

Welcome to the October 2018 edition of Clarion's drinks trends report. We've used our expert insight, coupled with industry happenings, to bring you your quarterly dose of drinks news.



It's good news for wine and bad news for beer...

Winemakers across Europe have reported excellent harvests, and thanks to the summer heatwave, we can expect 2018 to be a vintage year for many wineries. We'll cheers to that!

It's not all good news though... a barley shortage has been reported, with the crop harvest forecast to drop in Germany by 7.3 million tonnes. Beer prices have therefore risen across the UK as distillers face a rise in production costs.

Getting into the Christmas *spirit*

Retailers have started announcing their Christmas product launches, including gingerbread gin liqueurs, Jaffa Cake cocktails, gin stockings and boozy advent calendars galore. So it's safe to say we're more excited than ever for the festive countdown!



What's hot?

White is the new red

New cocktail alert! Sales of white Port are surging (up 70%) thanks to a new trend of pairing the wine with tonic. Could it replace the classic G&T?

Clarion advisory board member, **Sam Caporn (MOW)** comments; "It's great to see the UK catching on to this trend – lots of consumers just think of Tawny and Ruby styles when it comes to Port, but the dry white style is so versatile and utterly delicious paired with a sprig of mint, lemon and a splash of tonic!"



High-time for innovation

Across the pond, beer brands including Heineken and Constellation Brands are developing cannabis-infused beverages.

Time for a boozy brew?

Everyone is talking about Kombucha, a sparkling, fermented tea which has been proven to boost the immune system - A 'new' drinks health trend which actually originated in China over 2,000 years ago!

Now that's cool!

German winery, Wasem, has created the world's first double-walled wine bottle, which provides an insulating layer to help keep the liquid stay cold when out of the fridge. Genius!