



The Struggle against Bootleg in Burgundy Between the Interwar Years: a Winegrower Strategy for the Label of Quality

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Since the beginning of the XXth Century - and in a systematic way between the interwar period - winemakers trade unions had to fight the fraudulence about wine denominations. In Burgundy, it's through the 187 trial against smuggle disclosed into the "Syndicat de Défense de la Viticulture" archives, that we can measure the size of this wine struggle, its central implication in distinctions and promotion process from the vineyard owners.

This paper will try to inquire into trade-unions and legal mechanism of this tussle. In a second part, we will study this denunciation time of the wine-traders practices. At last, we will put back those phenomenons in a global economic promotion of the vintners close to a Parisian elitism. So, through a local example and through social, legal, politic and associative spaces, this is an attempt to understand one part of the wine market's mutations between the two world wars