# SWEDISH TRADITIONAL METHOD SPARKLING WINE
# - THE PRESENT, OPPORTUNITIES, THREATS AND THE FUTURE

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## Abstract

**Introduction**
As the climate keep warming up, the wine industry is rapidly changing.
Traditional regions are searching for cooler places to grow grapes for their sparkling wine.
This is when Sweden jumps into the picture, a country which has become more suitable for filling that gap than ever before.
The following assignment will try an answer the question whether Sweden can become a factor in the traditional method sparkling wine segment. What grapes are used? Rootstocks? Is clonal selection a thing amongst Swedish producers? And what is the producers' thoughts on sparkling wines in Sweden?
It will also investigate the opportunities, threats and lastly discuss about the potential future it might hold.

**Objective**
This assignment looks into the current state of traditional method sparkling wine in Sweden and discusses about the potential future.
The purpose is to gain more knowledge about Swedish wine and in particular sparkling wines, both to educate myself and also others. To show how far the industry has gotten and where it might go.

**Methodology**
The coming assignment is based on a handful of different sources. From books, online resources, to podcasts and primary information gain via personal interviews with winemakers.

State controlled information from Systembolaget and the Swedish Government websites to gain a stable foundation to the facts showed in the text.
Other online sources from industry experts like Mikael Mölstad and others helped greatly to add extra flair to my writing.

A book by Mattis Säfwenberg, Svenskt Vin, helped enormously when mapping out the different producers of the country.

The biggest part of the information gained came for a trip down to Skåne, the region which is discussed the most in the text.
a total of two interview where conducted during the short journey. The interviews both followed a set of questions:

- Short introduction about the winery
- What's your philosophy when it comes to winemaking
- What traditional method sparkling wine/wines do you produce?
- What grapes do you utilize and why? Different rootstock and clones?
- What Opportunities / Threats do you see with the Swedish climate, marketing etc.
- How do you see the future for Swedish traditional method sparkling wine, how do we go forward from here?

Both of the interviews where recorded and then later transcribed so it could be more easily used when later writing the assignment.
This helped tremendously with their insight to the industry and the sheer fact that the Swedish wine industry is still very young so books and further online sources was very hard to come by.

**Results & Discussion**
The two wineries I visited have fundamentally different views on Swedish traditional method sparkling wine

| **Factor** | **Thora Vingård** | **Kullaberg Vingård** |
|---|---|---|
| Vitis Vinifera | High | Low |
| PIWI | Low | High |
| Risk | High | Low |
| Premium potential | High | Middel |
| Climate resilience | Low | High |

The industry is united and agrees that traditional method sparkling wine is something that works and suits the current and future climate of Sweden.

**Conclusion**

The industry have gotten far and have figured out a lot of different things that has strengthen the position of Swedish traditional method sparkling wines.
Further experiments and continuous learning must be the focus to eventually become a more prominent part of the wine world.