

## Chapter 7.

### **TRENDS IN WINE CONSUMPTIONS AND PREFERENCES OF UKRAINIAN CONSUMERS**

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**Abstract.** *The Ukrainian market of alcohol beverages consists, for the major part, of vodka, beer, still wine, sparkling wine and brandy. Wine and other vintage products account for about one fourth of the sales of alcohol beverages.*

**Keywords:** *Ukrainian market of alcohol, preferences of consumers, Crimea.*