WINE IN SCANDINAVIA:
FROM BAG-IN-BOX TO FULL-BODIED RED WINES: SMALL MARKETS GROW

The second set of interviews with the journalists appointed as judges for the coming International Wine Competition (12-16 November 2012), with a focus on Sweden, Denmark, Norway and Finland. Prospects up for the Scandinavian market, albeit with different trends between different countries.

Verona, 17 October 2012 – "Scandinavian markets are very different from each other in terms of consumer preferences. The Swedish market is dominated by bag-in-box wines from all over the world, the Danish market prefers Chilean wines (with a huge and strange preference for Ripasso-style wine), while the Norwegian market is more diverse, perhaps with a slight dominance of Italian wines and a surprisingly large market for high quality German white wines." So says Ole Udsen, Danish journalist and blogger taking part 12-16 November as a judge at the Vinitaly International Wine Competition.

Vinitaly asked him and the other journalists in the jury of the world's most selective competition three questions in order to interpret the wine market in major consumer countries and emerging markets alike. A series of weekly interviews ensuring an opportunity for discussion you can read and comment on through the event site at this link http://aspettando.vinitaly.it, while the page www.vinitaly.com/areaEspositori/giuria-concorso-enologico has the résumés of all jury members.

The focus on Scandinavia, follows the focus on the United States last week, also involved Finn Timo Jokinen and Swede Anders Röttorp.

Sweden, says Röttorp, one of the country's leading wine journalists active for 30 years, is also seeing growing appreciation of full-bodied reds, perhaps even made from dried grapes with high alcohol, such as Amarone, Ripasso or Zinfandel, although "there are many differences in preferences in the various market segments and in the future," he adds, "I think that this will be even more the case".

On the other hand, the Finnish market is significantly influenced by price: "White wines costing more than 10 euros and reds more than 12-13 euros," says Jokinen, lecturer, educator, writer, importer, consultant and organiser of wine&food tours, "are slow performers, while most sales are in the price range between 7 and 10 euros; Chile and South
Africa," Jokinen explains, "are the market leaders and bag-in-box products cover more than 50% of the wines sold by the monopoly".
It is interesting to note that in both Sweden and Finland, countries where the wine sales are state monopolies, consumers are increasingly choosing internet as a sales channel for their purchases.

Veronafiere Press Office
Tel.: + 39.045.829.82.42 – 82.85 – 82.10
E-mail: pressoffice@veronafiere.it - www.vinitaly.com