



2026

# WINE & WELLNESS TRENDS

WHERE CONNECTION, MODERATION, AND INTENTION MEET

PRESENTED BY GEO VINO, BY VINE CONNECTIONS

# THE HARD-HITTING TRUTH

## MOVING PAST MISCONCEPTIONS IN THE WINE INDUSTRY

### ✗ MYTH 1

*"Wine is unhealthy & bad for you."*

#### ✓ REALITY

Major health organizations recognize that **light to moderate alcohol consumption is not associated with increased cardiovascular risk** for most adults.

*American Heart Association (AHA), Alcohol & Heart Health*

### ✗ MYTH 2

*"Wellness means cutting out all alcohol."*

#### ✓ REALITY

Today's wellness mindset emphasizes **balance, sustainability, and moderation**, not extreme restriction. Many consumers are drinking **less but better**, choosing quality and occasion over volume.

*IWSR, Global Beverage Alcohol Trends, Wine Market Council, U.S. Consumer Insights*

### ✗ MYTH 3

*"Wine is just empty calories with no benefits."*

#### ✓ REALITY

Wine contains **naturally occurring polyphenols** that have been studied for their role in cardiovascular and metabolic health.

*Mayo Clinic – Red Wine and Resveratrol*

### ✗ MYTH 4

*"All alcohol affects the body the same way."*

#### ✓ REALITY

**Drinking pattern and context matter.** wine is traditionally consumed **slowly, with food, and socially**, which supports moderation.

*European Society of Cardiology*

### ✗ MYTH 5

*"Wine and longevity don't coexist."*

#### ✓ REALITY

In several **Blue Zones** (*regions with exceptional longevity*), moderate wine consumption is common — enjoyed with meals and community, not in excess.

*Blue Zones research, Dan Buettner & National Geographic*

### ✗ MYTH 6

*"Health experts urge you to avoid wine."*

#### ✓ REALITY

Medical experts like **Dr. Laura Catena** emphasize a **balanced, evidence-based view**: Heavy drinking is harmful while moderate wine consumption can be **neutral or beneficial** depending on the individual.

*Dr. Laura Catena, In Defense of Wine*





# WINE & WELLNESS IS WHAT THE CONSUMER WANTS

MINDFUL LIVING MEETS MINDFUL DRINKING

## WINE = BODY-NEUTRAL & PLEASURE-POSITIVE

**Wellness is about intention, not restriction.** Wine can fit into a balanced, body-neutral lifestyle that values pleasure, connection, and mindful choice.

**Pleasure and wellness are not opposites;** they are partners when approached with intention. Restrictive approaches often fail long-term, while mindful enjoyment encourages lasting, balanced behaviors — a core wellness principle.

## QUALITY > QUANTITY

**Drinking with purpose instead of in excess.** Consumers are rebalancing their relationship with alcohol — choosing moderation over abstinence.

**Occasions matter more than volume.** The challenge isn't about attracting new wine drinkers, it's expanding the moments where wine fits. Wine remains uniquely positioned for food-forward, ritual-driven, lifestyle occasions.

**GLP-1 behavior reinforces this shift.** As GLP-1 use grows, consumers gravitate toward lighter, lower-ABV, food-paired, slower-sipping experiences — aligning naturally with wine and sake.

*The trend isn't drinking more — it's drinking with purpose.*



# IN DEFENSE OF WINE

*DR. LAURA CATENA - Physician & 4th Generation Vintner*



**Dr. Laura Catena adds to both sides of the health & wellness story** — trained as a physician and raised in a winemaking family, Laura understands wine as both a cultural tradition and a health conversation.

**Her devoted work brings balance to the wine vs. health discussion** — rather than labeling wine as “good” or “bad,” Laura’s research reflects what the science shows today: *moderation comes with both benefits and risks.*

**A health & wine perspective that is relevant to today’s consumers** — people are thinking more intentionally about health, balance, and long-term wellness.

**Laura encourages informed choice, not fear** — empowering people to enjoy wine mindfully, based on personal health and lifestyle, not headlines.

[www.indefenseofwine.com](http://www.indefenseofwine.com)



*Geo Vino is proud to represent Laura's boutique brands*

LUCA

La Posta





# WINE & HEALTH

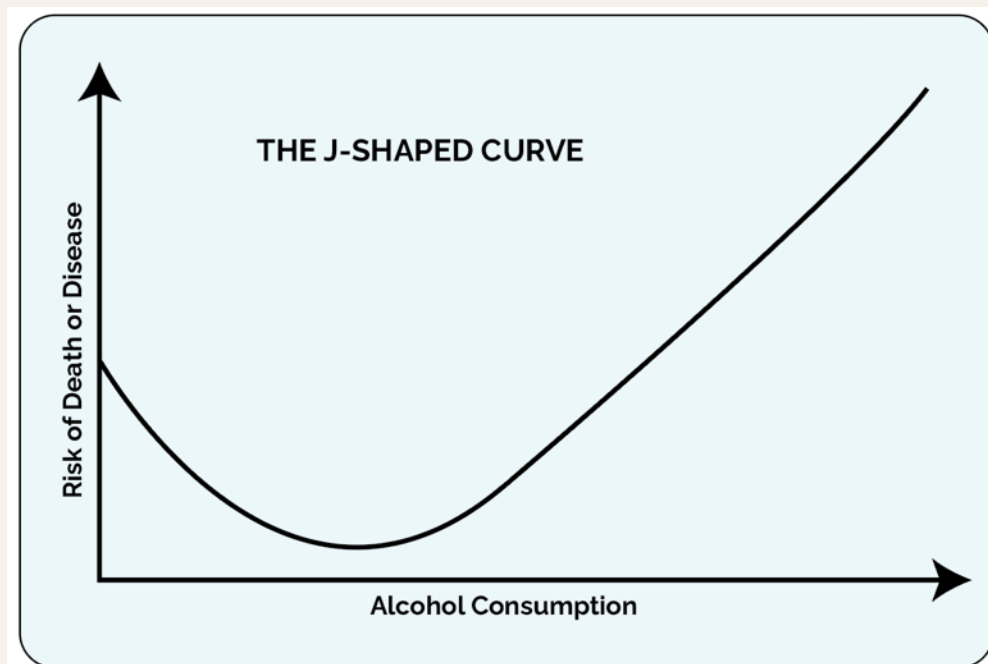
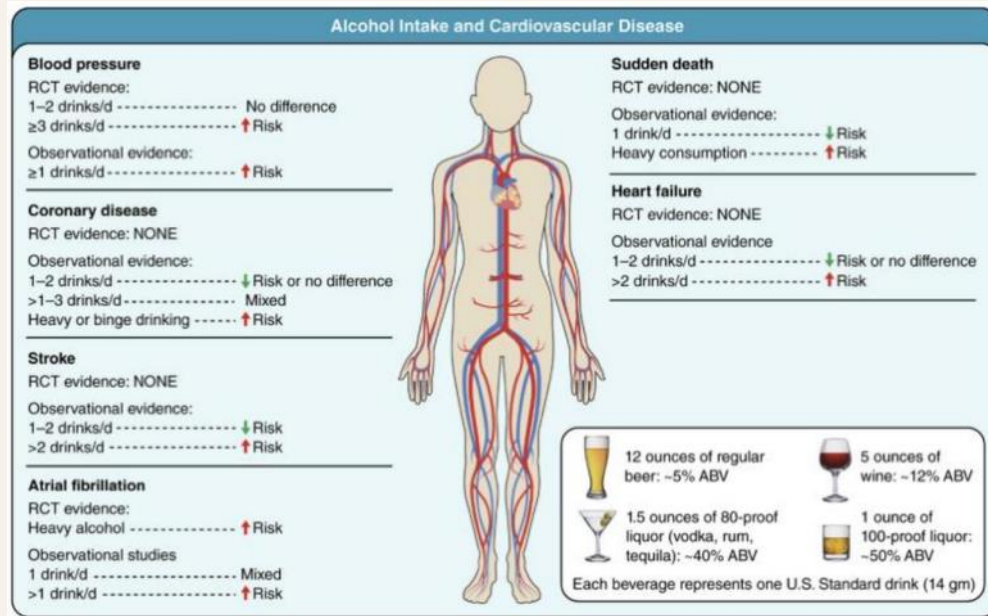
## THE RESEARCH

### Cardiovascular risk increases with quantity, not with moderate consumption

- Large population studies reviewed by the American Heart Association show that low levels of alcohol intake (≈1 drink/day for women, up to 2 for men) do **not consistently increase risk** for heart disease or stroke.
- The data illustrates that health risks rise with multiple drinks per day — reinforcing **moderation, not elimination**.

### The relationship between alcohol and heart health is J-shaped

- Cardiovascular risk differs significantly between light/moderate drinking and excessive consumption.
- **No drinking / very low intake:** neutral baseline risk.
- **Light to moderate drinking** → associated with *lower* risk of certain cardiovascular outcomes in many observational studies.
- **Higher intake / multiple drinks per day** → risk increases sharply (heart disease, stroke, arrhythmia, hypertension).



# KEY CATEGORY INSIGHTS

WINE IS EVOLVING – NOT DISAPPEARING

**\$490 billion**

The estimated value of the global wine market in 2025, growing at a **CAGR of 5.5%**.<sup>1</sup>

**48%**

Of global drinkers are **actively moderating** their alcohol intake — choosing *less but better*, rather than abstaining altogether.<sup>2</sup>

## THE AT-HOME BUZZ

**65%**

of Gen Z consumers in the U.S. prefer drinking at home versus out.<sup>3</sup>

**+14.5%**

Increase in global alcohol e-commerce. (2024 → 2025)<sup>4</sup>

## SUSTAINABILITY & AUTHENTICITY

**60%**

of wine consumers (20-40) prefer sustainable, family-owned or organically-grown wines.<sup>5</sup>

**3x**

More likely to choose sustainable produced wines by millennials & Gen Z over older consumers.<sup>6</sup>





## **EMOTIONAL**

Wine invites us to feel—comfort, joy, nostalgia—with every sip.

## **PHYSICAL**

Wine is more than a drink— it celebrates balance and vitality.

## **OCCUPATIONAL**

Each bottle holds a story of craftsmanship, passion, and purpose.

## **SOCIAL**

Bringing people together — a connector across tables and cultures.

## **SPIRITUAL**

From rituals to reflections, wine helps honor the sacred and present.

## **INTELLECTUAL**

A lifelong education in taste, geography, and culture.

## **FINANCIAL**

Quality over quantity, luxury wine doesn't always mean high cost.

## **ENVIRONMENTAL**

Sustainable winemaking nurtures the land that nurtures us.





# WINE & WELLNESS

## THE CONNECTION



### EMOTIONAL

- **Polyphenols** in red wine, such as resveratrol, can inhibit stress-linked enzymes in the brain showing anti-stress effects.<sup>1</sup>
- Red wine drinkers show **greater gut bacterial diversity**, linked to better mental health.<sup>2</sup>
- Balanced gut microbiome **boosts mental health** by supporting mood-regulating neurotransmitters like serotonin.<sup>2</sup>



### SOCIAL

- Sharing a glass of wine with friends or family can enhance social bonding and foster a sense of **community**.
- Social rituals whether formal or informal, play an important role in **health and wellbeing**.
- Moderate drinking is linked to a more **active social life**. A key factor in reducing depression in older adults.



### PHYSICAL

- **Resveratrol**, a polyphenol found in the skin of red grapes helps reduce inflammation and oxidative stress in the body.<sup>3</sup>
- Resveratrol may also help **lower blood pressure and cholesterol** levels.<sup>3</sup>
- Vinotherapy (*spa treatments using grape-based products*) can **increase circulation and improve collagen**.<sup>4</sup>



### SPIRITUAL

- Historical texts from Egypt and Greece record wine was used for health-related purposes, reflecting **early human associations between wine & wellness**.<sup>5</sup>
- Wine is a sacred symbol of **joy, transformation, and divine connection** across many religions and cultures.
- Used in rituals from ancient offerings to modern practices as a **celebration, sacrifice, and spiritual presence**.



# WINE & WELLNESS

## THE CONNECTION



### OCCUPATIONAL

- Wine connects a diverse community of professionals — from growers and winemakers to importers, distributors, sommeliers, and retailers — united by **a shared craft and purpose**.
- At Geo Vino, we're proud & find **fulfillment in representing real people and places**.



### INTELLECTUAL

- Mindful wine experiences encourage **presence, learning, and sensory awareness** — qualities linked to cognitive wellness.
- Tasting and naming flavors strengthens sensory-language links, **boosting communication and description skills**.
- **Wine is also a geographic education.** Every bottle reflects its place of origin, its climate, soil, elevation, and agricultural practices.



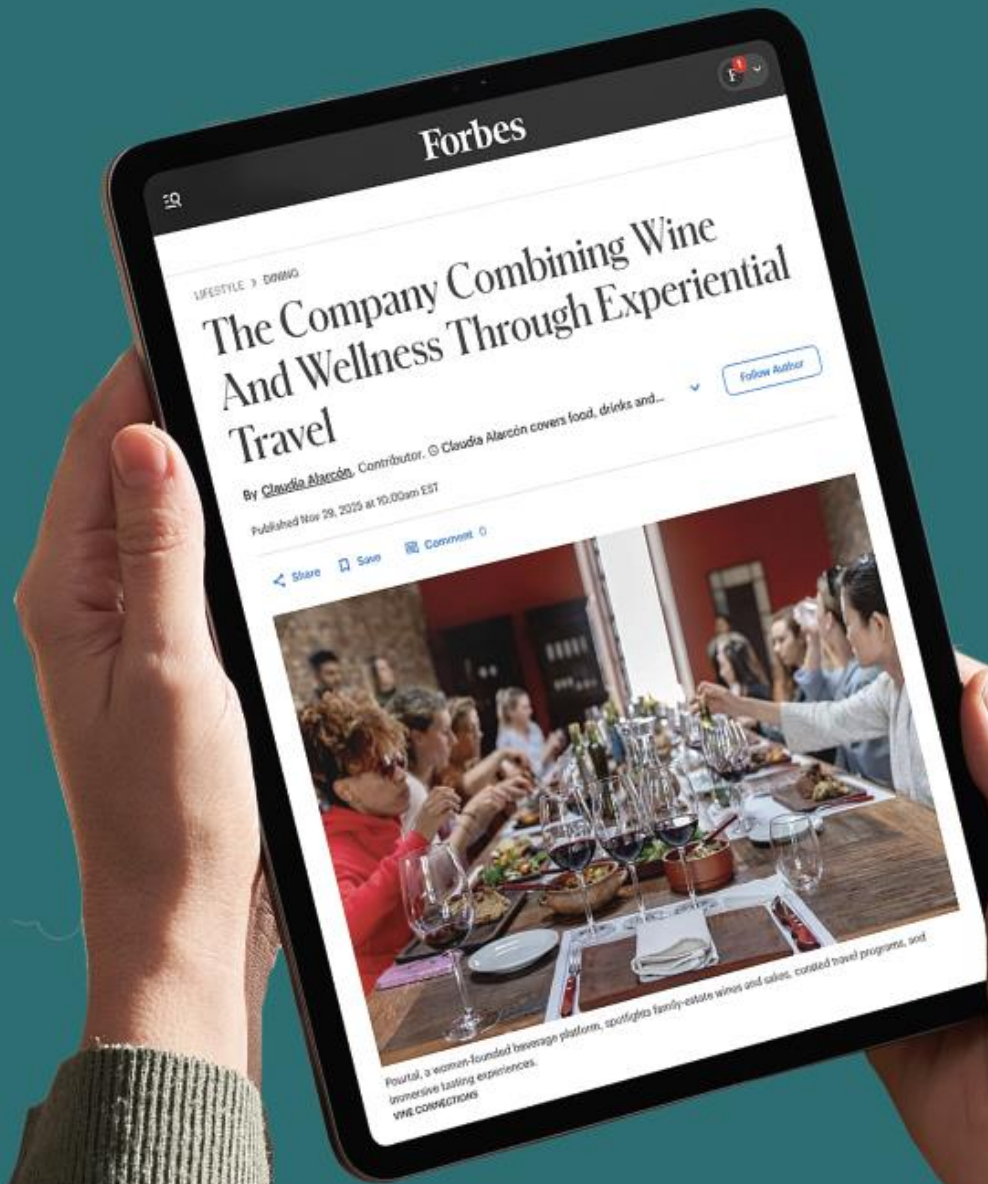
### FINANCIAL

- **\$323 billion** estimated total economic impact in 2025 — production, distribution, sales, tourism, and related activity nationwide.<sup>1</sup>
- An estimated **~1.75 million jobs** supported across the industry nationwide in 2025.<sup>1</sup>
- **Luxury doesn't always mean high cost.** Wine can offer low-cost luxury and joy. Sharing a thoughtfully chosen \$20 bottle with friends can offer as much satisfaction as a luxury meal.



### ENVIRONMENTAL

- The global organic wine market was valued at **\$13 billion in 2025**, demonstrating concrete size and relevance.<sup>2</sup>
- **The organic wine market is booming**, driven by demand for sustainability and farming that supports soil, biodiversity, and carbon capture.
- More wineries are adopting water-saving methods like **drip irrigation and recycling**, reflecting a global shift toward sustainable consumption.



## OUR TRAVEL DIVISION MEETS CONSUMER DEMAND WITH WINE + WELLNESS + ADVENTURE TRAVEL

We partner with accounts across the US to offer  
customized trips for their customers

### *SEE WHY FORBES FEATURED US*

"Pourtal offers a compelling example of what the [beverage] future  
can look like, where the focus becomes less about consumption  
and more about culture, presence and community."

[READ THE FULL ARTICLE HERE](#)







# GEO VINO

GLOBAL WINE DIVISION BY VINE CONNECTIONS

Geo Vino is a team of cutting-edge industry leaders who uncover and share the world of wine's best-kept secrets.

Backed by over 26 years of experience, Vine Connections' mission has always been to expand your world through great wine, sake, spirits, and experiences.

Our portfolio is intentionally global and deeply curated. Spanning across Argentina, Chile, Italy, France & California, we spotlight exceptional wines from some of the most remarkable places on earth.

SEE THE WORLD OF WINE THROUGH OUR EYES

## STAY CONNECTED

[www.geovinowines.com](http://www.geovinowines.com)

 [Drink\\_Geo\\_Vino](https://www.instagram.com/Drink_Geo_Vino)

## QUESTIONS OR COMMENTS

CONTACT US: [marketing@vineconnections.com](mailto:marketing@vineconnections.com)

