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## Should We Prepare for a Champagne Shortage?

BY LAUREN HUBBARD | DEC 10, 2022

There are few things more festive than a bottle of champagne. Even just the sound of a cork popping can enliven a room. It's only natural then, that champagne flows most prominently during the holiday season, and serves as an integral part of our celebratory fetes, toasts to friends and family, and of course, sips at the stroke of midnight on New Years Eve. Consequently, many were understandably nervous when rumors began to circulate (once again) that we could be looking at a shortage of the bubbly stuff as the year is coming to a close. So how worried do we need to be about our champagne flutes running dry? Not to burst any bubbles, but when it comes to supply and demand, champagne does find itself in a tricky position.



It's not only the sparkling wine houses of the Champagne region that are feeling the surge, either. "Historically, sparkling wine sales would surge during the months leading up to the winter holidays, but we have seen a significant shift to year-round enjoyment," says Remi Cohen CEO of Napa's Domaine Carneros. "More and more people are opening a bottle at the beginning of the week, or they'll enjoy a glass nightly...little luxuries every day."

The rise in demand happens to have come at a time when droughts have hit California particularly hard, leading to "high quality but low yielding vintages," Cohen says. All of that has led the brand to slightly increase prices to counteract scarcity, as well as rising labor and supply costs. "We are approaching this conservatively in the context of economic uncertainty and to maintain brand loyalty."