The promotion activities of Italian wines have been increased, especially after the 2008 reform of EU wine policy where actions for promoting wine in third countries have been encouraged and financially supported. Accordingly, the Federdoc (Italian Confederation of Voluntary Associations for the protection of denomination origin wines) supports promotional projects in foreign countries both within and outside Europe. These actions are mostly public relations (PR) activities such as press conferences, tasting sessions and courses, consumer surveys. Recently, an experimental PR activity, namely Top of the Top, has been started and it consists of a joint promotional activity involving Italian high quality wines and “salami”, a specialty Italian sausage enjoying the UE protected denomination of origin. This promotional experiment, focused on food pairing wines, is aimed to: i) enrich the appeal of Italian wines through a joint tasting a specialty food; ii) educate consumers in wine pairing food experience; iii) take advantage of promotional synergies between wine and food; iv) improve the knowledge and appreciation of Italian gastronomy.

Studies on food promotion on international markets may be useful in designing wine promotion campaigns at the international level. Some authors have shown that local country’s features affect the consumer perception on products having strong regional features (Bilkey and Nes, 1982; Romeo and Roth, 1992; Maheswaran, 1994). Other researchers argue that when regional communication is managed at the country level (O'Shaughnessy and O'Shaughnessy, 2000; Gilmore, 2000; Endzina and Luneva, 2004; Olins, 2002) positive effects may be shown as an increase of exports, a growth of tourism, an better attraction of foreign investments, etc. (Paoli, 1999; Van Ham, 2000; Latusi, 2002). Accordingly, the wine promotion may be more efficient when it is focused on regional wines (Schamel, 2009) and it is managed at regional/country level. This paper evaluates factors affecting the appreciation of wines with Geographical Indication (GI) by European consumers, i.e., to what extend the design of promotional actions can impact the consumer’s awareness and perception while encouraging the consumption of wines with GI in different European market. Specifically, well-known PR activities focused on wine only (tasting sessions and courses) are compared with food-wine ones.

Data have been collected through survey questionnaires where information about wine tasting, sensory satisfaction and preferences about Italian wine have been collected together with socio-demographical aspects of foreign users. The sample survey collects preferences of wine market operators in European countries. This work is actually an extension of a previous study mostly focused on measuring the Customer Based Brand Equity (CBBE) model through PR activities (tasting course and knowledge of Italian wines) (Barisan et al., 2015). By mean of a decision-tree methodology, the variables that segment potential consumers of wine with GI are determined (Biggs et al., 1991).
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References


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