

INSIGHT

What makes different generations in the UK pop a bottle?

Who is popping the bottles today?

Wine drinkers in the UK have been quizzed on their grape consumption including how and when they like to drink in a study carried out on behalf of Wine Paris & Vinexpo Paris 2023. Several key behaviours varied little across the generation, while others differed significantly between Generation Z (aged 18-24), Millennials (25-39), Generation X (40-54) and boomers (aged 55 and over). Asked what motivates their consumption, older consumers reported being more focused on functional attributes like taste, relaxation and food matching. Younger generations see wine as a specific occasion-based beverage, especially in social settings. Most Boomers rely on regular purchase patterns, while other generations are more likely to try a new bottle.

Alcoholic drink repertoire and off-premise vary

Younger drinkers in the UK, wine shares space with a wide variety of other alcoholic beverages, particularly spirits, cider and cocktails. The alcohol repertoire for older generations tended to be shorter, with Boomers listing beer/craft beer and gin as other options. Consumers aged 18-39 account for 26% of the regular wine drinking population and 34% of the total spend was off premises. Boomers were heavily focused on informal wine drinking occasions compared to younger drinkers more often involved in social settings. Younger UK consumers are keen on rosé, sparkling

For its fourth edition, Wine Paris - Vinexpo Paris welcomed 36,334 visitors from 150 countries, 3,387 satisfied exhibitors with 42 countries represented. What motivates such enthusiasm is wine, spirits and new drinks. Among the five halls, the French wines were well represented as well as international ones too plus a growing presence of spirits and crafts makers from micro-distilleries to recognised brands. What is undeniable is the evolution in the consumption of all these drinks, and a wealth of creativity, both in the contents and in the packaging.

Dominique Huret, from Cape Decision, reports

wines and sweet/dessert wines. Moscato represents 20% for 18-39 vs 11% for Gen X and 4% for Boomers. There is hardly any difference between the generations for white wines. For red wines however: Shiraz proved to be the most generation sensitive red variety : from 17% for Gen Z to 42% amongst Boomers.

Young generations opt for new codes & packaging

British company based in Ipswich, Frugalpac proposes a bottle with a fibre shell and an inner pouch. "La bouteille qui cartonne" is the first French brand that offers quality French wine, organic or HVE certified, with an additional ecological promise linked to its packaging. The idea is to offer a 76 gr shell made of recycled cardboard, currently in Great Britain. The flexible inner pouch is a very thin aluminium film of less than 5g. The Green Gen

Bottle is proposed by cognac brand A. De Fussigny. Developed by a Toulouse start-up, this bottle is designed and manufactured in France. It combines flax-fibre and a biosourced resin. The flax threads are assembled in a cylindrical braid and then impregnated with a resin to obtain the bottle's solid and waterproof shell. It weighs only 85 g, compared to at least 700 g for a classic cognac bottle. The label is made of natural, biodegradable and water-soluble polymer. Maresanto, a Slovenian company, markets its wines in glass bottles, aged at sea, with natural sea effects and shells as decoration. The samples are also transformed. La Robe du Vin, a young start-up, offers 12 wines in connected cans. The QR code allows you to find the origin of the wine, an interview with the winemaker, tasting advice, etc. Based in Saint-Emilion, TubeBottling specialises in packaging wine in "tubes" or bottles. An innovative format,



the 100ml glass tube allows great wines to be discovered in individual format. This allows wineries to sample at a lower cost, while wine merchants can offer tasting or gift boxes with a guarantee of quality. Restaurant owners can offer wine by the glass for take-away sales. Among new ways to distribute drinks, is Ma petite carafe, a new French professional equipment. This wine dispenser allows wine to be served in carafes, to take away or to be consumed on the spot. The wines are packaged in PP refills pouches, preserving the quality of the wines for up to eight weeks after opening. Also for serving wine, and especially great wines, is the equipment of D-Vine, a company based in Nantes. Thanks to an NFC chip, it allows wine to be served by the glass and at the right temperature from a tube or flask. The equipment is particularly aimed at large restaurants and starred restaurants. Bibaxe is the patented innovation in B-i-b from Vignoble Marchais. It is a classic cardboard B-i-b with a PP pouch. But the design of this user-friendly 3 litre container stands out. Aimed at simple wines to share with friends, Bibaxe wants to "simplify or decomplex" the act of buying wine for young people. A B-i-b to share, ideal for four people or more, to be placed in the middle of the table for a festive moment" explains Philippe Marchais. Made of FSC cardboard, with vegetable ink, the bag and the container are easily separable. The display case is upside down but turns over after opening to serve the wine and allow plenty of playful communi-



cation. AOC wines have shown interest in this solution.

Spirits and no-low to suit all tastes

The non-alcoholic beverage category today encompasses an ever-growing diversity of products, production methods and consumption patterns. The phenomenon is even more apparent with the arrival on the market of new drinks whose ambition is to offer 0% alternatives to spirits. But the choice is infinite between hydrolats, macerations, and dealcoholisation. Divin claims to be the first Loire wine seltzer. The wine comes from Sauvignon Blanc, a grape that has felt at home in the Loire Valley for centuries, and in the hands of Les Vignobles Villebois, Year in year out, the Villebois' wines are internationally awarded but it is not always wine o'clock at the Vignobles either. There was a need for lower alcohol, fresher and thirst-quenching drinks. And so Divin was "born". No artificial fragrances, colours, flavours or added sugars like in most hard seltzers. Moderato's niche is to offer a so-called vinified drink, which is derived from wine, but with a lighter alcohol content. A lighter wine means less calories with 30 Kcal per 100ml, which is about 2.5 times less than traditional wine. The secret is reverse osmosis, a technique

for isolating the alcohol, allowing the alcohol content to be reduced without dilution to reach the 5° target, while preserving the characteristic taste of the wine. The wine is therefore vinified traditionally, then filtered several times using the natural process developed by the Pugibet family in Normandy. About half of the spirits are nowadays consumed in cocktails. So tonics and soft drinks bear a renewed interest. Created on the Thames, end of the 19th century, the London Essence co, built its reputation in the early 20th century by distilling real flavours from the finest fruits and plants. In 2016, the London Essence was relaunched with the aim of re-establishing its precise methods and reinvigorating the growing world of today's drinks. Using distillation rather than extraction, it created delicate and refined essences for the London-based perfume, confectionery and drinks industries. The result is an elegant tonic made with macerates, crafted sodas and lemonades. These drinks have become "must have" for cellar masters or wine merchants. Indian tonic, Ginger Ale and ginger beer remain at the top of sales for cocktails. The diversity of these new niches is immense. Not surprising that the tasting bar in Wine Paris spirits and crafts hall was 40m long! 