



## 2020 Wine Trends Include Organic and Biodynamic

Organic and Biodynamic wine has never been more popular, and the growth trends look to be even brighter as we enter the new decade. We have a roundup of key 2020 wine trends in both retail and restaurants. Natural Merchants' organic and Biodynamic wines continue to be on-trend in many growth categories for 2020 and beyond.

### Organic Wine Sales Continue to Soar

Almost one billion bottles of organic wine are expected to be consumed around the world by 2023, new research has revealed, more than doubling from the 441 million bottles recorded in 2013. This is according to research commissioned by [Millésime Bio](#), a trade show devoted to organic wine, and its organizer SudVinBio, conducted by research group IWSR. **They estimate a total of 976 million bottles of organic wine are expected to be consumed in 2023, up 34% from 729 million bottles consumed in 2018.**

While Germany currently consumes the most organic wine, France is set to overtake it by 2023, consuming one in every five bottles. **The US is set to overtake the UK and place third, representing 9.3% of organic wine consumed, equivalent to 91 million bottles.**

**Consumption of organic sparkling wine rose by 19.1% in these markets between 2013 and 2018**, and the study predicts an average rise of 8.2% every year in the five selected markets through 2023.

Patrick Guiraud, president of Millésime Bio, said: "This new research demonstrates how more and more consumers around the world are choosing organic wines as they reject the use of pesticides and other unnatural products that damage the environment and can enter the food chain.

"This trend will only increase as large and small vigneron switch to more sustainable winemaking, and retailers stock a larger range of organic wines to meet rising consumer demand."

### Organic Wines Gain Restaurant Popularity

The organic and natural wine movement will continue to rise in restaurants in 2020, with more mainstream consumers becoming exposed to more unusual, low intervention wines. [Kimpton Hotels & Restaurants' sixth annual Culinary & Cocktails Trend Forecast](#) predicts that 2020's biggest wine trend will be the emergence of more natural wines, or wines farmed organically without adding or removing anything in the cellar. Orange wines and Pét-Nat sparkling wines are also becoming more popular with wine aficionados.

We have many [organic and Biodynamic wines that are perfectly on-trend for restaurants](#), and more fun to come in the year ahead!



### Industry Shows Highlight Organic and Biodynamic Wines

Organic and Biodynamic wines continue to be a focus at wine trade shows throughout Europe. **Shows we regularly attend to find the very best of the world's organic wines and help our winery partners sell more** include the ultimate organic wine fair [Millésime Bio](#) in France, VinExpo Paris/Paris Wine Show with their "[WOW](#)" [World of Organic Wines](#) section, [SISAB](#) in Lisbon, [Prowein](#) in Germany, [Vintaly](#) and [Fenavin](#) in Spain.

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## Biodynamic Wines on the Rise

[Whole Foods number-one trend for 2020](#) includes **regenerative farming**, such as the practice of **Biodynamic** agriculture: “Farmers, producers, academics, government agencies, retailers and more are taking a closer look at how to use land and animal management practices to improve soil health and sequester carbon. While the term “regenerative agriculture” can have many definitions, in general it describes farming and grazing practices that restore degraded soil, improve biodiversity and increase carbon capture to create long-lasting environmental benefits, such as positively impacting climate change. You can help by seeking out brands that support regenerative practices.”

From MSN’s [10 Food and Restaurant Trends That Will Define How People Eat in 2020](#):

Allan Sherwin, a professor of culinary management at Michigan State University, predicts that Biodynamic wine will continue to grow in popularity. He is currently coaching a team of students who are creating a wine as part of a collegiate competition, and his team’s product is a biodynamic wine.

“Ten years ago, somebody would say, ‘You’re out of your mind’ if you said there’s a wine where the grapes are grown according to the phases of the moon,” Sherwin said. “But today, I think people are willing to spend more money on a glass if they think it’s more beneficial or unique.”

Check out our entire list of [Demeter certified Biodynamic wines](#) from [Vina Koyle in Chile](#), [Inkarri from Argentina](#), [Agrinatura from Italy](#) and [Biokult from Austria](#).



## Wines Made by Women and Women-Owned Wineries

Maison Raymond Cellar Master Elodie Gilles

**Wines Made By Women**— Victoria James, Beverage Director at [Cote, author](#), and co-founder of [Wine Empowered](#).

“In 2020 I’ll be drinking more wine from women winemakers and women owned wineries. It takes an extra step to do some research, find the wines, and taste through to see if they’re my speed —but it can have such a huge impact on the

market. If I am able to lift up quality wines from underdog producers, everyone benefits.”

Our fantastic [women winemakers](#) from [biokult](#), [Maison Raymond](#), [Bodegas Matarromera](#) and [Quinta da Plansel](#) will continue to grow thrive and innovate in 2020.

### Low-and-No Alcohol Wine Options

Non-Alcoholic wines, beers, and mocktails will continue to trend in 2020, with more and more options coming to the market.

[Whole Food’s #10 trend for 2020](#) is No-Proof Alcohol: “With so many consumers seeking out alternatives to alcohol, unique non-alcoholic options are popping up everywhere, from menus at the world’s most acclaimed bars to specialty stores. Many of these beverages seek to re-create classic cocktail flavors using distilling methods typically reserved for alcohol, creating an alternative to liquor meant to be used with a mixer rather than a drink on its own. Think alt-gin for gin and tonics and botanical-infused faux spirits for a faux martini. Add to that options enjoyed straight from the bottle or can, like hops-infused sparkling waters and zero-proof aperitifs, and you can be sure guests avoiding the bar cart will never get bored.”

From [Yelp’s top Ten Food Trends to Look for in 2020](#): **Mocktails, Non-Alcoholic Happy Hours**: [Non-alcoholic bars](#) are popping up all across the country and zero-proof concoctions with delicious juice blends are landing on menus everywhere.

[Nation’s Restaurant News](#) says: “...drinking has become more about the social aspect and taste of the drink than the booze content. Even if restaurants still offer regular cocktails, many newer and trendier eateries will have multiple drink menus with different price ranges and alcohol content levels.”

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[Technomic's 2020 Global Restaurant Trends list includes](#): "Spirit-free cocktails, hopped-up waters and kombuchas, **low-alcohol wine**: to some, the idea of reducing or eliminating alcohol from adult beverages seems counterintuitive. But it is emerging as a bona fide trend on the global stage."

Stay tuned for exciting things to come in this category from Natural Merchants in 2020!

SPANISH RED BLEND  
**SPARTICO**

Organic Wine  
Contains No Detectable Sulfites



750 ml

Alc. 13% by Vol.

wines that have [No Sulfites Added and are USDA organic](#) as well as [Demeter Certified Biodynamic](#) wines. Certification is the gold standard as we think you deserve to know exactly what's in our glass of wine. We proudly work with winery partners who care enough to go through the lengthy process of certification.

Cheers to the new year and new wine trends! You can [find our organic wines](#) at fine retailers and restaurants nationwide.

## Seeking Certification

Richard Halstead, COO [Wine Intelligence](#), has a few wine trend predictions for 2020 including that **sustainability claims will be scrutinized**. As environmentally friendly buzzwords continue to be thrown around commonly on wine packaging and marketing, Wine Intelligence predicts that consumers will start investigating these claims in 2020.

While Wine Intelligence research suggests that many consumers read a sustainable word and believe it, Halstead said: "we also notice a smaller but growing minority of purchasers are more fundamentally committed, typically for a combination of environmental, ethical, social or lifestyle reasons.

Next year (2020) I expect this latter group to be more zealous in their scrutiny of winemaking or viticultural claims, and more willing to call out what they see as transgressions or unacceptable standards."

At Natural Merchants we are vigilant about backing up sustainability claims with 3<sup>rd</sup> party certification. Each one of our wines is at a minimum made with [100% certified organic grapes](#), grown to both in-country and USDA standards. We have

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