



Paulo Amorim is President of the G7 group of Portuguese wineries and vice-president of the generic body Viniportugal.

Portugal: Paulo Amorim

Paulo Amorim plans to build a new winery near Redondo in the Alentejo. His partner is Luis Duarte, who has worked at Esporao the Alentejo. The company will be called Wine Vision, and will produce wine from the Alentejo, Duoro and Vinho Verde.

What repercussions will the European wine reform have on Portugal?

Overall it is a positive reform for us. As President of the Portuguese Wine Association, I have requested a deep reform, not just cosmetics. The industry must clearly turn towards the competitiveness of the individual companies and be customer driven.

“We need to reach critical mass in our wineries in order to compete internationally.”

Can exports compensate for the rapid fall in domestic consumption?

It is our only way. Portugal has had a revolution in terms of winemaking. Our unique grapes should definitely help to further boost exports further.

Will port wine producers be able to revive their markets?

Port wine is going through a strategic study to reverse a difficult situation. Port is a unique product; the Douro is the oldest demarcated region in the world. I am sure port will be able to bounce back, but the attitude must change.

Why have you decided to make wine?

It was an old dream. I prefer the risk of failing rather than looking back later in life and regret not having tried. The timing, though, is correct. Portugal has great potential and our exports will boom in the coming years.



KWV's newly appointed CEO Thy Loubser is upbeat, predicting growth and consolidation with his new brand, Golden Kaan.

South Africa: Thy Loubser

The KWV once functioned as a parastatal (quasi state owned) national cooperative with statutory powers to manage the industry – and therefore its over production – by acting as a buyer of last resort. Today, the KWV is a trading company.

How bad is the current wine glut in South Africa?

As we are in the middle and upper end of the market, we do not experience much of this.

Does Golden Kaan, your joint venture with Racke, have the potential to become the next Kumala?

We had strong indications during Vinexpo that this is possible. Our volumes are showing excellent growth in key markets. We are giving Maraian Kopp all the support that we can.

“Global warming has not yet had any impact on South Africa.”

How was the 2007 vintage in South Africa on the whole?

In general, 2007 is a very good year. Early ripening and healthy grapes should provide big wines with complex structures. Sauvignon, Shiraz and Cabernet look to be particularly good.

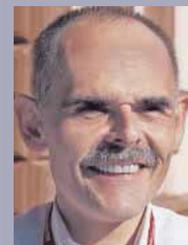
Is South Africa's future white or red?

Both! Given our long tradition in the wine growing industry, we believe we can compete in most cultivars.

Although many writers believe that our white wines have traditionally been better, our red wines have become very strong in export.

Is global warming having an impact on South Africa?

Not yet, but we remain attentive.



As the export manager for Langguth Erben, owner of Blue Nun, Armin Wagner has a keen understanding of how the world views Germany.

Germany: Armin Wagner

The most recent fiscal year ended on a positive note for Langguth Erben in Traben-Trarbach. Turnover rose 3% to €90 million. In volume, Langguth moved 45 million bottles, of which 12 million were exported. 10 million of those were Blue Nun.

Is global warming having an impact on Germany?

Although I am not a scientist, it is hard to overlook the changes that are taking place. In particular for Riesling there will be changes that are difficult to anticipate.

“The world's nascent infatuation with Riesling plays to our strengths.”

You have a domestic and an export brand. Isn't that counterproductive?

Blue Nun and Erben were originally two separately owned brands. Since we acquired Blue Nun, our efforts have been to establish that brand in Germany and work to improve the distribution of Erben abroad. Although the export volumes are still small, anyone who has been to Germany perceives Erben as an authentic German brand.

Is there a true Riesling Renaissance?

As we are based on the Mosel, Riesling has always been – even if the statistics told another story – our centre of focus. Never before has the percentage of Riesling sold among the two brands been so strong.

Have foreign markets begun to notice German red wines?

Although Erben Dornfelder is the most widely sold German red wine, foreign markets still see Germany as a white wine producer.



Dr. Gianni Zonin, the seventh generation, is the current president of Italy's Casa Vinicola Zonin and for many the face of the company.

Italy: Dr. Gianni Zonin

Zonin has been producing wine in the Veneto for seven generations. Of late, the family has expanded throughout Italy - into Piedmont, Tuscany, Puglia and Sicily - and even Virginia in the United States, which has given them a foothold in that

What repercussions will the European wine reform have on Italy?

Frankly speaking, the system used in the past that granted producers artificial coverage through distillation was not very astute. Hopefully wine growers will focus more on quality. It will take time to look at what the effects will be on moderately size producers. Neither the largest nor the smallest wineries have any significant problems.

Is global warming having an impact on Italy?

Yes. For example, our agronomists are prepared this year to begin harvest at the beginning of August in southerly regions where the vines are already far into their maturation cycles.

“Thanks to the constant modernisation of the quality chain, we believe firmly in the renaissance of the Italian wines worldwide.”

Will Pinot Grigio become an international commodity like Chardonnay?

Yes, it could happen. The demand is leading a lot of Italian producers to see this trend as an opportunity. At the same time, it is very important that we avoid the risk of banalising this varietal. I am sure this will be a chance for all those which invested time, energy and money for quality wines.



In 1961, 18-year-old Jean-Claude Boisset bought wines which he sold to some friends. Now, his wine company is one of the largest in France.

France: Jean-Charles Boisset

Burgundian Jean-Charles Boisset, the second generation of the family dynasty, has developed a number of innovative brands. They may not be classical Burgundies, but the French Rabbit and Yellow Jersey brands have built a large following in Canada.

What implications will the European wine reforms have for Burgundy?

We're lucky in Burgundy that we have no overproduction. Quite the contrary! However, we would like to see more European money spent on education and promotion.

“A lot has been said about our innovativeness. Equally important, though, we are close to the Canadian market.”

Does Burgundy risk pricing itself out of the market?

No. At the top end of the market our wines are incomparable; at the bottom end we are very competitive in terms of value for money.

Will Burgundy's long term future be red or white?

We are fortunate to have a fine balance between climate and soil that allows both Chardonnay and Pinot Noir to thrive. That said, we need more Pinot Noir at present. Red wine could well move from 60% to 70% of total production in the years to come.

What will be your biggest market in ten years?

For the next ten years, the United States will remain the world's most dynamic market. In 20, I believe that China will be calling the shots.