



## Portuguese wine lovers prefer red

**STUDY ||** The favourite tipple for Portuguese wine lovers is red and the average per capita consumption nowadays is 42 litres per year, as opposed to 65 litres in the decade starting in 1990.

The decrease is attributed to the economic turn-down, the introduction of alcohol legislation and the changing lifestyle of the Portuguese linked to the Mediterranean diet.

Wine consumption within the country combined with export, however, is the only sector in which Portugal excels economically, according to a study by the Comissão Vitivinícola da Região de Lisboa (CVR Lisboa).

The Portugal wine market value stands at more than €1 billion, of which only €300 million is consumed internally.

The export trade in 2012 registered the sum of €700 million and Vasco d'Avillez of CVR considers that despite the economic crisis the export of Portuguese wines has exceeded expectations. The study reveals that drinking habits in Portugal, France, Spain and Italy, where wine drinking is seen as an essential aperitif to eating, are similar, unlike Germany where wine is served and drunk as a digestive.