



December 2021 Newsletter

NEWS AND UPDATES

Season's Greetings from the Wine Origins Alliance!



The Wine Origins Alliance wishes everyone a very happy holiday season and a happy new year! To view your card, click the image above or [here](#).

WOA Members Remain Committed to Sustainability



As climate change continues to impact wine around the world, WOA member regions have continued to adapt their methods to be greener and more sustainable. Regions such as [Santa Barbara County](#) in California and [Bordeaux](#) in France have embraced organic vineyards, and Barossa, Australia has aimed to deliver secure and climate-independent water to the region through the [Barossa New Water Project](#). We can't wait to see what our member regions do in 2022 to create a new and more sustainable future for wine!

2021 Sees an Increase in Consumer Demand for Wine



This year, there has been a strong increase in consumer demand for wine in the United States. According to *Wine Enthusiast*, consumers invested more heavily in wines to enjoy at home this year, which has contributed to the increase in demand. Our member Champagne, France has experienced this trend firsthand, as Champagne sales in the U.S. have [surged](#) to pre-pandemic levels. Other member regions such as Napa Valley in California and Rioja in Spain are also experiencing an increase in demand from American consumers.

WOA Member Takes Its Name Back



WOA member Bourgogne, France, known for its unique heritage and famous red wines, is taking its name back after decades of mispronunciation. Although the Bourgogne Wine Board [stopped](#) using the term “Burgundy” in 2012, not everyone has followed suit, as many wine drinkers still refer to its wines as the latter. Bourgogne, which is the only wine region in France whose name is translated into different languages, argues that it is time to use its region name globally. As half of Bourgogne wines are exported, using only one name not only respects the heritage of the region, but makes identifying and purchasing the wine simpler for consumers.

MEMBER TRIVIA



OREGON
WINE

Nearly 50 percent of Oregon winegrowers use sustainable harvesting and farming practices, making them a leader in environmentally conscious wine production.



The Black Rooster symbol on Chianti Classico wines originates from the Chianti Military League and can be traced back to the borders drawn in the Middle Ages.

CÔTES DE PROVENCE
SYNDICAT DES VINS

The Côtes de Provence wine region is one of the oldest in France at 2,600 years old. Wine production in this region dates back to Greco-Roman times.

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