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STUDIES ON GLOBAL TRENDS IN WINE PRODUCTION



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## ABSTRACT :

In the present paper, an attempt has been made to study the Global trends of Wine production. Wine industry is the largest fruit processing industry in the world. They are produced in many regions of the world, Such as Spain, Italy France, USA, Argentina, Australia, China, Chile, South Africa, Germany Portugal Romania, Brazil, Greece, Hungary, New Zealand, Croatia, Bulgaria and Switzerland. About two third wines is produce from the Mediterranean countries. Italy, France, and Spain are the greatest wine producing countries in the world and also the greatest consumers. Wine production is characterized by very marked annual fluctuations, due to climatic and cultivation methods. In 2012-13 worldwide production of wine was approximately 281000 hectoliters. The present paper attempts to study the wine grape verities Growth and pattern of wine production in world.

**KEYWORD:** Wine, Wine grapes, Wine production and distribution etc.

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## INTRODUCTION:

Wine industry is the largest fruit processing industry in the world. Wine is an alcoholic beverage made from fermented grapes or other fruits (Johnson, 1989). The natural chemical balance of grapes lets them ferment without the addition of sugars, acids, enzymes, water, or other nutrients. Yeast consumes the sugars in the grapes and converts them into alcohol. This is associated with happiness, celebrations and festivities. Wine making is one of the most well known and ancient fruit processing activities (Leong et. al, 1972). The science of winemaking is known as oenology. Eisenman (1998) noted that, Wine can be made from practically any type of fruit, but not all types of fruit are suitable for making all styles of wine. Wine making process starts with selection of the grapes and ends with bottling the finished wine. All over the world wine is produced and consumed. Wine is the first important product of the grapevine (Shanmugavelue, 1989; Naveen, (2009). Wine has importance in many social and religious contexts in our society today, as it has for thousands of years. It is the most popular beverage, associated with happiness, celebrations and festivals.

The history of wine dates back to the early stages of human civilization. Archeological evidence suggests that grape vines existed as far back as the Paleocene and Eocene epochs of the Tertiary period, thirty-eight to sixty-five million years ago. By the end of the Tertiary period (1.8 million years ago), numerous species within the genus *Vitis* were distributed throughout North America and Eurasia (Tim Unwin, 1991). The exact date when the cultivation of grape vines and winemaking began has been highly debated due to the lack of historical evidence. Some historians suggest that, the first wine would have been discovered by chance, probably around 10,000-8000 BC. Some historians suggest that the first domestication came around 8000 BC in Asia Minor and Transcaucasia (Robinson, 2006).

There are various types of wines available in the world like white wine, red wine, dessert wine etc. They are produced in many regions of the world, Such as Spain, Italy France, USA, Argentina, Australia, China, Chile, South Africa, Germany Portugal Romania, Brazil, Greece, Hungary, New Zealand, Croatia, Bulgaria and Switzerland (Christian et.al, 2012). About two third wine is produce from the Mediterranean countries. Italy, France, and Spain are the greatest wine producing countries in the world and also the greatest consumers (Leong and Morgan, 1982). In 2012-13 worldwide production of wine was approximately 281000 hectoliters (7.4 billion gallons). The world wine production is flexible region to region and time to time according to environmental factors. The present paper attempts to study the wine grape varieties and wine production in world.

## OBJECTIVES

The present study was undertaken with the following objectives

- 1.To study the growth of wine production in world.
- 2.To identify country wise wine production.

## DATABASE AND METHODOLOGY:

Present study mostly relies on the secondary data collected through Report of National Horticulture Board, Government of India, Statistical Report on World Vitiviniculture and Laurenz Moser: Global bulk wine services, Austria. For the present investigation, worldwide wine production is collected during 2001 to 2013. Statistical tools like percentage, average have been used in the study.

## WINE GRAPE VARIETIES

Wine is the fermented juice of almost any vegetative matter but grapes are the chief source and from these the world's best wines are made (Leong et.al, 1972). There are over 5,000 varieties of wine

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grapes. Wine is produced from all grape species, (and many other fruits), but the bulk of commercial production is dominated by *V. vinifera* cultivars. Wine grapes are those which are specially cultivated for wine making. Wine grapes are smaller, usually seeded, and have relatively thick skins. Wine grapes also tend to be very sweet: they are harvested at the time when their juice is approximately 24 per cent sugar by weight. By comparison, commercially produced 100 per cent grape juice, made from table grapes is usually around 15 per cent sugar by weight. In India wine was prepared from standard varieties. The most popular red varieties in cultivation are Shiraz, Cabernet Sauvignon, Pinot Noir and Merlot for red wines, Zinfandel is used. The most popular white wine grapes are Chenin Blanc, Sauvignon Blanc, Ugni Blanc, Viognier, Chardonnay and Riesling. Today enormous varieties of wines are available, made from more than 5000 varieties of a single species of grape: *Vitis vinifera*.

**Table No 1: Wine grapes varieties in world.**

Country	Red	White
France	Cabernet Sauvignon, Merlot, Pinot Noir, Syrah, Cabernet franc, Gamay, Grenache	Chenin blanc, Vignier, Semillon, Aligote, Sauvignon blanc Chardonnay, etc.
Italy	Sangiovese, Nebbiolo, Canaiolo, Vernatsch, Barbera, Pinot Noir, Lagrein, Pinot Nero, Aglianico.	Trebbiano, Malvesia, Chardonnay, Vernaccia etc.
Germany	Portugieser, Spätburgunder	Riesling, Silvaner, Müller Thurgau, Gewürztraminer etc.
U.S.A	Cabernet Sauvignon, Merlot, Pinot Noir, Petite Sirah, Zinfandel.	Sauvignon blanc, Chardonnay, Chenin blanc, Gewürztraminer, Colombard, Riesling etc.
Spain	Airen, Garnacha Tinta, Bobal, Tempranillo, Monastrell	Macabeo, Garnacha Blanca etc.
Australia	Cabernet Sauvignon, Shiraz Merlot, Pinot Noir, Malbec	Sauvignon blanc, Chardonnay, Riesling, Semillon etc.
India	Cabernet Sauvignon, Shiraz, Merlot, Zinfandel, Pinot Noir	Sauvignon Blanc, Chenin Blanc, Ugni Blanc, Chardonnay, Clairette etc.

Source: National Horticulture Board, Government of India.

#### WINE PRODUCTION:

Wine is one of the world's most popular alcoholic beverages. Even in the recent years of economic downturn people continue to drink wine; in fact global wine consumption over the past few years has increased by 1 per cent per year. Wine production is characterized by very marked annual fluctuations, due, on the one hand, to climatic effects and, on the other hand, to cultivation methods.



**Table No 2: World: Wine Production (2001 to 2013)**

Year	Mhl	Growth rate (%)
2001	266	0
2002	257	-3.38
2003	264	2.72
2004	296	12.12
2005	273	-7.72
2006	282	3.29
2007	266	-5.67
2008	269	1.12
2009	271	0.74
2010	265	-2.21
2011	265	00
2012	252	-4.90
2013	281	12.38

Source: Statistical Report on World Vitiviniculture.

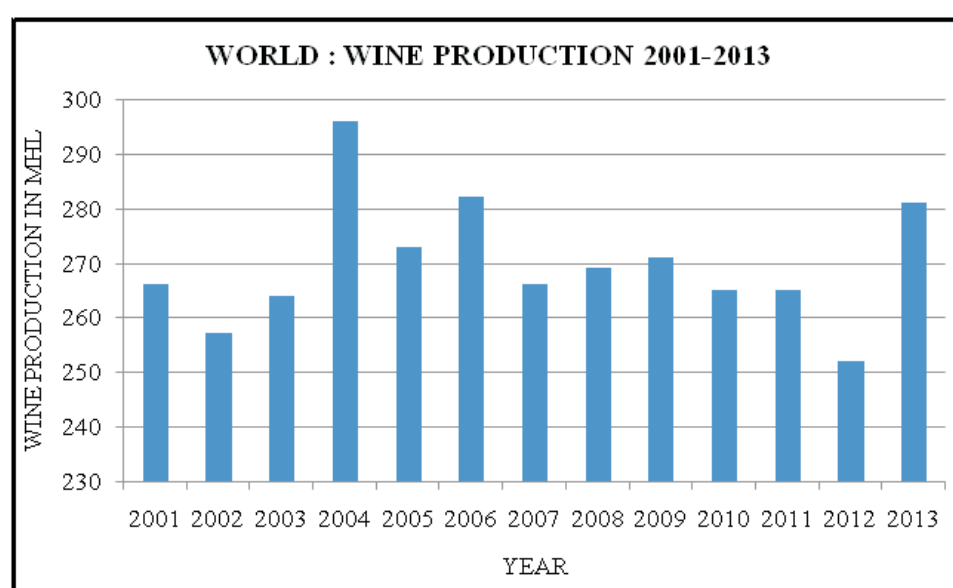
**Fig: 1.**

Table no 1 demonstrates the shift in wine production in the world for the period of 2001-2013.. In spite of yearly fluctuations, a significant negative trend in wine production in starting of last decade has been observed: from a level of 266 million hl in 2001, average production has fallen 2 at the beginning of 2002. After that wine production was increased 2.72 per cent than 2002. There has been an increase in the total wine production by 2004 (296 mhl) when compared to other production years. According to data, it is observed world wine production decrease in 2012 (252 mhl) than in 2004 (296 mhl), due to poor weather conditions there has been a decrease in the vine acreage for Italy, Spain, France and Germany which were well known as “Old World” countries. In 2013 world wine production has increased again, reaching approximately 281 million hl. With 12.38 per cent than 2012, because of “New World” countries such as Australia, New Zealand, South Africa and United States were started production of wine.

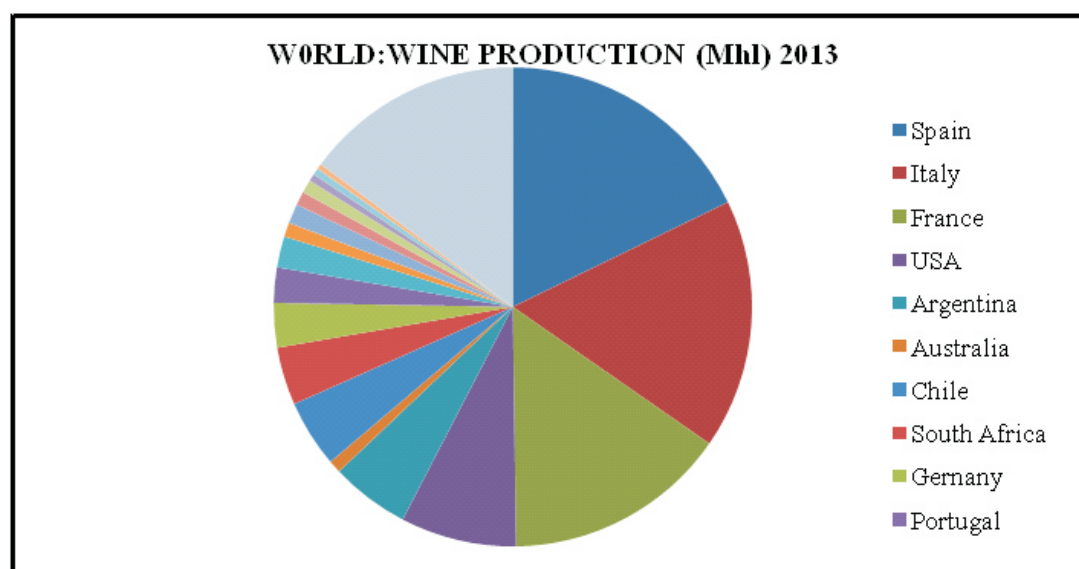
**World Wide: Wine Production:**

Wine are produced in many regions of the world, Such as Spain, Italy France, USA, Argentina, Australia, China, Chile, South Africa, Germany Portugal Romania, Brazil, Greece, Hungary, New Zealand, Croatia, Bulgaria and Switzerland.

**Table No 3: Major Wine Producing Countries in the World- 2013**

Sr .No	Countries	Production (Mhl)	Share in %	Growth rate %
1	Spain	50,000	17.79	45
2	Italy	47,400	16.86	15
3	France	42,500	15.12	-3
4	USA	22,000	7.82	7
5	Argentina	15000	5.33	27
6	Chile	12800	4.55	2
7	South Africa	11000	3.91	4
8	Gernany	8400	2.98	-8
9	Portugal	6700	2.38	7
10	Romania	5900	2.09	79
11	Greece	3700	1.31	17
12	Brazil	2700	0.96	-8
13	Hungary	2600	0.92	44
14	New Zealand	2500	0.88	15
15	Australia	2400	0.85	-5
16	Crotia	1400	0.49	10
17	Bulgaria	1300	0.46	-2
18	Switzarland	1000	0.35	0
19	Other countries	41700	14.83	0
	World Total	281000	100 %	

Source: Laurenz Moser: Globle bulk wine services, Austra, 2013,

**Fig: 2.**

About two third wine is produce from the Mediterranean countries. Italy, France, and Spain are the greatest wine producing countries in the world and also the greatest consumers (Leong and Morgan, 1982). Out of world's total annual production of 281000 liters, the following are among the top countries and their major share in the world wine market, being Spain, France, Italy and USA the major wine producers in world. They produce almost half of all the wine produced in the world. The world high grade wines are produced these countries like sherry (Spain), Asti and Chianti (Italy), Port (Portugal) and French Champagne (France).

Table No 3 shows that the wine production of major wine producing countries in the world in 2013. The world should produce 281 million hectoliters of wine in 2013. Spain is largest wine producer 50 million hectoliters in 2013. In the case of Spain, where a 45 per cent rise in production has been recorded, compared with 2012. In France (47400 Ml) and Portugal, the increase was 7 per cent compared with 2012. Outside the EU, all the countries recorded significant growth in vinified production, with the United State producing 22 Mhl. There was also an increase in South America: Chile hit a new record at 12.8 mhl and Argentina's vinified harvest was 15 mhl (+27 per cent) after a poor year in 2012. New Zealand recorded a record level of production of 2.5 mhl this year, while Australia could reach an estimated production of 13.5 Mhl. World wine production is rising considerably, taking into account the low vinified quantity produced in 2012 (258 mhl). Italy and Spain, two major wine producers have very little left for export because of the high the per capita consumption.

### CONCLUSIONS:

On the basis of study we conclude that, the growth rate of world wine production is flexible region to region and time to time according to environmental factors and cultivation method. Spain, France, Italy and USA were the major wine producers in world. The world should produce 281 million hectoliters of wine in 2013. Spain is largest wine producer 50 million hectoliters in 2013. Since world wine production has increased than previous period because of "New World" countries such as Australia, New Zealand, South Africa and United States were entered in wine production.

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