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The Global Wine Market: Trends and Strategies

PROF. ANTONIO GALLO (ACADEMIC COORDINATOR) / PROF. GABRIELE CANALI / DR ANTONIO GAROFOLIN / DR
MILENA LAMBRI / DR ELISABETTA VIRTUANI

Overview

Area: Agribusiness & Food Sciences
Dates: 28 June – 9 July (2 weeks)
Campus: Piacenza
Course Number: FD / BU 320
Term: Summer School 2021
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

Wine Marketing: an experiential approach to wine business – Dr. Elisabetta Virtuani

This lecture will introduce the students to the main topics of wine and place marketing. 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.

- Italian Wine Market in the Global Scenario
- Wine regions and local development
- Perceived wine quality approaches
- Experience orientation of wine firms
- Wine sustainability as a competitive advantage
- Post-modern wine consumer and new communication strategies
- Experiential marketing and visual merchandising

References

- Flint, D. J., & Golicic, 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.



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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 the 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

P. RIBEREAU-GAYON, D. DUBOURDIEU, B. DONECHE, A. LONVAUD, *Handbook of Enology, 2nd Edition, Vol.1 & 2, Wiley, 2005.*

R.S. JACKSON, *Wine Tasting a professional handbook, 2nd Edition, Academic Press, Elsevier, 2009.*

Biography

Dr. Milena Lambri is a full time researcher in Food Science and Technology, Department for sustainable food processes, DiSTAS, Faculty of Agricultural, Food and Environmental Sciences, Università Cattolica del Sacro Cuore, Piacenza. She teaches Advances in Enology, Applied Enology, Enology and is the person in charge for sensory analysis dealt in the new SensoryLab. 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 adjusting techniques to adaptation of grape composition due to global warming.

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.

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.



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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 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.