



Eight Ways Wine Will Change in 2016

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Elin McCoy

The impact of climate change and new technologies (like the ability to [check wine prices on smartphones](#)) are on my vinous radar for 2016.

Sparkling wine, especially ubiquitous [prosecco](#), is still going strong, but "premiumization" is coming. [Ditto for rosé.](#)

The future for wine looks bright, though [craft beer](#) and [craft cider](#) are siphoning off plenty of attention. Still, more people than ever (in the U.S. and UK especially) are drinking more expensive bottles—although you can get by [quite splendidly under \\$50, too](#). The fact that "wine red" is the new fashion color for shoes can't hurt either.

More from Bloomberg.com: [China Sends Japan a 'Don't Meddle' Message Via an Ex-Navy Ship](#)

Here's what else I see in my crystal (glass) for the coming year.

The "Celebrity Wine" Category Will Expand

Increasingly, wines carry labels with the names of TV series (*Downton Abbey*), baseball teams, NFL stars, actors like Diane Keaton, books and movies (*Fifty Shades of Grey*).

Now that public relations firms view reds and whites as a way to extend the brand of just about everything, including restaurants, I'm convinced there will be many, *many* more in 2016. (Though I'm not sure the odd match of a [Finger Lakes riesling](#) adds anything to the image of the New York Yankees.)

The latest to join the celeb wine club is Grammy-winning musician John Legend, who teamed up with Jean-Charles Boisset, owner of Napa's Raymond winery, to create "a unique series of rich, soulful and complex notes inspired by true love." Translation: an opulent cabernet (\$85) and seductive chardonnay (\$45) under the [LVE Collection](#) label.

No word on whether they'll sing in the glass.

https://www.instagram.com/p/_St_yDsIn6/?taken-by=raymondvineyard

Elin McCoy is the wine critic for Bloomberg Pursuits. Follow her on [Twitter](#) and at elinmccoy.com.

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raymondvineyard John & Jean have perfected the art of blending. Stop by our tasting room to taste these Legend Vineyard Exclusive wines. #johnlegend #LVEWines #napavalley

brianpcash @lconky pack your bags, we're going back!!

jdela014 Indulge for me please [] @johnlegend

funnywinechick Two handsome, charismatic, artistic gentlemen!

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