

CATEGORY DEFINITIONS

Alcoholic Drinks

Alcoholic drinks is the aggregation of beer, wine, spirits, cider/perry and RTDs.

Beer

An alcoholic drink usually brewed from malt, sugar, hops and water and fermented with yeast. Some beers are made by fermenting a cereal, especially barley, and therefore not flavoured by hops. Alcohol content for beer is varied – anything up to and over 14% ABV (alcohol by volume), although 3.5% to 5% is most common. Beer is the aggregation of lager, dark beer, stout and non/low alcohol beer.

Dark Beer

Included here are ales, wheat and sorghum beers. Bitters are ales. They are categorised by having a harder, bitter flavour (hence the name). Bitters tend to be darker in colour, are usually less fizzy than lagers, and are generally drunk at warmer temperatures (just below room temperature is typical). Major dark beer brands in Germany include Erdinger, Paulaner, Bindingerlager and Maisel. In the US, examples are Bass Ale and Molson Red Jack Ale. UK examples include John Smith's, Boddingtons, Stones and Newcastle Brown Ale.

Ale

Ale is made from barley and is the most common type of dark beer. There are many different subtypes of ale, such as India Pale Ales (IPAs).

Sorghum

Sorghum is a dark beer produced from the Sorghum crop which is most commonly present in southern Africa.

Weissbier/Weizen/Wheat Beer

Weissbier/wiezen/wheat beer is made from wheat and is a subtype of dark beer.

Lager

Lager categorised primarily on price, but with consideration to packaging and positioning. This is the sum of the following: standard lager including imported premium/mid-priced/economy lager and domestic premium/mid-priced/economy lager; and flavoured/mixed lager.

Flavoured/Mixed Lager

Flavoured/mixed lagers are lager-based products pre-mixed with additional drinks such as lemonade, or with added flavourings, for example tequila. They will maintain an element of their lager characteristics in both taste profile and positioning.

Standard Lager

Standard lager refers to all lager excluding flavoured/mixed lager. Standard lager is categorised primarily on price, but with consideration given to packaging and positioning.

Premium Lager

Standard lager is categorised primarily on price, but with consideration given to packaging and positioning. Lager price segments are classified on a country-by-country basis; there is no set rule governing the relationship between the price of premium or economy lager and the standard benchmark brand. This means that brands with a higher ABV and therefore a higher price (e.g. Tennent's Extra in the UK) are classified according to positioning, which places them in the economy segment.

Domestic Premium Lager

Lager price segments are classified on a country-by-country basis; there is no set rule governing the relationship between the price of premium or economy lager and the standard benchmark brand. This means that brands with a higher ABV and therefore a higher price (e.g. Tennent's Extra in the UK) are classified according to positioning, which places them in the economy segment. Domestic lager refers to lager which is physically produced in the same country as the one in which it is then sold.

Imported Premium Lager

Lager price segments are classified on a country-by-country basis; there is no set rule governing the relationship between the price of premium or economy lager and the standard benchmark brand. This means that brands with a higher ABV and therefore a higher price (e.g. Tennent's Extra in the UK) are classified according to positioning, which places them in the economy segment. Imported lager refers to lager which is physically produced in one country and then sold in another.

Mid-Priced Lager

Standard lager is categorised primarily on price, but with consideration given to packaging and positioning. The lager brand with the highest share in the market would usually be a mid-priced lager brand. Lager price segments are classified on a country-by-country basis; there is no set rule governing the relationship between the price of premium or economy lager and the standard benchmark brand. This means that brands with a higher ABV and therefore a higher price (e.g. Tennent's Extra in the UK) are classified according to positioning, which places them in the economy segment.

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Economy Lager

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Domestic Lager

Lager which is physically produced and sold in one country.

Domestic Premium Lager

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Imported Lager

Imported lager refers to that which is physically produced in a country other to the one in which it is then marketed.

Imported Premium Lager

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Non/Low Alcohol Beer

This is the aggregation of non alcoholic beer and low alcohol beer.

Low Alcohol Beer

Beer that has an ABV from 0.51% up to and including 3.5%. In most markets, low alcohol beers will be predominantly, but not exclusively, lagers. As flavoured lagers are a distinct category in terms of positioning, they are excluded and continue to be captured under flavoured/mixed lager.

Non Alcoholic Beer

Beer that has an ABV of 0.5% and below. All beer types (lager, dark beer and stout) are included in this category.

Stout

Stouts (and porters) are generally very dark, almost black, and often have a roasted coffee or burnt toast taste to them. This is because the malt used in the brewing process is kilned or roasted until it is, literally, burnt. Kostritzer is an example in Germany. In the UK, Guinness, Murphy's, Beamish and Mackesons are examples.

Cider/Perry

Cider is made from fermented apple juice while perry is made from fermented pear juice. Both

artisanal and industrial cider/perry are included.

Non Alcoholic Cider/Perry

Non alcoholic cider/perry has to be fermented and de-alcoholised (maceration of herbal ingredients and flavourings can sidestep the fermentation and subsequent dealcoholisation process). All products should have an alcohol content of 0.5% abv or less. Alternatively, non alcoholic cider/perry is clearly positioned as targeting adult consumption occasions.

RTDs

RTD stands for 'ready-to-drink'. Other terms which may be used for these products are FABs, alcopops and premixes. The RTDs sector is the aggregation of malt-, wine-, spirit- and other types of premixed drinks. These drinks usually have an alcohol content of around 5% but this can reach as high as 10% ABV. Premixes containing a high percentage of alcohol of around 15% combined with juice or any other soft drink are included here. RTDs are usually marketed as products to be drunk neat, with ice, or as a cocktail ingredient. Fruit-flavoured, vodka-based spirits with an alcohol content of between 16-21% are classified here. Examples: Alizé, Ursus Roter, Berentzen Fruchtige, Kleiner Feigling.

Malt-based RTDs

Alcoholic drinks with a malt and soft drink base which are mixed prior to packaging. These are referred to as malt alternatives in some countries. The typical ABV is around 5%.

Spirit-based RTDs

Alcoholic drinks which are pre-mixed prior to packaging and based on a mix of spirits and soft drinks. Examples include pre-mixed gin and tonic, vodka and orange or Smirnoff's Vodka Mule, Bacardi Breezer. These drinks usually have an alcohol content of around 5%, although in some countries this may be higher.

Wine-based RTDs

An alcoholic beverage which is pre-mixed prior to packaging and based on a mix of wine, fruit juice, sugar, and carbonated water. These drinks usually have an alcohol content of around 5%, although in some countries this may be higher.

Other RTDs

Includes any pre-mixes that do not fall under spirits-, wine- or malt-based RTDs. Hard (alcoholic) seltzers in the US fall in this category.

Non Alcoholic RTDs

Non alcoholic RTDs are de-alcoholised spirits (maceration of herbal ingredients and flavourings can sidestep the distillation/fermentation and subsequent dealcoholisation process), wine or malt based drinks with the addition of a mixer and a clear alcoholic drinks positioning with an alcohol content of 0.5% abv or less. Alternatively, non alcoholic RTDs are clearly positioned as targeting adult consumption occasions.

Spirits

This is the aggregation of whisk(e)y, brandy and Cognac, white spirits, rum, tequila, liqueurs and other spirits.

Brandy and Cognac

This is the aggregation of brandy and Cognac.

Brandy

An alcoholic drink consisting of spirit distilled from grape wine. Armagnac is also included here.

Cognac

Cognac is a brandy produced in the Cognac region in France. As with Champagne, the term Cognac is location specific – only brandy made in the Cognac region can be named as such. It is regarded as being a high-quality grape brandy.

Liqueurs

This is the aggregation of cream-based, bitters and all other types of liqueurs.

Bitters

A spirit in which a bitter herb, root or leaf is steeped. Brands usually include at least one of the following: quinine, angelica, gentian, bitter orange, rue, rux vomica, artichokes, wormwood, bitteraloes and rhubarb root. Within traditional bitters markets, bitters tend to be broken into two components - aperitifs and digestives. Typical aperitif brands include Bitter Campari, Aperol, Bitter Martini and traditional digestive brands include Amaro Ramazzotti, Jägermeister.

Cream-based Liqueurs

These are distinguished by having cream as their base. Typical cream-based products include Bailey's Irish Cream, Carolyns and Amarula.

Other Liqueurs

A sweet alcoholic beverage made from an infusion of flavouring ingredients (such as seeds,

fruits, herbs, flowers, nuts or spices) and a spirit (such as brandy, rum or whisky). Essential oils and extracts are used to flavour many of today's liqueurs. Most commercial liqueurs are made with closely guarded secret formulas. Also called cordials and ratafias, liqueurs are usually high in alcohol. Examples include crème de menthe, crème de cassis, as well as brands such as Kahlua and Southern Comfort.

Non Alcoholic Spirits

Positioning is key in determining if a product should be included in this category. There will usually be no alcohol content, but an ABV up to 0.5% is acceptable.

Rum

This is the aggregation of white and dark rum.

Dark Rum

Dark rum is a spirit made from sugar cane. It obtains its brownish-red colour by the addition of caramel or by maturation in oak containers. Examples include Captain Morgan and Navy Rum.

Prestige Dark Rum

Brands that are 500% higher than price of the benchmark brand (which is the biggest brand in the category).

Ultra Premium Dark Rum

Brands that are between 250%-499.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Super Premium Dark Rum

Brands that are between 100%-249.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Premium Dark Rum

25%-100% higher price than benchmark brand (which is the biggest brand in the category).

Standard Dark Rum

Brands that are between 24.99% lower or 24.99% higher than benchmark brand (which is the biggest brand in the category).

Economy Dark Rum

At least 25% lower than the price of benchmark brand (which is the biggest brand in the category).

White Rum

White rum is spirit made from sugar cane. Additives such as caramel are not added, and it therefore remains clear in colour (in contrast to dark rum). Examples include Bacardi and Malibu. Flavoured rum brands, such as Bacardi Limón, are also included.

Prestige White Rum

Brands that are 500% higher than price of the benchmark brand (which is the biggest brand in the category).

Ultra Premium White Rum

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Super Premium White Rum

Brands that are between 100%-249.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Premium White Rum

25%-100% higher price than benchmark brand (which is the biggest brand in the category).

Standard White Rum

Brands that are between 24.99% lower or 24.99% higher than benchmark brand (which is the biggest brand in the category).

Economy White Rum

At least 25% lower than the price of benchmark brand (which is the biggest brand in the category).

Tequila (and Mezcal)

A spirit traditionally distilled in Mexico from the agave plant. It can come in both white and dark varieties. This subsector also includes Mezcal.

Whiskies

The aggregation of single malt Scotch whisky, single grain Scotch whisky, blended Scotch whisky, Bourbon/other US whiskey, Canadian whisky, Irish whiskey, Japanese whisky and other whiskey.

Bourbon/Other US Whiskey

Bourbon must be distilled (to no more than 80% alcohol) from a mash containing 51-79% maize (corn) and aged for a minimum of two years. Rye whiskey is a US whiskey distilled from a mash containing at least 51% rye. American blended whiskey must be at least 20% straight whiskey and bulked out with a neutral grain spirit. Sherry can be added for colour. If the straight whiskey content is more than 50% it can be designated as a blended bourbon or blended rye. Most brands are available as bourbon or rye. Examples include Jack Daniel's, Jim Beam, Maker's Mark, Wild Turkey.

Canadian Whisky

The most important grain used in making the mash for Canadian whisky is corn, although some rye and malted barley are also used. It is often described as rye whiskey, which it is not, yet it is lighter than Bourbon but lacks the aroma of a well-blended Scotch.

Irish Whiskey

Irish whiskey is made from a mash of malted and un-malted barley with some wheat, rye and, uniquely, oats. The wash is distilled three times. It is a fairly pungent whiskey, and though the law requires only three years' maturation, by tradition it has at least seven.

Japanese Whisky

Production methods, materials and taste style are akin to those of Scotch whisky. Immensely popular in Japan itself, Japanese whisky is increasing its presence globally, particularly in the Far East and USA.

Blended Scotch Whisky

A spirit made by blending single malt (made by turning barley into malt which is infused in water, then fermented, distilled and aged) with a variety of grains such as unmalted barley, wheat or maize. Blended Scotch is cheaper than single malt because the production process for blended whisky is less expensive. Examples: Teacher's, Bell's, Johnny Walker, J&B, Ballantine's.

Blended Malt Scotch Whisky

Also referred to as "vatted malt" or "pure malt", a type of blended Scotch whisky made by blending two or more different single malts. As indicated in its name, it contains only malt, and no grain.

Other Blended Scotch Whisky

Blended Scotch whisky that is made from a combination of malt and grain whiskies.

Prestige Other Blended Scotch Whisky

Brands that are 500% higher than price of the benchmark brand (which is the biggest brand in the category).

Ultra Premium Other Blended Scotch Whisky

Brands that are between 250%-499.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Super Premium Other Blended Scotch Whisky

Brands that are between 100%-249.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Premium Other Blended Scotch Whisky

25%-100% higher price than benchmark brand (which is the biggest brand in the category).

Standard Other Blended Scotch Whisky

Brands that are between 24.99% lower or 24.99% higher than benchmark brand (which is the biggest brand in the category).

Economy Other Blended Scotch Whisky

At least 25% lower than the price of benchmark brand (which is the biggest brand in the category).

Single Grain Scotch Whisky

A Scotch Whisky distilled at a single distillery but which, in addition to water and malted barley, may also be produced from whole grains of other malted or unmalted cereal. Examples include: Haig Club, Girvan Patent Still, Cameronbridge, Cambus.

Single Malt Scotch Whisky

A spirit made in Scotland by turning barley into malt, which is infused in water, then fermented, distilled and aged. Single malt is the most expensive type of Scotch whisky. Examples include: Glenfiddich, Glenlivet, Glenmorangie, Laphroaig, Macallan.

Other Whiskies

Other Whisk(e)y includes all other whisk(e)y not broken out separately. This may be produced in a number of countries including Australia, New Zealand, the Netherlands, Spain, Wales and Scandinavia.

White Spirits

This is the aggregation of gin and vodka.

Gin

An alcoholic drink obtained by distillation and rectification of malted barley, rye or maize grain, flavoured with juniper berries. Gin also includes any of various grain spirits flavoured with other fruit or aromatic essences, such as sloe gin. There are essentially two styles of gin: English and Dutch (genever). Note that this distinction refers to style only, the gin itself may be produced in any country.

English Gin

English gin uses a light-bodied spirit derived from wheat or rye. It is most often consumed with a mixer, the eponymous gin and tonic being one such example.

Prestige English Gin

Brands that are 500% higher than price of the benchmark brand (which is the biggest brand in the category).

Ultra Premium English Gin

Brands that are between 250%-499.99% higher than price of the benchmark brand (which is the biggest brand in the category).

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Brands that are between 100%-249.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Premium English Gin

25%-100% higher price than benchmark brand (which is the biggest brand in the category).

Standard English Gin

Brands that are between 24.99% lower or 24.99% higher than benchmark brand (which is the biggest brand in the category).

Economy English Gin

At least 25% lower than the price of benchmark brand (which is the biggest brand in the category).

Dutch Gin

Dutch gin uses a more full-bodied, stronger tasting spirit, from a mix of malted barley, wheat, corn and rye. Dutch gin is usually consumed chilled and neat.

Vodka

An alcoholic drink made from distilling grain (most commonly rye or wheat). Examples include Smirnoff, Absolut, Finlandia and Stolichnaya.

Prestige Vodka

Brands that are 500% higher than price of the benchmark brand (which is the biggest brand in the category).

Ultra Premium Vodka

Brands that are between 250%-499.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Super Premium Vodka

Brands that are between 100%-249.99% higher than price of the benchmark brand (which is the biggest brand in the category).

Premium Vodka

25%-100% higher price than benchmark brand (which is the biggest brand in the category).

Standard Vodka

Brands that are between 24.99% lower or 24.99% higher than benchmark brand (which is the biggest brand in the category).

Economy Vodka

At least 25% lower than the price of benchmark brand (which is the biggest brand in the category).

Other Spirits

These include all spirits not mentioned in the above and will encompass any other national specialities not included elsewhere. Examples include Korn, Grappa, Calvados, Slivovizla, Rakkija, Arrak, Ouzo, Pernod, Ricard, Pastis, Suchu, Shou Xi etc. Where significant, products will be broken out by type within the relevant country.

Absinthe

A potent, bitter liqueur distilled from wormwood and flavoured with a variety of herbs. It has a distinct anise flavour and is 68% alcohol.

Ad-Mix Brandy

Admix is locally-produced Malaysian spirit. The alcohol content of ad-mix is derived from pure

alcohol distilled from sugar molasses. This pure alcohol is then diluted with water. Colouring and flavouring are added to get the desired ad-mix flavour, such as gin, before undergoing bottling.

Ad-Mix Gin

The alcohol content of ad-mix is derived from pure alcohol distilled from sugar molasses. This pure alcohol is then diluted with water. Colouring and flavouring are added to get the desired ad-mix flavour, such as gin, before undergoing bottling.

Ad-Mix Rum

The alcohol content of ad-mix is derived from pure alcohol distilled from sugar molasses. This pure alcohol is then diluted with water. Colouring and flavouring are added to get the desired ad-mix flavour, such as rum, before undergoing bottling.

Ad-Mix Vodka

The alcohol content of ad-mix is derived from pure alcohol distilled from sugar molasses. This pure alcohol is then diluted with water. Colouring and flavouring are added to get the desired ad-mix flavour, such as vodka, before undergoing bottling.

Ad-Mix Whisky

The alcohol content of ad-mix is derived from pure alcohol distilled from sugar molasses. This pure alcohol is then diluted with water. Colouring and flavouring are added to get the desired ad-mix flavour, such as whisk(e)y, before undergoing bottling.

Aguardente/Aguardiente

Aguardiente (Spanish) or Aguardente (Portuguese) is the generic name for alcoholic drinks between 29 and 45 percent alcohol, meaning "firewater", or, literally "burning water"

Akvavit/Aquavit

A Scandinavian alcoholic beverage distilled from potatoes or at times, from grain, which is then flavoured with spices. Among the most popular flavourings added to aquavit are aniseed, fennel seed, caraway seed, and bitter orange. Most aquavit is made in Sweden and Denmark and it is often served as an aperitif.

Aniseed-Flavoured Spirits

Spirits with an aniseed flavour

Borovicka

Borovicka (also known as Juniper brandy) is an alcoholic beverage made from juniper berries. It is characterized by a white or golden colour and a taste similar to that of dry gin. Today's commercially-produced Borovicka contains about 40% alcohol by volume.

Cachaça

Brazilian cane spirit

Calvados

French apple brandy that is produced in northern Brittany region and Normandy region of France

Cane

South African cane-based spirit

Charanda

Mexican cane spirit

Chinese Spirits

Traditional Chinese spirits generally distilled from fermented cereals.

Domestic Brandy

It is a spirit type of drink made by mixing ethyl alcohol of agricultural origin and wine distillate. The share of alcohol coming from wine distillate needs to be minimum 30% of overall alcohol in it.

Doppelkorn

Doppelkorn is also a flavoured spirit made from grain, which must contain at least 38% alcohol.

Gin-flavoured spirits

Similar in taste to gin, the difference is in the ingredients, instead of traditional gin ingredients such as juniper and other herbs, this spirit uses already premixed flavourings to give a drink gin flavor

Grappa

A clear Italian brandy made from distilling grape skins that remain after wine production

Guaro

It is a spirit made in many places in Latin America. A clear liquid distilled from sugar cane juices, it has a slightly sweeter taste than comparable liquors. It is traditionally 60 proof or

30% alcohol, although recently 70 proof and 80 proof versions are produced. The Costa Rican version of Guaro is also tightly controlled by the government in terms of production, so really only one legal brand of it exists, Cacique Guaro.

Kirsch

A clear brandy distilled from cherries

Korn

A type of a fine German spirit (Schnapps) made from wheat or rye and barley malt.

Lambanog

A locally produced Filipino spirit made from coconut or palm toddy

Limoncello

A lemon liqueur produced in the south of Italy

Maesilju

A traditional Korean liquor made by adding plum and sugar to shochu/soju and brewing it.

Nalivka/Nalewka

A spirit infused with plants, berries, roots, herbs or honey. It usually has a vodka or brandy base. Some types may contain a mixture of alcohol, for example, one well-known brand Starka contains brandy, pure alcohol and red wine. This drink is popular in Eastern Europe.

Nastoyka

A typically Slavic alcoholic drink that is based on a spirit (typically vodka or brandy) with an infusion of herbs and/or fruits)that is drunk in the Ukraine.

Obstbrände

Obstbrände is a flavoured spirit made from fruit, such as apples, pears and yellow plums.

Pacharán

A Spanish sloe-flavoured liqueur similar to sloe gin.

Palinca/Pálinka

A traditional fruit brandy in the Carpathian Basin, known under several names, palinka is usually distilled 2 times and can be obtained from various fruits.

Pisco

Chilean/Peruvian distilled grape spirit

Punsch

Punsch is based on arrak and is usually very sweet.

Rachiu/Rakija

It is the collective term for fruit brandy popular in the Balkans. The alcohol content of rakija is normally 40% ABV, but home-produced rakija can be stronger (typically 50%). The spirit is made from fermented fruits usually available in the region that is ripe at summer time. In this regards, that can be plums, grapes, apricot, peach, pear etc.

Rum-Flavoured Spirits

Spirits which are flavoured to taste like rum

Samsu

It is made from distilling grains and sorghum, with alcohol content between 37% - 70%.

Shochu/Soju

A type of Japanese spirit made from a variety of different ingredients such as rice, barley, buckwheat, sweet potatoes or sugar. Unlike sake, it is often mixed with fruit juice or soft drinks.

Sura Khao

Doppelkorn is also a flavoured spirit made from grain, which must contain at least 38% alcohol.

Tequila Flavoured Spirits

Spirits which are flavoured to taste like tequila

Viina

Often referred to simply as Koskenkorva or Kossu, this vodka-like viina is the most popular of clear spirits in Finland. With a similar taste and alcohol content of Finlandia vodka, Koskenkorva Viina is markedly sweeter.

Other Distilled Beverages

Other types of distilled beverages not broken out elsewhere

Wine

This is the aggregation of still and sparkling light grape wines, fortified wine and vermouth and non-grape wine. In terms of alcohol content, light wine usually falls into the 8-14% ABV bracket while fortified wine ranges from 14-23% ABV. Low and non-alcoholic wine is also included in the data (attributed to each sector as appropriate).

Fortified Wine and Vermouth

Fortified wines - wines treated by the addition of brandy or alcohol, such as port, marsala or sherry. These products will include Muscat (France) and Tio Pepe. Vermouth – any of several wines containing aromatic herbs and some other flavourings.

Port

Port should be produced in Portugal as country of origin. Port is vinified by 'arresting' the fermentation of the still wine, when the alcohol level reaches 6-8%. This is done by the addition of a neutral grape spirit or brandy, which kills the fermenting yeast but retains the residual grape sugars. This is what gives port its sweetness and an alcohol level of around 20%.

Sherry

Sherry should be produced in Spain as country of origin. Sherry differs from other wines because of how it is treated after fermentation. After fermentation is complete, it is fortified with brandy. Because the fortification takes place after fermentation, all natural sherries are dry; any sweetness is applied later. In contrast, port wine is fortified halfway through fermentation, stopping fermentation so not all the sugars are allowed to turn into alcohol and so leaving a sweet wine.

Vermouth

Vermouth – any of several wines containing aromatic herbs and some other flavourings.

Other Fortified Wine

Other wines that have been treated by the addition of brandy or alcohol and not broken out in the table. Vermouth include any of several wines containing aromatic herbs and some other flavourings.

Non-Grape Wine

These wines can be made from a variety of other products including cereals as well as from a wide variety of fruit flavours eg plum, apple, rhubarb etc. Where significant in a given country, these products are broken out. One of the most common types is rice wine (such as sake) which is commonly consumed in many Asian countries. Although sake is not produced in a similar way to other wines and is consumed in a fashion more similar to spirits, it is included in the wine sector as its alcohol content is usually between 15-25% abv.

Apple Wine

Wine made from apples. The key difference between cider and apple wine is that apple wine is almost always made with dessert (sweet) apples and fermented using wine yeast (as opposed to natural or ale yeast) which imparts its own flavour. Apple wine will usually have an alcohol content which is higher than 8% ABV.

Cheongju

A traditional Korean rice wine with a high alcohol content. Cheongju includes traditionally inherited 'cheongju' and its recent variant 'cheongha'

Chinese Wine

Alternative name for Chinese wine is rice wine. Alcoholic beverage made from rice. Unlike wine, which is made by fermentation of naturally sweet grapes and other fruit, rice "wine" results from the fermentation of rice starch converted to sugars.

Fortified Fruit Wine

Fruit (non grape) wines treated by the addition of brandy or alcohol, such as port, marsala or sherry.

Fruit and Berry Wine

Wines made from fruit and berries

Fruit Wine

Wines made from fruit other than grape.

Rice Wine

Alcoholic beverage made from rice. Unlike wine, which is made by fermentation of naturally sweet grapes and other fruit, rice "wine" results from the fermentation of rice starch converted to sugars.

Sake

Japanese rice wine. An alcoholic drink made from rice with a typical alcohol content of 14%.

Takju

A traditional Korean milky rice wine with a low alcohol content, made by steaming and drying glutinous and non-glutinous rice, barley and flour, mixing the substance with leaven and water, fermenting it at a certain temperature, and finally sifting and extracting without ladling out the cheongju it contains.

Yakju

A traditional Korean "medicinal liquor" created by fermenting a mix of ingredients such as crops, starch, sweet potato, leaven and water

Yellow Wine

Alternative name for yellow wine is rice wine. Unlike wine, which is made by fermentation of naturally sweet grapes and other fruit, rice "wine" results from the fermentation of rice starch converted to sugars.

Other Non-Grape Wine

Other wines not made from grapes. These wines can be made from a variety of other products including cereals as well as from a wide variety of fruit flavours

Sparkling Wine

This is the aggregation of Champagne and other sparkling wine.

Champagne

A sparkling wine (white or rosé) produced in the Champagne area (around Reims and Epernay in France). Only products made in this area can be called Champagne.

Other Sparkling Wine

A sparkling wine (white, rosé or red) not produced in the Champagne area. Examples include "Sekt" in Germany, "Cava" in Spain, "Spumanti" and "Lambrusco" in Italy and many varieties from Australia and the US. Also included is semi-sparkling wine that contain no more than 2.5 atmospheres of carbon dioxide. The carbon dioxide may be endogenous through second fermentation or through gas injection. Semi-sparkling wines are referred to locally as vino de aguja (Spain), agulha (Portugal), pétillant (France), perlwein (Germany), frizzante (Italy).

Still Light Grape Wine

Still light grape wine is the total sum of still red, white and rosé wine. Light wine is so called because of its alcohol content, which usually falls into the 8-14% abv bracket and thus excludes fortified wine. Semi-sparkling wines are included here. These are sparkling wines that contain no more than 2.5 atmospheres of carbon dioxide. The carbon dioxide may be endogenous through second fermentation or through gas injection.[]

Still Red Wine

Non-sparkling wine made from red grapes. Pre-packaged glühwein/mulled wine is also included (provided it is not fortified with a spirit). Also included is semi-sparkling wine that contain no more than 2.5 atmospheres of carbon dioxide. The carbon dioxide may be endogenous through second fermentation or through gas injection.

Still Rosé Wine

Non-sparkling wine made from peeled red grapes. Also included is semi-sparkling wine that contain no more than 2.5 atmospheres of carbon dioxide. The carbon dioxide may be endogenous through second fermentation or through gas injection.

Still White Wine

Non-sparkling wine made from either white grapes (the norm) or red-grapes (without their skin). Also included is semi-sparkling wine that contain no more than 2.5 atmospheres of carbon dioxide. The carbon dioxide may be endogenous through second fermentation or through gas injection.

Non Alcoholic Wine

Non alcoholic wine has to be made out of de-alcoholised (maceration of herbal ingredients and flavourings can sidestep the fermentation and subsequent dealcoholisation process) wine made out of grape, or non-grape variants with an alcohol content of 0.5% abv or less. Alternatively, non alcoholic wine is clearly positioned as targeting adult consumption occasions.