

The wine trend in wine industry literature review sample

[Business](#), [Marketing](#)



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Introduction

Based on research, it is clear that the story of wine is intensely tangled with the story of human history. Over the years, human beings used to take wine on different occasions. Historically, wine was fermented in order for people to drink it after it was ripe. Grapes are said to be the first of the common fruits that were used to make wine. However, ancient people came with different ideas of perfecting wine. It became popular over the years and persons came with different inventions on how to create wine. Today, wine is among the most popular brands in the hospitality industry. Wine technology enhanced considerably during the period the Roman Empire. Industries were developed and advanced machines were invented. It is believed that wine was one of the major brands that influenced hospitality industries. In America, wine is considered religious and good for health. Also, people use wine to celebrate anniversaries and parties. In this paper, I will focus on wine selecting trend of America.

In general, wine can simply be described as fermented fruit juice. However, wine has more than a few components and this is one of the major reasons why wine is a popular brand in the industry. The earliest evidence states that

wine production comes from archeological sites in Russian Georgia and Iran during the ancient times. Wine is believed to be used as safeguard storage of water that was mainly used for human consumption. The hospitality industry in the United States of America believe that wine is one of the major brands that is popular. Most hospitality industries in the United States of America make wine with different ingredients such as ethanol, fermented grape, and juice (Pinney, 2005).

America is the world's known industry that is popular for the production of fine wine. Today, the hospitality industry has managed to make billions of incomes from the manufacture of wine. Today, wine is packed and put in cartons and bottles and imported to other parts of the world. The United States of America produced wine for many years. America is one of the major states that are well known for their production excellent wine. In the early 90s, industries started to market wine to different states. This motivated people to buy American wine because the flavors were good. The selecting trend of wine was influenced by hospitality industries. Students in hospitality industries have learned how to make pure wine out of ordinary wine. Discoveries were made later that the ancient people stored wine for many years. This approach ferments the wine and makes it more suitable. It is believed that the older the wine, the more expensive it becomes.

Popularity of wine has greatly influenced by its appreciation. Wine is loved by many people globally and this is a major factor that has contributed the growth of wine industries in America (Vine, 2004).

One of the selecting trends of wine in America is age. It is believed that age is the main factor that determined the quality of wine. The older the wine,

the more the demand and the more expensive the wine is. The hospitality management believes that wine is among the factors that have influenced to changes in the hospitality industries. Reports from the hospitality industries state that the wine trend in the wine industry has influenced a number of developments. People believe that wine is a primary factor that significantly enhances the financial system of America. It is believed that 70% of the American population prefers wine over beer. As a result, more hospitality industries have been created in order to enhance change in the industry. This has significantly enabled the management of the hospitality industries to define wine (Vine, 2004).

American hospitality management ensures that wine has tags in order to determine which wine is popular to consumers. In most cases, it has been noted that red wine is the most popular brands of wine that is embraced by consumers. People across the United States believe that wine is good for health. This trend was discovered by scientists who studied grapes and noted that they were good for health. Therefore, medical records review that it is advisable to take a little wine after every meal. This approach is significant because it enables the hospitality industries to gain market. Over the years, America is believed to be the only state that was selling wine in stores. The market became popular when people realized that wine has no harmful effects like beer (Thornton, 2013).

It is clear that American wines are taking both domestic and world market by storm. A growth in distributes as well as domestic sales also points to this positive growth. It is clear that sales of wines in America hit a record high in the year 2012 with a 2% increase in sales from the previous year. It is clear

that wine is preferred over beer because it does not have harmful effects compared to beer. Wine does not have harmful effects that can negatively affect what people feel whenever they take beer. In that case, preferred wine over beer is another major factor that has increasingly influenced how wine is becoming popular in the current world. The hospitality industry has grown tremendously because wine does not expire. Therefore, it is believed that wine industries hardly encounter challenges. This approach has significantly assisted American government to make suitable revenues from annual taxes. Based on research, it is evident that wine industry in America is expected to generate almost \$ 292 billion in the year 2014 (Pinney, 2005). Different approaches such as offering tenders are among the major factors that are influencing how wine is used in America. America leads with 30% of the states that have massive sales of wine. Every year of January, the American holds a congregation at the Unified Grape in Sacramento, California for the greatest industry conference in the western Hemisphere. It is evident that the grape growers in America focus on agricultural side in order to enhance the hospitality industry. Wine appreciation in the wine industry has been influenced by the low number of people who take beer. This approach has enabled the industry to develop significantly. American culture and to be precise feeding habits which entail use of wine during meals is another factor that has influenced the development of wine industry. Every household in America uses wine during dinners at least once in a day. This is a significant approach that has influenced a positive growth in the hospitality industry (Jackson, 2009).

Couples in America are said to be the highest number in America that takes

wine. This number has doubled since the year 1990s when people discovered that wine was popular and suitable for weddings. Today, the hospitality industry has encouraged more than a few people on the significance of taking wine during occasions. Wines are accompanied with different deliquesces and this has significantly played a great role in booming the industry. It is believed that wine is suitable for health and growth. This trend has been there in America for many years. Doctors have encouraged the hospitality industry to ensure that wine has the right content of ingredients in order to make an impact on the health of people. It has been estimated that Americans who take wine are likely to live longer and healthier compared to persons who do not take wine. Consumers are greatly fueling the growth of hospitality industry because of their great demand of wine. It is evident that there are significant benefits of taking wine because it is one of the social factors of exploring different wines in America (Anderson, 2004).

Conclusion

In summation, today wine is considered as the best brand in America because of its performance in the market. Hospitality industries are leading in the manufacture and blending of wine. These industries have influenced a rapid growth in the market as a result of popular travel destination. This is because consumers in America are interested in experiencing wine. As a result, Food and Wine experiences in America continue to grow as consumers are becoming more well-informed. Today, America is enabling samples of diverse wines and food. Creation of different varieties in cake has

shown that wine is the best brand. American hospitality industries are believed to be a major state that has influenced different experiences of wine and food in the current generation.

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