The use of new media in the breweries and wineries of Cuneo district (NW Italy)

Andrea Viberti, Stefano Massaglia, Danielle Borra (1)

(1) Dipartimento di Scienze Agrarie, Forestali e Alimentari, Università di Torino, Largo P. Braccini, 2 - 10095 Grugliasco (To) – Italy
corresponding author: stefano.massaglia@unito.it

The evolution of the society and of its habits, the rising of technology, with new communication methods and social networks are changing the ways consumers and companies interrelate with each other, giving to the internet more importance because of what it is able to offer. Nowadays social networks represent a valid opportunity to easily reach a high number of costumers. The chance of getting a direct contact with a target characterized by interests for the product is one of the main peculiarities so that it is possible to avoid the waste of resources. The Food Science Department of Turin University, decided to study how many wineries and small breweries of Cuneo district have their own website, the sites structure, the use of the social networks and other ways used to introduce the products and the companies as well as the response time to the demands received through these communication channels. Afterward was carried out a comparison between the two different categories to assess any differences.

In order to get a list of companies known by the public, the most important wines and beers guides have been chosen and an alphabetic list of the Cuneo district companies has been written down. Afterwards, a few standards have been picked to be verified, such as the presence of a website, its structure, and the correlation with the social networks. Eventually, after having checked all the sites and after having them listed on the basis of their functionality, the third and last phase of contact started: it allowed us to judge how long it took to the various companies to get back to us after an informal request of information processed through the Internet. Thanks to this job, it was possible to observe how nowadays the majority of the companies analyzed owns a website. Their structure varies in a significant way: it depends on many reasons, mostly connected to the consideration of the importance that a website might have. The spread of social networks among the companies is quite wide, but not all of them are able to guarantee a full integration with their sites. Some differences emerge between the two categories in terms of the site structure, both as regards the information contained. Wineries in this area are more diffused than breweries, but in the last years are springing a lot of microbreweries sign of the increasing of the consumers interest. The presence “online” seems to be a fundamental key in the overall communication field of each company, no matter how big or where it is. Internet websites represent one of the way of contact with the final consumer, therefore the more a website looks appealing in functionality and context, the more attractive it will be for new costumers. This factor is even more important for microbreweries with a limited distribution of its products: in this way they can attract consumers in their brewery, promote their products and increase the turnover generated inside of their pub.