Research aims to explore the effect on wine retail prices in different retail channel of quality signal such as vine variety names explicitly used by quality wines produced in specific Italian regions (“quality wine psr”). Our hypothesis is that a higher quality signal price premium is paid by consumer in grocery outlet than in specialised shops, ceteris paribus. Actually, consumer willingness to pay for signals informing them on the unknown wine quality is lower when they can catch more detailed and low cost information on wine quality by specialized shop retailer. The EU Council Decision 93/724/EC of November 1993 to preclude the use of vine variety name Tocai for description and presentation of certain Italian quality wine psr from March 31th 2007 - in order to protect the Hungarian Geographical Indications Tokaj -, gave us the rare occasion to estimate the price premium for quality signal (i.e. wine name) when a change-over occurs, i.e. when the information content in the new name is lower than in the former one. A hedonic price model is estimated on retail market prices observed in a sample of outlets located in two Italian regions where wines from Tocai vine variety are traditionally produced. Marginal implicit prices of wine attributes (name, Geographical Indication label, vintage, barrique aging, etc.) and of the brand’s reputation have also been estimated. Research’s results confirm that consumer are willing to pay a high price premium for wine name among quality signals appearing on the wine bottle label, and more generally the latter are more relevant than the brand reputation. However, the wine attributes’ positive effects on price are lower in specialized outlets – where demand is more frequently expressed by expert consumers and/or the information asymmetry on wine quality suffered by them can be mitigated by seller’s expertise - than in grocery retail shops. This paper originally contributes to the growing literature on this field by: i) examining real retail market prices instead of recommended ones or those observed at the production level; ii) studying the effect of search attributes in a local market where more expert consumers are expected and in different retail channels; iii) exploring, on a ceteris paribus basis (i.e. for the same wines), the consumer willingness to pay for different information provision on wine quality supplied by labels when labelling rules change in a relevant way.