

Study: Price of wines to stay flat

By Dale Kasler, Sacramento Bee

Despite grape shortages in California, consumers can count on another year of wine discounts, according to a UC Davis survey released Monday.

The university's 10th annual survey of top California wine executives shows an industry slowly emerging from the recession. Weather and financial concerns have created crop shortages, but consumers won't be quick to surrender the price breaks they've enjoyed the past few years.

"The great bulk of people are being driven by deals," said survey author Robert Smiley, a professor emeritus and director of wine programs at the University of California, Davis. "The discounting is going to end, but it's not going to end until a year from now."

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