



Quality Wine in the Modern Distribution

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Considering the trend of production of the last years, it is possible to observe as the production of typical wine constantly grow up, and as the production of quality wine becomes year after year always more important, taking possession of a good portion of market.

This article examines the purchase preferences of the customers in modern retails. Using a logit model we have analysed how the modern distribution could be a interesting market alternative for typical wine trade.

To reach this object we carried out a survey using a questionnaire composed by two parts, and in order to know the wine purchase customer preferences, the first part of it contains questions about the kind of wine purchased, the purchase shops and so on. The latter part has been dedicated to know the socio economics characteristics of the customer which participated at this research.