

Instrucciones:

- a) Duración: 1 hora.
- b) Puntuación hasta 10 puntos.
- c) Se deberá realizar una traducción sin diccionario del texto propuesto (incluyendo el título), que no tendrá que ser necesariamente una traducción literal del mismo. El texto en castellano deberá respetar las normas formales de este idioma.

Is wine out of fashion?

Young people in Europe are consuming less wine, marking a change in drinking habits in recent years. According to experts, this is explained by several factors. The main reason for this lies in the fact that young Europeans are more and more worried about their health nowadays. In this respect, these youngsters prioritise well-being and are aware of the risks associated with alcohol consumption, so they opt for alternatives to wine. Economic factors also play a crucial role, and the fact that good wines are normally expensive is significant. Often seen as a luxury, wine is being replaced by cheaper options.

It is undeniable that, despite our past recognition of the importance of wine in social situations, alcohol is no longer the primary focus of group events. This tendency justifies why young people are exploring alternative leisure activities and looking for more intense relationships —emphasising health and safety concerns. Lastly, online entertainment, gaming, and virtual interactions compete with traditional drinking environments.

As an example, alcohol consumption among young people has reduced in the United Kingdom. This fall is in line with global habits, where rich countries are seeing reduced alcohol consumption among young people as they continue to redefine their lifestyles. The popularity of wine is decreasing, allowing for healthier options and alternative experiences. This news is tragic for the worldwide wine industry, adding to the challenges of climate change and other problems. As a result, the business that could be inherited from generation to generation looks like it will become another commercial disaster area, and Artificial Intelligence has nothing to do with it on this occasion.