

# Benjamin Berry in Minnesota Examines Why the Wine Markets Surged During Covid-19

*The Changes Benjamin Berry of Minnesota Has Noted in the Wine Industry*

LAKEVILLE, MN, USA, January 13, 2021 /EINPresswire.com/ -- [Benjamin Berry from Minnesota](#) has watched the various markets and the country's general commerce change dramatically after Covid-19. For instance, the wine industry has surged in popularity despite the economic challenges of the times, a difference that has been fueled by a handful of tweaks to the approach of this market that has helped it keep its head up when others have struggled.

In the first few months of the Covid-19 pandemic, the wine industry saw a few notable changes in the marketplace. Benjamin Berry in Minnesota resident and others have noted a near-complete collapse of on-premises wine sales, i.e., sales offered at wineries or in various shops and restaurants. However, online or direct-customer orders skyrocketed in ways [Benjamin Berry of Minnesota](#) saw coming.

For instance, The Wine and Spirits Wholesalers of America noted that sales channels were up 31 percent through late March and early April, the months of the first surge in Covid cases. Benjamin Berry from Minnesota notes that most of these orders came in the online market, as



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many customers were attempting to stockpile and hunker down for the long quarantine days ahead.

Benjamin Berry of Minnesota has been anticipating a generalized shift to more online ordering in recent years, as more and more customers come to rely on this marketplace. The wine tasting room's general atmosphere is hard to replicate, Benjamin Berry out of Minnesota understands, but the "one-glass-a-day" wine culture that has become popular for many households has seen more at-home wine consumption in recent years.

According to Benjamin Berry servicing Minnesota, another factor that has helped the market surge is the growth in popularity of large-pack orders for wine. Benjamin Berry Minnesota resident has seen three-liter boxes becoming more and more popular because buyers want their wine to last longer without making multiple orders. And the availability of these options helps companies succeed more fully.

Just as importantly, the generalized lockdown has had the ironic effect of increasing wine consumption. As individuals stay at home, Benjamin Berry of Minnesota notes that they become bored and need wine or other distractions to calm their minds. As a result, the wine industry – and the alcohol industry in general – has rebounded and stayed healthy, [Benjamin Berry from Minnesota states](#).

That said, wineries with extensive tasting rooms or those that rely on in-person sales have struggled, Benjamin Berry of Minnesota has said. Sales here go down depending on restrictions in each state, with some having much more robust economic growth. Unfortunately, the pandemic is far from over, and many of these businesses may continue to struggle in ways that hold them back for years. However, an increasing focus on online sales and direct-customer sales may stave off these concerns.

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