



## The Alternative Edition

Global opportunities for sustainable,  
organic and lower-alcohol wines

Natural wines in Brazil 6

The Canadian choice 8

The SOLA universe: Sustainable, organic  
and lower-alcohol wines 10

Sustainability, Sonoma style: 14  
Interview with Karissa Kruse, President of  
Sonoma County Winegrowers

The 'perfect storm' in the UK on-trade 18

Italy's sustainable advantage 20



# Natural wines in Brazil



Brazilian journalist **Suzana Barelli** discusses how alternative wines have only appeared in the Brazilian market within the last decade, but are already gaining in popularity

The phenomenon of Brazilian natural, organic and biodynamic wines is quite recent – the first labels appeared no more than a decade ago – but these types of wine seem to follow a different path from the country’s commercial wine producers. Still emerging, but promising, these wines bring their own identity, known by dynamic flavours and high acidity, which is typical of the Brazilian palate. They use varieties of little-known grapes (Peverella, of Italian origin, is a good example) and many of them even work with varieties of table grapes (in Brazil, it is also possible to make wines with Lambrusco varieties, and the

prolific Isabel, a very sweet table grape, is one of the most used). Otherwise, many of the Brazilian commercial wine producers tend to copy the style of various Chilean and Argentinean labels rather than looking for a Brazilian identity.

The natural producers are mostly concentrated in the south of the country, in the states of Rio Grande do Sul and Santa Catarina. Not all have their own vineyards and it is common to purchase third-party grapes. Those who have vineyards are concerned with following organic philosophy and, some, even biodynamics. Two biodynamic examples are the Vinhedos Serena

project, which produces only Pinot Noir in Nova Padova (Rio Grande do Sul) on a landscape of hills, 750 metres from sea level; and the Vinha Unna in Pinto Bandeira (Rio Grande do Sul), which produces reds, such as Cabernet Franc, but also whites from Riesling Renano, Malvasia di Candia and old vines of Moscato, amongst others.

In addition, the Era dos Ventos winery, founded in 2008, in the Serra Gaúcha was the pioneer in rescuing the Peverella grape, a type of grape brought by Italian immigrants in the 19th century that almost disappeared. Its winemaker and partner Luís Henrique Zanini follows the techniques of ancestral winemaking and produces both its white wine and sparkling wine by fermenting the must along with the bark, classifying it as orange. The concern, however, is with the lower-alcohol content from these producers. For example, the still wine from Peverella has 12.5% abv and the sparkling 11.5%.

Era dos Ventos' production is one of the most organised, perhaps because Zanini also has a conventional winery. But many of these natural winegrowers do not have their production regulated, due to the difficulty of adhering to the complicated and detailed Brazilian legislation. The law is designed for everyone who can only sell their whites and reds in their own winery. Small producers with capacity to sell more than from their door have to play with the rules applied to the largest producers, which include complicated tax systems and mandatory infrastructural capabilities.

But those who cannot play within the rules struggle. Last year, producer Eduardo Zenker of Arte da Vinha, who used to buy grapes

and make wines in his 'garage', had all his production seized after an anonymous complaint that he was not adhering to the rules. Up to that point, Zenker was becoming popular by producing wines by the ancestral method and providing several wine-making experiences. This resulted in interesting wines, some with very high volatile acidity, and all with a lot of personality. His wines are currently not allowed to be sold while Brazilian authorities decide on his case.

These natural producers are mainly popular in the consumer market of São Paulo and also Rio de Janeiro. The restaurant Enoteca Saint Vin Saint channels this trend of providing natural wines. To this day, members organise the only São Paulo

natural wine fair, called Naturebas, which is now on its sixth edition. 75 exhibitors are already confirmed, with 15 Brazilian winemakers already signed up for the following event taking place in August.

In addition, at the end of 2016, the area of Jardins dos Vinhos Vivos also appeared in São Paulo, which follows the same trend of selling and serving only natural wines. Some nights, the couple Analu Torres (Brazilian) and Xavier Meney (French) promote alternative wine tastings, always with a full house.

Therefore, although natural wines are only beginning to flourish in Brazil, we can expect to see increased interest and production in the coming years.

Featured report:

## Brazil Routes to Market 2018



5 report credits

£2,500

€3,000

AUD \$4,500

USD \$3,500

Email [eleanor@wineintelligence.com](mailto:eleanor@wineintelligence.com) for more information

This report aims to unpick some of the mysteries about the Brazilian wine market supply chain and reveal the opportunities and tools for those wanting to compete effectively with their wines in the largest economy of Latin America.

Read more about what domestic production looks like. For example, what is going on in distribution? What are the main regional differences and who are the main local importers? What makes each one of them unique? Where is imported wine being landed? What are the main taxes and how do they work?



# Globally connected.

We believe that the only way to really understand what drives us as consumers is to watch, listen and learn.

That's where you'll find us.

We'll be following home lives by rummaging through kitchen cupboards (with their owners' permission) in suburban Sydney, surveying 5,000 in Germany, France and Denmark, or recording in-depth interviews with women in Chengdu, China.

Camera, recorder, questionnaire and discussion guide in hand, you'll find us just about anywhere.



## Contact your regional Wine Intelligence office:

### LONDON - HEAD OFFICE

E [info@wineintelligence.com](mailto:info@wineintelligence.com) • T +44 (0)20 7378 1277  
www.wineintelligence.com

### AUSTRALIA - Ben

E [ben@wineintelligence.com](mailto:ben@wineintelligence.com)

### SOUTH AFRICA - Dimitri

E [southafrica@wineintelligence.com](mailto:southafrica@wineintelligence.com)

### FRANCE - Jean-Philippe

E [jean-philippe@wineintelligence.com](mailto:jean-philippe@wineintelligence.com)

### GERMANY - Wilhelm

E [wilhelm@wineintelligence.com](mailto:wilhelm@wineintelligence.com)

### USA - Erica

E [erica@wineintelligence.com](mailto:erica@wineintelligence.com)

### ITALY - Pierpaolo

E [pierpaolo@wineintelligence.com](mailto:pierpaolo@wineintelligence.com)

### BRAZIL - Rodrigo

E [rodrigo@wineintelligence.com](mailto:rodrigo@wineintelligence.com)

### SPAIN - Juan

E [juan@wineintelligence.com](mailto:juan@wineintelligence.com)