

Wineries to reduce crushing capacity, as wine sales goes down

Wine sales have been affected by about 35 to 40 per cent in the country due to the Covid pandemic. Therefore, wineries will collectively reduce their crushing capacity by about 8,000 to 10,000 tonnes this year. Grapes for winemaking are primarily cultivated in Maharashtra, Karnataka, and a few districts in Madhya Pradesh. Farmers get INR 40 to INR 65 per kg for wine grapes, depending on the variety, quality, and diseases-free produce.

The grapes are also sourced based on their Brix scale, which determines the sugar level in grapes. It is a parameter to measure the alcohol content of grapes before they converted into wines. Before the breakout of the pandemic, on average, four million cases of wine were sold per year in the country. A case contains 12 bottles of 750 ml each.