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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.