

Eric Giraud-Héraud is Research Director at the French National Institute for Agricultural Research (INRA), and Professeur Associé at the Ecole Polytechnique (Paris, France). His research focuses on industrial organisation and experimental economics. His works deals with the economics of food (economic efficiency, competitiveness, public regulation of supply, quality labels and consumer behaviour). He was the President of the European Association of Wine Economists (2003–2006) and currently one of the members of the Scientific Council of the Institut des Sciences de la Vigne et du Vin (ISVV) at Bordeaux. He is a member of the EuAWE (European Association of Wine Economists) and the VDQS (Vineyard Data Quantification Society).

Marie-Claude Pichery is Professor of Economics and Econometrics at University of Bourgogne (Dijon, France) and a researcher at the Laboratoire d'Economie et Gestion (CNRS). She gives lectures in Wine Economics at the Institut Universitaire de la Vigne et du Vin – Jules Guyot (IUUV). Her fields of research are in wine industry and territorial aspects of vineyards. She has been President of the European Association of Wine Economists (1997–1999) and is currently a member of the scientific advisory council of the Chaire UNESCO 'Culture et Traditions du vin' hosted by University of Bourgogne. She is a member of the EuAWE (European Association of Wine Economists) and the VDQS (Vineyard Data Quantification Society).