



## Annual Industry Report Shows Organic Wine on Trend

Drizly recently released its annual [BevAlc Insights Retail Report](#), showing that [organic wine](#) is on trend and here to stay, with retailers opening shelf space for great organic and natural products more than ever before. According to Drizly, “People want to feel good about what they’re drinking. When asked about special attributes that matter most, 60% of retailers surveyed cited “organic and natural” as a non-price-related attribute that is increasingly influencing their purchasing decisions, especially for wine.”

“The organic and natural movement that revolutionized America’s supermarket aisles over the past 20 years may finally be poised to reshape liquor store shelves. When asked which attributes are wielding the greatest influence over their product stocking choices, 76% of retailers surveyed said “organic.”

“Nielsen data shows how off-premise sales of organic and biodynamic have surged over the last four years. For the 52 weeks ending March 20, 2021, [organic wine sales totaled \\$154 million, compared to just \\$27.2 million for the 52 weeks ending March 25, 2017.](#)”

“Consumers surveyed by Drizly earlier this year found similar attributes most compelling, with “health factors and how it’s made” ranking first (39%), and “locally, small, family-owned” coming in a close second (34%).”

### Orange Wine Leads Sub-Category Growth

According to Drizly, “both wine and liquor saw new subcategories leading growth in the month of May (2021). Wine’s fastest-growing subcategory year-over-year was orange wine, led by [Austria’s Biokult Naken Orange Wine.](#)”

Our [Biokult Naken](#) is a unique, cutting-edge skin contact white that is currently a top-selling wine across the country. Consumers delight in its deliciously funky nature, and as with all [natural wines](#), every bottle takes on a whole new dimension. Named by *Wine Enthusiast* as a [Top 100 Wine of 2020 with 92 points](#), Naken is 90% Pinot Gris and 10% Muskateller.

Naken is a high-quality, hand-crafted organic [orange wine](#), vinified by [female winemaker Angela Michlits](#) and her husband Werner. Produced in partnership with three small family owned vineyards, [Biokult Naken](#) is a unique creative project of our winery partner [Biokult](#), in the Burgenland region of Austria. All Biokult growers are obliged to [certified organic production](#), environmental protection, biodiversity, and the promotion of healthy soils in their vineyards. Abstinence from artificial fertilizers and stabilizers guarantee unadulterated enjoyment.



### Non-Alcoholic Products Have Huge Growth Potential in 2022

The Drizly report also indicates that non-alcoholic products will lead the way in 2022. “Retailers are increasingly embracing non-alcoholic beverage alternatives as well, which ranked second among products with the greatest growth potential (26%). Recent data points in the same direction. 90% of retailers on the Drizly platform now carry non-alcoholic beer, wine and other alternatives, and share of non-alcoholic products on Drizly have increased by 120% since 2020.”

[Win Organic Non-Alcoholic wine from Spain](#), are produced from wine Made with 100% Organically Grown Grapes. Win Alcohol-free wines are made with 93% alcohol-removed wine from classic Spanish organic grape varieties to produce Spanish White Win Verdejo, Sparkling Verdejo, and Spanish Red Tempranillo. Win alcohol-removed wines contain less than .5% ABV, and are fully natural, coming from organic vineyards in the prestigious Duero Valley in Spain. Using proprietary, non-chemical techniques, the Win-makers have retained the flavors, aromas and primary characteristics of the original wine. The Win line of non-alcoholic wines is produced by Sin Alcohol, utilizing wines of [Bodegas Familiares Matarromera](#).

The entire Natural Merchants portfolio of wines are all Made with 100% Certified Organic grapes at a minimum and meet several retail trends head on. From popular orange wine to no-alcohol offerings, we are poised for growth in 2022 and beyond.

