Scientific Committee

Chair of the Scientific Committee

Henri Jean SERBAT, EuAWE
Marie-Claude PICHERY, U. Bourgogne

Kim ANDERSON, World Bank
Orley ASCHENFELTER, U. Princeton
Philippe AURIER, Université Montpellier II
Jan BENTZEN, U. Aarhus
Marc Henri CHOKO U. Québec à Montréal
Pierre COMBRIS, INRA
Silvia GATTI, Università degli studi di Bologna
Eric GIRAUD-HERAUD, INRA - Paris
Lucino JUDEZ, ETSIA, Universidad Politécnica de Madrid
Orlando SIMÕES, Escola Superior Agrària de Coimbra
Attila SZABO, Inst. Rech. pour la viticulture et l'oenologie
Pavel TOMŠIK, Mendel U. of Agr. and Forestry in Brno
Jean-Laurent VIVIANI, Université Montpellier 1

Local Committee

Bruno DELVAUX, Province de Namur
Brigit CARLY, Hôpital Saint Pierre
Alain DE MEYER, ULB
Benoît MAHY, Université de Mons-Hainaut
Danièle MEULDERS, Université Libre de Bruxelles
Robert PLASMAN, DULBEA

Coordination

Françoise BOURDON, U. Bourgogne, Secr. Gale de la VDQS
FedEco-Service, Fedeco
General Overview

Thursday May 20\textsuperscript{th} 2009

2.30 – 3.30 pm Registration & Welcome Drink
3.30 – 6.00 pm Session Experimental Economics p. 05
6.00 – 6.30 pm Street Festival in Namur:

Friday May 21\textsuperscript{st} 2009

8.30 – 9.00 am Registration & Coffee
9.00 – 10.15 am Opening Session & Keynotes Speeches p. 11
10.30 – 11.45 am S1 Subjective Aspects and "Quality Wine" p. 15
11.50 – 2.50 pm Winery Visit & Lunch
3.00 – 4.30 pm S2 Price & Market p. 23
4.45 – 6.00 pm S3 Production - Reputation - Demand p. 29
6.00 – 6.45 pm Conference-Tasting on Chocolate
7.00 – 8.00 pm Museum Félicien Rops
8.30 – 8.00 pm Official Diner, Château de Namur

Saturday May 22\textsuperscript{nd} 2009

8.30 – 8.45 am Registration & Coffee
8.45 – 10.15 am S4 Management - Competitiveness - Performance p. 37
10.30 – 12.30 am S5 Wine's Consumers Behaviors p. 43
12.30 – 1.30 pm Lunch
1.30 – 3.15 pm S6 From Winegrowers to Winem商ants p. 51
3.15 – 5.00 pm S7 Tourism and Regional Economics p. 59
5.00 – 5.30 pm VDQS Awards & Last Drink
5.30 – 6.30 pm General Assembly EuAWE-VDQS-SQG
How to Use
This Booklet of Abstracts?

You will find in this booklet all the abstracts of the submissions which were accepted by the scientific committee.

At the end of this booklet, you can find a complete alphabetical list of all authors and co-authors with a link to the page where you can find the abstract of her conference.

Unfortunately, some speakers have informed us that they will be unable to participate in the conference. However, their abstracts have been included in this booklet, at the scheduled session, but their name is crossed.

Please, note also that you can find the full version of contributed papers (an some time also the ppt presentation) on the website of the conference, in the private area reserved for VDQS - EuAWE members.

www.vdqs.net/2009Namur
Thursday May 20th 2009
3.30 – 6.00 pm

Session
Experimental Economics
Chaired by Pierre COMBRIS

Consumers’ Preferences, Purchasing Decisions and Product Information: Evidence from a Beer Tasting Experiment
Matteo Maria GALIZZI, Christian GARAVAGLIA

Drinking Beer in consonant and dissonant Environments: an experimental Investigation of Consumers' guessing Abilities
Fabrice GALIA, Angela SUTAN, Dominique VALENTIN
Consumers’ Preferences, Purchasing Decisions and Product Information: Evidence from a Beer Tasting Experiment

Matteo Maria GALIZZI  
University of Brescia and Queen Mary, University of London  
galizzi@eco.unibs.it  
matteogalizzi@yahoo.it

Christian GARAVAGLIA  
University of Milano-Bicocca and KITeS-CESPRI, Bocconi University  
christian.garavaglia@unimib.it  
christian.garavaglia@unibocconi.it

Market structure of the brewing industry is oligopolistic in most the industrialized countries. Non-price competition among firms in oligopolistic industries has been widely analyzed (Sutton, 1991; Roberts and Samuelson, 1988). Non-price competition is typical among beer-brewers. In facts, even if price is a relevant variable in consumers’ purchase decision of beer, other factors play a key role: advertising, new product introduction, packaging, are strategic decisions through which firms aim at persuading consumers to purchase their brands. Image and information of beers represent the first contact between the good and the consumer and are likely to influence consumers’ judgment, preferences and intent to buy.

The seminal research in this field by Allison and Uhl (1964) claimed that consumers are unable to recognize their preferred brand in a blind taste and that the characteristics of different beers, as perceived by consumers, are related more to firms’ marketing information (extrinsic information) rather than the perceived physical product differences (intrinsic information). Caporale and Monteleone (2004) illustrate how information regarding manufacturing technology is able of altering consumers’ liking of beer. Lee et al. (2006) show the effect of extrinsic information on beer quality perception in an experiment.

The aim of this work is to experimentally investigate the relation between the exposition to intrinsic and extrinsic information and consumers’ evaluations in beer consumption. Can extrinsic information influence consumers’ evaluations, preferences and willingness to pay for beer? And if so, at which extent? Are consumers’ evaluations and purchasing decisions more influenced by intrinsic product quality or by extrinsic characteristics of the product like packaging, image, reputation? Does the order in which intrinsic and extrinsic information are released to consumers matter for consumers’ evaluations and purchasing decisions?

This paper aims at answering these questions. We design and run an experiment in which consumers are asked to provide evaluations and willingness to pay about beers under different conditions concerning the product information they are exposed. In order to guarantee that the stated evaluations and willingness to pay closely reflect the true consumers preferences, we implement the incentive-compatible mechanism proposed by Combris (2008) in an experiment on wine-tasting, according to which consumers actually purchase their most preferred beer using an amount of money awarded at the beginning of the experiment. Subjects in the experiment are recruited among the undergraduate students at LIUC University Business School in Castellanza and, previous to the experiment, are asked a questionnaire about their habits and preferences on different typologies (e.g. lager, ale, stout, Belgian), brands and characteristics of beers. We implement two main experimental treatments (bt-ar; bt-pk), and two additional variants of the same treatments as robustness check (ar-bt; pk-bt; bt-far; bt-fpk). In all the treatments, the experiment is composed by three stages.
In the first stage of the main treatments (bt-ar; bt-pk), subjects participate to a blind tasting (bt) of five different beers of the most preferred typology, having the same colour and transparency, and similar but not identical intrinsic characteristic, served within the same conditions (all poured from 0.33 litre bottles in identical glasses at same temperature). After blind tasting, subjects are asked to describe the sensations, aromas and characteristics perceived in each beer using a simplified variant of a sensorial grid adopted by beer experts and brewers; to state their evaluations of each beer over a 0-100 scale; and to express the maximum amount of money (in euro) they are willing to pay for a bottle of each beer. Finally, based on the declared willingness to pay, subjects are invited to make their purchasing decision with the money given at the beginning of the experiment.

At the second stage of the main treatments (bt-ar; bt-pk), subjects are tasting exactly the same five beers, presented in randomly modified positions (from left to right) and asked to repeat the same exercise as in the first stage. The subjects, however, are presented different visual information concerning the bottles of beer. In particular, in treatment bt-ar, subjects are presented each of the five beers altogether with a bottle with a label representing, in a stylized way, one of the aromas or sensations which may be actually perceived in the beer while tasting. On the other hand, in treatment bt-pk, subjects are presented each of the five beers altogether with a bottle with a label representing, in a stylized way, all the salient features, with the only exception of the brand, of the external packaging of the actual bottles: colours, decorative shapes, symbols and so on.

At the third and final stage of the experiment, subjects are asked whether they believe they have been presented the same beers in the two stages and, if so, whether they can reckon which ones. Finally, subjects are told that their stated preferred beer is actually among the ones just tasted, and are asked whether they can identify it.

As robustness check, we also implement two variants of the treatments in which subjects go through an inverse sequence of stages in the experiment, being first presented the stage with the visual information and then the blind tasting (ar-bt; pk-bt); and two variants in which the stylized visual information presented to the subjects are not corresponding to the aromas or the packaging features of the actual bottles but refer to other beers, instead (bt-far; bt-fpk).

On the one hand, a study about these factors might reveal to be informative for firms in order to implement effective marketing and differentiation strategies. On the other hand, this study may contribute in understanding the purchase decision process of consumers of diary goods and food products.
Drinking Beer in consonant and dissonant Environments: an experimental Investigation of Consumers' guessing Abilities

Fabrice GALIA, Angela SUTAN, Dominique VALENTIN
Burgundy School of Business, Centre Européen des Sciences du Goût, University of Burgundy
corresponding author: angela.sutan@escdijon.eu

Following the theoretical work of Nelson (1970), Darby and Karni (1973), Grolleau and Gasmi (2005), we conducted a natural field experiment (as defined by List, 2008), focused on beer consumption. The project is mainly constructed around beverages endowed with beliefs attributes, and especially a pleasure belief related to alcohol consumption, and its economic valuation.

We designed our field experiment on the basis of our previous research (Sutan, Willinger, 2006), in which we demonstrated that when attention is scarce, available information is better used if experimental subjects are in a dissonant environment rather than in a consonant one. In fact, due to cognitive natural scanning constraints (Dehaene, 2003), the attention is more rapidly focused on a valuable (in terms of money or pleasure) attribute in dissonant contexts, whereas in a consonant environment, a huge amount of available information never transforms into useful information. This was important to experiment as the natural implication could be an increased consumption of low quality beer in consonant environments (as for example "typical" beer bars).

140 subjects took part in our experiment in December 2008. We compared 2 consumption contexts (a dissonant and a consonant one) that were designed under the form of 2 experimental bars. One of the bars was beer-consonant, and the other beer-dissonant (consonance and dissonance material elements – music, decors, images...- were defined on the basis of a context-test conducted in May 2008 with 168 subjects). In each bar, subjects were proposed to choose between beer, soda or coffee. They were served 3 cups of their favorite drink, and when this was beer, 2 cups were containing for instance an alcoholized beer and one non-alcoholized beer, in various orders. They were asked at the exit to choose the most alcoholized, the best quality and the most aromatic beer and to valuate their willingness to pay and to order again this beer, as well as their perception about the bar environment, the incentive being to leave with some bottles of their favorite drink.

The results show that a) the beer was the most ordered beverage, and b) the number of beer drinkers was higher in the dissonant bar. Moreover, subjects managed c) to guess better about the beer pleasure attribute in the dissonant bar and d) to correctly estimate the market price and the context information.

Keywords: guessing abilities, dissonant environments, experimental economics, beer perception, pleasure attributes

JEL classification: C72, C91
Opening Session

Chaired by Maurizio CIASCHINI

Welcome Address

Terroir rising?
Varietal and Quality Distinctiveness of Australia’s Wine Regions
Kym ANDERSON

Consumers Environmental Knowledge and Attitudes:
Influencing Purchase of Wine
Nelson BARBER
Terroir rising? Varietal and Quality Distinctiveness of Australia’s Wine Regions

Kym ANDERSON
School of Economics University of Adelaide - Australia
kym.anderson@adelaide.edu.au

It has been argued that part of the reason Australia was able to contribute to and respond so successfully in the 1990s to the growth in demand for commercial bottled wine was because of its freedom (relative to European producers) to blend wines across the full range of varieties and geographic regions, so as to be able to reproduce year after year a consistent style for each label. Over time, however, that has led some buyers in the ‘Old World’ to believe Australian and other ‘New World’ winemakers do not respect or exploit regional differences in terroir or, worse still, that the ‘New World’ is incapable of making high-quality, regionally distinct wines. This paper examines the changing extent to which Australian wine regions do in fact vary in their choice of winegrape varieties and in the average quality of those winegrapes. In doing so the study provides some new quantitative indexes that may be helpful for other purposes too, such as providing a base for simulating the potential impacts on different regions of climate change and of adaptive responses to it. The study focuses on 30 of Australia’s winegrape regions and on the top 12 red and 10 white winegrape varieties that together accounted in 2006 for all but 7 percent of Australia’s wine. It compares 2006 with 2001, the first year for which price and quantity data were compiled nationally by grape variety for the country’s newly defined Geographical Indication regions.

Consumers Environmental Knowledge and Attitudes: Influencing Purchase of Wine

Nelson BARBER
Texas Tech University - USA
nelsonbarber@msn.com

Consumers’ behavior is changing to integrate environmental considerations into lifestyle choices, including decisions on product satisfaction, how products affect the environment, and the price to pay for environmentally friendly products. Marketing professes to benefit the public by informing them of the availability of goods which advance their quality of life. However, this is only true if marketing’s communication aids in informing, educating and channeling their needs toward “green” products. This study investigated the relationship of wine consumer’s environmental involvement, knowledge, attitudes, and willingness to purchase the product. The results suggest personality segmentation, through selective marketing and redirecting consumers’ needs toward environmentally friendly wine products. Thus an important part of this approach would be developing new strategies for ecological marketing by the redirecting of consumers needs and wants toward environmentally friendly wine products, such as organic wines, and reorientation of the product mix through repackaging and re-labeling. For example, the results suggest that while the respondents typically spend more money on an average bottle of wine ($23) than respondents in wine studies by Barber, Taylor and Dodd (forthcoming, 2009) ($15) and Dodd et al (2005) ($18), they would be willing to spend more on a wine ($27) purported to be environmentally friendly. Further those that reported strong attitudes would be willing to pay even more ($30) for a bottle of environmentally friendly wine.
Friday May 21\textsuperscript{st} 2009
10.30 - 11.45 am

Session 1
Subjective Aspects and "Quality Wine"

Chaired by Kym ANDERSON

Does economic Analysis need a Theory of Taste?
What Philosophy of Taste teaches us
Christian BARRÈRE

Impact of Expertise on the Concept of “vin de garde”: perceptive and linguistic Approach
Jennifer LANGLOIS, Catherine DACREMONT, Dominique PEYRON, Danièle DUBOIS

Consumer Emotions and Preferences
an empirical Analysis in two Italian Denomination of Origin Wines
Lara AGNOLI, Diego BEGALLI, Stefano CODURRI

Cin Cin!
Competing for the Leadership in the Italian Sparkling Wine Market: Franciacorta versus Trento
Matteo Maria GALIZZI, Raffaele MINIACI

The role of Palermo’s Wine Shops in the Business of quality Wine
Stefania CHIRONI, Marzia INGRASSIA

Demand Development of Wine Market of Czech Republic
Sylvie GURSKÁ, Helena CHLÁDKOVÁ, Pavel TOMŠÍK
Does economic Analysis need a Theory of Taste?
What Philosophy of Taste teaches us

Christian BARRÈRE
OMI, University of Reims
christian.barrere@gmail.com

A growing number of goods can be today considered as taste goods: food processing goods, gastronomic services, fashion goods, wines, perfumes, cultural and artistic products. They contribute more and more to economic growth and command the attention of many economists. The “economics of quality” pointed out very special phenomena in the working of their markets and gave interesting results. Nevertheless, the consideration of quality is not enough to explain some observations. In many cases the quality of these goods is more subjective than objective and does not allow to rank the goods. As the assessments of consumers are very diverse, they regard tastes. Some people prefer this movie, this wine, this chef, this stylist, this spice to other ones when some other people make an opposite choice. In some cases, some people love goods that others hate. Taste goods have semiotic, cultural and relational characteristics. Thus, the economic analysis of quality may face some difficulties to interpret all these problems. Is then an economic theory of taste necessary?

To explore this question the paper considers the philosophy of taste. When is emerging a philosophy of taste? Why? How, why and when does evolve the notion of taste? What are the diverse conceptions of taste? Is the standard conception of tastes and preferences (Becker, 1996) compatible with these lessons?

The present outline is the following one:

1   The emergence of the notion of taste
1.1  The absence of the notion of taste
1.2  Two conditions for the emergence of the notion of taste
    • Recognizing the aesthetic characteristics of some things (pleasure and emotion vs. needs and reason)
    • Recognizing taste judgments related to individuality of people

2   The four paradigms of philosophy regarding tastes
2.1  Taste into the things
    Taste and beauty; taste and “good manners”.
2.2  Taste into the audience judgment
    The kantian theory of taste
2.3  Taste coming from creation
    The nietzschean paradigm
2.4  Taste into the commodities
    From the Frankfurt school to the post-modernity

3   Some lessons for economic analysis of taste

Key words: tastes and preferences, philosophy of taste.
JEL : A 12, Z 1.
Impact of Expertise on the Concept of “vin de garde”: perceptive and linguistic Approach

Jennifer LANGLOIS\textsuperscript{1}, Catherine DACREMONT\textsuperscript{1,2}, Dominique PEYRON\textsuperscript{1,3}, Danièle DUBOIS\textsuperscript{4}

Burgundy University: \textsuperscript{1}Centre des Sciences du Goût ; \textsuperscript{2}ENSBANA; \textsuperscript{3}IUVV Jules Guyot; \textsuperscript{4}LCPE-LAM

langlois@cesg.cnrs.fr, Catherine.Dacremont@u-bourgogne.fr, dpeyron@u-bourgogne.fr, daniele.dubois@upmc.fr

Wine countries produce young wines that are ready to drink as well as wines elaborated to be kept several years or even decades in cellar and improve during aging. The so called “vins de garde” have a prestigious image and they represent an important economic stake for wine-producing areas. All wines have not the ability to age well and consumers who intent to buy wine want to know whether a wine is to be kept or not, because it is an investment. So, wine professionals have to evaluate aging potential i.e., whether a young wine will turn out to be a high quality wine after decades.

In this study, the objective is to compare wine professionals, oenophiles and consumers on behaviour and discourse towards wines with an aging potential. So, we combined perceptive and linguistic approaches to examine the impact of expertise on judgments of aging potential of wines.

Three groups of 22 to 26 subjects performed with 26 red wines a sorting task into two groups according to olfactory similarity of wines and a categorization task (wine with an aging potential, yes/no) by orthonasal evaluation. The proportion of wines judged significantly with or without aging potential was higher for professionals (13 wines) than oenophiles and consumers (7 and 6 wines, respectively). For the sorting task, the partitions were different according to the panels; they probably used their own criterion to match wines according to their experience and knowledge of wines. The same groups were also asked to explain what they associated to “vin de garde” and provide a definition. The corpus was more important for professionals, than oenophiles, and than consumers. Analysis of words occurrence revealed three main themes: wine description; time and keeping; positive subjective judgments. Professionals produced more words referring to wine description, whereas consumers produced more words related to their feelings (positive subjective judgments). A linguistic analysis of personal marks revealed that consumers produce a more experiential discourse, when professionals and oenophiles produce a more consensual descriptive discourse, indicating a collectively shared concept. Altogether, professionals outperformed other groups regarding perceptive judgments. Oenophiles did not outperformed consumers but produce a discourse similar in some aspects to professionals.
Consumer Emotions and Preferences
an empirical Analysis in two Italian Denomination of Origin Wines

Lara AGNOLI, Diego BEGALLI, Stefano CODURRI
Università degli Studi di Verona - Italia
lara.agnoli@univr.it, diego.begalli@univr.it, stefano.codurri@univr.it

The intangible factors are becoming more and more relevant in the consumer purchasing processes for premium and top wines. Old world wineries consider terroir as one of most sustainable competitive factors to gain commercial advantages in the global wine market. The consumers’ willingness to pay is motivated by the selective characteristics and emotions connected to drinking.

This study tries to understand how emotions interact with preferences in the consumer choice process for two Italian denominations of origin wines: Amarone of Valpolicella DOC and Soave DOC. It tests a first-trial tasting method to quantify the weight of intrinsic factors considering consumer preferences.

The data were gathered through four focus groups involving 50 people. They were selected by age, sex, education and family characteristics. The focus groups were structured in two parts. In the first part, people were given a questionnaire to complete concerning: a) social-demographic characteristics; b) wine knowledge; c) consumption frequency of the surveyed wines; d) purchasing criteria. In the second part were collected information about: i) perceptions linked to wine; ii) associations between immaterial factors, consumption memory and product features; iii) a sensory evaluation test regarding six Amarone and six Soave DOC wines.

The data elaboration was conducted by the nonlinear principal components analysis to highlight hidden dimensions that summarize consumer behaviour and preferences. The cluster analysis was used to characterize homogeneous typologies of the consumers.

The main results of the research are summarized in the following points:

* The traditional parameters for market segmentation influence the wine knowledge, consumption frequency and wine purchasing criteria, but they are not able to clearly differentiate consumers in relation to emotions derived from the drinking of wine. In fact, there are common characteristics linked to the territory of origin and to the specific wine features.

* Brand reputation proves to be a major intrinsic factor which influences the choice of the consumers in buying Amarone and Soave wines. The greater the knowledge of the consumer the less they are influenced by the brand reputation and viceversa. At the same time consumers are conscious of being influenced by brand marketing.

* Contemplating the consumption memory, the objective characteristics of a wine (smell, colour, taste) have appeared more important than the immaterial components linked to wine denomination of origin (countryside, farming of the vines, culture, etc).

Although the results were similar to those foreseen at the birth of the concept of trial test tasting the study has also highlighted relevant points to take into consideration for future works.
Cin Cin!
Competing for the Leadership in the Italian Sparkling Wine Market: Franciacorta versus Trento
Matteo Maria GALIZZI, Raffaele MINIACI
University of Brescia
galizzi@eco.unibs.it matteogalizzi@yahoo.it

We estimate a hedonic price function for the “classical method” sparkling wines from Franciacorta, a hilly area close to Brescia, and from Trento, a mountain area at the border with Austria, the two mostly renowned Italian “Champagne-like” regions. We use data from an original panel data based on repeated yearly editions of the three most known professional wine guides: Associazione Italiana Sommelier, Seminario Veronelli and Gambero Rosso-Slow Food. Wines differ concerning varieties (Brut, Extra Brut, Satin, Rosè, Pas Dosè), wine-makers styles, grapes mixtures, cuvée, vintage years, fermentation and production processes. On the top of the latter explanatory variables, in some specifications we also control for tradition, prestige and supply characteristics of the wine-maker’s brand, cultivated hectares, number of bottles and valuations expressed by the more influential Italian wine-tasting guides in the previous years. Finally, we test whether there is any price premium for a specific variety and for the Franciacorta region.
The role of Palermo’s Wine Shops in the Business of quality Wine

Stefania CHIRONI, Marzia INGRASSIA
Department of Economics and Agro-forestry Systems, Faculty of Agriculture, University of Palermo, Italy
chirstef@unipa.it, marziaingrassia@unipa.it

In the last few years, due to changes of consumers’ eating habits “quality wine” (“DOCG” – Designation of Origin Guaranteed, “DOC” – Designation of Origin, “IGT” – Typical Geographic Indication) demand has significantly changed. Wine, no longer considered only as an alcoholic drink, it now represents something that needs to satisfy the consumer’s desire of wellness and wellbeing. The evolution of wine sector, primarily related to consumer’s changes in eating habits and lifestyles, has also impacted some area of the supply chain as product distribution and sales.

This growing business, characterized by having different types of distribution channels that cover demand of wine at different consumer level, requires the support of marketing teams able to communicate an international media message effective across cultures. Quality wine has now entered the area of social relationships where the emotional feeling is linked to the “the quality of drinking”. On other hands, it is also important that wine’s producers get complete information on the advantages and the critical issues/constraints of each different distribution channel, in order to easily meet consumers.

Wine shops, extremely important distribution channel in the wine marketplace, have been always considered by experts the best sale channel and today they represent also as a trendy place where consumers can buy and drink wine outside home. This trend is also confirmed by the increasing presence in the market of the so called “wine bars”. These are places, popular among young people, where it’s possible to taste wine by the glass along with eating some food and listening music.

Therefore on this scientific paper we want to analyze the role of wine shops for the distribution and sale of quality wine. The survey was restricted to the city of Palermo and it was used a two-stage sampling. We analyzed a sample extracted (at the second stage), from the Population of wine shops of the first stage (the extraction procedure was random, at the first stage and reasoned, at the second stage). The questionnaire was submitted to wine shops’ holders/managers and contained closed questions.

Through the use of Cluster Analysis it has been possible to classify the wine shop in groups, with homogeneity in number of bottles purchased, cost of purchasing and the chosen brands highlighting marketing choices of wine shops managers/holders focused on of quality wine. In general we were able to know the homogeneity of wine shops that sell quality wines.
Demand Development of Wine Market of Czech Republic

Sylvie GURSKÁ, Helena CHLÁDKOVÁ, Pavel TOMŠÍK
Departement of management, Provozné ekonomická fakulta, Brno, Czech Republic
xgurska@node.mendelu.cz, helena.chladkova@mendelu.cz, pavel.tomsik@mendelu.cz

This paper analyzes data of the development of the main factors of the demand for wine and wine consumption in Czech Republic. The average annual wine consumption, one of the wine demand factors, grew between 1991 and 2007 from 14.8 l to 17.5 l per capita. Following this trend, we can expect average annual wine consumption 18.0 l per capita in year 2010. Positive feature of this development is also the fact, that there grows a demand for quality wines. At the same time, there grows also consumption of the lower quality, cheap wines packed in boxes or PET bottles. Continuously growing tendency can be noticed also in the red-wine consumption. This change of consumer preferences has significantly influenced the growth of the share of the red varieties in new-planted vineyards.

The taste and preferences of consumers have been changing, that means, that consumers are the ones who decide about the wine quality and not producers. Only consumers know, "I like this wine and so I spend money on it". That is why this paper includes partial results of research oriented on conventions and behaviour of consumers in the wine market in the Czech Republic. It is necessary to identify the most important factors for wine purchase and consumption. However there are critical factors in the development of the demand for wine demand here. Specifically it is daily feasible ration of alcohol in wine and other alcoholic drinks, especially beer that we can treat such as substitute of wine. The ethanol consumption in beer accounts for 50 % of total ethanol consumption in alcoholic drinks in the Czech Republic. This paper is a part of the solution of the research plan of FBE MUAF in Brno, No. 6215648904.
Wine Ratings and Prices for Red Bordeaux  
Denton, Marks  

The Land of Oenoeuros Wine as the Source of regional Inflation: the peculiar Case of Rioja  
Mikel Larreina, Fernando Gomez-Bezares  

Bordeaux Wine Prices and Expert Ratings  
Charles Wyplosz  

Willingness to pay for Wine Attributes in the different Distribution Channels  
Maria Bonaria Lai, Theresa Del Giudice, Eugenio Pomarici, Fabio Verneau  

Odd Prices for odd Bottles at VDP Auctions?  
Henrich Brunke, Franziska Thiemann, Rolf A.E. Mueller  

Market Changes in Portuguese Wine after EU Integration  
Orlando Simoes  


Wine Ratings and Prices for Red Bordeaux

Denton MARKS
Department of Economics, University of Wisconsin-Whitewater, USA
marksd@uww.edu

The growing literature on the price determinants for fine wine often includes consideration of the role of so-called expert ratings. Examination of wine merchant websites and premises, with their proliferation of advertising touting the appeal of a wine as evidenced by its score, reinforces the prediction that “scores sell”. Perhaps because of the proliferation of experts and scores and their varied locations, research on the price implications of scores usually focus upon one expert or one rating system (e.g., Robert Parker, Wine Spectator). This paper expands the analysis of this relationship by comparing the estimated impacts upon prices for red Bordeaux for six different international ratings sources, some of whom are individuals and some of whom are panels. The focus is not only evidence of a significant impact of ratings upon prices but also the magnitude of the impact and any evidence of differential impact in both size and significance of the different sources. The analysis also tests whether additional scores have value. The data allow an examination that controls for vintage and appellation so that one can examine, for example, (a) whether impact varies with the quality of the vintage and (b) whether impact varies with the various parts of Bordeaux (e.g., left bank vs. right bank). The analysis also examines the correlation among the different rating sources.

The Land of Oenoeuros Wine as the Source of regional Inflation: the peculiar Case of Rioja

Mikel LARREINA, Fernando GÓMEZ-BEZARES
Universidad Comercial de Deusto
larreina@unicomer.deusto.es

During recent years, while a structural change was taking place in Rioja wine cluster, Rioja’s inflationary pattern has also varied from its historical behaviour. While having less inflation than average Spain in the eighties and early nineties, the Rioja region has became the most inflationary Spanish region in the millennium period. Simultaneously, Riojan wine cluster has enjoyed higher recognition in global markets, that has encouraged new investments, the growth of the surface under vines and both a higher productivity and higher prices.

This paper argues that the unprecedented growth of vine-growing incomes has determined the consumption made by grape producers’ households and consequently, they have influenced price increase in Rioja.

JEL classification: R11, E30, Q12
Key words: Wine, Rioja, inflationary differentials, regional economy

1 This paper builds on the work of M. Larreina’s Doctoral Thesis, “Estudio de la dependencia de la Economía riojana del vino Rioja” (2006). It may be consulted in the following site: http://www.proquest.com/products_umi/dissertations/Drs. J.P. Laka, M.A. Larreina and J.A. Madariaga and Prof. G.C. Reid are thanked for the very useful suggestions they have made. Any error contained in this paper should be attributed exclusively to the authors.
Bordeaux Wine Prices and Expert Ratings

Charles WYPOSZ
The Graduate Institute, Geneva, and CEPR
charles.wyplosz@graduateinstitute.ch

This paper exploits a unique database that covers about 200 Bordeaux wines over 1997-2007. For each wine, the database includes ratings by well-established tasters published in reviews or newsletters as well as the “en primeur” prices. The database allows me to estimate the relationship between the price and the rating average, taking into account the vintage year and the appellations (Margaux, Pomerol, etc.).

The results show that prices are strongly related to ratings. Since the ratings are published before the primeur sales start, it is logical to infer that ratings have a direct impact of prices. Yet, experts may well be influenced by the wine reputation and prices may ultimately driven by reputation. The data do not allow me to distinguish between the two interpretations.

Other interesting results are the following:
- The analysis reveals a strong non-linearity between the ratings and the prices: higher ratings have a very large marginal effect on prices.
- The analysis reveals and quantifies vintage year effects on prices.
- The analysis reveals and quantifies the impact of appellations.
- The analysis can be used to produce “fair prices” for each wine, i.e. the price predicted by the regression, which can be compared to the actual prices.

Prix des vins de Bordeaux et notes de dégustateurs

La question
La contribution proposée examine la relation entre prix de vins de Bordeaux et les notes attribuées par les dégustateurs professionnels qui publient leurs résultats. Cette relation peut être interprétée de deux manières, non-mutuellement exclusives : (1) Si l’on admet que les dégustateurs évaluent correctement la qualité des vins, les prix sont expliqués par la qualité des vins ; (2) De toute façon, les prix sont expliqués par la cote des vins telle qu’elle est établie par les dégustateurs professionnels.

Méthodologie
La relation estimée est : \[ P_i = f (N_{it}, t, R_i) + \varepsilon_{it} \] où \( N_{it} \) est la note moyenne obtenue par le vin \( i \) dans le millésime \( t \), \( t \) est le millésime, \( R_i \) est l’appellation (ex. Médoc, Pomerol, etc.). Différentes formes sont estimées pour prendre en compte la non-linéarité de la relation (les vins les plus cotés ont des prix qui augmentent très rapidement, de manière quasi-exponentielle).

Données
La base de données comprend environ 200 vins sur 11 millésimes, de 1997 à 2007, soit un échantillon de quelques 2.200 observations. Elle inclut les notes attribuées par une dizaine de dégustateurs professionnels en 1997, ce nombre augmentant jusqu’à une trentaine en 2007. La note \( N_{i} \) est la moyenne non-pondérée des notes des dégustateurs individuels.

Les prix sont ceux des vins primeurs. Les notes sont collectées au début du printemps, avant la sortie des primeurs. Ceci signifie que la causalité est dans le sens des notes vers les prix, sans risque de causalité inverse. Les autres variables explicatives, appellation et millésime, sont évidemment exogènes. La méthode d’estimation peut donc être les moindres carrés.

Interprétations
Les résultats indiquent que chacune des variables explicatives est hautement significative et les régressions expliquent plus de 50% de la variation des prix. Autrement dit, les prix des vins sont en partie expliqués par leur qualité, le millésime et l’appellation. Par exemple, à note et millésime égaux, un Pomerol est 130% plus cher qu’un Bordeaux supérieur, ou un 2005 est sorti 60% plus cher qu’un 2003.

Mais les caractéristiques laissent près de la moitié de la note inexpliquée, laissant la place à des effets de réputation. Certains crus apparaissent année après année « trop chers » alors que d’autres sont systématiquement des « bonnes affaires ».
Willingness to pay for Wine Attributes in the different Distribution Channels

Maria Bonaria LAI, Theresa Del GIUDICE, Eugenio POMARICI, Fabio VERNEAU
Università degli Studi di Cagliari, Facoltà di Economia
mblai@unica.it

This article examines the purchase preferences of the customers in modern retails and it represents the second step of our preview research presented last year in Collioure. To reach this object we analyzed a panel of 9,000 Italian families, pointed out by ACNielsen, adding it other strategic variables.

Using a hedonic pricing model we have analyzed how the modern distribution could be an interesting alternative market for wine trade in general and how always the same could be interesting for typical wine. In this research we have defined as typical all the wines that, inside the Panel ACNielsen, have got an origin denomination “DOC or DOCG”. So, going on with the research we have analyzed the importance of the purchase of quality wine in the different retails.

In empirical investigation of hedonic models the aim is to determine how the price of a product can vary with the set and the amount of characteristics composing the product. Rosen (1974) has presented an integrated approach to hedonic theory for differentiated products in a competitive context, where he defines the hedonic price as the implicit price of the product attributes.

The underlying theory relies on the characteristics approach to demand theory of Lancaster (1966) which identifies goods as a bundle of attributes, whose quality and quantity determine consumer’ choice.

Hedonic price function then decomposes the price as a function of its characteristics and the partial derivative, of this function with respect to each attribute, measures its implicit price. In perfect competition, hedonic prices can be interpreted as representing both buyers’ valuation and sellers’ cost; in a situation of imperfect competition the price of an attribute is set by sellers on the basis of their estimates of demand elasticity for characteristics, rather than on the basis of cost (Hassan & Monier-Dilhan, 2006).

The hedonic model has been tested for the different retails present inside the database, after we have compared the results outcome each the others.

Besides, interpreting the coefficients like implicit prices, this kind of analysis allows us: to know what is the wine characteristic that the customers consider more important between all; and to understand how the customers percept the purchase of wine in the different distribution channels.
Odd Prices for odd Bottles at VDP Auctions?

Henrich BRUNKE, Franziska THIEMANN, Rolf A.E. MUELLER
Christian-ALBRECHTS-University, Kiel, Germany
henrich.brunke@ae.uni-kiel.de, fthiema@ae.uni-kiel.de, raem@ae.uni-kiel.de

Auctions are well-established pricing institutions in many markets, including markets for wine where auctions for high-value, rare wines have received most of the attention by economists. Auctioning ordinary wines has, however, also a tradition in some wine markets. At the beginning of the 20th century, for example, wineries in Germany formed associations for the auctioning of unadulterated "Naturwein". Out of these associations emerged the "Association of German Prädikat Wine Estates" (VDP), an exclusive voluntary association of German premium wine producers. Although the purpose of the VDP is no longer focused on auctioning wine, several of its regional associations organize annual wine auctions where VDP-estates offer wines – mostly Rieslings - that are not on their regular price lists.

This paper examines two functions of the auction for VDP-wineries. The first is the function of auctions as a marketing tool which provides wineries with an additional sales channel and which generates considerable media attention for the VDP and its members. We quantitatively characterize this sales channel using data from six auctions held by the Mosel-Saar-Ruwer, the Rheingau, and the Nahe-Ahr regional associations of the VDP in 2007 and 2008. The data comprise information on the estate of origin, vintage, grape variety, appellation, and quality category of the wines sold, the number of bottles offered and sold, and the prices paid at auction.

The second function of the VDP auction is that it serves as a price finding tool for differentiated specialty wine products. Bottling wine in bottles of different size is a form of product differentiation that tries to accommodate special groups of buyers, e.g. restaurants who ask for large-volume bottles for special events, or small-volume bottles for expensive ice wines which, if sold in regular-size bottles, would easily overburden both the palate and the budget of many wine drinkers. Incidentally, at the auctions some estates offer identical wines filled into bottles of different sizes and the data of the six auctions contained useable price data for more than 70 matched pairs of wines. A matched pair consists of two or more lots of the same wine where one lot is filled into regular .75 liter bottles and the other lot(s) consist(s) of bottles of a different – odd – size, mostly of .375 liter bottles or of 1.5 liter (magnum) bottles.

We use this dataset to answer two questions. First, do wines in odd-sized bottles sell at higher prices? We expect this to be the case because bottling wine in odd-sized bottles incurs higher costs. Controlling for other wine characteristics such as vintage or quality, preliminary analysis suggests that wine in 1.5 liter bottles fetches a premium of 3.2 Euros per liter. The second question of interest is: What determines the size of the price difference between wines sold in different bottle sizes? In particular, do price premia for magnum bottles decrease with the quality category of the wine, and do the price premia for small bottles increase with the quality category?

For our analysis we use sample statistics as well as statistics for the matched pairs of wines in regular and odd-sized bottles.
Market Changes in Portuguese Wine after EU Integration

Orlando SIMÕES  
CERNAS, Escola Superior Agrária de Coimbra, Portugal  
orlando@esac.pt

Portugal has an open economy, highly dependent on external markets. Being geostrategic located in the periphery of Europe, with the constraints resulting from this position, Portugal always followed the major trends of the world wine market, behaving as a small country, being traditionally a producer and exporter.

After the integration in the European Economic Community, in 1986, the Portuguese wine sector has undergone substantial structural changes. The main lines of these changes were: i) the adoption of the Common Market Organization (CMO) for the wine sector, with all the subsequent changes at institutional levels: ii) the development of the wine industry that came to dominate most of the wine sector; iii) changes in the consumption, being observed an increase preference of consumers for quality products.

With the adoption of the CMO in the wine sector, all the economic organizations that coordinate and supervised the various areas of wine production were dismantled, being created in their place, vertical organizations, able to apply in the country the common agricultural policy (CAP) for the wine sector.

In the production sector, there have been considerable investments in the conversion of vineyards and processing facilities, either in private or cooperative sector, which were greatly supported by EU funds. This support has been used not only by the producers, but also by the wine industry, which increased its relative importance in the wine sector and became its most dynamic component. At the market level, supermarkets increased dramatically in detriment of the traditional commerce.

Overall, the changes in consumption constituted the major drivers of development in the wine sector. Sustained by the increase of the welfare of the general population, several indicators show that the new model adopted by consumers has given priority to higher quality products, making demand more interested in quality. However, the Portuguese consumer has remained faithful to the national wine production. Imports continued to focus on specific types of wine without significance in the general consumption.

As a result of these changes there was a large increase in the number of origin denominations for Portuguese wine, and the development of a system for its management. Externally, the exports of table wines was maintained mostly to the countries with Portuguese official language, Yet, the quality wines seem to have difficulties in becoming known outside Portugal, particularly in European markets, maintaining the quantities exported. In the particular case of Port wine a sustained increase in the prices and quantities exported has been observed.

This work aims mainly at the identification, description and, where possible, the quantification of the changes noted above. The work begins with a description of changes resulting from European integration at institutional levels. Secondly we analyze the structural changes on the supply. Some indicators showing the main trends in the consumption of wine in Portugal are further analyzed. Finally, it is shown the structure and recent evolution of exports of Portuguese wine.
Friday May 21\textsuperscript{st} 2009
5.15 – 6.30 pm

Session 3
Production - Reputation - Demand

Chaired by Robert PLASMAN

Choices of Wine Consumption, Measure of Interaction Terms and Attributes
Magali AUBERT, Véronique MEURIOT p. 30

Evolution of Demand and recent dynamics of the brewing Industry in Italy:
beyond the Resource-partitioning Model
Christian GARAVAGLIA p. 31

Individual and Collective Reputation: Lessons from the Wine Market
Stefano CASTRIOTA p. 32

Quel avenir pour les appellations de « faible renommée » ?
Réflexions à partir du cas de l’appellation Bergerac
Nathalie CORADE, Bernard DEL’HOMME p. 32-33

Economic Challenges of "the Drink of the Gods" in Japan
Tatiana BOUZDINE-CHAMEEVA, Mari NINOMIYA p. 34

Wine Merchants’ role in the Wine Sector :
A Theoretical Approach Proposal
Sofya BRAND, Marie-Claude BÉLIS-BERGOUGNAN, Nathalie CORADE p. 35-36
Interpreting interaction terms in econometric modelling is fussy. McFadden (2001) explains the complexity of consumers’ choice faced with complex attributes of good. He emphasizes the difficulty of econometric choice models to reveal the psychologist process which is most of the time non directly observable, but induces behavioral effects. The models logit and probit are the more used modelling consumers’ choice. However, they omit the interaction effects among the explanatory variables during the process of choice. These blended effects are however declared in the modifications of the consumption decision. The difficulty is then to interpret the coefficients associated with these interaction variables. Ai Norton (2003) have demonstrated, in the case of non linear models, that these coefficients could not be appreciate with a simple t-test. To solve this problem, we propose a decision rule enforceable whatever the nature of the estimators and for each kind of models, linear and non-linear. We build a simple rule decision, which offers an easy lecture and then becomes very convenient. We carry out an application of this decision rule to the choices of the wine consumers confronted with increasingly sophisticated products: which arbitrations to realize between the color, the degree or the type of wine when these various attributes combine on the labels and on increasingly broad rays? How to take into account these combinations of attributes for better understanding the processes of choice of the consumers? Using data from ONIVINS - Recensement exhaustif des premiers contrats de vente non AOC de 1987 ‘a 2003 (fctv03) - we give an experimental result describing the arbitration of wine consumers between color, degree and type of French wine.
Evolution of Demand and recent dynamics of the brewing Industry in Italy: beyond the resource-partitioning Model

Christian GARAVAGLIA
CESPRI – Bocconi University, & Faculty of Statistics, University of Milano-Bicocca, Milan, Italy
christian.garavaglia@unimib.it and christian.garavaglia@unibocconi.it

The brewing industry has always stimulated the interest of industrial economics’ scholars. Many empirical papers have emerged during the last decades, focusing on different themes and raising important questions for industrial economic theory. There are many phenomena about which is relevant to explain ‘why?’. Probably the most striking aspect is that the evolution of the beer industry in the major industrialized countries has shown similar patterns. With few exceptions, the degree of concentration in almost all industrial countries experienced a rapid surge over the decades such that the brewing industry in the 21st century presents an oligopolistic structure. These considerations suggest that there are some imperatives and structural factors that shape in similar ways the evolution of the industries across countries.

Given this considerations, the most striking phenomenon is related to the wave of new entrants in the late-stage of the evolution of the industry. Contextually to the increasing concentration there is a clear increasing standardization of the products: a more standardized mass product means less variety, less selection, less distinction. This panorama evolved such that besides the big mass producers new regional producers and new micro producers entered the Italian beer industry. The purpose of this paper is to explain this phenomenon. In doing so, we refer to the theories of resource-partitioning and niche formation (Carroll and Swaminathan, 1997, 2000). The main question relates to the endogeneity or exogeneity of the explanation behind this wave of new entrants. The paper presents an empirical model that discusses the nature of late-stage entry in mature industries.

On the one hand, the resource-partitioning approach explains the emergence of new entrants as endogenously determined by the evolution of market structure: as a consequence of economies of scale, only few generalist firms survive and the industry concentrates. This process opens up niches of resources near the periphery of the market where new specialist organizations enter.

In this paper we claim that there is something missing in this explanation. We go beyond the resource partitioning explanation focusing on the role of consumers’ demand. The thesis of the paper is the following: changes in demand drive market evolution, and the dynamics of the brewing industry is part of a more generalized exogenous change. We believe that rising concentration and the wave of new entrants are only indirectly correlated, while the explanation needs to be investigated in the general exogenous changes in consumers’ preferences: i.e. we need to study the demand side. We, then, focus on demand in order to explain the dynamics of the brewing industry in Italy.
Individual and Collective Reputation: Lessons from the Wine Market

Stefano CASTRIOTA
Universitá di Trento, Italy  
Stefano.castriota@unitn.it

The concept of reputation has been used in every field of economic research, given its capacity to affect the outcome of all economic and financial transactions. The theoretical debate on reputation is very rich, but the mechanisms of reputation building have not been explored enough from the empirical viewpoint. In this paper we investigate the determinants of firm reputation taking into consideration the interactions between individual and collective reputation. This paper is one of the first attempts to provide robust evidence on the determinants of firm reputation using a large set of controls applied to a database not affected by self-selection bias. In fact, we constructed a new database containing the universe of wineries located in four regions of the North-West of Italy with an established national reputation and focus on the determinants of the “jump” from national to international reputation. Our research confirms the prediction of the theoretical literature and shows the positive effect of firm age, size, investments and producer’s intrinsic motivations, and of collective reputation on individual firm reputation. Cooperatives seem to decrease their reputation when the number of associated members rises, due to free-riding and traceability problems. In contrast with previous research, relying on well-known external consultants does not acquire any outside reputation. Finally, by comparing the regression results on the determinants of national and international reputation it emerges the relevance of the mechanisms of the evaluation process: the higher proximity to the wineries of a national observer permits a better and more technical knowledge of the quality provided, allowing small niche producers with very low productivity to emerge and be known. For the same reason, the national classification system (i.e. the DOCG system) exerts a significant effect only on the international reputation of wineries, but not on the national one where the effect of collective reputation (i.e. the reputation of single denominations like Barolo) seems to prevail.

What Future for the Appellations of "Low Reputation"?  
Reflections from the Case of the Bergerac Appellation.

Nathalie CORADE, Bernard DEL’HOMME  
ENITA.B. & Université de Bordeaux;  
UMR 5185 ADES; EGERIE  
n-corade@enitab.fr, b-delhomme@enitab.fr

After years of great success, the French wine appellations have been strongly criticized because of their difficulties in maintaining their competitive position in international markets (Report Berthomeau 2001, CESAR Report 2002, Report POMEL 2007). Among the wine appellations, those considered "least read" especially in international markets are particularly exposed. The report POMEL (2006) proposes grouping of wine appellations when they have not "identity on the domestic market and more on the world market" (p 16). Therefore we question the future of these wine appellations that we qualify as "low reputation" from a case: the vineyards of Bergerac.

We show that the problem of readability of this vineyard produces a low value of its wines. The low value of the wines of Bergerac reveals a problem of territorial foundations.

Also, We show in particular that a major problem of this vineyard is its difficulty to organize real territorial coordinations. This weakness of territorial coordinations produces a lack of identity that is detrimental to the product. The analysis of this case illustrates the importance of identity construction in the success of an appellation. The solution is in the clarification of the identity and in the organization of the territorial coordinations which must build it.
Quel avenir pour les appellations de « faible renommée » ?
Réflexions à partir du cas de l’appellation Bergerac

Nathalie CORADE, Bernard DEL’HOMME
Université de Bordeaux; UMR 5185 ADES; EGERIE, ENITA.B
n-corade@enitab.fr, b-delhomme@enitab.fr


Établi sur les deux rives de la « Dordogne », dans le département portant le même nom, à l’est du bordelais, le vignoble du Bergeracois regroupe plus de 12.000 hectares (soit 2,6% de la surface viticole AOC d’Aquitaine (141.000 ha)) répartis sur 93 communes. Constitué de 1.150 viticulteurs environ, de 6 caves coopératives et de 13 appellations, le vignoble de Bergerac souffre, en même temps qu’il profite, de sa proximité au vignoble Bordelais. Souffre car en peine à définir une identité face au très réputé vignoble de Bordeaux. Profite car son destin est inexorablement lié à cette réputation et à ses effets liés sur la valorisation des vins de Bergerac sur le marché. L’objet de la communication est à la fois :
- d’analyser cette situation paradoxale du vignoble de Bergerac pour proposer des éléments stratégiques ;
- d’amener au travers de ce cas des éléments de réponse à la question du devenir des A.O.C de faible portée et renommée.

Le travail repose à la fois sur des informations historiques et économiques du vignoble et sur une série d’entretiens réalisés auprès d’une quarantaine d’acteurs de la filière bergeracoise. Nous montrerons notamment qu’un problème majeur de ce vignoble réside dans sa difficulté à organiser de véritables coordinations, porteuses d’une identité, d’une cohésion d’ensemble dont elle ne peut se passer en raison de sa faible renommée. Car en effet, en l’absence d’une renommée suffisante, capable de pallier (en partie seulement) les défaillances d’organisation, les appellations, notamment génériques, comme l’appellation Bergerac, ont du mal à s’assurer une pérennité et doivent constamment subir les états d’âme du marché à défaut de pouvoir les maîtriser voire de les provoquer. Nous montrerons également, qu’au regard de la question de l’avenir de ce type d’appellation, une réponse peut-être apportée et ce positivement. En effet, ces appellations, sous condition d’une structuration solide, d’un resserrement du lien à leur territoire, ont une légitimité et un avenir.
Economic Challenges of "the Drink of the Gods" in Japan

Tatiana BOUZDINE-CHAMEEVA, Mari NINOMIYA
Bordeaux Management School, France; Faculty of Commerce, Fukuoka University, Japan
tatiana.chameeva@bem.edu, ninomiya@fukuoka-u.ac.jp

The traditional rice wine of Japan, sake, known as "the drink of the Gods", has a long standing history of more than 2000 years. It still remains the most popular alcohol beverage in the country despite the fact that consumption trends in some sake categories start slipping down during the recent years.

We start with presenting the history of sake brewing in Japan focusing on specific characteristics of the Japanese technique of "polishing" rice kernels and using the special types of yeast, koji. The history of sake is steeped in tradition, innovation, and custom. Sake brewing process required important investments and was dependent to a great extent on working capital, and sake brewers were representatives of the upper-class in Japan. Initially sake was mostly consumed by the upper classes. Nevertheless even before the Edo period (17th – 19th centuries) the village head controlled the taxation process and allowed to produce sake of rice surplus for drinking during the festivals in the village. Sake was also used for many different purposes in the Shinto religion, including as an offering to the Gods and for purifying the temple. Most of other uses for sake in Shinto are which are still in practice today.

In the 19th Japan's Industrial Revolution century introduced automation and machinery into the brewing process, making this popular drink even more available. Till 1960s the prices for sak were fixed basing on regulations and taxations. The rapid economic growth of Japan in the 1960s and the liberation of prices in 1963 boosted the production of sake all over the country. By the 1980s the local sake has came to the summit of its success: at the best times in the 1980s, an ordinary local sake brewery produced around 3000 Goku, by nowadays the production declined and is about three times less.

Since 1990s the consumption of national alcoholic drinks drops in all countries (like wine in France, sake in Japan). Total production of sake in Japan in 2007 was 37674196 Goku. During the last 20 years the sake production decreases as well as the number of sake breweries. There were about 2000 breweries in 2000, while in 2008 there are around 1400 breweries possessing licenses.

Moreover, not all out of these 1400 breweries really produce sake, some of them buy sake from small local producers or from Korea. Recently Chinese breweries have started producing sake in the north of China. 70% of the price of sake is the price of rice. As the Chinese rice is not as expensive compared to the Japanese rice, then the price for the Chinese sake is at least 10% cheaper than that of Japanese which add difficulties for Japanese sake producers on the international market (in the USA and Vietnam in particular) which is growing during the last 10 years.

We analyse the economic trends and structural changes in the sake production in Japan over the last 50 years. We examine taxation and transportation issues, present the configuration of distribution channels and comment consumer preferences. We put forward several hypotheses on the possible future evolution of the sake production sector in Japan.

---

1 A bottle of sake is 1.8l, it is called Shou, 100 Shou makes 1 Goku. Therefore 1 Goku =180 l, and 3000 Goku equals 540 000 litres of sake (compared to 1367 000 litres of French wine in 2005)
La place du négoce dans la filière vitivinicole : quelle approche théorique ?

Sofya BRAND1,2, Marie-Claude BÉLIS-BERGOIGNAN1, Nathalie CORADE2
1 GREThA UMR 5113, Université Montesquieu Bordeaux IV ; 2 ENITA de Bordeaux
sofya.brand@gmail.com, Marie-Claude.Bergouignan@u-bordeaux4.fr, n-corade@enitab.fr

Il y a maintenant plus d’une décennie que des débats multiformes ont été ouverts sur le terrain du fonctionnement et des perspectives du secteur vitivinicole. Les discussions se sont déroulées simultanément dans trois « forums » : médiatique, politico-administratif et professionnel. Certains affirment que le système français à besoin d’être renouvelé, autres vont jusqu’à la dénonciation de son incapacité à fonctionner face à un marché international du vin dorénavant mondialisé. En effet, le système français initialement conçu et structuré autour de la résolution des tensions et conflits entre producteurs et négociants est en voie de renouvellement, d’une part parce que les relations entre ces deux groupes d’acteurs, d’autre part parce que la distribution des fonctions au sein des processus de production et de commercialisation du vin ont considérablement évolué.

C’est dans cette perspective qu’ont été proposées et entamées des réformes du secteur vitivinicole plus au moins profondes. Ayant émergé dans la période récente ils interpellent le rôle du négoce vis-à-vis des restructurations de la filière et du changement des règles de son fonctionnement. Néanmoins, et en dépit de leur rôle-charnière, les négociants restent un maillon de la filière relativement peu étudié en tant que tel par les économistes. Sans faire abstraction des études économiques du négoce menées, jusqu’à présent, essentiellement en termes de relations verticales, de fusions et acquisitions et d’analyse financière des entreprises, une approche alternative nous paraît nécessaire afin de donner à voir et analyser la manière dont les acteurs de la filière, notamment le négoce, gèrent les autres incertitudes majeures du système vitivinicole, et de comprendre les logiques de développement de la filière et les stratégies des acteurs à l’œuvre. Il nous paraît important de mettre en exergue un autre aspect de cette filière qu’est la forte implication politique des acteurs dans le processus de redéfinition des règles de son fonctionnement. Ce qui implique que la façon dont les acteurs se dotent de règles de fonctionnement et représentent leurs intérêts doit être endogénéisée dans l’analyse.

Notre communication a un double objectif :

1. Une mise en perspective des approches théoriques et des études empiriques de l’activité de négoce vitivinicole et de sa place dans l’évolution de la filière. Nous allons nous appuyer sur une approche de méso-économie politique (Politics of industry), proposée par B. Jullien et A. Smith, qui intègre aux théories développées dans la tradition de l’institutionnalisme historique le caractère politique des interactions des agents.

2. La formalisation d’une grille de lecture pertinente et sa pré validation à l’aide des faits stylisés concernant la filière vitivinicole issus de la littérature qui lui a été consacrée. Dans cette optique l’étude du cas bordelais nous paraît pertinent puisque en étant considéré comme un modèle spécifique et de référence il offre un terrain riche en exemples diverses des dynamiques en cours.
Wine Merchants’ role in the Wine Sector:  
A Theoretical Approach Proposal  

Sofya BRAND$^{1,2}$, Marie-Claude BÉLIS-BERGOUIGNAN$^1$, Nathalie CORADE$^2$  

$^1$ GREThA UMR 5113, Université Montesquieu Bordeaux IV  ;  $^2$ ENITA de Bordeaux  
sofya.brand@gmail.com, Marie-Claude.Bergouignan@u-bordeaux4.fr, n-corade@enitab.fr

The perspectives of the French wine industry in the present crisis context have been a subject for multiple professional, political and media discussions during the last ten years or so. In this respect, the ability of the French wine production system, initially conceived and built up to regulate the tensions and the conflicts between wine merchants and producers, to meet the international competition on the wine market is seriously questioned. In this context, a number of reforms of the wine sector in France and Europe have been initiated recently. These reforms question the role of wine merchants in the process of restructuring of the industry and of redefining the rules of its functioning. Though wine merchants are meant to be the first-key actors of the industry’s transformations they still remain insufficiently explored by economists unlike wine producers. The present communication aims to fill in this gap.

We will, firstly, make a review of theoretical and empirical economic literature studying wine merchants’ activity. Given the limitations of the existing research in this field, we consider that another approach is needed, in order to understand how the actors of the wine industry, merchants in particular, manage the major uncertainties of the wine production system and to analyze their strategies as well as the logics of the wine industry evolution as a whole.

Secondly, we would like also to draw attention to one of the important characteristics of the wine industry – the strong implication of its actors in the political process of designing the rules of the industry’s life. Therefore the way that the agents act in order to fix up these rules and to represent their interests must be endogeneized by such an approach. Thus, we will present the theoretical framework to which we adhere – Politics of Industry approach, originally proposed by B. Jullien and A. Smith. This framework treats the industry on the mesoeconomic level and consolidates the economics of conventions, regulation school and political character of interactions between agents.

Thirdly, we will adapt this framework to our specific subject – wine merchants and pre-validate it, on the basis of stylized facts from the Bordeaux case study. Often considered as a specific model of wine industry organization and as a reference in the wine world, Bordeaux offers a rich panel of examples illustrating the current dynamics in the sector and provides a consistent basis to our research.
Power Asymmetries in the Wine Chain  
Implications for the Management of the Chain  
Jon HANF, Erik SCHWEICKERT, Vera BELAYA  

How to produce Vinho Verde – A Multimedia Information System  
José Luís REIS, Pedro NEVES, Paulo MARTINS  

Small Champagne Wineries: Typology and Determinants of Performance  
Francis DECLERCK  

Enterprises and Markets of Quality Wines  
an Evaluation in Collio (Italy)  
Francesco MARANGON, Stefania TROIANO and Jean-Pierre ZACCOMER  

The Power of Communication as one of the most important Marketing Tool for Competitiveness of Wine Producers  
Stefania CHIRONI, Marzia INGRASSIA
Power Asymmetries in the Wine Chain
Implications for the Management of the Chain

Jon HANF*, Erik SCHWEICKERT**, Vera BELAYA*
* Leibniz Institute of Agricultural Development in Central and East Europe Halle, Germany
** Fachhochschule Wiesbaden, Campus Geisenheim, Germany
hanf@iamo.de, E.Schweickert@fbg.fh-wiesbaden.de, belaya@iamo.de

Because wine growing and production require special knowledge, wine is usually not produced and marketed in vertically integrated food chains but rather in vertical collaborations also called “supply chain networks”. Due to the characteristics of wine, the networks in this sector are generally strategic networks. Such networks can be characterized as pyramidal-hierarchic collaborations which possess a focal firm (chain captain) coordinating the network in a hierarchical style. This means in the wine sector that the focal company faces the challenge to manage and integrate many (small) wine growers. Being the traditional form of horizontal cooperation, cooperatives play a key role hereby. However, due to their status coops are member orientated which might result in integration problems in such customer-oriented supply systems. Furthermore, due to the pyramidal-hierarchical structure of SCN power is an essential part of them and the fact that it is very often unequally distributed among the participating parties is quite obvious, which might represent great difficulties for member-owned enterprise coops.

The aim of our article can be delineated from the problem setting. It is obvious that speaking about power in supply chain networks we do not refer to market power. But, what is really power? Studying the literature shows that there is no easy answer to this question. Thus, the first aim of our research is to elaborate on that question and to provide an answer. Knowing about what we talk we want to continue by analysing the power distribution between co-ops and retailers, and between coops and their members.

Keywords: Cooperatives, Germany, Power, Supply Chain Networks

How to produce Vinho Verde – A Multimedia Information System

José Luís REIS*, Pedro NEVES**, Paulo MARTINS*
* Comissão de Viticultura da Região dos Vinhos Verdes, Porto, Portugal
** Userdesign.org Interaction –Design , Lisboa, Portugal
jlreis@cvrvv.pt, pedro.neves@netcabo.pt, pmartins@cvrvv.pt

How to produce Vinho Verde is a multimedia information system owned by Comissão de Viticultura da Região dos Vinhos Verdes (CVRVV) that uses different information formats available in digital support to explain in a didactic form how to produce Vinho Verde from the vineyard to the bottle, passing through the certification process. The system explains in 15 steps, using several animation elements, what must be done, from soil preparation to vine planting, passing through all viticulture and enology processes until the product Vinho Verde reaches the commercial market. The system was developed in Adobe Flash and allows the user to select the information that best fits a particular situation, simulating a vineyard “construction”. The system is available to the public in the Vinhos Verdes website (www.vinhoverde.com), in DVD format, and it’s a fundamental piece of information for the distance learning courses (e-learn Verde) promoted by CVRVV.
Co-ops Processing Champagne
Typology and Determinants of Performance

Francis DECLERK
ESSEC Business School Paris-Singapore
declerck@essec.fr

The strategy and performance of co-operatives processing Champagne are analyzed. A typology of co-ops established according to their marketing and distribution channels. Champagne makers’ operating profit depends on their distribution network, which affects selling prices. Based on a sample of 14 co-operatives processing Champagne, economic and financial performance indicators are analyzed. Key performance indicators are related to strategic decisions.

On one side, Champagne wine business is being constrained by the size limit of the vineyard under appellation, which has been reached. No further vine can be planted now while demand has grown by 3% per annum from 1978 to 2007. It may still take 5 or 6 years to remove legal supply constraint. On another side, since it takes about 3 years to turn grapes into Champagne, supply adjusts to demand with time lag leading to risks of financing heavy stocks and risks of decrease in bottle price during period of economic crisis.

Co-ops gather many vine growers whose grapes are processed while non co-op Houses of Champagne (who only own 10% of vineyard while they sell more than 60% of bottles) or sold as finished products (bottles). Co-ops may process grapes for their vine grower members or sell processed grapes to non co-op Houses of Champagne or sell bottles under their own brand or private labels. With low debt level, co-ops seem ready to face the current economic crisis.

KEY WORDS: Champagne, co-operatives, distribution channel, strategy, performance
Enterprises and Markets of Quality Wines
an Evaluation in Collio (Italy)

Francesco MARANGON, Stefania TROIANO and Jean-Pierre ZACCOMER
University of Udine - Italy
marangon@uniud.it, stefania.troiano@uniud.it, zaccomer@dss.uniud.it

The international market of wine has been characterized by growing competition, especially in recent years. Wine is one of the main agroalimentary products for Italian export. From wine export depends Italian balance of trade.

In this context, the study aims to identify the role of quality wine, which is strongly linked to the geographical location. In fact, this relation seems to be a strong tool in favour of international competition.

To this purpose we will describe the multifunctional role of wine growing in a specific area, the Collio, in Italy. Then we will analyse the chosen data set. The data were collected by quality wine producers that are partner of a Consortium. The Consortium safeguards and attests the quality of wine production. Finally, in order to study the data we used descriptive statistics and the two step cluster analysis technique of SPSS®.

The use of two-step analysis represented a first exploratory application of appropriate statistical techniques to study the relationship among some variables. This technique alongside models of wine producers behaviour permits the analyst to explore wine production segmentation by describing different types of wine producers strategies. Each group was characterised by common behavioural features, which we have outlined below. By observing the clusters of wine producers, we noted that: i) group “1”: it was the largest; it was characterized by wine producers which used little or enough promotion, that encouraged the regional Consortium creation and had low regional market for their products (max 25%); ii) group “2”: it was characterized by little or enough promotion; some of the wine producers of this group supported the regional Consortium creation, while others were not likely to encouraged it; it was characterized by middle-high regional market quota (more than 25%); iii) group “3”: it was the smallest; its wine producers used a lot promotion; there was not a homogeneous support in favour of regional Consortium creation; regional market quota was low (max 25%); iv) group “4”: it was similar to group “1”, but there was an important difference as regards regional Consortium, in fact, it did not encouraged its creation; it had low regional market quota (max 25%).

The information we collected was sufficient to construct a market segmentation model. This type of examination seems to be very useful to wine producers. In fact, it give them the opportunity to understand the strategies of their competitors.

Undoubtedly, the data collected allowed us to analyse the role of local territory and the importance of local identity to typical products. Such analysis has become increasingly important for the wine sector, in which there is a specific institution – the Consortium – that has the duty to guarantee and promote mark guaranteeing quality.

The Consortium gives wine producers the opportunity to increase the knowledge of consumers about the wine quality. From the data collected we observed the importance of Consortium to wine producers. At the same time, it is generally acknowledged that it is fundamental for wineries to promote local territory to increase the value of its products. Nevertheless, only bigger wine producers hope for the development of territorial brand and the cooperation among several stakeholders.
The Power of Communication as one of the most important Marketing Tool for Competitiveness of Wine Producers

Stefania CHIRONI, Marzia INGRASSIA
Department of Economics and Agro-forestry Systems, Faculty of Agriculture, University of Palermo, Italy
chirstef@unipa.it, marziaingrassia@unipa.it

In the last few years, wine market was characterized by fast changes because of significant changes in consumers’ eating habits and lifestyles that, consequently, impacted wine consumption and demand. In this scenario, wine producers that want to win competitors must definitely be market-oriented.

For wine producers, to be competitive means to focus on strategic business decisions, to keep the brand in the market, to increase new consumer segments and to move towards a diversified production that points to research and innovation, looking constantly for quality.

Communication is nowadays one of the main strengths of competitiveness and especially strategically-market-oriented wine producers, are aware of it.

The Common Agricultural Policy (CAP), which is fundamental to the strength and competitiveness of EU farming and of the agri-food sector as a whole, gave directions in order to develop communication channels of EU farms. Those direction were incorporated into the Sicilian Regional Planning within the Rural Development Programme 2007/2013 (Programma di Sviluppo Rurale, PSR 2007/2013) that provides, measures to finance wine producers that want to invest in communication, information and promotion activities for productions of quality (“DOCG” – Designation of Origin Guaranteed, “DOC” – Designation of Origin, “IGT” – Typical Geographic Indication). This confirms the fact that both producers and Institutions believe that, for wine sector, investments in marketing activities and in communication (with regard to quality products), are crucial for its growth and for the expansion of quality productions.

Therefore, this scientific paper has the objective to know how much Sicilian wine producers believe and invest, efforts and money, in communication strategies in order to understand how the Sicilian wine communicates to consumers. In particular this paper wants to highlight the differences and similarities among Sicilian wine producers in their approach on investment policies for marketing and communication, trying to identify groups of companies homogeneous in choosing different communication tools (homogeneity in spending among wine producers). Moreover we want to highlight what are, for producers, the most important communication tools and what are the least in order to identify the key elements that drive their strategic choices.

For the survey it was used a stratified with proportional allocation sampling. A proper questionnaire, with mostly closed answers and only few open answers (with unique interpretation), was submitted to a sample of Sicilian wine producers.

Through the use of hierarchical Cluster Analysis it has been possible to know directions of Sicilian wine producers towards investment in communication and to obtain Sicilian wine producers’ homogeneous groups according to investment expenses (how much they spend) and type communication tools (what they spend for). Moreover it was possible to identify the measures of similarities and dissimilarities of expense items for communication and find the ones preferred by producers.
Saturday May 22\textsuperscript{nd} 2009
10.30 – 12.30 am

Session 5
Wine's Consumers Behaviors

\textit{Chaired by Nelson BARBER}

\textbf{Survey about Wine Consumption}
Jean-Sébastien \textsc{Wenger}  p. 44

\textbf{Wine Purchase and Consumption Behaviour of young Adults in Portugal}
\textit{Is Age a Differentiation Factor?}
Joana \textsc{Madeira}, Filomena \textsc{Duarte}, Madalena \textsc{Barreira}  p. 45

\textbf{Perceptions, Attitudes and Behaviour}
Ana Patricia \textsc{Silva}, Isabel \textsc{Figueiredo}, Timothy \textsc{Hogg}, Miguel \textsc{Sottomayor}  p. 46

\textbf{An Arbitrary Coherence Problem:}
\textit{Novices and Experts at a Wine-Tasting Experiment}
Joëlle \textsc{Brouard}, Angela \textsc{Sutan}  p. 47

\textbf{Wine Bottle Closure:}
The importance to Millennials and Baby Boomers during Purchase Situations
Nelson \textsc{Barber}, D. Christopher \textsc{Taylor}  p. 48

\textbf{Self-evaluation of Health and Alcohol Consumption}
Sara \textsc{Cardon}, Amélie \textsc{Goossens}, Robert \textsc{Plasman}  p. 49

\textbf{Is Alcohol a Drug among Others?}
Souhail \textsc{Chichah}, Gungor \textsc{Karakaya}  p. 50
This paper is about wine consumption. It’s the result of a survey done in my cab, during the period between June 10 2008 and January 7 2009.

The survey
The question was: if you had a glass of wine now, would you prefer to drink white, rosé or red wine? Additional information was also recorded, including: the date, the day of the week, the time, the weather, the external temperature, the apparent age and the gender.

The sample
The size of the sample was 600 people, aged between 15 and 85 years old - 326 women and 274 men were questioned.

Keys
The key for the wine is 1 for white wine, 2 for rosé wine and 3 for red wine.
The key for the day of the week is 1 for Sunday, 2 for Monday, 3 for Tuesday, 4 for Wednesday, 5 for Thursday, 6 for Friday and 7 for Saturday.
The key for the weather is 5 for sunshine, 6 for cloudy, 7 for rain and 8 for snow, with intermediate graduation.
The external temperature is in degrees Celsius.
The key for gender is 1 for woman and 2 for man.

The result
Only one variable shows a significant trend – external temperature.
The formula, result of linear regression, is 2.6482 - 0.0277*T [°C].
The t stat of the constant is 43.0902 and -4.6769 for the variable coefficient.
However, the R² is very low: 0.0353.
Temperatures varied between –4 and 36 °C.

Conclusion
The answer is very random and depends on a lot of factors, but generally the trend is most affected by the external temperature. The warmer it is, the more an average person is likely to drink white wine.
Wine consumption in Portugal has been decreasing over the last decades. This trend is similar to the one observed in other main European producing countries, France, Italy and Spain. Meanwhile, on the supply side the Portuguese wine sector has experienced deep changes, namely the modernisation of processing facilities and subsequent increase of quality wines production, and increased competition with large availability of different brands and different types of wines. While wine and alcoholic drinks’ per capita consumption are decreasing, non-alcoholic drinks registered a sharp increase over the last decade, in Portugal, as a result of consumers’ health concerns and industry marketing strategies based on innovation and development of new products. In this highly competitive environment it is important for wine producers, in order to reinforce their market orientation, to know better how Portuguese wine consumers choose the wine, what are the relevant attributes for quality perception, and what kind of consumer segments can be identified. Of particular interest was to identify how young adults (those with less than 35 years of age) perceive wine extrinsic attributes and how their motivations/attitudes towards wine consumption differ from elder consumers. These younger consumers are a promising target also for the wine industry as far as its marketing efforts are responsible and based on a sound knowledge of the particular needs of this type of consumers.

There is still a considerable lack of knowledge in Portugal concerning wine consumers attitudes, perceptions and behaviour. In this paper we try to identify among others, the importance of extrinsic attributes for wine purchase decision, the main sources of information, the motivations/attitudes, the frequency and occasions of consumption and how these different issues relate to consumer’s age. For this purpose a survey was implemented, using the internet (July/August, 2008), and the answers of a convenience sample (all those over 16 years of age who desired to participate) of 1,160 respondents were analysed. On a first stage analysis was based on independence tests and ANOVA, in order to test if significant differences can be found among different age classes. On a second stage factor and cluster analysis were implemented in order to identify consumer segments, based on factors identified with motivations/attitudes towards wine.

Despite a considerable bias of the sample towards higher education levels, results from the first stage of the analysis, suggest that age is a relevant differentiation factor of consumer’s choice, quality perception and motivations/attitudes towards wine. Region of origin, cork stopper, and price seem to be the three more important extrinsic attributes for choice decision. However elder consumers (35 years or more) give more relevance to attributes like region, grape variety, Denomination of Origin, oenologist, harvest year and cork stopper. On the opposite younger consumers are those who attribute more relevance to the front label and the brand (this extrinsic attribute with no significant differences among age classes). Previous consumption experiences (taste), followed by suggestions of family and friends, are the main information clues for all classes of age. Advertising is considered not very important by all age classes. However, younger consumers (particularly those with less than 25 years) are those who attribute more relevance to this source of information. Consumers from 24 to 35 years old are those who attribute a higher importance to the internet as a source of information concerning wine choice.

Concerning motivations/attitudes towards wine consumption, “I like the taste of wine” is the more important reason to consume followed by the recognition that a moderate consumption is good for health, and third, the fact that wine consumption favours conviviality. Despite being identified as the main three reasons for wine consumption, for all age classes, they are particularly relevant for those over 35 years of age. Wine consumption as a factor of social prestige is associated with younger consumers (25-34 years old).

On a second stage, as previously mentioned, a factor analysis was done based on motivations/attitudes towards wine consumption. Three main factors were identified: one related to taste, one to conviviality and a third one related to the role of wine in personal performance. The results of factor analysis were then used to undertake a cluster analysis. This analysis revealed four segments: a first one of regular consumers (drinking wine every day or almost every day), mainly aged 45 or more, a second one of associated with non-consumers and individuals rarely consuming wine, with respondents more frequently aged 15-24, a third segment of occasional consumers, mainly aged 35-44, appreciating wine taste, and finally a segment of occasional young (25-34 years old) consumers valuing the role of wine for conviviality.

These segments were characterized in what concerns: socio-demographics attributes, purchase and consumption behaviour, motivations/attitudes towards wine, among other aspects. So, despite the bias of the sample, factor and cluster analysis, confirm previous results of the independence tests and ANOVA, showing that age seems to be in fact, a differentiation factor of wine purchase and consumption behaviour in Portugal.

In a very competitive environment, these results may be useful for the Portuguese wine industry better target the different consumer segments, adjusting marketing strategies to their particular characteristics.
Young Adults and the Consumer of Wine
Perceptions, Attitudes and Behaviour

Ana Patricia SILVA, Isabel FIGUEIREDO, Timothy HOGG, Miguel SOTTOMAYOR
Escola Superior de Biotecnologia da Universidade Católica Portuguesa, Lisboa
apsilva@aesbuc.pt, imfigueirdeo@aesbuc.pt, tahogg@esb.ucp.pt, msottomayor@porto.ucp.pt

Relatively little information is known about what young adults think today in relation to perceptions, attitudes and consumption of wine. In that way this exploratory study pretends to answer some questions like: what are the motives that young adults have for the consumption or non-consumption of wine? Is there any intention for the non-consumer becomes a consumer in the future? What is the frequency that younger consume wine? In which locals and occasion? Which factors influence the choose of the wine to consumption? What are their knowledge and their perceptions about the relation wine / healthy? Are there significant differences between the behaviour of girls and boys? Or between different social classes? What are their attitudes in relation to wine?

The methodology of the investigation of this work is based on the Theory of Planned Behaviour and focus the analysis on the empiric information that result from the focus groups.

The process has beginning with the administration of recruiting questionnaires. The questionnaires had 20 questions of close response and had been made in the presence of the interview. In total we obtained 231 questionnaires of a convenience sample constituted by young adults’ volunteers, consumers and no-consumers, both genders, with age between 18-25 years old, and who studies in the Escola Superior de Biotecnologia, Porto, in one of these educational systems: University or Professional Education (level 4 UE). Next, has been realised 4 focus groups conducted by a structured way trough a discussion guide, with little involvement of the moderator.

The data obtained from the questionnaire have been analysed statically by using the software Statistical Package for the Social Sciences (SPSS). The data of the focus groups were all recorded in audio-visual format and the text has been analysed with content analysis (N Vivo8).
An Arbitrary Coherence Problem: Novices and Experts at a Wine-Tasting Experiment

Joëlle BROUARD, Angela SUTAN
IMV (Institute for Wine Management), LESSAC, Burgundy School of Business, Dijon
angela.sutan@escdijon.eu

We conducted a three-step laboratory experiment with novices and experts in wine tasting, in January 209, involving 60 wine consumers. Participants were informed they will take part in several independent phases and will be monetarily rewarded, in addition to the initial endowment, according to their performance. In the first phase of the experiment, they took part in a commented wine–tasting, in presence of prestigious oenologists. Detailed comments on a Pays de l’Aude wine were provided, following all categorization axes, with the exception of the name. In the second phase, they had to submit bids following a second price auction mechanism for 3 prestigious Burgundy wines that they were willing to buy. In the third phase, they had to answer several questions, among which questions related to a suggestion for identifying the wine tested in the first phase, self-confidence reports, wine grading, reasons they could have to recommend the wine, wine description, percentage of "changing mind" perceived participants, within a beliefs-elicitation procedure (answers were confronted to majority, and the lower the gap, the higher the reward).

We obtained an 84% arbitrary coherence rate in the novices group, and a 51% rate in the expert group, based on an average of 40% self-confidence reports, homogeneous among novices and experts. Meanwhile, there is a negative correlation between the self-confidence and the final grade for the tasted wine. Moreover, the higher the number of reasons the novice participants were able to find with regard to the number of reasons they had to find (low versus high) to recommend the wine, the better was the grade, but the reverse situation occurred for the expert group. Submitted prices in the auction were higher in the expert group, but still remained below the real value of the 3 Burgundy wines. An anticipation of 20% to 40% "changing mind people" was obtained, whereas only 10% to 0% actually changed their mind.

Our experiment has marketing implications related to the induced preferences techniques, advertising techniques, and group perceptions, and is moreover among the first to test the impact of deeper thinking requirements on price offers.

Keywords: experimental economics, induced preferences, second price auctions
Wine Bottle Closure:  
The importance to Millennials and Baby Boomers during Purchase Situations

Nelson BARBER, D. Christopher TAYLOR  
Texas Tech University; Eastern New Mexico State University, USA  
nelsonbarber@msn.com

This work looks at the importance different wine bottle closures play during purchase situations and how vital it is to market segmentation by focusing on the Millennial and Baby Boomer generations. By segmenting consumers in this manner, it is possible to better understand their preferences and aid wine producers and retailers in directing their marketing and advertising efforts. Of particular interest for this study is the delineation of the products benefits such that there is an understanding of why the product is purchased by a consumer, particularly during different purchase situations. McDonald and Dunbar (1995) highlight the essential point that what people buy is critically bound to why they buy the product, why Lockshin (2003) and Spawton (1991) suggesting this is not only one of the most important areas of market segmentation, but also the most difficult to understand correctly.

This study found that Millennials with high subjective and objective knowledge were more likely than Baby-Boomers with the same levels of knowledge to select a natural cork depending on the purchase or consumption situations. This result suggests that there may be a mediating factor causing this difference. In other words, despite the high level of knowledge, something maybe influencing the decision to purchase, such as purchase confidence.
Self-evaluation of Health and Alcohol consumption

Sara CARDON, Amélie GOOSSENS, Robert PLASMAN
DULBEA, University of Brussels, Belgium
amgoosse@ulb.ac.be, rplasma@ulb.ac.be

The reasons that drive individuals to consume or not alcohol are not easily identifiable but the impact on health, self-evaluated by individuals, may be evaluated by the use of health survey

In fact, the review of the literature, as well as the econometric analysis based on the Health Survey for Belgium (2004) are leading to similar results:
- moderate alcohol consumers are feeling better than people who do not drink at all
- excessive alcohol consumers and alcoholics are self evaluating their health at lower levels than those estimated by moderate consumers

A more objective estimation of the health status of the alcohol consumers may be approached by the analysis of the use of healthcare services by the different categories of alcohol consumers. This give a similar picture with the alcohol addicted persons more often hospitalized and admitted to the emergencies.

Differences are nevertheless significant between the alcohol consumers and abstinent concerning the use of emergencies services that are more often used by consumers but this category seems to be less often hospitalized.

The results of the analysis do not allow to analyze the reasons of abstinence: personal choice of medical reason? Following the US Health Survey, only 5% of abstinent do not drink alcohol for medical reasons. The final result of our analysis seems to indicate that a moderate consumption of alcohol improves the subjective perception of their health by individuals.
Is Alcohol a Drug among Others?
Souhail CHICHAH, Gungor KARAKAYA
Dulbea, Free University Brussel, Belgium
schichah@ulb.ac.be, gungor.karakaya@ulb.ac.be

Though considered as a drug by WHO, alcohol absorption is part of our culture. Nevertheless, alcohol addiction is a serious risk to pay attention to. For instance, the 2004 “Health Interview Survey Belgium” ranks alcohol absorption as the third cause of European deaths that could have been avoided.

Indeed, contrary to others addictions, as we are used in our culture to alcohol absorption we easily forget risks related to alcohol consumption.

In order to compare whether or not the socialized use of alcohol prevents from risks related to other drugs addiction, we propose a comparative analysis of alcohol consumption, compared to the consumption of other drugs (tobacco, cannabis, etc.) based on socio-economic data from the Health Interview Survey Belgium (2004). Therefore the correlation between the socio-economic determinants and the consumption of addictive substances established, an analysis of the relationship between the consumption of the different products observed will also be done.

Our results should help to establish to what extent alcohol consumption differs from the consumption of other substances generating dependence and also to observe the relationship between alcohol consumption and other addictive substances considered.

L’alcool, une drogue comme les autres ?

Bien que classé drogue dure par l’OMS, la consommation de l’alcool n’en est pas moins fortement inscrite dans nos pratiques culturelles. Néanmoins, la consommation régulière d’alcool pose un certain nombre de questions en termes de santé publique. Ainsi, l’Enquête santé Belgique de 2004 classe la prise d’alcool en troisième place des causes de décès évitables au niveau européen.

L’inscription de la consommation d’alcool dans nos schémas culturels peut occulter l’effet addictif et/ou nocif de ce produit.

Afin d’analyser dans quelle mesure l’usage socialisé de l’alcool atténue les effets négatifs inhérents à la consommation d’une drogue en général, nous proposons une analyse comparative de la consommation d’alcool, par rapport à la consommation d’autres drogues (tabac, cannabis, etc.), en fonction de caractéristiques socio-économiques données par l’Enquête santé par interview Belgique (2004). Dès lors la corrélation entre les déterminants socio-économiques et les consommations de substances addictives établie, une analyse de la relation entre les prises des différents produits observés sera également effectuée.

Nos résultats devraient permettre d’établir dans quelle mesure la consommation d’alcool diffère de la consommation d’autres substances génératrices de dépendances et également d’observer l’articulation entre la consommation d’alcool et celle des autres substances addictives considérées.
Session 6
From Winegrowers to WinemERCHANTS

Wine Business Strategies for a Global Industry
Robert SMILEY, Alison CROWE p. 52

Managing the unexpected: Media Role and Firms’ Reactivity during and after the Brunello Crisis
Alessio CAVICCHI, Cristina SANTINI, Elena BECCACECE p. 53

L’intégration de la dimension environnementale dans les activités des opérateurs des circuits de distribution : le cas de la filière vins bordelaise
Adeline UGAGLIA, Bernard DEL’HOMME p. 54

The Wine Traceability in Romania
Dan BOBOC, Victor MANOLE, Nicolae ISTUDOR p. 55

Pour la mise en place d’indicateurs des communes viticoles en France
François LEGOUY p. 56

20 years of the C.A.P. in Spain:
Impact in the sector of vineyard and the production of wine.
Gemma MOLLEVI BORTOLÓ p. 57

Export implicit financial Performance:
are French Wine Companies exporting too much?
Philippe AURIER, Jean-Laurent VIVIANI p. 58
Interview Questions for the CEO Survey

1. Has the current economic downturn affected your business and if so, how?
2. Has distributor and/or winery consolidation affected your organization?
3. “Going green”- what are you doing to address it and are you telling the consumer about it?
4. Are you concerned about long-term domestic grape supply?
5. What will we be talking about in 5-10 years that we’re not discussing now-what’s on the horizon?

Interview Excerpts - Has the current economic downturn affected your business and if so, how?

• I think what has affected us the most revolves around economic conditions-the price of oil. That affects our development costs and production costs and everything from gas and diesel to fertilizer to sulfur and pest control, rodent control, all that. The economy has definitely had an impact on us and I think it’s not going to turn around any time soon.

Interview Excerpts - How has the economic downturn affected your business?

• Consumers are trading their dining out dollars for gasoline dollars.
• With gas prices going up, dining out is one of the first areas of discretionary spending people cut back on.
• At the higher end of the spectrum we’re seeing softening in the more exclusive restaurants, the very high end. I think that is related to expense account money beginning to dry up.

Interview Excerpts - How has the economic downturn affected your business?

• There is some trading down at retail though we still see people buying premium on-premise. We definitely see the impact on dining, especially in the casual sector like Applebee’s or Friday’s, where the average American is going out with their family. The commodity prices -gas and everything else- have really taken a bite out of that.
• I think if you walked into a grocery store what you would see on the floor is wine priced at $9.99, $10.99 or $16.99. I think retailers, at least in the last 6 to 8 months or so, have been putting their display towards cheaper-priced wines.

Interview Excerpts - How has the current economic downturn affected your business?

• The retailers and distributors have cut back on inventory, they’re being much more cautious. I think it’s taken 30 days inventory out of the system.
• If we thought that distributors managed inventory before, they are micromanaging inventory now.

People are feeling that they should be scared even if their business looks OK. They’re being more cautious so it’s having an impact-our distributors thought the retailers were pushing back on them and therefore they’re pushing back on their suppliers.

Interview Excerpts - How has the economic downturn affected your business?

• We continue to see “premiumization” trends that have been true for the last three or four years, and we’re seeing channel expansion- more and more retailers are getting into wine in a material way, all of which is helping sustain the growth trend.
• From our perspective the wine industry is out-performing the economy, and we’ve gone back and looked at the last recessions and we’ve always outperformed the economy as a whole. The off-premise business will also outperform the on-premise business going back historically.

Conclusions

The cost of inputs (gas, electricity, supplies, transportation) has risen significantly and is affecting business costs as well as revenues, as consumers spend discretionary income on gas and food instead of wine and fine dining.

Most have seen the consumer trading down in price point at both on- and off-premise venues, while on-premise sales, especially at the “casual dining” and “very high end dining” levels are suffering. Though some are pessimistic, a majority of executives believe the wine industry will survive the current downturn, with off-premise sales, $10-$14 wines and the Millennial generation’s love of wine contributing to its strength.
Managing the unexpected: Media Role and Firms’ Reactivity during and after the Brunello Crisis

Alessio CAVICCHI, Cristina SANTINI, Elena BECCACECE
Università di Macerata, Italy
a.cavicchi@unimc.it

Firm’s strategic decisions are affected by external environment: firm’s propensity to adopt a particular strategy depends on the degree of firm’s control on its environment and on the costs of introducing change into the organization (Smart and Vertinsky, 1984). When an unexpected event occurs, firm’s reactivity determinates how successfully firm manages the unexpected.

Unexpected events, such as media attention can determine the success or the failure of a certain product: the wine business is rich of similar examples.

Background researches have recognised the role of specific press and critics in determining the success or failure of a product (Dunphy and Lockshin, 1998; Haeger and Storchmann, 2006); specific reports have underlined how the growth in wine sales trend is often linked to a favourable opinion that movies or press can create in consumer’s minds (Cuellar, 2009). Public opinion can also influence negatively sales trends, as it has happened in 2003 with American consumers’ boycotts of French wines (Chavis and Leslie, 2006).

An interesting case has happened in Italy: in spring 2008 a big crisis happened in the Montalcino wine industry when several companies were accused not to respect the productive standards established by the appellation system. The role of media in this crisis has been very relevant.

This paper analyses the media role in this crisis through a two steps analysis: firstly, an empirical analysis of Newspapers reporting on Brunello crisis is performed. The empirical methodology is based on Swinnen and McCluskey (2002) model of political economy of the media.

The second step is an exploratory survey conducted with a group of wineries settled in the Montalcino area to evaluate their reactivity to the crisis and the level of changes they have introduced into their companies for facing new market conditions.

The Integration of Environmental Aspects into the Activities of Operators of Distribution (The Case of Bordeaux Wine Industry)

Adeline UGAGLIA, Bernard DEL’HOMME
Université de Bordeaux, EGERIE, ENITAB
a-ugaglia@enitab.fr, b-delhomme@enitab.fr

The pressure exerted on the environment by grape growing is very strong compared to other crops. Grape growing is particularly known to consume a lot of pesticides and is considered as a pollutant activity (20% of the pesticides used on 3% of the French cultivated areas; Aubertot et al., 2005). Producers have to face a growing social demand in terms of environmental protection and natural resources management. Their objective is no more to produce lots of products cheaply but they have to conceive green lucrative products. At the same time, reducing significantly the use of pesticides is difficult in grape growing because there are several brakes (permanent crop, absence of genetic solutions and alternatives that may allow significant reduction of the most damaging attacks, high stakes for quality winemaking; Bazoche et al., 2008). In spite of vine growers’ consciousness about the environmental risks, and their efforts, the diffusion of environmental innovations is too limited. Consequently, the winemakers are increasingly called upon to adopt innovations in order to mitigate the negative impacts of their activities.

Demand pull is very important for firms to determine their technological response to environmental pressures. According to several empirical studies, customer demands and public pressure are essential drivers for environmental innovations (Florida, 1996, Popp et al., 2007, Horbach, 2008). However, showing that consumers are willing to pay, under certain conditions, for environmental-friendly wines is not sufficient enough, it has also to be perceived by the grape growers. This requires that the various

1 The results presented here come from the multidisciplinary research program “Agriculture and Sustainable Development (ADD) Wine and Environment” funded by the Agence Nationale pour la Recherche (2005-2008): “What public and private interventions to reduce the use of pesticides in grape growing?”
La pression exercée sur l’environnement par l’utilisation de pesticides en viticulture est très forte en comparaison à d’autres cultures (20% en volume des pesticides consommés pour 3% des surfaces cultivées en France, Aubertot et al., 2005). Les producteurs ne peuvent donc pas échapper à la demande sociétale croissante en termes de protection de l’environnement et de gestion des ressources naturelles. Dans le même temps, la réduction de l’utilisation des produits phytosanitaires est difficile à mettre en place de manière significative en viticulture et ce parce qu’il existe plusieurs freins (culture pérenne, absence de solutions génétiques et de méthodes alternatives susceptibles de permettre une réduction significative des attaques les plus dommageables, fort enjeu qualitatif pour la vinification, Bazoche et al., 2008). Les viticulteurs sont donc de plus en plus sollicités pour s’adapter à des innovations environnementales afin d’atténuer les répercussions négatives de leur activité.

La demande est un élément majeur de la prise en compte de l’environnement des entreprises dans leurs activités. Toutefois, même s’il est démontré que le consommateur est disposé, sous certaines conditions, à acheter et à payer des produits obtenus à partir de pratiques respectueuses de l’environnement, encore faut-il que le viticulteur le percevra. Il faut pour cela que les différents circuits par lesquels sont commercialisés les vins aient la capacité à faire remonter jusqu’au niveau du viticulteur une partie de la valeur que le consommateur a accepté de payer. Dans le cadre d’un programme de recherche financé par l’Agence Nationale de la Recherche1, un travail pluridisciplinaire a eu pour objectif de déterminer quelles interventions, publiques ou privées, sont nécessaires pour réduire l’utilisation des traitements phytosanitaires en viticulture. La première partie du projet consiste à tester la validité technique et économique de processus de décision permettant de réduire l’utilisation des produits phytosanitaires par les producteurs. Une deuxième partie vise à étudier l’accueil que les autres opérateurs de la filière pourraient réserver à de telles pratiques (consommateurs, circuits de distribution). Elle est l’objet de cette communication. A partir d’une étude réalisée en 2008 sur le lien entre les prix de marché en viticulture et la dimension environnementale, puis d’une enquête réalisée auprès de la majorité des acteurs des circuits de distribution de la filière bordelaise, nous testons dans un premier temps la sensibilité globale du marché à la dimension environnementale. Ensuite, nous analysons la capacité de différenciation des principaux circuits ainsi que les différentes modalités de l’intégration de la dimension environnementale qu’utilisent les acteurs des circuits de distribution (cahiers des charges, certification, etc.). Les principaux enseignements tirés de l’étude montrent plutôt une faible prise en compte de l’environnement dans les comportements de ces acteurs, doublée d’une valorisation potentielle quasiment inexistantee. En effet, la demande qui leur est transmise pour ce type de vin plafonne.

The Wine Traceability in Romania

Dan BOBOC, Victor MANOLE, Nicolae ISTUDOR
Faculty of Agro-food and Environmental Economics, University of Economic Studies Bucharest, Romania
bobocdan@gmail.com or dan.boboc@metro.ro, victormanole@ase.eam.ro, nistudor@ase.eam.ro

The issue of agro-food chain is a topic of a large interest in research field, university curricula, symposiums and conferences’ debates. The chain’s components took into consideration are: agriculture, public policy for wine sector, processing industry, market, performance assessment, internal and external trade, and the relationship between Romania, European Union and “New World Wine” concerning the trade with wine. We conclude our study with SWOT analyze.

There is presented and implemented a model of profit maximization in the chain, underlining the importance of integration (horizontal and vertical) and its contribution in achieving higher performance in the chain. Also, the agro-food system is detailed presented from the point of view of its integration into the European Union agro-food system. Therefore, we focus our study on Romanian efforts to harmonize its rules and legislation to European Union one, trying to defined the wine traceability.

In Romania, wine supply on the market is varied in terms of assortment. There are over 400 types of wine, depending on qualitative characteristics, composition, and technology used, classified as follows: 11 types of table wines, 42 types of superior quality wines, 118 types of superior quality wines with origin denomination, 231 types of superior quality wines with origin denomination and stages of quality (Association of Wine Producers and Exporters, 2008).

Wine production is supplemented with imports in order to achieve the total supply necessary to satisfy the internal consumption. But the quantities imported are too low in the whole supply.

External trade. Romania’s balance trade for wine is negative. Romania exports over 7.5% of the whole production of wine, but is importing more than 1 million hectoliters of wine, especially bulk wine. The main export destinations are Republic of Moldova, Great Britain, Germany, Japan, and United States of America.

The imports coming from France, Italy, Spain and California are usually designated to satisfy the needs of consumers with high levels of income. Those coming from new world countries Australia, New Zealand, Chile and South Africa as well, make strong competition to internal supply of wines for the same assortments. Still, Romania has domestic varieties very much appreciated by the consumers. Those varieties (Francusa, Feteasca, Babeasca, Tamaioasa) have no external competitions and are exported successfully on the world market.
Pour la mise en place d'indicateurs des communes viticoles en France

François LEGOUY
Maître de Conférences en géographie - Université d'Orléans, France
legouyf@wanadoo.fr

En 2006, j'avais écrit un article sur les communes viticoles bourguignonnes, (LEGOUY F., 2006)1. Dans cet article, j'avais analysé les 387 communes viticoles de trois départements bourguignons à l'aide d'une quarantaine d'indicateurs quantitatifs regroupés en 6 thèmes (socio-économiques et juridiques), selon une ACP (analyse en composante principale). Le résultat montrait l'existence de trois grandes catégories de communes viticoles :
- des communes viticoles marginales ;
- des communes viticoles à AOC régionales dépendantes du négoce et des coopératives;
- des communes viticoles "marchandes", villages, premiers crus et grands crus.

Notre objectif pour cette communication est de montrer à travers cet article qu'il est possible de travailler à l'échelle de plusieurs régions de vignobles en prenant l'exemple de la Bourgogne et du Bordelais, en modifiant l'équilibre et le nombre des indicateurs. L'enjeu est de taille. Dans une démarche de projet de développement et à l'heure où l'économie viticole française est profondément touchée par une crise remettant en cause les fondements des AOC françaises, il est bon de dresser un état des lieux à l'aide des résultats du dernier RGA complété par les statistiques des douanes. Le résultat permettrait d'aller plus loin dans la prospective dans le cadre des bassins de production viticole. La méthode pourrait être également reconduite à l'occasion du prochain RGA et même être transposée à l'échelle des exploitations. Un autre enjeu est de pouvoir ensuite mener des enquêtes auprès des exploitations repérées à l'intérieur des types de communes viticoles pour comprendre les trajectoires et les méthodes des chefs d'exploitations afin d'aider les exploitations en difficulté. Un dernier enjeu serait de réfléchir à des indicateurs à l'échelle européenne...

20 years of the C.A.P. in Spain: Impact in the sector of vineyard and the production of wine.
Gemma MOLLEVI BORTOLÓ
Chaire UNESCO “Culture et Traditions du Vin”, Burgundy University, Dijon, France
gemografia@yahoo.es

In this study it is explained how the different administrative scales have shown a strong interest in legislating and controlling the sector of the vineyards and wine more than any other agrarian product. In Spain, two aspects of great relevance in the last third of century XX took place: Spain became a State of the Autonomies in 1978 and acceded like State Member of the European Union in 1986. However, it was the entrance of Spain like State Member of the European Economic Community (the EEC), later European Union (UE), the one that had greater repercussions in the Spanish sector of the vineyards in general and the production of quality wine in particular. Some measures were taken with the Common Agricultural Policy (CAP) and their priority actions can be summarized under three key headings: there was a reduction of the area under vines; there was a concentration of viticulture in those areas best suited to cultivating grapevines; and there was the increase of the production of quality wines, with an increase in the number of Denominaciones de Origen (i.e. appellations of origin). Finally, this document shows the status of the sector of grapevine and wine in Spain today.

Key words: PAC, the sector of the grapevine and wine, Spain

20 Años de P.A.C. en España: su impacto en el sector vitivinicola
En este estudio se explica como las distintas escalas administrativas han mostrado un fuerte interés en legislar y controlar el sector vitivinicola, más que cualquier otro producto agrario. En España se produjeron dos aspectos de gran relevancia en el último tercio del siglo XX: España se convertía en un Estado de las Autonomías en 1978 y entraba a formar parte como Estado Miembro de la Unión Europea en 1986. No obstante, fue la entrada de España como Estado Miembro de la Comunidad Económica Europea (CEE), posteriormente Unión Europea (UE), la que tuvo unas mayores repercusiones en el sector español del cultivo de la vid y la producción de vino de calidad. Algunas medidas fueron tomadas a partir de la Política Agraria Comunitaria (P.A.C.) y sus líneas de actuación principales fueron tres: ha habido una reducción de la superficie vitícola; ha habido una concentración de las áreas vitícolas en los lugares más apropiados; y se ha incrementado el número de Denominaciones de Origen. Finalmente, este documento muestra la situación actual del sector vitivinicola español. Palabras clave: Política Agraria Comunitaria (P.A.C.), sector vitivinicola, Europa y España

Palabras clave: Política Agraria Comunitaria (P.A.C.), sector vitivinicola, Europa y España

20 années de P.A.C. en Espagne : son impact dans le secteur vinicole
Dans cette étude on explique comment les différentes échelles administratives ont montré un fort intérêt à légiférer et à contrôler le secteur vinicole, plus que tout autre produit agricole. En Espagne se sont produits deux phénomènes de grande importance dans le dernier tiers du XXème siècle : l'Espagne s'est transformée un État des Autonomies en 1978 et est entrée comme État Membre de l'Union Européenne en 1986. Cependant, c'est l'entrée de l'Espagne comme État Membre de la Communauté Économique Européenne (CEE), Union Européenne (UE), qui a eu de plus grandes répercussions dans le secteur espagnol de la culture de la vigne et de la production de vin de qualité. Quelques mesures ont été prises à partir de la Politique Agricole Communautaire (P.A.C.) et ses lignes d'activité principales ont été au nombre de trois : il y a eu une réduction de la surface viticole ; il y a eu une concentration des secteurs viticoles dans les lieux les plus appropriés ; et il y a eu une augmentation du nombre de Dénominations d'Origine. Finalement, ce document montre la situation actuelle du secteur vinicole espagnol.

Mots clef : P.A.C., secteur vitivinicole, l'Espagne
Export implicit financial Performance: 
are French Wine Companies exporting too much?

Philippe AURIER, Jean-Laurent VIVIANI 
MOISA, SupAgro; CR2M, University of Montpellier; France 
philippe.aurier@wanadoo.fr, jviviani@univ-montp1.fr

Noting the difficulties in measuring export performance (especially financial performance) of companies, we develop a new measurement approach grounded on modern portfolio theory. This approach allows deducing the margin ratio, the risk and the correlation with domestic activities of export activities knowing export intensities, domestic and global financial performance of exporting companies. Using a sample of French companies in the wine industry on the period 2001-2006, these implicit financial export performance characteristics are estimated. Main results are the following: export activities permit to obtain a better global margin-risk relationship essentially due to diversification gains because export financial performance seems to be inferior to the domestic one for a great majority of companies. A risk-taking propensity (lower risk aversion coefficients) has a positive impact on actual performance of companies whether domestic or exporting.

Keywords: export, financial measures, performance, wine industry

JEL classification: M16, Q13, Q 14, Q 17,
Wine tourism: A positive tool to reduce the range of geographical reputations within the champagne viticultural region.
David MENIVAL, Steve CHARTERS p. 60

Designations of Origin, the Wine Route, and the City
The results of a survey conducted among the residents of the city of Bologna
Fabio BOCCAFOLGI, Davide COLLÀ, Silvia GATTI, Paola VARINI p. 61

Beyond the Cluster: how Wine drives regional Economy to Success.
“Oenopolis”, the Case of Rioja
Mikel LARREINA, Ricardo AGUADO p. 62

Gastronomy as an Attractive Issue for Luxury Tourism
Christian BARRÈRE, Quentin BONNARD, Véronique CHOSSAT p. 63

Tourism Development in Rural Areas:
the Case of the Etna Wine Route in Sicily
Giuseppina CARRÀ, Iuri PERI p. 64

Wine Production in Denmark
Do the Characteristics of the Vineyards affect the Chances for awards?
Jan BENTZEN, Valdemar SMITH p. 65

Anatolian "Old World Wine" and its Place
in the local and national Economy
Durmuş ÖZDEMIR p. 65
Wine Tourism: A positive Tool to reduce the range of geographical Reputations within the Champagne Viticultural Region.

David MENIVAL, Steve CHARTERS
Reims Management School, France
david.menival@reims-ms.fr (corresponding author), stephen.charters@reims-ms.fr

With asymmetric information, consumers need to rely on the reputation of wine to define quality before the purchasing. Among the tools available for improving reputation, the geographical location appears to offer a high potential. Today, some wines profit from a country’s reputation and some profit from the local reputation of one specific vineyard. This reputation can result from a long historical process and creates a complex system of both individual and collective reputations. Sometimes, producers can rely on the reputation of their geographical position without any need to improve it themselves. Conversely, some providers suffer from a weak geographical reputation. There can be a split between producers within one vineyard or region depending on its geographical reputation.

This kind of split appears in Champagne when we examine the nationality of buyers at the cellar door. In our previous studies, we showed that foreign buyers at the cellar door are willing to pay more for a bottle of standard quality champagne compared with the French. Thus, it is good to have a substantial number of foreigners among the customers at the cellar door for champagne providers who want to increase their regular prices. However, the proportion of foreigners depends on the location of providers. Indeed, the “échelle des crus” of champagne (the local grading of vineyard quality) has an impact on it. Consequently, from a sample of 600 providers (who display a statistical similarity to the overall structure of producers), we show a direct link between the level of the cru and the presence of foreign buyers at the cellar door, compared to the French. The higher the scale is, the weaker the likelihood of the French being a visitor. This means that it is harder to have foreigners rather than French as visitors where the vineyards are not classified as premier or grands crus (68.4 % of the region) and ultimately only 14% of the champagne viticultural area has a positive geographical reputation for other nationalities.

From this initial analysis, this paper focuses on the way in which wine tourism can reduce this divide. We suppose that the tourist activities can reverse the trend caused by the échelle de crus and can be a tool to attract more foreigners to villages with a lesser classification. Thus, after splitting our sample based on the three main levels of crus, we define the degree of involvement of producers in tourist activities. Then, using a chi square test, we demonstrate that the percentage of foreigners increases as the level of the producer’s involvement with wine tourism increases, especially for producers based in a geographical area without any specific cru. The higher the involvement with tourism is, the weaker the likelihood that the first nationality of visitors will be French for producers outside the premiers and grands crus villages. Whilst the Cramer’V is only 0.181, the results are interesting as they show the role of wine tourism in the creation of value for producers of champagne who suffer from the weaker geographical reputation.

Key words: Wine tourism, geographical reputation, creation of value, classification.
Designations of Origin, the Wine Route, and the City
The results of a survey conducted among the residents of the city of Bologna

Fabio BOCCAFOLI*, Davide COLLA**, Silvia GATTI**, Paola VARINI*
* MEDEC; ** Dipartimento Scienze Statistiche; Università di Bologna, Italia
silvia.gatti@unibo.it

Within the framework of the research conducted on the Value of Designations of Origin in Emilia-Romagna, the second phase of our direct study addressed the population living in the most important city with which the territory of the Strada dei Vini e dei Sapori “Città, Castelli, Ciliegi” (“Cities, Castles, Cherry Trees” Wine and Flavours Route) is involved daily with its Designations of Origin. The city is Bologna. A city with close to 400,000 residents, the administrative and economic centre of the region, and one of Italy’s most important university centres, with more than 100,000 students enrolled.

The structured questionnaire was submitted to a sample group of 200 persons representing the demographic structure of the city’s resident population.

The regional funds granted as a contribution towards the creation of the “Strada dei Vini e dei Sapori Città, Castelli, Ciliegi” in the designation of origin territory between Modena and Bologna took into account the importance of the peri-urban function of this territory and the dynamics of amusement, residential choices and eating modes connected.

The study, within the limits determined by the small sample size, seeks to understand the ties between the city and the territory, and the critical problem points.

In order to strengthen the analysis on the population of Bologna, an initial part of the project was devoted to presenting the socioeconomic characteristics and the relationship of the resident population with the territory between Modena and Bologna, as shown in the in-depth studies conducted for the city down through the years by the Metropolitan Demoscopic Centre (MEDEC – Centro Demoscopico Metropolitan).

The analysis of the survey results on the relationships between the territory, its “Strada”, and its Designations of Origin, backed by the MEDEC’s general analysis, once again highlights the profound expectations of the city’s various groups (socioeconomic, by gender, and by age). The answers on the functions of the territory show different choices for managing leisure time (between pleasure, relax, environment, and health), for family life plans (between lifestyles, environment, and mobility problems), and for feeding the family (between food taste and safety).

Compared to the analysis conducted on the citizens of the “Città, Castelli, Ciliegi” territory, the factor of identification between Designations of Origin and the city’s residents seems not as strong.

The work is backed by a factorial analysis of the data.
Beyond the Cluster: how Wine drives regional Economy to Success.
“Oenopolis”, the Case of Rioja

Mikel LARREINA, Ricardo AGUADO
Universidad Comercial de Deusto, Bilbao, Spain
larreina@unicomer.deusto.es

This paper analyses how the economic impact of wine in producing regions can be measured. It also shows the relationship between wine cluster performance and regional economic development, through the study of Rioja’s recent success in both wine market and distribution of wealth. The paper uses the Input-Output analyses to estimate the economic impact of the wine cluster and its role in regional economy. The case of Rioja is taken as example of regions where wine is the driving economic force.

The paper finds that Rioja wine cluster specificities may be the cause of the recent outperformance of Riojan economy, in which the wine cluster accounts for a fifth of regional GDP. The increase in wine sales in this region is simultaneous to the spread of welfare among the local population. The paper shows the extremely deep impact that changes in wine market may arise in wine producing regions’ welfare, thus enabling wine sector’s main actors to measure wine impact on regional economy.

Keywords: Cluster, Input-output, economic growth, industrial district, oenopolis
Gastronomy as an Attractive Issue for Luxury Tourism

Christian BARRÈRE, Quentin BONNARD, Véronique CHOSSAT
OMI research centre - University of Reims, France
christian.barrere@gmail.com, quentin_bonnard@hotmail.com, veronique.chossat@univ-reims.fr, (referent author)

In the market age of luxury the significant expansion of purchasing powers in numerous emergent countries (China, Brazil, India, etc.) and their always greater weight in developed countries allow to offer increasing outlets for luxury producers. The 2008 report of Merrill Lynch and Capgemini estimates that more than 10 millions of people around the world hold more than one million dollars of financial assets (they are the High Net Worth Individuals –HNWI) and for 103,000 of people their financial assets exceed 30 millions dollars (they are the Ultra High Net Worth Individuals -UHNWI). In this context, demand for luxury goods and services is potentially considerable (even if the current crisis would limit activity of luxury groups).

This paper focuses on the relation between tourism and gastronomy. Being a leisure activity and implying important financing resources, consuming gastronomy requires travelling and is besides most of the time called gastronomic tourism. Gastronomic tourists go to the Restaurant El Bulli of Ferran Adrià in Spain, visit the Restaurant of Pierre Gagnaire in Paris or the Fat Duck of Heston Blumenthal in England for instance. Chefs seem to attach importance to gastronomic globetrotters and are interested in tourism in big cities when opening restaurants in several countries (ex. Joël Robuchon, one of the most famous French chef, opened restaurants in Paris, Macao, London, Tokyo, Las Vegas, etc.).

Considering this context one can notice that for several years now, not only French but also worldwide gastronomy encounters numerous mutations. One of the most important consists in evolving to luxury supply: prices increased significantly. For the case of gastronomic restaurants located in Paris for instance an original statistic analysis shows that the increase of prices is at least about 130 % between 1960 and 2000 (in constant euros). The demand for luxury gastronomic services being very dynamic luxury groups began to invest in gastronomy not only by owing luxurious hotels (that was already the case) but also by joining to their luxurious rooms supply prestigious restaurants. This means that luxury hotels begin to attract first class chefs who are very well ranked by gastronomic guidebooks (ex. Michelin) and who are contractually compelled to get especially Michelin stars (for the case of France) to remain in their luxurious kitchen.

This paper aims to analyse the current relation between tourism and gastronomy in the market age of luxury and to understand the strategies of actors (chefs, luxury groups, public actors...) which give a lift to the market for gastronomy and luxury tourism.

**JEL codes**: L 83, Z 1.

**Key words**: gastronomy, luxury, tourism
Tourism Development in Rural Areas:  
the case of the Etna Wine Route in Sicily

Giuseppina CARRÀ, Iuri PERI  
Department of Agricultural Economics and Resources Evaluation - University of Catania, Italy  
peri@unict.it

Tourism has many potential benefits for rural areas: a) it can be an important source of jobs for rural communities and of additional income, especially for those that are economically underdeveloped; b) it can also enhance local quality of life by the creation of synergies for infrastructures and support services in the countryside; c) it can support the local culture by encouraging restoration of historic sites; d) it is a relatively clean industry and may foster local conservation efforts.

Tourism strategies must be consistent with local goals and be sensitive to sustaining a community's character and traditions. Developing tourism that works in harmony with nature, culture and heritage is a goal of sustainable development. That sustainability both contributes to human well-being and is symbiotic with the natural environment.

The efforts to promote tourism can offer existing heritage and cultural attractions the ability to increase the profile of their operations and augment the market size and demand for their products. The development of cultural/heritage tourism through the regional agri-food products can help to alleviate imbalances in the distribution of arts and heritage products in urban versus rural area, enhance and support the traditional culture and quality of life for residents in that area.

In recent years there is an increasing attention on the link between the marketing and promotion of agri-food regional products and tourism development within rural areas. Regional agri-food products have a great potential in qualifying tourist offer. Actually, many promotional initiatives connected to these products are taken by groups of actors inside the regional product supply chain and outside it within a strategy of the local tourist offer. But successful initiatives require an organizational structure, modern entrepreneurial culture, investments and so on, of which, almost always, rural areas result particularly poor. That makes the binomial “rural tourism development – regional agri-food products promotion” rather complex and problematic to become a concrete and effective development factor.
Wine Production in Denmark
Do the Characteristics of the Vineyards affect the Chances for awards?

Jan BENTZEN, Valdemar SMITH
Department of Economics, The Aarhus School of Business, Aarhus University, Denmark
jb@asb.dk; vs@asb.dk

By the end of the former century there were less than 10 commercial vintners producing wine in Denmark. There was widespread acceptance of the view that commercial production of wine in the most northern parts of Europe was impossible. However, the number of commercial wine producers in Denmark grew to nearly 80 at the end of year 2008 and the Association of Danish Wine Producers now counts more than 1 400 members. Denmark can no longer be seen as a non-wine producing country! Formally, the transformation of Denmark to a wine producing country took place in year 2000 when Denmark was accepted as a commercial wine producing nation within the European Union. Based on remarkably detailed micro data, this paper first gives a description of wine production in Denmark and thereafter we address the question whether vineyard characteristics are important for the quality of the wine and/or whether individual characteristics of the vintner is important. Using a hedonic model, the focus is especially on the importance of general factors like the slope of the vineyards, the type of soil, geography, grape variety, ... in relation to the awards obtained by the respective vineyards.

Anatolian "Old World Wine" and its Place in the local and national Economy

Durmuş ÖZDEMIR
Department of Economics, Istanbul Bilgi University, Turkey
dozdemir@bilgi.edu.tr

According to the known history, east of Anatolia (Turkey) is considered as the birth place of wine in the world. Mainly non-muslim wine production of Ottoman area is replaced by modern Turkish Republic’s state owned and promoted alcohol production. For about 70 years, alcoholic drinks (excluding wine) had only been produced by state. However the wine production had always been produced by both private and public companies. After the recent privatization there are more small and bigger scale wine producers are entering into the market. Is Anatolian wine (Old World Wine) claiming its title back?

This paper examines the possible impact of recent high taxation policy (moderate islamic fiscal policy on alcohol) on Anatolian wine production. The historical roots of the Old world wine are also investigated.

Keywords: Old World Wine, Wine and high taxes, Turkish wine.
## AUTHOR's INDEX

<table>
<thead>
<tr>
<th>Name of author or co-author</th>
<th>Surname</th>
<th>Session</th>
<th>Page</th>
<th>Name of author or co-author</th>
<th>Surname</th>
<th>Session</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agnoli</td>
<td>Lara</td>
<td>1</td>
<td>19</td>
<td>Cardon</td>
<td>Sara</td>
<td>5</td>
<td>49</td>
</tr>
<tr>
<td>Aguado</td>
<td>Ricardo</td>
<td>7</td>
<td>62</td>
<td>Carrà</td>
<td>Giuseppina</td>
<td>7</td>
<td>64</td>
</tr>
<tr>
<td>Anderson</td>
<td>Kym</td>
<td>Open</td>
<td>13</td>
<td>Castriota</td>
<td>Stefano</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>Aubert</td>
<td>Magali</td>
<td>3</td>
<td>30</td>
<td>Cavicchi</td>
<td>Alessio</td>
<td>6</td>
<td>53</td>
</tr>
<tr>
<td>Aurier</td>
<td>Phillipe</td>
<td>6</td>
<td>58</td>
<td>Charters</td>
<td>Steve</td>
<td>7</td>
<td>60</td>
</tr>
<tr>
<td>Barber</td>
<td>Nelson</td>
<td>Open</td>
<td>13</td>
<td>Chichah</td>
<td>Souhail</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>Barber</td>
<td>Nelson</td>
<td>5</td>
<td>48</td>
<td>Chironi</td>
<td>Stefania</td>
<td>1</td>
<td>21</td>
</tr>
<tr>
<td>Barreira</td>
<td>Madalena</td>
<td>5</td>
<td>45</td>
<td>Chironi</td>
<td>Stefania</td>
<td>4</td>
<td>42</td>
</tr>
<tr>
<td>Barrère</td>
<td>Christian</td>
<td>1</td>
<td>16</td>
<td>Chládková</td>
<td>Helena</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Barrère</td>
<td>Christian</td>
<td>7</td>
<td>63</td>
<td>Chossat</td>
<td>Véronique</td>
<td>7</td>
<td>63</td>
</tr>
<tr>
<td>Beccacece</td>
<td>Elena</td>
<td>6</td>
<td>53</td>
<td>Codurri</td>
<td>Stefano</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>Begali</td>
<td>Diego</td>
<td>1</td>
<td>19</td>
<td>Colla</td>
<td>Davide</td>
<td>7</td>
<td>61</td>
</tr>
<tr>
<td>Belaya</td>
<td>Vera</td>
<td>4</td>
<td>39</td>
<td>Corade</td>
<td>Nathalie</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>Bélis-Bergouignan</td>
<td>Marie-Claude</td>
<td>3</td>
<td>35</td>
<td>Corade</td>
<td>Nathalie</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td>Bentzen</td>
<td>Jan</td>
<td>7</td>
<td>65</td>
<td>Crowe</td>
<td>Alison</td>
<td>6</td>
<td>52</td>
</tr>
<tr>
<td>Boboc</td>
<td>Dan</td>
<td>6</td>
<td>55</td>
<td>Dacremont</td>
<td>Catherine</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td>Boccafogli</td>
<td>Fabio</td>
<td>7</td>
<td>61</td>
<td>Declerck</td>
<td>Francis</td>
<td>4</td>
<td>40</td>
</tr>
<tr>
<td>Bonnard</td>
<td>Quentin</td>
<td>7</td>
<td>63</td>
<td>Del Giudice</td>
<td>Theresa</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>Bouzdine Chameeva</td>
<td>Tatiana</td>
<td>3</td>
<td>34</td>
<td>Del'Homme</td>
<td>Bernard</td>
<td>3</td>
<td>33</td>
</tr>
<tr>
<td>Brand</td>
<td>Sofya</td>
<td>3</td>
<td>35</td>
<td>Del'Homme</td>
<td>Bernard</td>
<td>6</td>
<td>54</td>
</tr>
<tr>
<td>Brouard</td>
<td>Joëlle</td>
<td>5</td>
<td>47</td>
<td>Duarte</td>
<td>Filomena</td>
<td>5</td>
<td>46</td>
</tr>
<tr>
<td>Brunke</td>
<td>Henrich</td>
<td>2</td>
<td>27</td>
<td>Dubois</td>
<td>Danièle</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td>Name of author or co-author</td>
<td>Surname</td>
<td>Session</td>
<td>Page</td>
<td>Name of author or co-author</td>
<td>Surname</td>
<td>Session</td>
<td>Page</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------</td>
<td>---------</td>
<td>------</td>
<td>-----------------------------</td>
<td>---------------</td>
<td>---------</td>
<td>------</td>
</tr>
<tr>
<td>Figueiredo</td>
<td>Isabel</td>
<td>5</td>
<td>46</td>
<td>Marks</td>
<td>Denton</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>Galia</td>
<td>Fabrice</td>
<td>Exp.</td>
<td>9</td>
<td>Martins</td>
<td>Paulo</td>
<td>4</td>
<td>39</td>
</tr>
<tr>
<td>Galizzi</td>
<td>Matteo Maria</td>
<td>Exp.</td>
<td>7</td>
<td>Menival</td>
<td>David</td>
<td>7</td>
<td>60</td>
</tr>
<tr>
<td>Galizzi</td>
<td>Matteo Maria</td>
<td>1</td>
<td>20</td>
<td>Meuriot</td>
<td>Véronique</td>
<td>3</td>
<td>30</td>
</tr>
<tr>
<td>Garavaglia</td>
<td>Christian</td>
<td>Exp.</td>
<td>7</td>
<td>Miniaci</td>
<td>Raffaele</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Garavaglia</td>
<td>Christian</td>
<td>3</td>
<td>31</td>
<td>Mollevi-Bortoló</td>
<td>Gemma</td>
<td>6</td>
<td>57</td>
</tr>
<tr>
<td>Gatti</td>
<td>Silvia</td>
<td>7</td>
<td>61</td>
<td>Mueller</td>
<td>Rolf A.E.</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td>Gómez-Bezares Fernando</td>
<td>2</td>
<td>24</td>
<td>Neves</td>
<td>Pedro</td>
<td></td>
<td>4</td>
<td>39</td>
</tr>
<tr>
<td>Goossens</td>
<td>Amélie</td>
<td>5</td>
<td>49</td>
<td>Ninomiya</td>
<td>Mari</td>
<td>3</td>
<td>34</td>
</tr>
<tr>
<td>Gurská</td>
<td>Sylvie</td>
<td>1</td>
<td>22</td>
<td>Özdemir</td>
<td>Durmuş</td>
<td>7</td>
<td>66</td>
</tr>
<tr>
<td>Hanf</td>
<td>Jon</td>
<td>4</td>
<td>39</td>
<td>Peri</td>
<td>Iuri</td>
<td>7</td>
<td>64</td>
</tr>
<tr>
<td>Hogg</td>
<td>Timothy</td>
<td>5</td>
<td>46</td>
<td>Peyron</td>
<td>Dominique</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td>Ingrassia</td>
<td>Maria</td>
<td>1</td>
<td>21</td>
<td>Plasman</td>
<td>Robert</td>
<td>5</td>
<td>49</td>
</tr>
<tr>
<td>Ingrassia</td>
<td>Maria</td>
<td>4</td>
<td>42</td>
<td>Pomarici</td>
<td>Eugenio</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>Istudor</td>
<td>Nicolas</td>
<td>6</td>
<td>55</td>
<td>Reis</td>
<td>José Luís</td>
<td>4</td>
<td>39</td>
</tr>
<tr>
<td>Karakaya</td>
<td>Gungor</td>
<td>5</td>
<td>50</td>
<td>Santini</td>
<td>Cristina</td>
<td>6</td>
<td>53</td>
</tr>
<tr>
<td>Lai</td>
<td>Maria Bonaria</td>
<td>2</td>
<td>26</td>
<td>Scheickert</td>
<td>Erik</td>
<td>4</td>
<td>39</td>
</tr>
<tr>
<td>Langlois</td>
<td>Jennifer</td>
<td>1</td>
<td>18</td>
<td>Silva</td>
<td>Ana Patrícia</td>
<td>5</td>
<td>46</td>
</tr>
<tr>
<td>Larreina</td>
<td>Mikel</td>
<td>2</td>
<td>24</td>
<td>Simões</td>
<td>Orlando</td>
<td>2</td>
<td>28</td>
</tr>
<tr>
<td>Larreina</td>
<td>Mikel</td>
<td>7</td>
<td>62</td>
<td>Smiley</td>
<td>Robert</td>
<td>6</td>
<td>52</td>
</tr>
<tr>
<td>Legouy</td>
<td>François</td>
<td>6</td>
<td>56</td>
<td>Smith</td>
<td>Valdemar</td>
<td>7</td>
<td>65</td>
</tr>
<tr>
<td>Madeira</td>
<td>Joana</td>
<td>5</td>
<td>45</td>
<td>Sottomayor</td>
<td>Miguel</td>
<td>5</td>
<td>46</td>
</tr>
<tr>
<td>Manole</td>
<td>Victor</td>
<td>6</td>
<td>55</td>
<td>Sutan</td>
<td>Angela</td>
<td>Exp.</td>
<td>9</td>
</tr>
<tr>
<td>Marangon</td>
<td>Francesco</td>
<td>4</td>
<td>41</td>
<td>Sutan</td>
<td>Angela</td>
<td>5</td>
<td>67</td>
</tr>
<tr>
<td>Name of author or co-author</td>
<td>Surname</td>
<td>Session</td>
<td>Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------</td>
<td>-----------</td>
<td>---------</td>
<td>------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taylor</td>
<td>Christopher</td>
<td>5</td>
<td>48</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thiemann</td>
<td>Franzisla</td>
<td>2</td>
<td>27</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tomšik</td>
<td>Pavel</td>
<td>1</td>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Troiano</td>
<td>Stefania</td>
<td>4</td>
<td>41</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ugaglia</td>
<td>Adeline</td>
<td>6</td>
<td>54</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valentin</td>
<td>Dominique</td>
<td>Exp.</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Varini</td>
<td>Paola</td>
<td>7</td>
<td>61</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verneau</td>
<td>Fabio</td>
<td>2</td>
<td>26</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Viviani</td>
<td>Jean-Laurent</td>
<td>6</td>
<td>58</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wenger</td>
<td>Jean-Sébastien</td>
<td>5</td>
<td>44</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wyplosz</td>
<td>Charles</td>
<td>2</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zaccomer</td>
<td>Jean-Pierre</td>
<td>4</td>
<td>41</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>