultural occasion – weddings etc

Not automatically



Sports / Tennis

French Open officially bans alcohol in the stands following disruptive behavior

By Amy Woodyatt, CNN

🕒 2 minute read · Published 7:09 AM EDT, Fri May 31, 2024



Alcohol will no longer be permitted in the stands of the French Open, tournament director Amélie Mauresmo confirmed. Mateo Villalba/Getty Images

MORE FROM CNN



The 45 best nonalcoholic drinks for Dry January and beyond



Sober curious? Here are the 17 best nonalcoholic wines we're ...



Alcohol use is declining. THC is swooping in

THE BEST NON-ALCOHOLIC WEDDING DRINKS TO INCLUDE ON YOUR MENU

[Home](#) > [News](#) > [The Best Non-Alcoholic Wedding Drinks to include on your Menu](#)



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Things to Do in May: Spring in Full Swing

April 24, 2025



Easter Recipes

April 01, 2025



Where to raise a glass April

March 25, 2025



REAL + Swift Shoreditch

March 25, 2025



Where to raise a glass...

March 10, 2025

NEWSLETTER SIGNUP

 June 09, 2022  by James Needham

With around 30% of people in the UK now saying that they are teetotal, and a similar number aiming to cut down their alcohol intake, chances are you'll have an increasingly large gang of non-drinkers at your wedding reception. You'll want to make the day as special for them as it is for everyone else, so which wedding drinks are you preparing to serve your non-drinking friends?

If your answer is lemonade, sparkling water, sugary drinks served with a straw... well, you might as well put your guests in the corner with the kids.

When it comes to wedding welcome drinks, reception drinks, wedding toasts or any other occasions in which adult-appropriate non-alcoholic wedding drinks are required, we reckon there's only one way to go. It has to be REAL Royal Flush Sparkling Tea.

Created by a founder who rarely drinks, this sensational non-alcoholic alternative to a sparkling wine has been celebrated for its flavour and sophistication. If you're looking for a non-alcoholic way to toast the happy couple, this may be the drink you've been looking for.



- Popular

Answers BETA
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←

r/UKweddings

Careless-Ad3034

6 mo. ago

Wedding without alcohol

Hello, me and my fiancé both come from different religions (both don't allow drinking alcohol). What other options do we have for drinks? If anyone been to a wedding without alcohol share ur experience please! Thank you

Edit: thank you everone! So much great ideas we both appreciate it.

7

43

Share

+ Add a comment

Sort by: Best

Search Comments

FrozenPineapple1

6mo ago

Mocktails (non alcoholic cocktails) can be fun!

24

Reply

Award

Share

...

+ 1 more reply

OutdoorApplause

6mo ago

For a wedding id go with something slightly more special than usual, maybe lots of options for flavoured syrups, fruit juices and garnishes which you could have with lemonade, tonic or sparkling water.

I haven't been to an alcohol free wedding but I have been teetotal at weddings and the best ones were when I had lots of options of different drinks to mix it up (rather than just coke/orange juice/lemonade).

12

Reply

Award

Share

...

WISJG

6mo ago

Think about what you both like to drink.

Personally, make sure all the drinks aren't really sweet. I don't drink and you often get super sweet options (juice/cordial etc).

New to Reddit?

Create your account and connect with a world of communities.

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roberte joseph@gmail.com

Continue with Email

Continue With Phone Number

By continuing, you agree to our [User Agreement](#) and acknowledge that you understand the [Privacy Policy](#).

r/UKweddings

2 mo. ago

Worst meal you've had at a wedding?

152 upvotes · 201 comments

r/UKweddings

3 mo. ago

Getting legally married with no wedding?

39 upvotes · 53 comments

r/UKweddings

2 mo. ago

Wedding cancelled what to do

143 upvotes · 71 comments

r/UKweddings

1 mo. ago

Has anyone regretted having a small wedding?

18 upvotes · 58 comments

r/UKweddings

4 mo. ago

What is one thing you've loved at weddings you've attended?

25 upvotes · 22 comments

Why people buy/drink wine

To be accepted by others

Social licence makes it OK to say 'no' to meat and alcohol

Why people buy/drink wine

Show off wealth

Swiss wines could benefit from being more closely associated with Swiss watches – and more targeted on their owners/fans



Beautiful Vintage Watch Fair in Switzerland

Why people buy/drink wine

Show off sophistication/knowledge

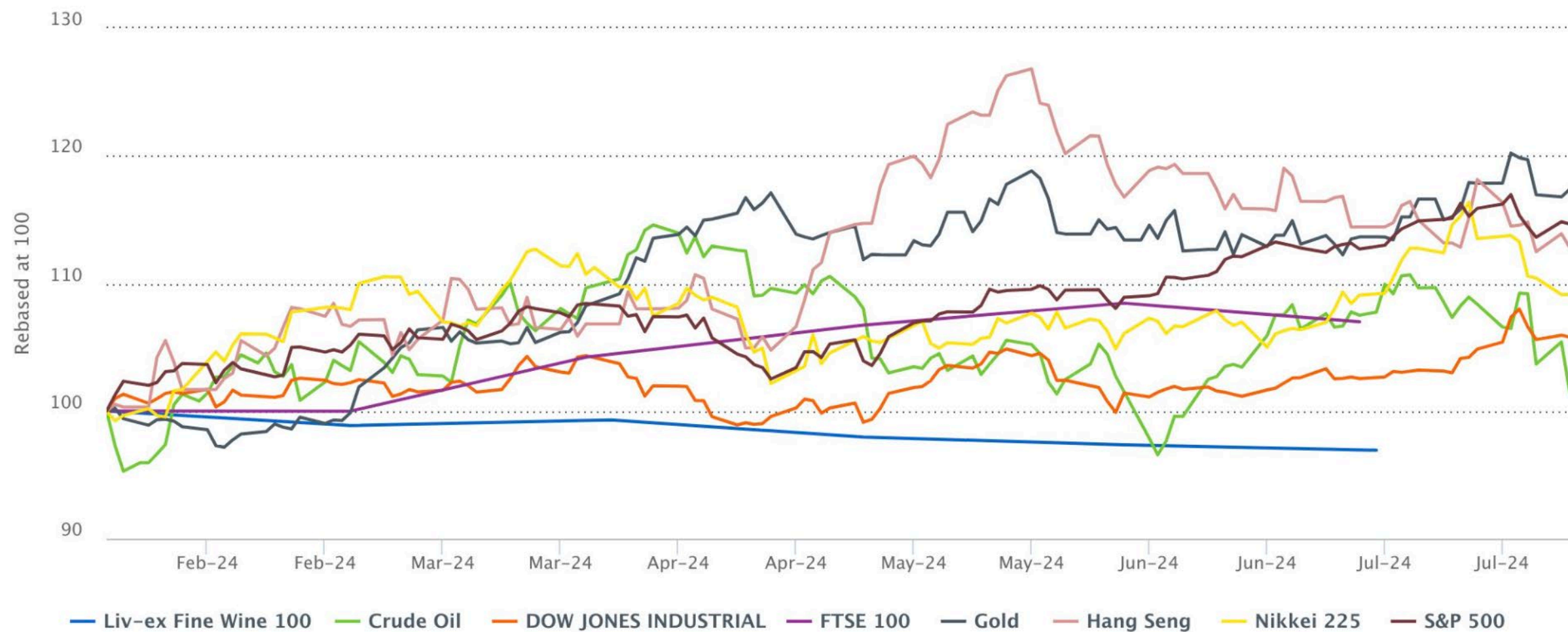
See previous point about watches

Why people buy/drink wine

Investment

If you're very lucky

Fine Wine 100 vs equities



**made using the Liv-ex Charting Tool. Data taken on 24.07.2024.*

Why people buy/drink wine

To get drunk



Read it

Save

ancient-origins.net

Provocative Yet Sacred: The Ancient Egyptian Festival of Drunkenness

The Festival of Drunkenness is a religiously significant celebration that was held annually (said to be biannually in some places) by the ancient Egyptians. The background story for the celebration of this festival can be found in a text known as The Book of the Heavenly Cow. In this text, there is an ancient Egyptian myth involving the destruction of mankind. ... **less**



Ancient Origins

Why people buy/drink wine

Political/social stance

Switzerland is famously neutral – and thought of as ‘clean’ and ‘healthy’.

(Received Tuesday, February 4, 2025)

We are no longer selling
liquor from the USA

Ask us about some great
local and Canadian alternatives

 LIQUOR
MART



Coonawarra's first
organic vineyards

Family Owned
Eco-obsessed
Vegan-Friendly
Low in sulphur
Great Soil



Why people buy/drink wine

Health

How strong an argument do we have?

Why people buy/drink wine

Intellectual - Exploration and education

How many people are we talking about?



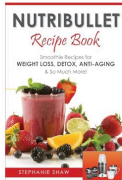

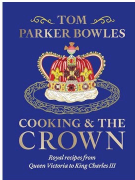





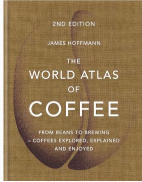
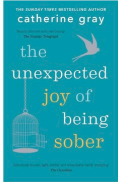

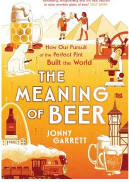


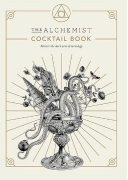


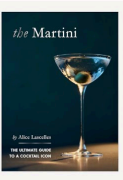
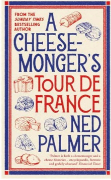

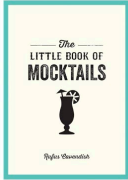



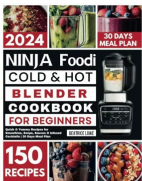
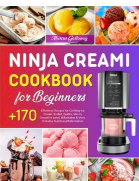

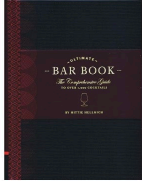
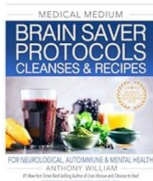



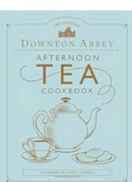
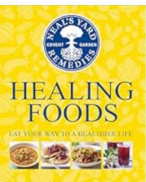
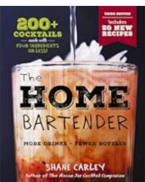
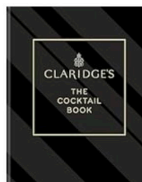
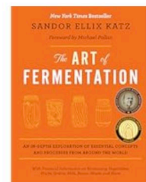

10-15%

**Talk to these people about the uniqueness of
Swiss grapes/viticulture**

Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

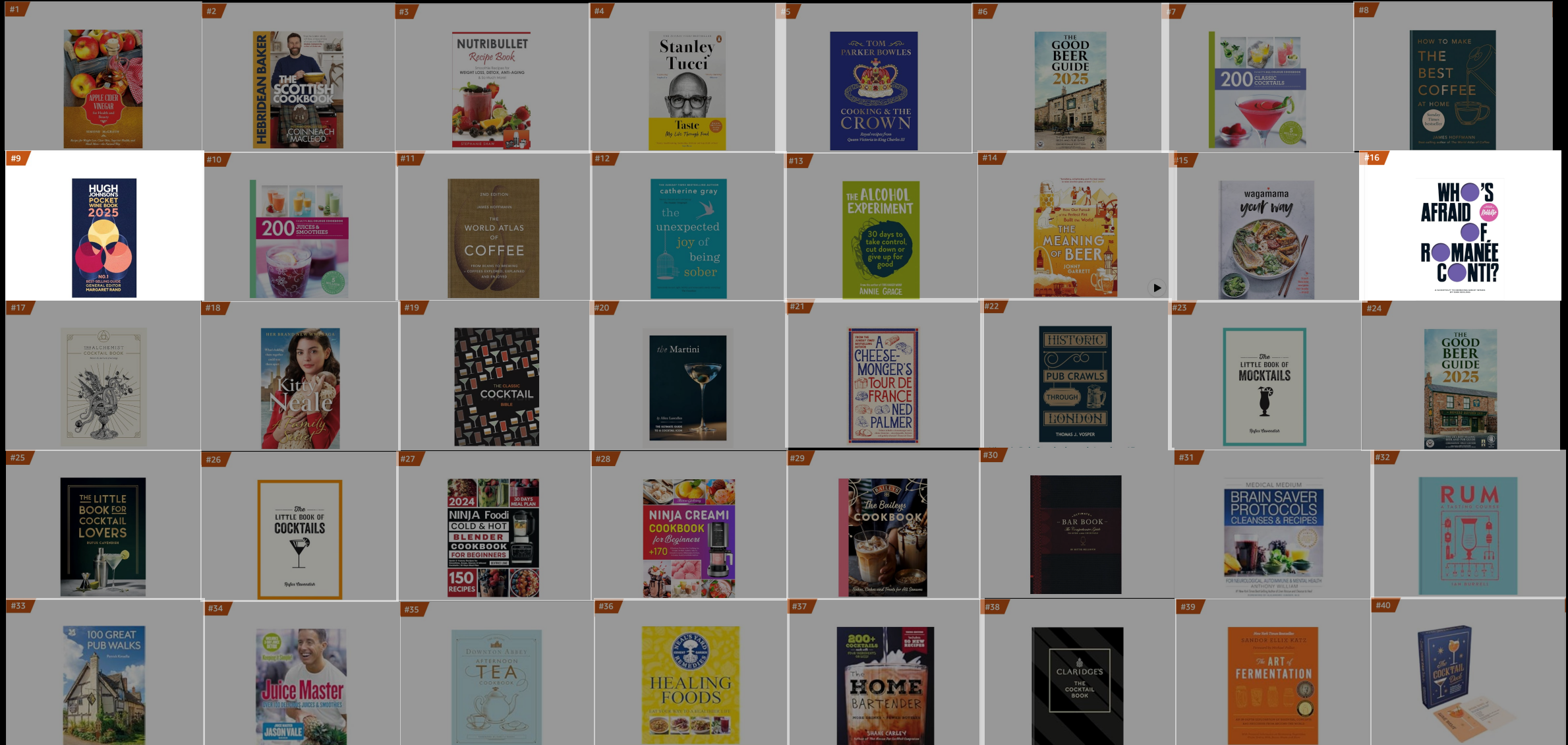
Best Sellers in Drinks & Beverages

#1		#2		#3		#4		5		#6		7		#8	
#9		#10		#11		#12		#13		#14		#15		#16	
#17		#18		#19		#20		#21		#22		#23		#24	
#25		#26		#27		#28		#29		#30		#31		#32	
#33		#34		#35		#36		#37		#38		#39		#40	

Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

Best Sellers in Drinks & Beverages



Why people buy/drink wine

Liking for the producer/brand/region

Create an emotional link



International Tourist arrivals

In 2023, global tourism experienced a significant upturn of 134% compared to the previous year, to a new total of 1286 million international tourist arrivals (overnight visitors). However, according to preliminary estimates, the numbers remained 12% below the level of 2019.

In an international comparison of tourist arrivals, Switzerland ranks 32nd in 2023. In terms of international tourism receipts, Switzerland is ranked in 21st place with 21.1 billion USD in 2023.

	International arrivals in million		Change in %*	
	2023 [†]	2022	2023/22 [†]	2023/21 [†]
Europe	709.4	609.5	16.4	102.5
Northern Europe	79.7	67.1	18.8	206.6
Western Europe	208.3	182.8	14.0	108.6
Central/Eastern Europe	112.4	94.1	19.5	78.8
Southern/Mediterranean Europe	308.9	265.5	16.3	91.2
Asia and Pacific	237.2	93.3	154.2	250.4
North-East Asia	94.4	20.5	360.7	88.9
South-East Asia	99.0	42.3	134.1	†
Oceania	12.9	6.8	90.5	791.9
South Asia	30.9	23.8	30.0	103.5
Americas	200.2	157.2	27.4	92.2
North America	127.0	101.9	24.6	78.2
Caribbean	28.1	23.6	19.5	62.3
Central America	11.5	9.3	23.9	97.6
South America	33.6	22.4	49.9	319.3
Africa	66.3	47.0	41.2	136.6
North Africa	27.0	19.1	41.4	190.8
Subsaharan Africa	39.3	27.9	41.0	109.9
Middle East	87.0	67.8	28.3	124.5
World	1300	975	33.4	112.2

© 2024 World Tourism Organization
* Arrow (†) indicates percentage change above 1000.
† Provisional data
Source: World Tourism Organization (2024), UNWTO World Tourism Barometer (English version), Volume 22, Issue 1 January 2024, UNWTO, Madrid: <https://doi.org/10.18111/wtobarometereng> [28-06-2024].

How many of these people are you interacting with, once they have left Switzerland?

Wine Tasting Tours in Switzerland

Enter dates

Sort

← All things to do

Category types

Attractions

Tours

Day Trips

Outdoor Activities

Concerts & Shows

Food & Drink

Show more

Product Categories

☐ Bus Tours

☐ Rail Tours

☐ Scenic Railroads

☐ Sightseeing Tours

☒ Wine Tours & Tastings

Show all

Time of Day

☐ Morning

☐ Afternoon

☐ Evening

Price

£0 - £400 +

Duration

☐ Up to 1 hour

☐ 1 to 4 hours


☐ 4 hours to 1 day

Traveller rating

47 results sorted by featured

Revenue and your browsing history impact the experiences featured on this page, learn more.

Clear all filters



1. Fondue Cooking Class and Cheese Workshop in Switzerland

5.0 8

Costume Dress Up Experiences

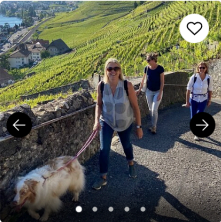
3 hours

Dress up like a Swiss cheese chef and pose in front of our giant fondue pot (one of the biggest in Switzerland) After having...

Free cancellation

from £118 per adult

Reserve



2. Vine Stories: Lavaux & Lutry wine walk

5.0 35

Wine Tours

3-4 hours

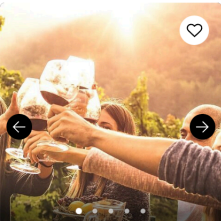
The UNESCO registered Lavaux region is a site to behold. Dating back more than 1000 years, the region is renowned for not...

Free cancellation

Recommended by 100% of travellers

from £215 per adult

Reserve



3. Geneva Countryside By E-Bike With Wine Tasting

5.0 1

E-Bike Tours

3 hours

Pick up your comfortable Swiss-made e-bike at a central location in Geneva and enjoy a leisurely ride on cycle paths through...

Free cancellation

from £138 per adult

Reserve

Cold feet?

Book risk-free with free cancellations on most bookings.

How easy is it for these people to buy wine in Switzerland and have it delivered in their own countries?

Why people buy/drink wine

Nostalgia

See 'Liking for Region'

Why people buy/drink wine

Branding and selling



HOW BRANDING WORKS

For shoes, wine...
and strawberries



Brand Desire



Wine and
watches...

Are not
bought
rationally.

The purchase
is **emotional**

Who is buying?

A photograph of three people standing outdoors, all wearing identical white, featureless masks. They are dressed in simple grey t-shirts. The person on the left is holding a glass of red wine, the person in the middle is holding a green beer bottle, and the person on the right is holding a glass of beer. The background consists of a dark metal fence and some green foliage on the left. A semi-transparent white banner with the text "Who are they?" is overlaid across the middle of the image.

Who are they?



Your Customers / Visitors
Are **Not all the Same**



Us



Them



The Wine People



This Ad's for You (Not Your Neighbor)

Data mining plus streaming can target political ads household by household, largely unregulated.

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The targeting has become so precise that next door neighbors streaming the same true crime show on the same streaming service may now be shown different political ads — based on data about their voting record, party affiliation, age, gender, race or ethnicity, estimated home value, shopping habits or views on gun control.

Barry Boomer-Dude



Been drinking since the 1980s. Can't afford the prices now of many of the wines he drank then but still keeps an eye out for them

He's quite aware of alcohol levels and feels nostalgic for the days when wine was 12.5%

Happily admits that Robert Parker and the Enthusiast and their scores helped get him into wine, but he's less confident in those numbers now

British Barry drinks more gin and tonic than he used to and – unwillingly – pays a premium

American Barry likes bourbon and tequila. And weed.

Premium Pauline



Enjoys good wine and cocktails – but not beer. Earns (very) good money and can't see the need for cheap/poor quality in any part of her life.

Knows a bit about wine and would like to learn more but not ready to take a course... Yet

Also quite interested in traveling to places where it is made

Open minded when it comes to regions/styles but has a few no-go areas (Pinot Grigio, Sauvignon)

Unimpressed by scores

Henry Hipster



Less worried about the *where?* of a wine, spirit or beer, than the *who?* and the *how?*

Would struggle to list many grape names or appellations

But very aware of the 'context' of any wine (aka politics. So, no big companies, or countries with questionable human rights). Knows lots of pioneering producers whom he often refers to by their first name.

Lives in a major metropolis and does a lot of his drinking in 'natty' wine bars when he's not enjoying coffee or beer in bars that specialise in those beverages. Loves natural wine events.

Embraces discovering 'challenging' flavours with like-minded male and female friends

Enthusiastic Emma



Emma has caught the wine bug. She was invited to a tasting and became fascinated by the difference between all the bottles. Now, she's signed up for a WSET course and has begun to keep an eye open for wine events.

Eager to learn, she's open to trying anything but hasn't fallen in love with natural wines – apart from a Pet Nat she really liked

Emma's problem is that, apart from the course sessions, she hasn't yet found the best way to go on learning; she doesn't really like the magazines she's picked up and doesn't want to buy a shelf-ful of books.

She drinks cocktails when out, but would really prefer wine.

Theo Thrifty



Theo is 'between relationships' and lives a middle-class life he really can't afford, so he's always looking for wine bargains – which he learns about from newspapers and online.

He loves supermarket bargains and online flash sales.

He has also done well buying directly from producers – but not the ones with smart tasting rooms.

He likes to tell anyone who'll listen that most wines are overpriced and that none really needs to cost more than £7 or £8 /\$10 or \$12

Beer is often an appealingly cheaper option for Theo than wine.

Insta-Imogen



Immie lives on Instagram and TikTok, taking pictures of the clothes she's wearing, the places she goes and what she eats and drinks.

Just as importantly, her behaviour is often driven by images and clips her friends – or 'influencers' - have posted on these platforms

So, the cocktail or rosé she's got in her glass probably has something to do with something she's seen on that screen

And no, she has limited interest in / knowledge of wines, spirits and beers but she's ready to try something new if that's what her friends are into doing too.

She says she cares about 'natural' stuff, but happily consumes RTDs and some fast food

Chris Curious



Obsessively fascinated by wine.

Hates drinking what everyone else is drinking (brands, popular varietals)

Enjoys craft beers and obscure spirits (again, no widely-available brand). Doesn't do cocktails.

Likes reading up – online – about his discoveries and loves introducing them to his friends, but is disappointed to discover that most revert to drinking what they already know

Carrie Club-Member



Carrie likes getting her 'specially chosen mixed dozen superb bottles' every month, and discovering what it contains.

Of course, she likes some more than others, and there are bottles she never gets to taste because she's taken them to a friend's house as a gift when going there for dinner.

Carrie often browses the catalogue that comes with the carton, but rarely feels the need to order from it.

Friends have told her that she could get very similar wines from her local supermarket for a much lower price, but she finds the wine aisle there daunting and prefers the simplicity of the monthly delivery.

Larry Look-At-Me



Doesn't know much about wine but knows the names – and can afford them. As can his friends
Loves pricy malt whisky

Wine is not so much a drink as a lifestyle item for Larry, like his car and the expensive turntable on which he rarely plays the vinyl albums he's taken to buying in recent years.

Until recently he had very few bottles in his home, but the designer included a wine fridge when he remodeled the apartment and that has now been filled – by the helpful people at the nearby specialist shop.

The sommelier at Larry's favourite restaurant knows which wines to serve him, and Larry is happy to let his do it, because he hasn't got it wrong yet

Gemma Gym Bunny



Gemma loves wine but feels increasingly conflicted about its healthiness. She worries that it may cause cancer but is also concerned about possible mental health implications. So now she tries only to drink alcohol at weekends and never to excess.

(Red meat is also an occasional treat now)

She has discovered zero-alcohol wine, sparkling tea and Kombucha and – illogically - believes hard seltzers are healthier than wine.

Collector Carl



Has almost limitless funds to spend on wine – like most of his friends.
Pays an advisor for guidance but reads newsletters to keep informed.

Keeps a keen eye on which wines and producers are ‘worth’ having in his cellar. These will always be of the highest quality and reputation (if only among a few experts and fellow collectors).

Rarity is attractive to him

Has got into serious whisky – including Japanese and rare bourbon – and tequila. Will drink cocktails but these tend to be traditional – Dry Martini, Bloody Mary, Margarita

Drinks beer, but only occasionally and cares little about it

Angela Average



Enjoys wine as her favourite beverage, but freely admits to finding it daunting

Does most drinking at her and her friends' homes, and most buying in supermarkets, based on familiarity/price

Happy to drink red or white but often ends up with the former at home, because that's what her husband prefers (when he hasn't opted for beer).

Shopping with children is done quickly and, as money has got tighter, gondola-end bargains are often favoured

Defers to her husband when it comes to buying for special occasions

Mainstream Matt



“There’s nothing like a good Merlot, or a Rioja, a Cotes du Rhone... or a Malbec”

Knows what he likes and generally sticks to it but is prepared to experiment.

Has a clear price range. Never buys the cheapest but rarely sees the need to splash out on wine, but buys pricy gin and sometimes makes cocktails at home. He has a favourite brand of relatively premium craft beer

Rarely reads about wine (occasional newspaper seasonal recommendations) and has greater trust in friends and family. But still has a Pocket Wine Guide he was given seven years ago

Has visited a winery while on holiday. Once

Prosecco Penny



A wine drinker since before it was strictly legal (even in Europe).

Enjoys Prosecco, Pinot Grigio, Chardonnay and rosé with fellow students, always bought as cheaply as possible. Rarely drinks red but likes Merlot and Pinot Noir. Her male friends favour fuller-flavoured reds, including blends and ones aged in bourbon barrels.

Wine is often used for 'preloading' before heading out to a club where she'll drink spirits

She's wary of being caught doing anything embarrassing on a smartphone

She enjoys RTDs and, when they're available, consumable cannabis

Freely admits to knowing almost nothing about any kind of drink

Environmentalist Edward



Really cares about what is happening to the planet. He rides a bicycle, takes trains whenever possible and avoids flying.

He is passionate about recycling and takes note of the values associated with the companies whose products and services he buys.

He would *never* buy a heavy bottle of wine and always looks for an organic certification.

But... he's not really that interested in wine, doesn't read about it and is only vaguely aware of biodynamics. Regenerative agriculture, however, is now on his radar.

He favours small, family-owned businesses as close as possible to where he lives, and instinctively mistrusts all big companies



Be ready to adapt



Lessons for Switzerland



Drinking with *intent*

Think about the 'why', where and when

And what

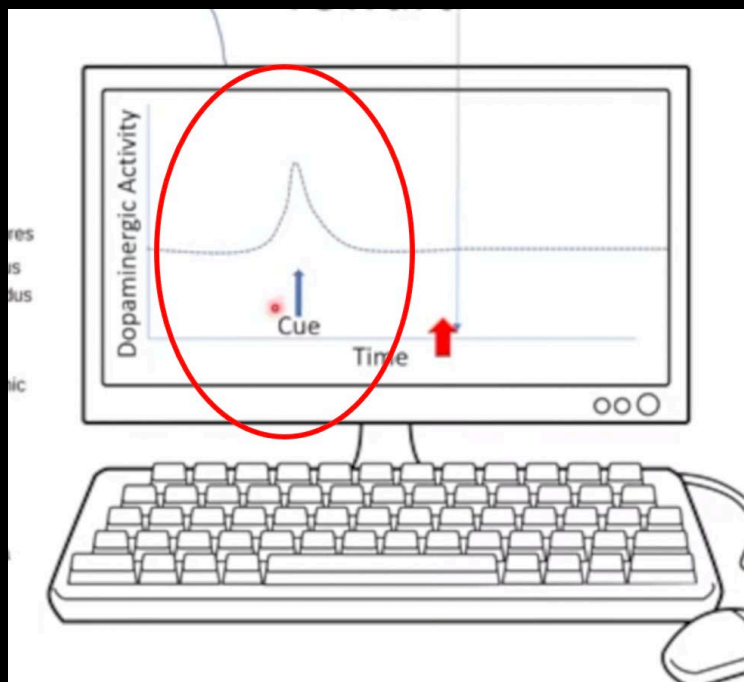
*makes **your** Swiss wine **really** special?*

*(not what **you** think makes it special)*



Brand *Desire*

What makes people really *want, desire*
your wine





Isn't this great?
Sharing this experience

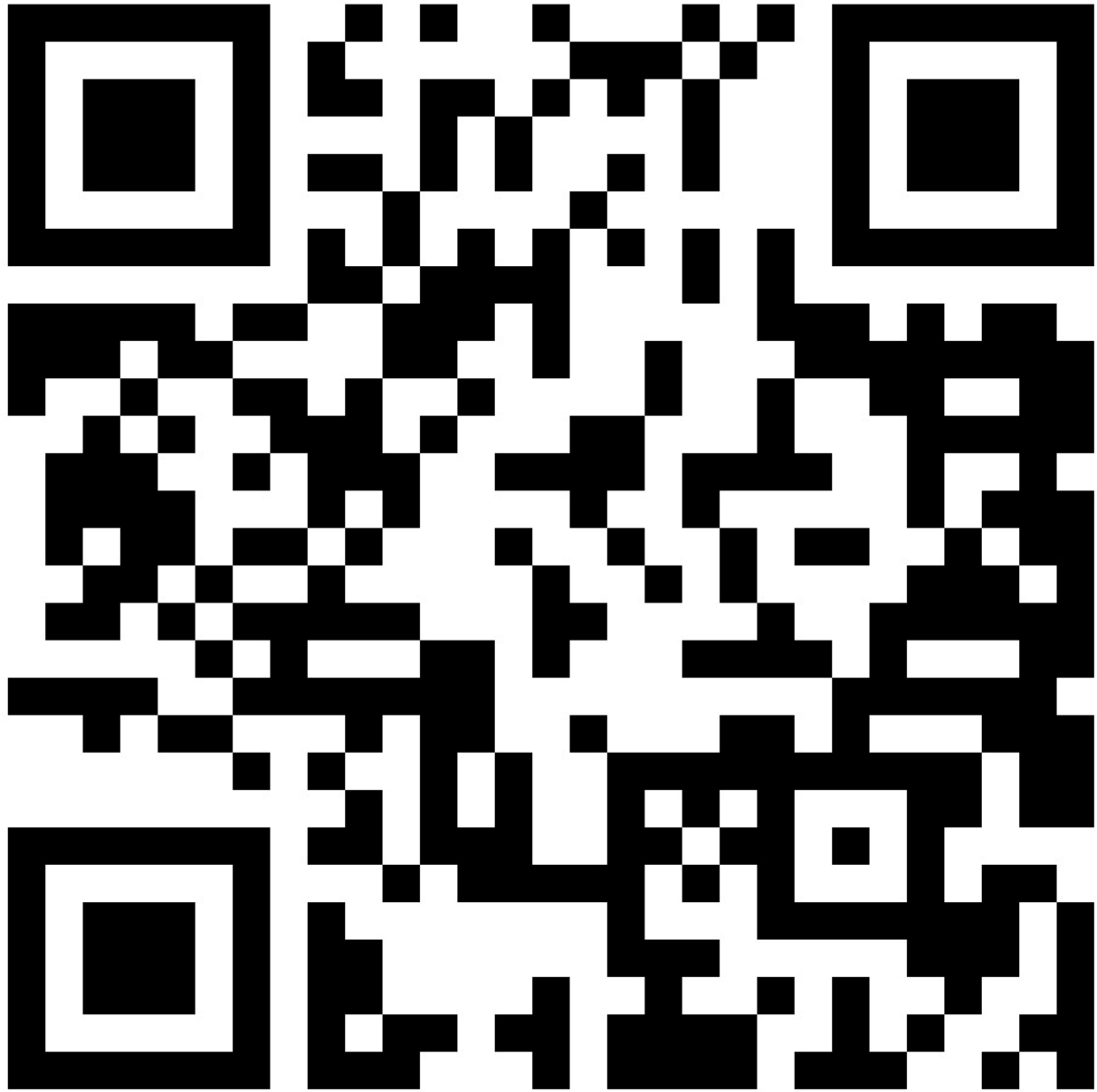


Maybe...





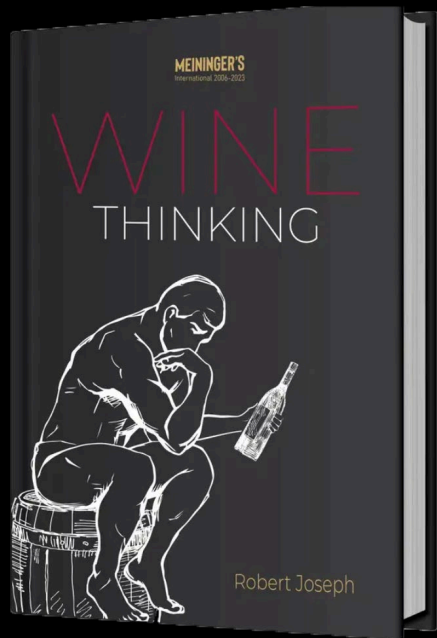
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year



Thank you

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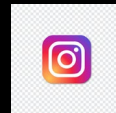
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