

THERE ARE PRESENTLY ABOUT 93 MILLION REGULAR WINE DRINKERS

in the U.S. or about **40% OF THE ADULT POPULATION**, says London-based research firm Wine Intelligence; and that figure is expected to grow to **↑109M, OR 44% OF ALL ADULTS, BY 2025.**

The firm's recent report accounts for a transition from today's "Millennials" to "Next-Generation" or "Next-Gen" consumers, born in or after 1995. While they are likely to be "more entrepreneurial

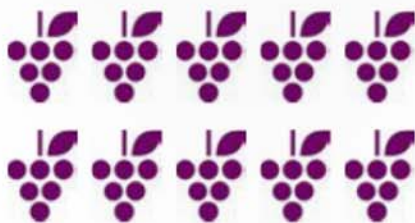
and money-driven," and less adventurous than Millennials, some 57% of Next-Gens are keen to learn more about wine when they're old enough to drink it, the report adds.

SCREWCAP SPOILAGE

**8.2%?! {OR IS IT
0.06%}**

A recent article in an Australian trade publication based on a Master of Wine dissertation by Alison Eisermann-Ctercteko (now an MW) has caused quite a stir. Based on a sample of more than **11,000** bottles surveyed at **22** retail outlets (most in Sydney), Eisermann-Ctercteko found physical damage in **26%** of screwcapped wines; and **8.2%** of screwcapped wines were damaged enough for changes to show in both coloring and SO₂ levels.

However, wine journalist Jamie Goode, after re-examining her methodology and standards for "damage," came up with a figure of **0.06%** spoilage, which only resulted from the most severe damage. The takeaway for wine-sellers: beware of egregiously dented/punctured screwtops. (For more details, visit wineanorak.com.)



10,000

NEW GRAPE VARIETIES

 = 1000 GRAPE VARIETIES

Randall Grahm of Bonny Doon Vineyard announced plans to breed at the 400-acre Popelouchum Estate in San Benito County, CA, since a Kickstarter campaign raised **\$165,000** last August.

"I want to plant a uniquely heterodox vineyard—each vine genetically distinctive from the others—in the hopes of revealing a new Grand Cru in the New World," said Grahm. "Perhaps by growing so many variants in a given place, we may well find individuals that are brilliant for this particular site. Or that may truly be distinctive on their own and would have application elsewhere in the world."

38 BOTTLES OF SCOTCH ARE EXPORTED EVERY SECOND



“ Whisky is at the forefront of Britain's food and drink revolution, helping to drive the UK's global reputation for world-beating quality and authenticity. It is the powerhouse behind our **£100 BILLION** food and drink industry and is a global export success with **38** bottles leaving our shores every second. Over the next five years, we want to unleash the potential of Britain's finest food and drink producers by boosting exports, securing investment and flying the flag for British produce both at home and abroad. ”

—Elizabeth Truss, UK Secretary of State for Environment, Food, and Rural Affairs, upon the opening of a new office for the Scotch Whisky Association