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## The Global Wine Market: Trends and Strategies

PROF. STEFANO PONI (ACADEMIC COORDINATOR) / PROF. GABRIELE CANALI / PROF. JOSÉ MARÍA AJKAY ROMERO  
DR ANTONIO GAROFOLIN / DR MATTEO GATTI / DR MILENA LAMBRI / DR ELISABETTA VIRTUANI

### OVERVIEW

**Area:** Agribusiness & Food Sciences

**Dates:**

- › Option 1: 13 – 23 June (2 weeks)
- › Option 2: 25 July – 4 August (2 weeks)

**Campus:** Piacenza

**Course Number:** FD / BU 320

**Term:** Summer School 2017

**Credits:** 6 ECTS

### COURSE DESCRIPTION

The course will present an overview of the most important policies and economic trends affecting wine production, consumption and trade, with specific emphasis on the evolution of the role of Italy and of the European Union.

### MAIN TOPICS

- **Perceived wine quality, economic sustainability and visual merchandising – Dr. Elisabetta Virtuani**  
This lecture will introduce the students to the main topics of wine marketing and sustainability. You will explore the evolution of wine marketing strategies and the leverages wine firms and territories adopt, focusing on the emerging trend of wine sustainable experience.
  - Wine marketing: an experiential approach to wine business
  - Wine and place marketing
  - Sustainability as competitive advantage for wine firms
  - Wine quality approaches and perception
  - Experiential marketing
  - Post-modern wine consumer and new consumption patterns
  - Visual merchandising.

#### References

- › Flint, D. J., & Golcic, S. L. (2009). Searching for competitive advantage through sustainability. A qualitative study in the New Zealand wine industry, *International Journal of Physical Distribution & Logistics Management*, Vol. 39, N. 10, pp. 841-860, Emerald Group Publishing Ltd.
- › Hall, C. M., & Mitchell, R. (2008). *Wine Marketing: a practical guide*. Oxford: Elsevier Butterworth-Heinemann.
- › Kotler, P., Armstrong, G. (2012). *Principles of Marketing*, Pearson Prentice Hall.
- › Mora, P., (2013). *Wine Business Case Studies: Thirteen Cases from the Real World of Wine Business Management* The Wine Appreciation Guild.



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› OIV, *Wine Statistics*, <http://www.oiv.int>

› Pine, B. J. & Gilmore, J. H. (1998). *Experience Economy*, Harvard Business Review.

#### Biography

**Dr. Elisabetta Virtuani** is a researcher at LEL (Local Economy Laboratory), Università Cattolica del Sacro Cuore, Piacenza-Cremona Campus. She is a Sommelier, President of Colli Piacentini Wine Route and co-founder of Bloomet Ltd, a marketing company dealing in wine, food and tourism sectors. Research and teaching activities: wine marketing and communication, wine clusters, wine&food tourism, place marketing and branding.

- **Wine Tasting of Colli Piacentini wines sparkling or still? - Dr Milena Lambri**

The course deeps the main routes for white and red wine production and illustrate the effects of the main winemaking techniques on sensory wine profile.

A special discussion is devoted to tasting of a still, a sparkling, and a sweet wine from Colli Piacentini area. Detailed topics are:

- DOC Colli Piacentini wines
- History of Piacenza wines
- White wine production
- Red wine production
- Wine tasting

#### References

› C. NAVARRE, *Enologia*, Hoepli, Milano, 2005.

› M. UBIGLI, *I profili del vino. Introduzione all'analisi sensoriale*, Il Sole 24 Ore Edagricole srl, Bologna, 2004.

#### Biography

Dr. Milena Lambri is a full time researcher in Food Science and Technology, Institute of Enology and Agro-Food Engineering, Faculty of Agricultural, Food and Environmental Sciences, Università Cattolica del Sacro Cuore, Piacenza. She teaches *Advances in Enology*, *Food sensory analysis* and *Processes of Food Technology*. She is in charge of research projects on wine proteins, colloids, polyphenols, and tartrates for optimizing the use and dose of enological adjuvants and for implementing new plants and technologies in red winemaking.

- **Wine guides and media - Dr Antonio Garofolin**

- Enography of Italy and enogastronomy
- Geography of Italian wines
- Presentation of the most important wines in the most important Regions
- Influence of terroir and grapes
- Sensorial profiles of the various wine Denominations
- Wine and food matching. ( regional, professional)
- Wine and food guided sensorial analysis.
- Wine service ( glasses, temperatures, decanting...).

#### References

Slides and other reading materials will be provided during the course.



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### Biography

**Dr. Antonio Garofolin** is a professional Sommelier, food and beverages manager, teacher at the Hospitality Training Institute of Rovereto (Rovereto, Italy).

- **Evolution of the common agricultural policy for the wine sector - Prof. Gabriele Canali**
  - The evolution of the Common Agricultural Policy (CAP) and its role in shaping the Italian and European agriculture
  - The evolution of the Common Market Organization (CMO) for the wine market and its effects
  - The evolution of economic tools and regulations of the quality issues in the wine market in Europe
  - Perspectives after the last reform of the CAP and of EU regulation of the wine market
  - Implications for farmers, wine producers, consumers and trade.

### References

Slides and other reading materials will be provided during the course.

### Biography

**Prof. Gabriele Canali** is associate professor at the Department of Agricultural and Food Economics, Faculty of Agricultural, Food and Environmental Sciences, Università Cattolica del Sacro Cuore, Piacenza-Cremona Campus. He teaches Environmental Economics, Economics of Agricultural Markets, Economic Fundamentals of the Agri-food market, Topics in wine marketing and Economics of food quality and safety.

- **Supply, demand and trade of wine: Italian, EU and world markets - Prof. José María Ajkay Romero**

### Enogastronomy

This course will present an approach to the most important factors related to the concept of the Enogastronomy. The relation between Gastronomy and Enology and how the concept became a market strategy for the food and beverage industry.

It would study the importance and presence of wine and food as a trend and their shift from a necessity to a fashionable living experience,

As topics of discussion the course will have an overview on:

- 1) Discussion: The human perception of the term (Enogastronomy) and its association with food production, Tourism, Culture and Geographical aspects.

Human Being aspects	Geographical aspects	Industrial Aspects
Human relations	Terroir	Food and Wine production



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Community	Climate	Marketing Strategies
Experience	Biogeography	Tourism
Background, Culture and History		

- 2) Discussion: The perception of the consumer and how they are changing habits well established through the search of new experiences.
- 3) Discussion: How the food Industries has been developing new tools to reach a growing market of gourmands through the design of new strategies.

#### References

- › Presenza, A.; Minguzzi, A.; Petrillo, C. (2010). Managing Wine Tourism in Italy. *Journal of Tourism Consumption and Practice* Volume 2 (1). pp (46-61).
- › American Association of Wine Economists (s.f): <http://www.wine-economics.org/>
- › Peebles, S. (s.f). A Niche Trend in the Tourism Market: Wine Tourism in Italy. *School of Hospitality & Tourism Management*. University of Guelph:  
[https://atrium.lib.uoguelph.ca/xmlui/bitstream/handle/10214/3568/Peebles\\_Sarah\\_WineTourismItaly.pdf?sequence=7](https://atrium.lib.uoguelph.ca/xmlui/bitstream/handle/10214/3568/Peebles_Sarah_WineTourismItaly.pdf?sequence=7)
- › Leddy, M.; Williams, P. (s.f). Investigating the Relationship between Wine Tourism and Proactive Environmental Management at Wineries:  
<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Leddy-Williams.pdf>
- › Shenoy, S. (2005). Food tourism and the culinary tourist. Thesis Presented to the Graduate School of Clemson University.

#### Biography

**Prof. José María Ajkay Romero** is associate professor in Science Culinary Arts & Professional Catering of Sullivan University in Louisville, KY (USA). He was committed in various big events. For instance, he was involved as chef for the US Olympic team and committee in the Winter Olympic Games of 2010. He currently teaches at Universidad de La Sabana (Bogotá, Colombia) in the field of Gastronomy. His academic activity focuses on Culinary Arts as head of the Area Of the Gastronomy Program.

#### LEARNING GOALS/OBJECTIVES

- Make the participants aware of the role of EU policies in shaping EU wine production and trade
- Analyze most important trends of the wine market
- Illustrate how the quality issue may be addressed in the wine sector.

#### TEACHING METHODS

- Lectures
- Class discussions
- Group project works
- Guest speakers



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- Tasting
- Winery visits.

## EVALUATION AND GRADING

Attendance 20 %  
Essay 20 %  
Final exam 60 %

## DETAILED DESCRIPTION OF ASSIGNMENTS

The essay (approx 10 pages ) will be based on a specific topic selected by the student in agreement with the referent professor in class. The student must hand in by email within 10 days after the completion of the course. The in-class assessment will be a written exam composed of two parts: part a) 10 multiple choice questions, part b) 2 essay question to be chosen among 3 questions. The weights on the two parts of the final exam are 40% part a and 60% part b.

## RULES OF CONDUCT

**Exam Date:** The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. The attendance policy is applicable also to field trips / site visits and all the curricular activities planned. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email **prior** to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.