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The Global Wine Market: Trends and Strategies

PROF. STEFANO PONI (ACADEMIC COORDINATOR) / PROF. GABRIELE CANALI / DR ANTONIO GAROFOLIN / DR MILENA LAMBRI / DR ELISABETTA VIRTUANI/ PROF. DANIEL ROBERTO PRADA GRANADA/ PROF. DAVID YANISKO

OVERVIEW

Area: Agribusiness & Food Sciences

Dates:

- > Option 1: 12 - 22 June (2 weeks)
- > Option 2: 10 July - 20 July (2 weeks)

Campus: Piacenza

Course Number: FD / BU 320

Term: Summer School 2018

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



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- 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.
- > 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



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- 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.

Biography

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



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- **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.

- **The wine and food conundrum: enogastronomy as a marketing stratagem - Prof. Daniel Roberto Prada Granada**
 - The presence of Enogastronomy in today's market.
 - Gastronomy and enology vs. enogastronomy, as a market strategies.
 - Enogastronomy, from trend to fixture, and its imminent competitors.
 - Geography and culture, wine and food as a backdrop to regional tourism.
 - Generational views towards wine and food consumption.
 - Building market strategies to face the "foodie" culture, the wine connoisseur or gourmand, and the neophyte.

References



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- > 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/>
- > Peeples, 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/Peeples_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. Daniel R. Prada G. is an industrial engineer for Universidad de Los Andes (Colombia), and has an associate degree in culinary arts from Mause Sebest (Argentina). His professional career started as an analyst for service and consulting companies, and then as a professional cook in the restaurant industry in Colombia. He's been a culinary instructor since 2010, and during the last two years he has directed the Gastronomy Bachelor's Program at the Universidad de La Sabana (Bogotá, Colombia).

- **Food Preservation - Prof. David Yanisko (State University of New York - Cobleskill)**

Fermentation and pickling are some of the oldest methods of preserving foods and a way to enhance the nutritional value of foods. These ancient methods deliver unique, ever changing, seasonal foods that stand out among today's industrial food products. What role do microbes play in determining texture and flavor? We'll discuss the science behind these fermented foods.

Biography

Professor David Yanisko is currently an assistant professor in Agriculture and Food Management at the State University of New York (SUNY) Agriculture and Technical College at Cobleskill and obtained his MS Ed in Career and Technical Education from SUNY Oswego in 2016. Dave has 12 years of experience as a chef in a la carte and private



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event dining in Philadelphia, Pennsylvania and resort areas of Southern New Jersey. He is heavily influenced by and classically trained in French brigade/contemporary restaurants. Dave teaches introductory/fundamentals culinary classes, Introduction to Food Science, Regional American Cuisine, Catering Operations, and Restaurant Operations.

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
- Tasting
- Winery visits.

EVALUATION AND GRADING

Mid-term	30 %
Final exam	70 %

DETAILED DESCRIPTION OF ASSIGNMENTS

The in-class assessment will be composed of a mid-term evaluation and a final a written exam with multiple-choice questions. The weights on the two parts are 30% mid-term and 70% final exam.

RULES OF CONDUCT

Attendance: Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will



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need to inform both UCSC International Office (at international.advisor@unicatt.it) and the professor and provide a medical certificate.

Exam Date: The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. 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.