

The Grocer

10 Things You Need To Know About... Wine

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1. Consumer research

We quiz Brits on their attitudes to wine. Which countries do they think produce the best quality wine? What are their thoughts on English wine? And, how much do they drink?

2. Meet the buyers

Everyone knows it's know what you know but who you know in grocery. We quiz buyers from some of the UK's biggest grocers on how the wine market will shape up over the coming year.

3. Creative Challenge

English wine is a blossoming industry offering up the opportunity to be truly innovative and break the mould. We task a creative agency with creating an identity for home grown wine.

4. Champagne land grab

We send category reports editor Rob Brown to Kent to find out why the old guard of French wine are investing in England.

5. Top 10 global launches

We scour the globe with, the help of Mintel, to find the most innovative wine launches from the past year.

6. How to market wine...

...without mentioning wine. We speak to an advertising agency to find out how to create an effective global campaign for wine.

7. Wine in Tetrapak

We send deputy category reports editor Amy North to Durham to find out how this unusual format for wine is out to shake up the category.

8. Which regions are in growth

We team up with IRI to find out which regions are showing the strongest growth in wine.

9. Prosecco sales fizz

Prosecco continues to fly off the shelves, but what effect is this having on still wine sales?

10. Sweeter wines

Sweeter wines and those infused with fruit are booming. Why? And who's benefiting most?