

Regional Spotlights

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Italy



The Italian wine industry is strongly based upon tradition and because of this the wine industry focuses on creating old world wines rather than the new world wines that are commonly seen within other global wine regions such as the United States and Australia. Global wine preferences are beginning to change challenging Italian wine makers to make a decision of continuing to produce old world wines or adopt a new style of winemaking (Lisman, 2013). Additionally, many traditional Italian winemaking families experience contentions due to generational differences in opinions surrounding the direction of family business in a globally changing wine industry.

United States



As the United State's currency becomes stronger, high-quality wines gain ground over high-production wines. Also, the millennial generation is making their presence known as a powerful consumer segment and have been expressing their interest in quality foreign wines. Thus challenging winemakers to meet the interest of the incoming generation (McMillan, 2016). California continues to dominate the U.S. wine industry producing 90 percent of all wine within the U.S. Yet as the California wine industry takes steps towards sustainability, permits and high land costs pose a barrier to entry for winemakers pushing them to find land elsewhere.

India



Facing a combination of strict government regulations in the taxation and marketing of alcoholic beverages, India is challenged to maintain the growth of the wine industry that occurred from 2011 to 2014. Consumption within this region is high in spirits, demonstrating a clear preference for this beverage over others. The price of wine and spirits are viewed as comparable to one another revealing a high threat of substitutes for India's wine industry (Marketline, 2015).

References

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