

# **PNW Wine Industry – From Decades of Sustained Growth to now ???**

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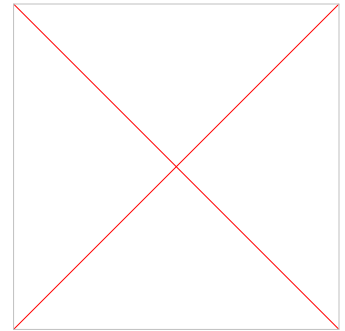
# The Biggest Issue (currently)

## Market Imbalance!

- Too much Supply

(both in terms of wine & wine grapes)

- Too little Demand



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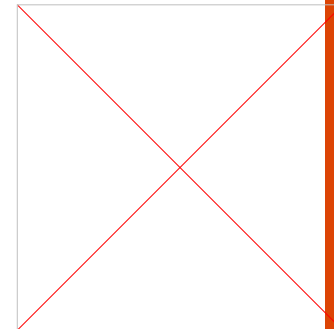
# Market Imbalance - nuanced

## Supply

- Production capacity remains high
- Acreage is being reduced, yet...
  - Slippage – mostly marginal vineyards
  - Resistance – misaligned incentives



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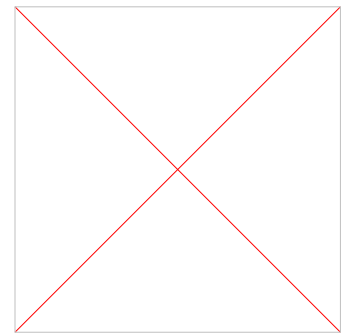
# Market Imbalance - nuanced

## Demand

- Falling overall demand – worldwide!
  - OR high-end wines outperforming
  - Some hints of selective growth
    - Whites, sparkling, new product designs...

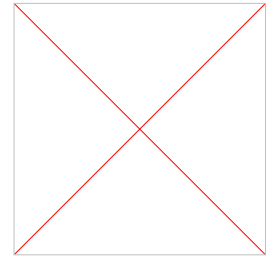
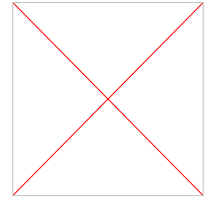


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# Unfavorable Market Dynamics (the list is long)

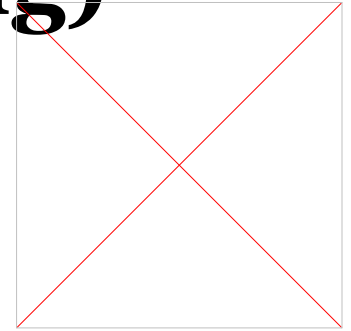
- Fallout from tariffs – demand
- Fallout from tariffs - inputs
- Fallout from immigration policy
- Fallout from International Geo-politics
- Fallout from a more crowded market
- Fallout from demographic shifts



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# The Biggest Issue (emerging)

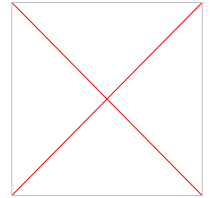


- Prediction of a Super Niño
- Heightened Wildfire Risks
- Wildfire Smoke in Vineyards



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# Thank you for your time & attention!



## Contact information

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