BURGUNDY PARIS DIJON SCHOOL OF BUSINESS

BACCHUS IN BOURGOGNE

Second Interdisciplinary and International Wine Conference

3rd – 4th – 5th November 2005.

Following the success of "Bacchus to the Future" organized in 2002 by Brock University (St Catharines, Ontario, Canada), we are happy to announce the second edition of Bacchus: "Bacchus in Bourgogne".

According to the "Bacchus to the Future" philosophy, this conference seeks to cross boundaries of specializations to allow wine scientists, experts and professionals to meet and to exchange ideas related to their different fields of research or practice.
A number of leading wine specialists and experts will make presentations at Bacchus in Bourgogne, including:

Olivier Assouly, researcher at the « Institut français de la Mode », author of "Les nourritures nostalgiques", Editions Actes Sud, (2005), and "Les Nourritures divines" (2002).

Dr. Gilbert Garrier, University of Lyon, author of "L'étonnante histoire du beaujolais nouveau", Editions Larousse, 2002, and of "Histoire sociale et culturelle du vin", Editions Bordas, 1998

Philippe Roudié, Emeritus Professor in Geography, Bordeaux

Pierre Henri Gaget, CEO of La Maison Louis JADOT à Beaune

Jacques Fanet, author of "Great Wine Terroirs**"**, November 2004, University of California Press, and "Les Grands Terroirs du Vin" Editions Hachette Pratique 2001

"Bacchus in Bourgogne" focuses on three key areas of interest:

- Science and Technology of Wine: viticulture, oenology, sensory evaluation.
- Business and Marketing of Wine: communication, economy, finance, human resources management.
- Culture of Wine: history, culture, literature, gastronomy, education.

The central theme chosen for the European edition of "Bacchus" is the notion of "*terroir*". All the wine growing regions in France and throughout the world are giving thought to the identification of their "*terroirs*"; 70 years after the creation of the "*appellations d'origine*" in France, a region like Burgundy which has 101 "appellations" is a most appropriate locale for a conference with this focus. New World wine countries either embraced or rejected this system to define their wine appellations and brand their wines. Some experts explained the poor performance of Western European wines in New World markets by the difficulty New World consumers had in understanding the subtleties of appellations and *crus* denominations. The concept of "*terroir*" needs to be clarified both for the professionals and the consumers.

There are many different fields and approaches that can be the subject of a presentation that explores "*terroir*".

Examples include: Taste and "*terroir*", Oenological practices, Sensory evaluation, Viticulture, Climate, Soil and "terroir", Legislation, Business strategy , Marketing approach, Consumer behaviour, Distribution, retailing and commercialisation, Communication and advertising, Wine tourism, Human resources, Finance and management, Entrepreneurship – family business, Ethics, History, Literature, Gastronomy, …

Organizing Committee:

The conference is organized by Groupe ESC Dijon-Bourgogne (*Burgundy School of Business*), Brock University and the Cool Climate Oenology and Viticulture Institute (CCOVI)
This conference will be actively supported by the CRCI (Regional Chamber of Commerce), the Conseil Regional de Bourgogne (Burgundy Regional Council), the city of Beaune, the city of Dijon and the BIVB (Inter-professional council for Burgundy wine).

Academic Editors of the Conference:

<u>Science and Technology:</u>
Dr Isabelle Lesschaeve Cool Climate Oenology and Viticulture Institute (CCOVI), Brock University
Dr Jean-Claude Fournioux, Institut Universitaire de la Vigne et du Vin Jules Guyot (IUVV) Université de Bourgogne
Dr Hervé Alexandre, Institut Universitaire de la Vigne et du Vin Jules Guyot (IUVV), Université de Bourgogne
Dr Dominique Valentin, École Nationale Supérieure de Biologie Appliquée à la Nutrition et à l'Alimentation (ENSBANA), Université de Bourgogne
Éric Vincent, Institut National des Appellations d'Origine (INAO)

<u>Business and Marketing of Wine:</u>
Dr Carman Cullen, Faculty of Business, Brock University
Joëlle Brouard, Mastère Spécialisé Commerce International des Vins et Spiritueux, Groupe ESC Dijon-Bourgogne
Michel Sérieys, ISARA-Lyon

<u>Culture of Wine:</u>
Dr Linda Bramble Cool Climate Oenology and Viticulture Institute (CCOVI), Brock University
Pr Serge Wolikow, Directeur - Maison des Sciences de l'Homme de Dijon, UMS-CNRS 2739, U. de Bourgogne
Dr Jean-Marc Bourgeon, Maison des Sciences de l'Homme de Dijon, U. de Bourgogne
Pr Jean-Jacques Boutaud, Université de Bourgogne
Claude Chapuis, Professeur, Groupe ESC Dijon-Bourgogne

BURGUNDY SCHOOL OF BUSINESS PARIS DIJON

BACCHUS IN BOURGOGNE

Second Interdisciplinary and International Wine Conference

Key Note Speakers

Pierre-Henry GAGEY
CEO, Louis Jadot, France

After receiving an engineering degree from ENSIMAG, Pierre Henry Gagey received a diploma from the Institut Supérieur des Affaires (ISA – MBA at HEC). He joined Maison Louis Jadot in 1985 and was appointed President in 1992. He was President of the Syndicat des Négociants en Vins de Bourgogne from 1996 to 2002 and today is Vice-President of the INAO.

USA is tomorrow's leading market

Pierre-Henry Gagey,
CEO, Louis Jadot, France

Maison Louis Jadot was founded in 1859, with a strategy based on quality.

Growth & positioning
At Jadot, we do not wish to grow but to grow up. One should not focus on yearly ups and downs. The objective is to grow a period of ten years, not necessarily every year. Our positioning is not based on what our competitors do. Rather, we try to lead our competitors to follow our path. Profits are a clear objective, it is not possible to gain market shares by selling wine at a discounted price and year hope to increase prices a few years later.

Is Louis Jadot a brand?
Of course, it is a brand: it sells 900,000 cases with a very clearly recognisable label! However, within the company, we do not feel that way because we associate Louis Jadot with the name of a wine producer, not with a brand.

Is Louis Jadot mature?
Our region is definitely mature: it has been producing wine for 2,000 year, and it is associated with tradition. Our label is also mature in that it is classic, and terroir-oriented. Our relative maturity is a great opportunity for growth, energy, and strength because the company is made up of young, modern and open-minded people. We also consider ourselves lucky to work daily with Anglo-Saxon marketing professionals who drive us forward and from whom we can learn. There is no way we want to copy the New World, but why shouldn't we let ourselves be inspired by their approach from time to time?

Hervé Gasiglia

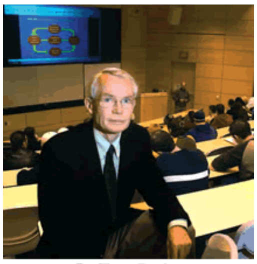
Hervé Gasiglia est Directeur du Groupe ESC Dijon Bourgogne depuis 2002.

Diplômé HEC, Docteur en Sciences Economiques, Hervé GASIGLIA possède à la fois l'expérience de l'entreprise et de l'enseignement du management au sein d'une Grande Ecole.

Hervé GASIGLIA débute sa carrière chez Texas Instruments, avant de rejoindre la Direction Générale d'Air Inter puis de consacrer 10 années au conseil stratégique en innovation pour les PME innovantes chez A'.

En 1994, il intègre le Groupe CERAM Nice Sophia-Antipolis en qualité de Professeur de Marketing stratégique responsable de l'enseignement entreprenariat, marketing B to B, PGE et création d'entreprises.
Il prend ensuite la Direction de CERAM Entreprises, division formation continue du Groupe, et crée divers programmes 3èmes cycles (MSc en e-business tourism) et formation continue dont les programmes Tremplin et Turbo PME.

Hervé GASIGLIA enseigne par ailleurs à HEC Management, à New York University, au CPA, à l'Ecole des Mines, au Collège Polytechnique et l'Ecole Centrale de Paris.



Dr. Terry Boak
Acting President & Vice-Chancellor

Terry Boak

Terry Boak is Acting President and Vice-Chancellor of Brock University

President's Biography

Dr. Boak attended the University of Manitoba where he received a Bachelor of Science degree (1966), Bachelor of Education (1969), and Master of Education (1971). He went on to earn a Doctorate of Philosophy at the University of Calgary (1974) with a specialization in Counselling Psychology/Counsellor Education. During the 1980 to 1981 academic year, Dr. Boak completed a post-doctoral study in the area of school psychology at the Department of Educational Psychology at the University of Alberta.

Dr. Boak began his professional career in 1973 as an Assistant Professor, Department of Educational Psychology, Memorial University of Newfoundland and was promoted to Associate Professor in 1978. While at Memorial University, he served in a number of academic and administrative roles. From 1981 to1985, he was the Director of Student Services, Faculty of Education and from 1985 to 1989 he was the Associate Dean, Faculty of Education and Professor, Department of Educational Psychology.

Dr. Boak came to Brock in 1989 as the Dean of the Faculty of Education. He served for two terms as Dean before his appointment, in February 1998, as Vice-President, Academic and Provost. He was named Brock's Acting President and Vice-Chancellor, effective August 1, 2005, for a period of up to one year.
He is the co-editor, author or co-author of the following books: Changing research and practice: Teachers' professionalism, identities and knowledge (1996), The evaluation of faculty teaching performance (1983), Personalizing teacher-pupil communications (1978). As well, he has widely contributed to academic publications and refereed journals.

Dr. Boak has been actively involved outside the University. He was Chair of the Ontario Association of Deans of Education from 1991 to 1993. From 1990 to 1993, Dr. Boak was a board member of the Ontario Institute for Studies in Education. His list of appointments and memberships to professional boards and associations include, to name some, the Canadian Society for the Study of Education (CSSE), the Canadian Society for the Study of Higher Education (CSSHE), the Canadian Education Association (CEA), the International Study Association on Teacher Thinking (ISATT), the International Seminar on Teacher Education (ISTE) and the American Education Research Association (AERA). As well, he has served on many community organizations. His most recent appointments are as a board member with Theatre Beyond Words, Grey Gables School Advisory Board, St. Catharines, and the Institute for Enterprise Education, St. Catharines.
Dr. Boak has provided leadership to numerous academic and administrative committees at Brock. He has represented the University on several Council of Ontario University committees and has participated in special government committees. The focus of this work has a broad range and include, for example, academic curriculum, professional development, graduate programs and international studies.
In 1998, Dr. Boak participated in a program and student evaluation at the Institute for Educational Development of the Aga Khan University, Karachi, Pakistan. As a result of that experience, Dr. Boak has continued to work closely with senior administrators at Aga Khan University in determining the direction and development of the institution, in particular the establishment of a new Faculty of Arts and Science.

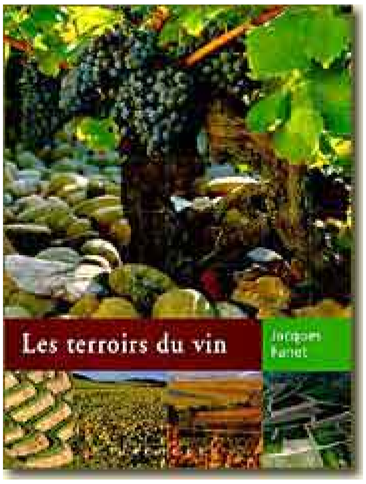
He and his wife, Cathryn, have three daughters Tanis and Elizabeth, who are both Brock graduates, and Maggie, a graduate of Dalhousie University

Jacques Fannet

« Les Terroirs du Vin » de Jacques Fanet

Editions Hachette Pratique 2001

C'est essentiellement l'approche géologique de la notion de terroir qui est ici traitée par Jacques Fanet. D'une manière générale, on peut qualifier ce livre d'ouvrage de vulgarisation car il nous fait découvrir les côtés passionnants de la géologie.



Après un bref exposé des ères géologiques, de la dérive des continents, l'auteur passe en revue une petite cinquantaine de lieux français (et une dizaine d'étrangers) en les classant par grandes familles de types de sols.
L'étude de chacune de ces sous-régions nous explique très clairement sur 2 ou 4 pages la formation des sols et les zones d'implantation du vignoble. Ces études sont souvent suivies d'une description du cépage dominant, de ses propriétés mais aussi de ses autres implantations en France et dans le monde.

La présentation est particulièrement agréable et luxueuse : cartes, schémas de coupe, et photos sont omniprésents et l'impression est de grande qualité.
L'ouvrage n'est pas exempt de petits défauts : le texte mentionne souvent des lieux qui ne sont pas mentionnés sur les cartes, obligeant le lecteur attentif à garder un atlas routier à portée de main. De plus, j'aurais aimé voir traiter certains aspects complémentaires à la formation des sols, telle l'influence du climat sur ces sols, le rôle de la pluie, etc... Enfin, certaines régions (la Champagne ou l'Alsace notamment) semblent traitées un peu rapidement.

Source : http://www.chateauloisel.com/vin/livre/fanet-terroirs-vin.htm

Gilbert Garrier

Gilbert Garrier, Professeur d'histoire contemporaine à l'Université Lumière-Lyon 2 est aujourd'hui à la retraite. Le Centre Pierre Léon d'histoire économique et sociale, ses collègues et amis lui rendent hommage par un recueil de mélanges que publient les Presses universitaires de Lyon. Les Cahiers d'histoire s'associent à cette initiative qui honore celui qui en fut le rédacteur en chef de 1983 à 1996.

Ce volume de Mélanges offerts à Gilbert Garrier, spécialiste de l'histoire du monde viti-vinicole, regroupe tout naturellement une grande majorité de contributions consacrées à la vigne et au Lyonnais, plus généralement au monde rural, avec des ouvertures chronologiques allant du Moyen Âge à l'époque très contemporaine ce qui laisse une part plus réduite au XIXe siècle qui intéresse plus particulièrement notre revue. Comme il est d'usage l'ouvrage commence par une brève évocation de la carrière de Gilbert Garrier, sous la plume de Jean-Luc Mayaud, maître d'œuvre de l'ouvrage, suivie d'une liste des publications de l'auteur qui rappelle au-delà de la thèse bien connue sur Les Paysans du Beaujolais et du Lyonnais 1800-1970 (parue en 1973) — une des rares thèses d'histoire rurale à embrasser deux siècles — l'ouverture d'esprit et la diversité des centres d'intérêt du professeur soucieux d'aider ses élèves à s'orienter dans les voies nouvelles de la recherche.
Pour qui s'intéresse à l'histoire des campagnes françaises, particulièrement à celle du vignoble, ces Mélanges offerts à Gilbert Garrier sont incontournables et témoignent bien de la vitalité de l'histoire rurale au cours des dernières décennies.

Pour citer cette recension

Jean-Claude Farcy, «Jean-Luc MAYAUD [dir.], Clio dans les vignes. Mélanges offerts à Gilbert Garrier, Lyon, Presses universitaires de Lyon, 1998, 558 p.», Revue d'histoire du XIXe siècle, 2000 20/21, Varia , [En ligne], mis en ligne le . URL : http://rh19.revues.org/document219.html. Consulté le 25 octobre 2005.

Titres de Gilbert Garrier (historien)

- GARRIER (Gilbert) - Paysans du Beaujolais et du Lyonnais, 1800-1970.

Centre d'histoire économique et sociale de la région Lyonnaise, Université Lyon II, Publié avec le concours du CNRS, Presses Universitaires de Grenoble, (1973).

- GARRIER (Gilbert) - Le phylloxéra Une guerre de trente ans, 1870-1900

- GARRIER (Gilbert) - Les Mots de la vigne et du vin
  Présentation de l'éditeur: Le paradoxe n'est qu'apparent : dans notre France hexagonale, convertie à la culture de la vigne et à la consommation du vin depuis plus de deux millénaires, on boit de moins en moins de vin, mais on en parle de plus en plus.

- GARRIER (Gilbert) - Histoire sociale & culturelle du vin (Cultures)
  Bordas (ISBN: 2040270639)

Résumé
Des buveurs gaulois aux amateurs contemporains, l'Histoire sociale et culturelle du vin retrace dans tous ses aspects la consommation du vin à travers ses acteurs, ses lieux, ses moments et ses rites. Elle distingue, selon les époques, vins de prêtres et vins de princes, vins de paysans et vins de seigneurs, vins de bourgeois et vins d'ouvriers. Faisant une large place à une anthologie des plus beaux textes sur le vin, elle est augmentée d'un dictionnaire de près de 700 mots essentiels de la vigne et du vin, analysés dans leurs usages pluriséculaires.

par Christine Ferniot
Lire, décembre 1998 / janvier 1999
« Lire le sommaire de cet ouvrage ressemble déjà à un voyage; vin des Gaulois, vin du Moyen Age, du paysan, de l'ouvrier, de la politique ou de l'ivresse... Gilbert Garrier n'est plus un historien, il est un poète nous invitant à l'accompagner «de cuve en bouche». A une époque où le «vin se vante pour se vendre», où l'on boit moins qu'on ne célèbre les rituels, cet homme-là remet les pendules à l'heure, joue sans prétention les anthologistes et offre, en prime, un dictionnaire savoureux de la vigne et du vin. La langue est belle, la passion évidente, le savoir admirable. Voilà l'ouvrage de référence à offrir à

tous ceux qui parlent de robe et de bouquet pour briller dans les salons. Ils comprendront enfin que cette science-là mérite un peu plus de connaissances et de respect. »
Source : http://arts.privat.fr/cgi-bin/db2www.cgi/arts.mac/recherche_auteur?aut=Garrier&aut_p=Gilbert&prov=

- L'ETONNANTE HISTOIRE DU BEAUJOLAIS NOUVEAU
- Gilbert Garrier

Année de Parution : 2002
Editeur : LAROUSSE
Gencod : 9782035053411
Nombre de Pages : 168
Dimensions (en cm) : 29 X 24
par Christine Ferniot
Lire, décembre 2002 / janvier 2003
«L'introduction du beaujolais nouveau dans la mélancolie de l'automne est un acte civique», note Bernard Pivot dans sa préface. Devenue cérémonie, l'arrivée du beaujolais nouveau est une fête populaire qui a dépassé largement le cadre d'une région ou même d'un pays. Mode ou tradition, ce vin se boit le même jour à la même heure dans un bistrot de Villefranche, dans un bar de Tokyo ou dans un restaurant de San Francisco. L'auteur rappelle les réglementations, fait la différence entre le primeur et le nouveau, évoque les millésimes depuis cinquante ans, reprend l'histoire des vins nouveaux depuis les origines.

Source : http://arts.privat.fr/cgi-bin/db2www.cgi/arts.mac/recherche_auteur?aut=Garrier&aut_p=Gilbert&prov=

Autres titres :

- GARRIER (Gilbert) - Paysans du Beaujolais et du Lyonnais, 1800-1970 (Collection Theta)
- GARRIER (Gilbert) -Vigne et vignerons dans la France ancienne: Vignerons du Beaujolais au siècle dernier (Collection France ancienne)

Updated 13/10/2005

Programme Prévisionnel – Preliminary Program

Program at a glance

Schedule	Thursday November 3rd 2005		
8:00 am – 9:00 am	Registration		
9:00 am – 9:30 a	Opening session Dr Hervé Gasiglia, Dean of Burgundy School of Business Dr Terry Boak, acting President of Brock University		
9:30 am – 10:15 am	Keynote speaker "Terroir and culture" G. Garrier author of "L'étonnante histoire du beaujolais nouveau", Editions Larousse, 2002, and of "Histoire sociale et culturelle du vin", Editions Bordas, 1998		
10:15 am - 10:45 am	Coffee Break		
10:45 am - 12:45 pm	Academic Sessions		
	Science *Track A– Wine Quality* – Session Chair : Dominique Valentin (ENSBANA, France) *Track B – Viticulture* – Session Chair : Jean-Claude Fournioux, Institut Jules Guyot, France	Culture and History Session Chair : Jean-Jacques Boutaud (LIMSIC, Université de Bourgogne, France)	Marketing and Communication *Track A* Session Chair : Joëlle Brouard (Groupe ESC Dijon-Bourgogne, France) *Track B* Session Chair : Arvind Ashta (Groupe ESC Dijon-Bourgogne, France)
12:45 pm - 2:30 pm	Lunch		
2:00 pm - 3:45 pm	Round Table I		
	Science and Technique Track "Terroirs: viticulture" First part: presentations Bernard Seguin (Chair) (INRA Avignon), Alain Deloire (ENSA Montpellier), Alain Carbonneau (ENSA Montpellier), Giovanni Cargnello (Conegliano – Italy), Inaki Garcia (Spain)	Culture Track First part: presentations Claude Chapuis (Chair) (Groupe ESC Dijon-Bourgogne) Culture et Terroir Gilbert Garrier (author), Philippe Roudié, Philip Whalen (Coastal Carolina University USA) et Olivier Jaquet (Université de Bourgogne) * to be confirmed	Business Track *Entrepreneurship and development* First part: presentations Joëlle Brouard (Chair) (Groupe ESC Dijon-Bourgogne) Pascal Goyard (Avocat Cabinet Wetzel) Amaury et Bertrand Devillard (Domaines Devillard) François Bannier (HB sélection Négociant éleveur en Languedoc Roussillon)

3:45 pm - 4:15 pm	Coffee Break		
4:15 pm - 5:30 pm	Round Table II		
	Science and Technique Track Second part: Discussion	Culture Track Second part: Discussion	Business Track Second part: presentations
	Dinner at the Mairie de Dijon		

Schedule	Friday November 4th 2005		
9 am - 10 am	Keynote speaker		
	"Terroir and Viticulture" Jacques Fanet author of "Les Terroirs du Vin" Editions Hachette Pratique 2001		
10:00 am - 10:30 am	Coffee Break		
10:30 am - 12:30 pm	Academic Sessions		
	Science *Track A– Wine Quality* – Session Chair : Hervé Alexandre (Institut Jules Guyot, France) *Track B – Viticulture* – Session Chair : Eric Vincent (INAO, France)	Culture and History Session Chair : Claude Chapuis (Groupe ESC Dijon-Bourgogne, France)	Marketing and Communication *Track A* Session Chair : -Guillaume Ditter (Groupe ESC Dijon-Bourgogne, France) *Track B* Session Chair : Carman Cullen (Brock University, Canada)
12:30 pm - 2:30 pm	Lunch		
2:00 pm - 3:45 pm	Round Table I		
	Science and Technique Track *"Taste and Terroir"* First part: Presentations Yves Lefur (Chair- Maître de Conférences at UMR FLAVIC, INRA DIJON Tony Shaw, Associate Professor, Department of Geography at Brock University Kees Van LeeuWen Professor ENITA Bordeaux. Olivier LEGRAND (Inter Rhône)	Culture Track *"Taste and Terroir"* First part: Presentations Jacques Puisais, Guy Caro (ESC Rennes), Dominique Bruillot* (Bourgogne Magazine)	Business Track Communication and terroir First part: Presentations Claudine Souvignet (in charge of marketing DAEDALUS design & communication) Regan Fournier-Morel (responsable marketing), Nadine Gubelin (œnologist domaine Jacques Prieur and "chef de cave" Maison Antonin Rodet) Marc Plantagenet (Directeur commercial Champagne de Castellane Champagne) Cris Braun (International Traider CIATTI Europe)
3:45 pm - 4:15 pm	Coffee Break		
4:15 pm - 5:30 pm	Round Table II		

	Science and Technique Track Second part: Discussion	Culture Track Second part: Discussion	Business Track Second part: presentations
6:15 pm (departure from hotels)	Gala dinner at the "Château de Clos Vougeot"		

Schedule	Saturday November 5th 2005
9 am – 9:30am	Keynote speaker "Terroir and Business" Pierre-Henry Gagey CEO of La Maison Louis JADOT à Beaune
10:00 am - 10:15 am	Coffee Break
9:30 am - 10:30 pm	Round Table *Terroir, Culture, Viticulture, Taste and Business* Thomas Gueller (Journalist - Chair) Tinlot, former Director of OIV, Dr. Michel Salgues, former Winemaker Roederer Estate California, Olivier Assouly*, author of "Les Nourritures Nostalgiques" *to be confirmed
10:30 pm - 12:30 pm	Professional Wine Tasting organised by the BIVB Burgundy's "terroir": from Mâcon to Chablis
11:30 pm - 12:30 pm	Lunch

BACCHUS IN BOURGOGNE
International Wine Conference

Program of the Academic Sessions

Science

Track A– Wine Quality

Thursday, November 3
10:30-12:30 – Session Chair : Dominique Valentin (ENSBANA, France)

Salies E., Barbe P	Bordeaux Ecole de Management, France	Comment se forment les évaluations des dégustateurs ? Une étude sur les grands vins de Bordeaux
P. Schlich*, R. Pessina*,**, L. Boivin*, D. Goffin*, L. Moio**	*Centre Européen des Sciences du Goût, Dijon, France **Dipartimento di Scienza degli Alimenti, Università degli Studi di Foggia, Italy	Temporal Dominance of Sensations: a Signature of Wine Quality?
Jordi Ballester[1]*, Bruno Patris[2], Ronan Symoneaux[4], Vladislava Bogdanova[3], Stefka Angelova[3], Dominique Valentin[1,2]	[1] ENSBANA, France. [2] CSG-UMR5170, Dijon, France. [3] University of Food Technologies, Plovdiv, Bulgaria [4] ESA Angers, France	Typicality of varietal wine aromas: Chardonnay vs. Melon de Bourgogne
Belancic, A.[1], Casaubon, G.[1], Bordeu, E.[2] & Agosin, E.[1,3]	[1] Centro de Aromas, DICTUC, Pontificia Universidad Católica de Chile, Santiago Chile. [2] Depto. de Enología y Fruricultura, Pontificia Universidad Católica de Chile, Santiago Chile. [3] Depto de Ingenieria Quimica y Bioprocesos, Escuela de Ingeniería, Pontificia Universidad Católica de Chile, Santiago Chile.	Aromatic Potential of Vitis vinifera cv. Carménère: the influence of terroir and genotype

Friday, November 4
10:30-12:30 – Session Chair : Hervé Alexandre (Institut Jules Guyot, France)

Dominique Peyron*[1] & François Sauvageot[2]	[1]IUVV IMSAPS, Université de Bourgogne, France [2] Ensbana – IMSAPS, Université de Bourgogne, France)	Effet de la forme du verre sur la perception orthonasale de huit vins français AOC
Olivier Gergaud*[1] & Victor Ginsburgh[2]	[1]OMI, Université de Reims Champagne-Ardenne and TEAM, Université de Paris I [2] ECARES, Université Libre de Bruxelles and CORE, Université catholique de Louvain	Natural endowments, production technologies and the quality of wines in Bordeaux. Is it possible to produce wine on paved roads?*
Jean-Louis Puech*, Andrei Prida, Jean-Claude Boulet	INRA Montpellier UMR Sciences Pour l'Oenologie	Effet de l'espèce et de la forêt ou «terroir» sur la teneur en ellagitanins du bois de chêne à merrain dans une forêt mixte (Quercus robur L., Quercus petraea Liebl)
Eva Campo*[1] Vicente Ferreira[1], Ana Escudero[1], José C. Marqués[2] and Juan Cacho[1]	[1]Lab. for Flavor Analysis and Enology. Department of Analytical Chemistry, University of Zaragoza, Spain [2] Department of Chemistry, University of Madeira. Funchal, Portugal	Characterization of the aroma profile of Madeira wines
Roudnitzky Natacha[1,2], Fournier Nicole[1], Dominique Valentin[2], Brun Olivier[3],Guichard Elisabeth[1]	[1.] Unité Mixte de Recherches FLAVIC, INRA, Dijon, France. [2.] Centre des Sciences du Goût UMR 5170, Dijon, France. [3.] Mumm Perrier-Jouët, Vignobles & Recherches, Epernay. France	Elaboration of sparkling wines with different CO_2 levels by traditional method: is there an effect on key flavour compounds?

Science

Track B – Viticulture

Thursday, November 3
10:30-12:30 – Session Chair : Jean-Claude Fournioux, Institut Jules Guyot, France

Jean-Pierre Chabin	Université de Bourgogne, département de géographie et Centre de recherches de climatologie (FRE 2740 CNRS)	Climat et terroir : le modèle Montrachet
Victoria A Carey[1*], Eben Archer[2], Gérard Barbeau[3], & Dawid Saayman[4]	[1] Lecturer and [2] Extraordinary professor, Department of Viticulture and Oenology, Stellenbosch University, South Africa. [3] Unité Vigne et Vin, Centre INRA d'Angers, Beaucouzé, France. [4] Soil Science extension officer, Distell, Stellenbosch.	The use of viticultural and oenological performance of grapevines to identify terroirs: the example of Cabernet Sauvignon in Stellenbosch
Valérie Bonnardot	ARC-Institute for Soil, Climate and Water, Stellenbosch South Africa.	Some climatic characteristics of the South African wine producing regions
Alex Maltman	Professor of Earth Sciences UK	Taste, terroir, and vineyard geology

Friday, November 4
10:30-12:30 – Session Chair : Eric Vincent (INAO, France)

Jonathan Swinchatt* David G. Howell**,	*EarthVision, Inc., Cheshire, CT, USA **Stanford University, Menlo Park, CA, USA	Taste, Terroir, and Geology in the Napa Valley
John A. Considine	School of Plant Biology, The University of Western Australia, CRAWLEY 6009, Western Australia, Australia	Towards an objective delimitation of 'terroir' within the New World: Precision farming techniques in the Margaret River region of Australia
Eric Vincent	INAO (France)	To be confirmed
Gregory V. Jones	Department of Geography, Southern Oregon University USA	From the Napa Valley to Burgundy: Climate Change Impacts on Viticultural Potential and Wine Quality

Culture and History

Thursday, November 3
10:30-12:30 – Session Chair : Jean-Jacques Boutaud (LIMSIC, Université de Bourgogne, France)

Philip Whalen	Coastal Carolina University USA	"Staging Burgundian Terroir at the 1937 Paris International Exposition"
Claude Chapuis	Groupe ESC Dijon-Bourgogne, France	Le presentiment de la notion de terroir chez Voltaire
SAULLE Isabelle	Université Bordeaux II, LAPSAC France	La richesse symbolique du vin peut-elle se passer de consommateurs ? Vin et consommation : un pont à (re)construire.
Kathleen A. Brosnan	University of Houston USA	The Interplay between Industry and State in Defining Napa Valley's Terroir
Loïc Abric	France	Les voyageurs des maisons de vin de Beaune entre 1780 et 1860

Friday, November 4
10:30-12:30 – Session Chair : Claude Chapuis (Groupe ESC Dijon-Bourgogne, France)

Alessandro Stanziani	CNRS (IDHE) ENS Cachan France	A l'origine des Appellations d'Origine : Normes de qualité, labels et innovations sur le marché du vin en France au XIXe siècle
Philip Whalen, Ph.D.	Coastal Carolina University USA	"'The success of our cellars grows daily:' Selling Terroir in Interwar France"
Kolleen M. Guy	Department of History, University of Texas at San Antonio USA	Producers, Consumers, and Anxiety: Defining Terroir in the early Twentieth Century
Guy Caro	ESC Rennes	"Mondialisation et résistance des Terroirs"
Claude Chapuis	Groupe ESC Dijon-Bourgogne France	Le Clos de Tart: Création d'un terroir

Marketing and Communication

Track A

Thursday, November 3
10:30-12:30 – Session Chair : Joëlle Brouard (Groupe ESC Dijon-Bourgogne, France)

Eric Nicolier	Groupe ESC Dijon-Bourgogne, France	Droit et Terroir: le duo introuvable
Rod Story*[1], Allan Riding[2], Judith Madill[1], Barbara Orser[2]	[1]Eric Sprott School of Business, Carleton University, [2]Deloitte Professor in the Management of Growth Enterprises, School of Management, University of Ottawa	Limits to Strategies for Growth in the Ontario Wine Industry: Growers and Wineries
Prof Stephanus S Loubser	University of Stellenbosch Business School RSA	Developing Your Domestic Wine Market as a Base for Global Expansion
Florine Livat*[1] Olivier Gergaud[2]	[1] OMI-EDJ, Université de Reims Champagne-Ardenne France [2] OMI-EDJ, Université de Reims Champagne-Ardenne and TEAM, Université de Paris I	How do consumers use signals to assess wine quality ?

Friday, November 4
10:30-12:30 – Session Chair : Jean-Guillaume Ditter (Groupe ESC Dijon-Bourgogne, France)

Jacques-Olivier PESME	Bordeaux Ecole de Management, Institut des Sciences de la Vigne et du Vin, France	Concentration dans la filière, quel intérêt stratégique pour l'entreprise ?
Jean-Claude TADDEI	Groupe ESSCA , Angers, France	Comment concilier innovation et tradition dans le secteur sensible de la viticulture française
Jean-Guillaume Ditter	Groupe ESC Dijon-Bourgogne, France	Les Clusters et La Filière Viniticole: Une Analyse Comparative Entre La France et Le Nouveau Monde
Arvind Ashta*[1], Sujata Patil[2],Gilles Seguin[3]	[1] Groupe ESC Dijon-Bourgogne, [2] Diva (Beaune), [3] Boisset (Nuits Saint-George)	Behavioral issues in Listing and Delisting in the French wine industry - Lessons from the case of Grands Vins Boisset

Marketing and Communication

Track B

Thursday, November 3
10:30-12:30 – Session Chair: Arvind Ashta (Groupe ESC Dijon-Bourgogne, France)

Arvind Ashta	Groupe ESC Dijon-Bourgogne France	Wine Auctions: More explanations for the declining price anomaly
Dr Rod Gapp Ron Fisher, Ms Coralie Haller	Department of Management, Griffith Business School, Griffith University Australia	Wine art or science: Understanding differing attitudes toward wine its production and consumption
A. Seaman**, B. Wright* and C. Cullen*	**McMaster University and *Brock University (Canada)	Weick to Wine: Responding to the Terroir
Don Cyr & Martyn Kusy	Brock University, Canada	Weather Derivatives and their Potential use for Hedging Canadian Ice Wine Production: A Case Study and Simulation

Friday, November 4
10:30-12:30 – Session Chair: Carman Cullen (Brock University, Canada)

B. Wright*, C. Cullen* and A. Seaman**	*Brock University and **McMaster University, (Canada)	Leadership in the Wine Sector: Is there a need for 'Amelioration' of Leaders?
Michele Ambaye	Brunel University, Uxbridge, Middlesex, UK and ESCEM	Understanding How Consumer Buy Wine, Food and Clothing on the Internet
Adam Novotny	Department of Economics, Eszterházy Károly College, Hungary	Tools of regional communication – the importance of wine marketing in Hungary
Peter McAtamney	Principal - Wine Business Solutions, 35 Brady St, Croydon, NSW Australia	Competing more effectively through Collaboration- Lessons from the Australian Wine Industry

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Developing Your Domestic Wine Market as a Base for Global Expansion

ABSTRACT

Prof Stephanus S Loubser
University of Stellenbosch Business School
South Africa

The world of wine consists of many paradoxes. It can be simultaneously good and bad for your health depending on consumption; while we produce too much wine for the market to absorb, we continue planting vines for even more production; discerning consumers are prepared to pay more for higher quality wine but drink less; wine is all about branding but powerful retailers treat it as a commodity and push prices down; and while exporting receives most marketing efforts and funding, domestic markets are often under developed. The wine business has changed irrevocably over the last 20 years, internationally but also domestically wherever you are producing wine. Not understanding the consequences and implications of this phenomenon will lead to opportunities not being seen and ultimately to hardship for many. Some of the most dramatic changes/developments are:
There is a consistent and structural over production of wine in the world and in most producing countries.
Wine consumption is relatively stable, declining in traditional high consuming producing countries, but growing in other key markets, often from a low base.
Producers remain fragmented while consolidation is accelerating throughout the rest of the value chain.
With changing consumer lifestyles, the channel structure has become complex. There is a shift from traditional independents towards the grocery/supermarket channel. This makes wine more accessible but makes brand building and maintaining prices infinitely more difficult.
Sellers of between 100000 and 3million cases, with no defined market niche, are most at risk. They usually do not have the resources available to compete against the large brand owners in attractive global markets.

It has always been difficult to be competitive in a producing country against local brands. Not only do they generally have the advantage of having developed the market and consumer expectations over time, but locals generally tend to be loyal to their own organisations and products. But consumption in producing countries has reduced over years or is at best stagnant. Exceptions are Australia and the USA. With global competition becoming increasingly tough, it is no wonder that producers, wineries and wholesalers are looking at ways and means to stimulate demand in the market closest to them. In South Africa, France and Australia formal industry attempts are now being made to formulate strategies to develop their local markets in order to create environments conducive to higher consumption.

This paper is based on research conducted in South Africa in order to determine whether the wine industry should embark on an integrated industry supported generic marketing strategy with the purpose of creating market growth for the benefit of all stakeholders. Consumption in South Africa, at 8 litres per capita, is low by international norms for producing countries. Current consumption patterns were analysed and gaps in the market identified. A position paper was prepared as basis for industry leaders to consider such a strategy. For the industry to be able to discuss this issue it was important to outline the nature of such a generic marketing strategy. The foundation of such a strategy has to be based on brands as this is all consumers understand. But it became clear that South Africa does not have a wine culture and that wine is not top of mind preference when people buy or consume alcoholic beverages. Beer, spirits and AFBs, backed by aggressive marketing efforts and budgets, are the favourites. The

fear that a few large wine companies will have to fund an effort which will also benefit their smaller competitors, also had to be addressed. Also the misconception that a generic market development strategy consists predominantly of generic industry wide advertising had to be rectified. Generic marketing is about creating a culture of wine appreciation in your country as part of a good and healthy lifestyle. It is all about educating your existing and potential consumers of the value of responsible wine consumption and introducing them to wine. The focus needs to be those people who are not currently consuming wine rather than on those who are already consumers. Realising the full potential of your home base can also provide the necessary momentum for international expansion. This paper outlines the research, the process followed and the ultimate strategy adopted by the industry as a case study for other producing countries.

Limits to Strategies for Growth in the Ontario Wine Industry: Growers and Wineries

Rod Story, Allan Riding, Judith Madill, Barbara Orser
Carleton University, Canada

ABSTRACT

This paper compares growth plans of winery owners in Ontario, Canada, with those of the growers who supply a substantive portion of wine grapes to these wineries. The work also examines the relationship between wine makers and growers, relationships that provide a context for their respective growth plans. The work finds that the wineries' expansion intentions are likely to outstrip the growers' ability to meet future demand. Implications for wine pricing, public policy, and industrial strategies are developed.

In 2003, 300 million litres of wine were sold in Canada of which 36% was supplied by wineries in the province of Ontario. Wine sold in Ontario consists of both domestic (41%) and imported wine (59%). Domestic wine consists of wine made entirely from Ontario grapes (22%) and wine made from a blend of Ontario grapes and foreign grapes and/or wine (78%). Over the past few years the percentage of imported wines has been increasing with this growth coming mainly at the expense of blended domestic wine. Given that an overwhelming majority of the wineries in Ontario produce unblended wine and these wines provide the most economic value to the Ontario economy, it is important to focus on the obstacles affecting, and strategies being pursued by, these wineries. Until this study, there have been no prior empirical studies of Ontario's wine industry. A unique aspect of Ontario's wine industry is that the price of wine grapes in Ontario are negotiated by a government mandated grape marketing board which represents the grape growers in grape price negotiations with the wineries. It is not legal to sell grapes below the price set via these negotiations. This empirical study surveyed both the grape growers and the wineries.

There are 75 wineries in Ontario which produce 100% Ontario grape content wine that bears the VQA designation (VQA stands for Vintners Quality Alliance and is a quality assurance and viticulture area designation similar to France's AOC). Ontario's VQA wine industry consists of two very large publicly traded companies (Vincor and Andres) and 73 much smaller wineries which were created post-1974 with the majority being created in the last 10 years. Wineries licensed after 1993 must use 100% Ontario grapes for all their wines if they want to have a retail store and if they want to sell through the government controlled retail system (LCBO – Liquor Control Board of Ontario). This forces the majority of Ontario's wineries to focus on making premium and super-premium wines.

The methodology followed by this study was the creation of two survey instruments: one each for the wineries and grape growers. The surveys were of a check box nature taking approximately 13 minutes to fill out. All 75 VQA wineries in Ontario were targeted with a total of 58 responding for a response rate of 77%. In 2004 there were 587 active grape growers in Ontario with 68% of these growing vinifera/hybrid grapes. The mail out of the grape grower survey was performed by the grape marketing board which was unable to separate the labrusca and vinifera/hybrid growers. A random mail out to 300 of the growers (therefore approximately 204 vinifera/hybrid growers) was performed and 70 vinifera/hybrid grower responses were received (approximately 34% response rate).

The findings of these surveys, which include considerable benchmarking information, relate to two principal issues: the relationship between wine producers and grape growers and the disjoint in growth intentions between the two groups of industry participants.

It was found that 90% of the wineries wanted to grow over the next two years, an unusually high percentage when compared to other industries (a more typical growth intention rate for comparable

SMEs (small and medium sized enterprises) is around 50%). Of the wineries that wanted to grow, 89% planned to increase the number of cases they produced with an average increase of 51%. When questioned on whether they would achieve this increase by planting more grapes, only 50% said that they would, with an average increase of 21% in grapes planted. This is not sufficient to supply their growth intentions. While some wineries currently have excess grapes this isn't enough to facilitate their growth plans. It appears that the wineries have implicitly assumed that the grape growers will provide the required grapes.

The survey of grape grower reveals that only 44% of growers want to expand. Of the grape growers that want to grow, 94% intend, on average, to plant 28% more grapes. Taking the growth numbers at face value results in a substantial projected shortfall of grapes to meet the wineries' projected needs. The work demonstrates an inconsistency between the wineries and the grape growers' growth plans and strategies in the short term.

In addition, this disjoint in growth intentions is situated in a context that previous publications have identified as an acrimonious relationship between grape growers and the wineries. While a majority of wineries perceive their relationship with growers as "successful" or "highly successful", only 59% of the grape growers do so. This rating decreases to only 45% when restricting grape grower respondents to those whose primary source of income comes from grape growing.

The disjoint of growth intentions in the context of this acrimony is likely to affect negatively the wineries' growth plans. Given the low financial satisfaction (2.35/5) of the grape growers combined with the well documented acrimony between the grape growers and wineries, convincing the grape growers to increase their production to meet the shortfall might be a challenge that is likely to force grape prices upwards, resulting in across the board price increases for all Ontario wines and exposing the Canadian market to offshore competition.

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La richesse symbolique du vin peut-elle se passer de consommateurs ?
Vin et consommation : un pont à (re)construire.

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Atelier « Littérature »
Le vin sacralisé : un patrimoine culturel, religieux, social ou politique

L'histoire du vin et sa diffusion à travers les civilisations permettent de mettre au jour la complexité et la richesse des caractéristiques qui lui sont associées. Le vin symbole de civilisation, le vin métaphore du religieux, le vin emblème de la gastronomie et du bon goût, le vin étendard de la France, le vin « alicament », le vin outil de convivialité et de partage, le vin enjeu économique, politique et social…, autant d'univers symboliques qui se conjuguent et qu'il convient de mieux appréhender pour percevoir toute les significations véhiculées par cet objet qu'est le vin.
En regard de cette représentation fortement sacralisée, se pose la question de la baisse de la consommation de vin, constatée depuis près d'un demi-siècle. Il semble en effet nécessaire de s'interroger sur l'influence d'une représentation aussi fortement codifiée sur les comportements des consommateurs. Le vin est-il consommé pour son goût, pour l'imaginaire et la tradition qu'il véhicule, pour atteindre l'ivresse ou pour des motifs purement économiques ? Grâce à l'analyse des réponses aux questionnaires et aux entretiens réalisés dans le cadre d'une Thèse de sociologie, nous disposons de données très intéressantes permettant de mettre au jour les motivations que les jeunes adultes (18-31 ans) ont (ou non) à consommer du vin. Apparaît alors l'importance de la dimension de « terroir » aux yeux de ce public souvent peu connaisseur.
Cette notion de « terroir » apparaît comme un élément déterminant dans le choix d'un vin. Dans un premier temps cela permet de témoigner d'un ancrage géographique et cela permet une affiliation symbolique du consommateur et du lieu de production. Le « terroir », assimilé à la région de production sera alors perçu de façon positive ou négative en fonction des expériences des individus et des stéréotypes qu'ils entendent. Cette circonscription géographique sera plus ou moins précise suivant le degré de connaissance des individus. Ensuite la notion de « terroir » revêt une signification plus large de produit traditionnel, authentique. Le vin, produit « vrai », issu de la vigne et du travail de l'homme, s'oppose alors aux produits industriels trafiqués à volonté afin d'obtenir la texture, la couleur et le goût désirés. Cette définition s'inscrit dans une exigence plus large de retour à des produits naturels et d'un plus grand souci porté aux questions d'environnement. Enfin le « terroir » c'est aussi, pour les plus spécialistes, une garantie quant aux qualités gustatives du vin. En raison des critères communs d'ensoleillement, de cépages, de composition des sols…, les vins d'un même terroir sont perçus comme présentant des caractéristiques gustatives communes que le travail de vinification pourra atténuer mais ne fera pas disparaître.

Cette référence faite au « terroir » revêt donc des significations très différentes selon les individus pourtant une régularité se dessine : elle facilite la venue des jeunes vers l'univers du vin. Il reste à savoir si cette porte d'entrée peut venir infléchir la tendance de consommation et permettre de reconstruire un pont entre les jeunes et le vin ou si au contraire la multiplicité des terroirs et de leurs définitions risque d'instaurer davantage d'opacité dans un univers déjà largement méconnu des jeunes. Ainsi à partir d'une réflexion générale sur la construction historique et sociale de l'objet vin, nous nous proposons de montrer comment la sacralisation du vin peut finalement engendrer un effet pervers : empêcher sa consommation. Le risque étant que le vin ne devienne qu'un pur instrument de marquage identitaire (social et/ou territorial) et de transactions statutaires.

Aromatic Potential of Vitis vinifera cv. Carménère: the influence of terroir and genotype.

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The Carménère (Grand Vidure) grape variety originates in Bordeaux, in the Medoc and Graves regions. After the European phylloxera plague (late 19th century) this variety almost disappeared from France vineyards. Bordeaux growers did not made efforts to replant because of its notorious late ripening and irregular yields on grafted vines.

In Chile, Carménère plants imported from France in the mid 19th century adapted particularly well to the regional conditions. However, they were mostly mixed with Merlot vines, and treated as such. Since 1994, the variety was identified as Carménère and since the end of the 90s the grape is being vinified separately and the resulting wine labeled as such. Furthermore, it is currently considered as the Chilean flagship, with more than 6,000 hectares of planted vineyards.

Carménère grapes ripens three weeks later than Merlot; under-ripe grapes show strong vegetal, herbaceous, and bell-pepper notes. Ripen Carménère grapes exhibit primary flavors of blackberry, cherry, plum, tobacco leaf and spicy notes.

Our work focused on the sensory and chemical analysis of the aromatic composition of Carménère variety. To the best of our knowledge, this is the first report on scientific information about the aromatic potential of the Carménère variety. Free choice profile (FCP) analysis of 18 Carménère wines (2003) showed a great variability among the samples. Differences in "terroir" or genotype (clonal differences) could be the responsible factors of this phenomenon. Nevertheless, two main groups of descriptors: herbaceous (asparagus, olives, green bean) and fruity (strawberry, plum, marmalade) involved all the samples. The green notes are due to the presence of methoxypyrazine (MP), mainly isobutyl methoxypyrazine (IBMP). IBMP varies in the samples from 5 to 44.4 ppt. The IBMP content depends on "terroir", harvest date, and climatic conditions.

The sensory properties of resulting wines are the result of several classes of chemical compounds. MPs are involved on green characters; C13-norisoprenoids are also important components in Carménère grapes, responsible for fruity and spicy nuances. The latter could play an important role in Carménère aging, because they are present in large quantities as glycoside precursors; ionol, β-ionone and β-damascone derivatives were the main precursors found. In free form, high concentrations of 3-oxo-α-ionol (22-112 ug/L) were found. Total free norisoprenoid content could reach 500 ug/L. The presence and importance of other compounds upon the varietal character of Carménère, like varietal thiols and furaneols, is under study.

This work has been funded by the Chilean CONICYT (Project FONDECYT 1030484-2003).

The use of viticultural and oenological performance of grapevines to identify terroirs: the example of Cabernet Sauvignon in Stellenbosch

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A terroir can be defined as a natural unit that is characterised by a specific agricultural potential. The agricultural potential is imparted by natural environmental features, and is reflected in the characteristics of the final product. Identification and characterisation of terroirs depends, therefore, on knowledge of environmental parameters, functioning of the grapevine and characteristics of the final product. Investigation into the response of grapevines to the natural environment is thus a necessary step in any terroir study.

A network of plots of Cabernet Sauvignon were delimited in commercial vineyards in proximity to weather stations at 20 localities and their viticultural and oenological response was monitored for a period of seven years. These experimental plots were further characterised with respect to climate, soil and topography. Although field studies, resulting in point data, are necessary to investigate the functioning of the grapevine, in order for this information to be of use within terroir zoning studies it must be placed in a spatial context. It is necessary to determine a hierarchy for the environmental factors with respect to their relevance to viticulture in the region, as well as to determine rules that may be used for spatialisation of the results. This was achieved with the use of regression tree methodology (Breiman et al., 1984), which determined the relative importance of the environmental and management related variables and regression trees for each dependent variable.

The performance of Cabernet Sauvignon appeared to be predominantly affected by the potassium content of the subsoil and the climate of the season (Fig. 1). Soils derived from sandstone would be expected to have a reduced ability to ripen fruit. The wines from these vineyards would potentially have a lower wine pH, specific gravity and extract due to the lower expected K content. Grapes from vineyards on shale derived soils would be expected to ripen fully and result in wines that are fuller on mouth-feel. Granite derived soils on the other hand may result in Cabernet Sauvignon wines with a higher pH, specific gravity and extract due to the higher expected K content. It is, however, not possible to negate the contribution of fertilisation. The climate of the season appeared to have a very strong influence on the aroma characteristics of Cabernet Sauvignon. Warmer sites during years with normal rainfall could be expected to result in more intense berry aroma characteristics. From the results presented, it appears that environmental parameters have an overriding effect on the performance of Cabernet Sauvignon.

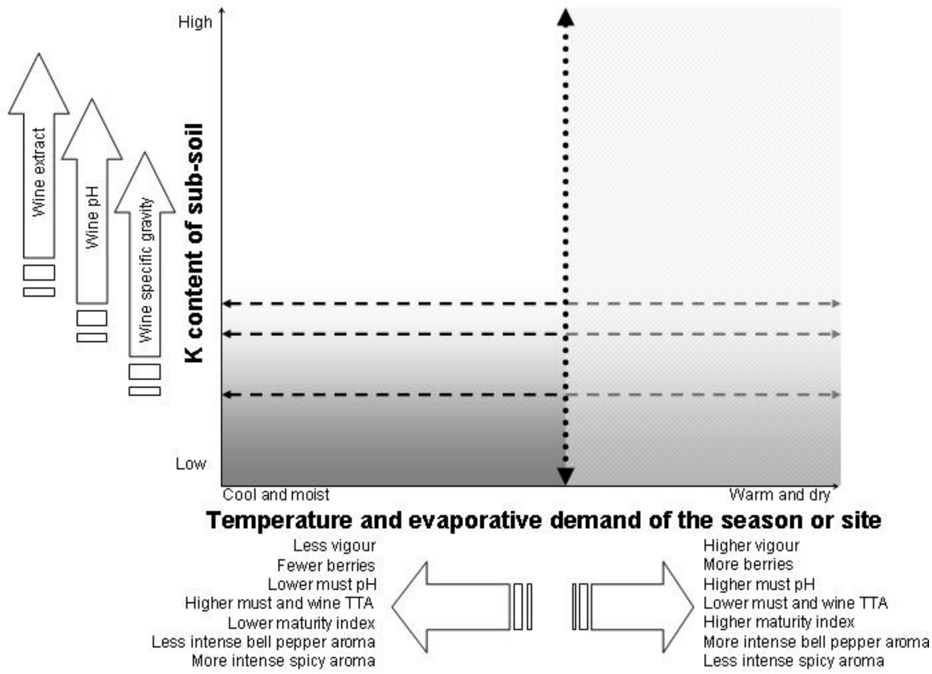

Figure 1 Summary of soil and temperature effects on the performance of Cabernet Sauvignon in the Stellenbosch Wine of Origin District.

A knowledge-driven model used the rules generated in the regression tree analyses to directly classify natural terroir units with respect to expected response of Cabernet Sauvignon in the Stellenbosch Wine of Origin District. Despite the implication of parent material in response of Cabernet Sauvignon to soil K content, the K content of the sub-soil appeared to be strongly affected by the agricultural usage of the land; to such an extent that the expected effects of the parent material of the soil are no longer visible. Potassium fertilisation of the soil may, therefore, alter the aptitude of the terroir for Cabernet Sauvignon wine production and deserves further study. Due to the reliance of the modelled temperature and evaporation data on altitude, the main predictors of Cabernet Sauvignon performance in the Stellenbosch Wine of Origin District were altitude, soil type and soil origin.
Natural terroir units were grouped into eighty-two terroir units that were homogenous with respect to predicted viticultural and oenological response for Cabernet Sauvignon in the Stellenbosch Wine of Origin District. Sixty-two of these terroirs were represented within the area planted to grapevines in 2001.

Breiman L, Friedman JH, Olshen RA & Stone CJ, 1984. Classification and regression trees. Chapman & Hall, New York.

How do consumers use signals to assess wine quality?

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Abstract
How do consumers assess quality when information is costly to acquire, when a good is mostly made of what economists call experience and credence characteristics, that is to say characteristics that are respectively discovered or not after the product has been consumed? To induce consumers to try their product, producers of such goods use quality signals, such as price, advertising, warranty, brand, etc.. Quality signals are supposed to contribute to the quality perceived by the consumer. But quality signals are they systematically used by consumers to infer quality? Empirical research on this issue is prolific. Nevertheless, those studies point in different directions (see Rao and Monroe, 1988 for a review). Moreover, theoretical prescriptions concerning the way signals influence perceived quality are not always proved.
Regarding wines, it is well-known that consumers mainly rely on the label to infer quality (Gluckman, 1990). Price (Lockshin and Rhodus, 1993) and awards (Orth and Krška, 2002) also act as quality signals in consumer's mind. Nevertheless, the reason why these information sources are used is not clear. Moreover, empirical research on consumer responses to multiple signals is sparse.
In this article, we analyse econometrically the intensity with which consumers use a series of signals at their disposal to assess wine quality. More precisely, we regress the intensity with which consumers use the price as a quality signal in function of several factors: consumer's knowledge in wine (connoisseur versus non-connoisseur), country of origin (a proxy for cultural differences) and the other available signals (collective brand name or umbrella, goodwill, past consumption).
We use for this application an original dataset generated from the estimation of the interactions between individual and collective reputations in the case of Bordeaux wines, as in Gergaud and Livat (2004). Thanks to data collected in 2001 in Europe (6394 consumers have been surveyed), Gergaud and Livat (2004) estimate equations of perceived quality for the umbrella "Bordeaux" and, simultaneously, for nine appellations of this vineyard (Saint- Emilion, Bordeaux Supérieur, Sauternes, Médoc, Graves, Margaux, Premières Côtes de Bordeaux, Entre-Deux-Mers and Côtes de Bourg). They assess, among others, the impact of the perceived quality of an umbrella on the perceived quality of a product benefiting from this umbrella, and reciprocally the contribution of the perceived quality of the product to the perceived quality of the umbrella in the case of Bordeaux wines. Their study also allows to estimate the influence of price, goodwill and past consumption on perceived quality. Technically, all the variables used here are parameters estimated like in the empirical part of this previous study, for connoisseurs on the first hand, and non-connoisseurs on the second hand.
According to the descriptive statistics, price is used by consumers to infer wine quality in 76.7% of the cases ; goodwill is used in 41.9% of the cases ; the percentage is 30.2% for past consumption and 18.6% for the umbrella "Bordeaux". Hence, price is the most important source of information for the consumer ; on the opposite, the umbrella is not very used. The econometric results show that (i) one

uses all the more the price as a quality signal that our knowledge of wine is low and (ii) price and umbrella are not substitutes but complementary signals of quality for the consumer.

Key Words : Signals of quality, Bordeaux wines.
JEL Codes : D83, L15, L66

Concentration dans la filière, quel intérêt stratégique pour l'entreprise ?

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Les enjeux de la concentration dans le secteur du vin est une question qui revient de façon incessante au gré des opérations de restructurations opérées depuis quelques années dans un contexte de mondialisation du marché du vin. Si récemment encore, le rachat de Malesan et de Sidi Brahim par Castel par exemple, a « remis le débat sur la table », il convient de noter que les mouvements de concentration s'opèrent régulièrement dans bien des secteurs et notamment celui des vins et spiritueux. A ce sujet, des avis s'élèvent régulièrement sur la structure singulière du marché du vin en France qui, à l'image des principales régions vinicoles, demeure extrêmement fragmenté.

Certes l'organisation de la filière a montré depuis des décennies combien elle demeurait l'une des meilleures garanties de stabilité contre les variations cycliques du marché du vin. Toutefois :
1) la remise en cause du leadership français sur un certain nombre de marchés étrangers,
2) avec pour corollaire le succès grandissant de producteurs étrangers développant une autre logique d'entreprise,
3) enfin, la mondialisation du marché du vin qui requiert de comprendre les facteurs clés de succès pour anticiper les nouvelles donnes économiques, environnementales ou encore politiques
nous amènent à réfléchir sur la pertinence des comportements stratégiques à adopter, avant de les préconiser ou de les rejeter.

Au-delà des conséquences sur la stratégie d'entreprise, notre projet pose la question de l'intérêt des effets de taille dans le secteur du vin, secteur au sujet duquel on promet depuis quelques années de grands mouvements, sans pour autant assister au début des grandes manœuvres...

Pourtant, la recherche d'un effet de taille répond à deux problématiques. D'abord c'est une riposte à la concentration menée par les grands distributeurs qui cherchent à réduire le nombre de leurs fournisseurs. Ensuite le rôle grandissant des réseaux de distribution internationaux justifie, lui aussi, une concentration des acteurs, ou, à tout le moins, des alliances stratégiques. Les réseaux de distribution constituent un atout indispensable, notamment sur un marché qui se mondialise, mais ils nécessitent une palette de produits suffisante pour satisfaire les besoins en référencement et aussi pour amortir les coûts fixes.

Pour éclairer l'analyse sur cette question, notre communication se propose de faire le point sur :
- des exemples d'opérations de ce type qui ont pu être menées en France ou ailleurs
- l'impact stratégique de ces opérations tel qu'il est perçu par les acteurs nationaux,
- des exemples de gains ou de pertes que le vignoble pourrait retirer d'une évolution significative des comportements stratégiques de quelques entreprises.

*autres intervenants à confirmer

Temporal Dominance of Sensations: a Signature of Wine Quality?

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Although temporality of sensations is acknowledged to be important in wine quality, there is no well-established method for recording simultaneously the evolution of the perception of tastes and flavors. Ideally, one would like to know when each sensation starts, how strong it is and finally how long it lasts. Doing Time-intensity (TI) separately for each sensation would be very time consuming and, in our view, would neglect the multidimensional aspect of temporality, which is when and for how long a given sensation is dominant over the others. The new Temporal Dominance of Sensations (TDS) technique shows the panellist the entire set of sensations on a PC screen. After having put the wine into his mouth, the panellist is asked to consider repeatedly, until the perception ends, which sensation is perceived as dominant and to score its intensity. The data results in the superimposition of the sensations' temporal curves, highlighting the sequence of their dominance.

In a first study, a set of experimental red wines was made in Campania (Italy) in order to increase either sweetness, sourness, bitterness or astringency in a given base wine. TDS was able to recover and describe these designed sensory differences among the samples more accurately than repeated TI. In the same study, TDS was also able to recover the information given by the classical descriptive analysis. In a second study, a set of experimental Italian white wines was made in order to increase either the fruity, floral, dried fruit or wood flavor of a given base wine. TDS of these wines was conducted in several ways during different sessions: odor, taste with or with no clipnose, flavor with or with no clip-nose while putting the wine into the mouth, taste and flavor with or with no clip-nose while putting the wine into the mouth. The purpose of this experiment is to define whether taste and flavor can be profiled by TDS simultaneously or not. The data of this experiment are currently being analyzed.

A third experiment has just started up to evaluate the impact of the temporality of sensations on wine preferences. The study uses real wines from 3 very different origins: Burgundy (France), Campania (Italy) and South Australia. In each origin, 3 different wines were selected in order to span a range of declared level of quality. In burgundy, a "Village", a "1er Cu" and a "Grand Cru" wines from the same location and the same producer using the same technology were chosen. Clearly speaking, differences among these 3 Burgundy wines, if any, can be interpreted as a "microterroir" effect. In contrast, the 3 Australian wines were from a major wine company which is well known for blending products from different vineyards and even from different regions. Nevertheless, these 3 Australian wines, as well as the 3 Italian wines chosen, still depict the same range of market price than the 3 Burgundy wines (8 to 30 euros per bottle). A group of 28 panelists will provide the TDS profiles of these wines after a specific training to the TDS technique. A group of 60 wine experts will first do a comparative preference test within each of the 3 origins followed by a "hedonic sensory profile" traditionally used by wine experts. In a second session, the experts will be introduced to the TDS technique and will actually profile the 9 wines with this technique. Finally, two other groups of 80 regular consumers of red wines (excluding wine experts and wine connoisseurs) will just do a comparative preference test within each of the 3 origins. One of these groups of consumers (in Paris) will do the test using a home-consumption protocol, whereas the other will do a lab test in Dijon.

The analysis of the data from this experiment will focus on comparing wines within origin, which means across quality levels, and will search for invariant findings over origins. There are a number of questions that could be addressed by the analysis:

- Are there differences in TDS profiles among quality levels?
- Do the quality levels fit with the preferences in experts and consumers?
- Does the temporality of sensations relate to preference?
- Is usual wine description by experts based on temporality of sensations?

• Would TDS be feasible by wine experts with no specific training?
• Would the temporality of sensations found by experts and trained panelists be similar?
• Does home consumption preference test give similar results to lab preference test?

For this conference, we will select in the results of this experiment those which can better start a discussion on whether the “terroir” relates to the sensory perception of wine and to the perception of its quality. This discussion will be contrasted by the level of expertise towards wine, the wine drinker had.

Keywords: sensory analysis, temporality of sensations, consumer preferences, expert preferences, claimed wine quality

Comment concilier innovation et tradition dans le secteur sensible de la viticulture francaise

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Résumé :

La viticulture française traverse actuellement la plus grave crise de son existence, les statistiques de l'Office National Interprofessionnel des Vins (ONIVIN) et de l'Organisation Internationale de la Vigne (OIV) confirment cette situation. La gravité de cette crise est liée à la conjonction de multiples facteurs. Certains sont d'ordre conjoncturel (baisse de la consommation, concurrence nouvelle et puissante, vieillissement de la profession, réglementations sur la publicité), organisationnel (atomisation des pouvoirs du secteur vini-viticole, système de classement complexe et inadapté, taille réduite des entreprises) ou encore économique (mercatique d'offre).
Face à ces difficultés, une voie à trouver consiste à mettre en place de nouvelles stratégies d'innovation pour les acteurs locaux. L'innovation peut-elle enrayer cette crise et est-t-elle conciliable avec le caractère traditionnel du secteur viticole?
Les stratégies à mettre en œuvre doivent mobiliser un cadre théorique s'appuyant sur deux concepts, intuitivement antinomiques, tradition et innovation, et qui doivent permettre de dégager les conditions de mise en œuvre de nouveaux facteurs clés de succès dans la démarche d'innovation.
Le concept de tradition appartient à la sphère "terroir" qui concentre et capitalise les propriétés liées à l'aire géographique, à l'histoire, à la culture et au patrimoine que génère le vin. Le rôle des acteurs est primordial dans cette construction. Ceux-ci s'inscrivent dans une structuration sociale favorisée par une proximité spatiale facilitant les échanges dans la mise en place de processus d'innovation et de développement.
D'autre part, les entreprises du secteur viticole s'apparentent aux PME et à ce titre elles tentent de déployer des stratégies de circonstance telles que des stratégies de niche et de partenariat.
Les processus d'innovation, dans ce secteur, ont coutumes de se cristalliser sur les aspects techniques et pédologiques. Toutefois, les mutations récentes du secteur agro-alimentaire, par la prise en compte du caractère qualitatif des produits, ont suscité des travaux qui soulignent l'importance du terroir, la protection des produits ou l'orientation de pratiques de productions plus respectueuses de l'environnement.
La construction de projets individuels ou collectifs s'appuie ainsi sur une structuration sociale permettant le renforcement mutuel des stratégies d'acteurs pour la construction de projets valorisant les richesses dont ils disposent. Les dynamiques des acteurs, la nature et la qualité de leurs échanges déterminent la nature et la qualité de la production de ressources pour l'innovation.

Mots clés : Innovation, Terroir, Acteurs locaux, Système social

Comment se forment les évaluations des dégustateurs ?
Une étude sur les grands vins de Bordeaux

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Cette étude porte sur la question de la détermination des évaluations des grands vins de Bordeaux. Chacun sait l'importance que peuvent avoir ces notes sur les comportements d'achats de certains consommateurs (achats primeurs notamment) mais aussi sur les décisions des viticulteurs qui attendent leur publication pour fixer le prix de sortie de leur vin lors de ces mêmes ventes en primeurs (Landon et Smith, 1998).

Barbe et Durrieu (2003, 2004) ont montré qu'il existait des différences significatives entre les dégustateurs aussi bien dans le cadre des dégustations primeurs que lors des dégustations après mise en bouteille. Dans le présent document, nous nous posons la question de savoir si ces différences reflètent des préférences révélées pour un terroir, une appellation, un cépage, un œnologue ou un château par les dégustateurs ?

A partir d'une base de données portant sur des grands vins de Bordeaux et assimilés pour les millésimes allant de 1961 à 1997, nous travaillons sur les notes données par deux critiques très différents, R. Parker et F. Dubourdieu. La variable expliquée est l'évaluation proposée par le critique pour le vin considéré. Les variables explicatives candidates sont celles présentes dans la base : le terroir (rive droite/rive gauche), l'appellation, le classement officiel, le rendement à l'hectare, les évaluations passées.

Nous estimons un modèle de type SUR à deux équations (une pour chaque expert afin de tenir compte d'éventuelles corrélations dans les notes) avec données manquantes. Ce modèle complète des travaux antérieurs comme celui de Lecocq et Visser (2001).

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Some climatic characteristics of the South African wine producing regions

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Climate is an important environmental factor in viticulture and a major component of the terroir concept. It is the very first matter, along with soil surveys, to be studied in a country in order to help in establishing new locations for vines, assessing the viability and profitability of the vineyard and managing sites. At a local scale, climate plays a great role in the wine character and quality differences and any viticultural investigations are very seldom separated from a climate analysis. Some macro and meso climatic characteristics of the South African wine producing regions are hereby given in order to help in understanding the large diversity in character and complexity of the wines from South Africa.

Most of the South Africa's vineyards are situated in the administrative province of the Western Cape, but some vineyards are situated in the lower Orange River Valley of the Northern Cape and in the Orange Free State. It stretches between latitudes 34°5'S and 28°4'S approximately (and between longitudes 18°4'E and 22°2'E), thus grapevines are grown under various macroclimatic conditions. The climate of the South African wine regions vary from temperate humid with mild winters (e.g. Constantia in the Western Cape) to arid (e.g. Upington, in the Orange River Valley), according to the Köppen system of climatic classification (Thackrah, Bouwman and Kuschke, 2003).
In addition to the geographical position, the prominent mountain ranges and other orographic features constitute climatic divides and result in significant differences between districts within a region. The "Coastal Region" as demarcated by the Wine of Origin System for instance, encompasses three climatic regions as defined by the South African Weather Service, namely the Cape Peninsula and adjoining districts, the West Coast and the Folded Mountain Belt. Rainfall is profoundly influenced by orography, and temperature by distance to the sea (rather than latitude), resulting in various climatic sub-divisions ("Cbs", "Cas", "Bs" and "Bw") within the region.

On a global scale, the extreme South Western Cape, where the traditional vineyards lie, is cooler than its latitude might suggest, due to the high ratio of ocean to land area. The south Western Cape is entirely under the influence of the westerly large-scale atmospheric circulation. It is also flanked by the Atlantic Ocean with cold Benguela current to the west and by the Indian Ocean with the warm Mozambique and Agulhas current to the east, and is thus largely under the influence of maritime air, which moderates temperature, preventing excessively high temperatures during summer or cold temperature during winter, as well as moderating extremes of day and night temperatures. The region experiences a mild Mediterranean type of climate (winter and summer drought), which progressively grades into semi-arid conditions inland. Along the coast, the increase in temperature northwards (with decreasing latitude) is smaller than the increase inland per unit distance.
In addition to the general moderating influence of the Ocean, though at a finer scale, the wine regions closest to the coast experience beneficial breezes blowing in from the sea, especially in summer when the difference between the sea/land surface temperature is at maximum Bonnardot et al., 2002, 2004). The associated increase in wind velocity in the afternoon and the concomitant increase in relative humidity and reduction in temperature is of particular interest for the wine industry due to the significant effects of temperature, relative humidity and wind on grapevine functioning and thus on potential wine character and quality (Carey et al., 2003; Conradie et al., 2002).

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Behavioral issues in Listing and Delisting in the French wine industry - Lessons from the case of Grands Vins Boisset

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At a time of increased activity in M&A deal making in general, facilitated by public shareholding and market value of shares, it is common to see new companies being taken over by giant houses. In such an environment, delistings are normal because companies are taken over and they don't exist anymore. Notably, it is also a time or restructuring in the wine industry, with international corporate consolidation of wine and spirits. Also, with increased competition from international firms, many French wine companies may fail. These will also be forced to dislist.
What is uncommon is to see a profitable, large, growing company, whose growth has been formed largely through external acquisitions, should now delist from the stock market and go private. This is the case of Grands Vins Boisset, the largest wine company in Burgundy, and it is therefore merits studying.1

The study is divided into two parts. The first part is a literature review of delisting. It studies the common reasons for listing and the causes and effects of delisting. The second part will look at the Boisset case and studies its recent history before delisting, the causes of delisting, the mechanism of delisting and the effects of delisting.

Part I: Literature Review of Delisting

As stated,we go briefly into the reasons for listing, before looking at the causes and effects of delisting.

1.1 listing
According to Goulet (1974), the principal reason for listing is that Price of stock should increase (cost of capital reduces). He adds many other reasons: marketability of stock, company prestige, sales of additional stock, loan value of stock for shareholders, ownership base, transactions, newspaper publicity, and advertising value for the company.

However, Goulet admits that all these don't necessarily happen. For example, the price of stock may fall because insiders sell shares to outsiders or because managers increase the sale of outstanding sales. Sanger & Peterson (1990) find that prices increase following announcement of listing: they refer to Sanger & McConnell (1986) & Ying et al (1977). The causes for the increased prices are increased liquidity, signalling, many institutions buy only listed stock. However, they find that after listing, prices decrease.

Delisting should therefore cause a reverse effect: The Announcement of delisting should decrease prices, but after delisting is complete, the prices should rise. However, we could measure this only if there were an OTC market. In France there is no information on this.

1.2 Causes of delisting

1 Thanks to Joelle Brouard, Professor of Marketing at the Burgundy School of Business, for indicating the possible interest of this delisting case.

The principal causes of delisting can be grouped into three categories: legal necessity, forced delisting by stock exchanges and voluntary delisting by companies (Sanger & Peterson,1990, Baker & Meeks, 1991).

The legal necessity cases are of two main types. Either the company has been acquired or has been merged with another company and so no longer exists, or the company has been liquidated for other reasons. Tyrhaug (2003), for example, reports that Norway is finding that M&A activity is reducing the number of listed companies. Similarly, it is commonly known that LBO's usually result in target firms being privatised so that agency problems with minority shareholders are minimised and to provide more freedom of action to the acquirer to restructure and skim the acquired property.

The forced delisting by exchanges groups reasons which are not required by general law, but by the exchanges own rules or criteria. Sanger & Peterson (1990) find that most such delisting are ordered because of failure to meet numbers (net income, minimum number of shareholders, minimum market capitalization), accounting practices, conflict of interest, inability to meet debt obligations, abnormally low price or volume of trading.
Another reason is ethics. For example, exchanges also want to seem fair. For this, they would like to assure small investors that they have equal chances and that the registered companies are not totally owned or controlled by one group of shareholders who could then manipulate prices. For this they impose maximum shareholding percentages and require large shareholders to disclose their shareholdings and punish companies who violate notions of fairness. For example, the International Financial Law Review (2005) reports that Seibu Railway Co. ltd. was delisted from Tokyo Stock Exchange because of false information it gave about the equity stake of Kokudo Corp, its parent company. According to TSE rules, companies are delisted if the top 10 shareholders own more than 75% of shares. A compulsory delisitng sends a negative signal (Sanger & Peterson, 1990). However, in view of many companies delisting owing to legal necessity, exchanges are soft-pedalling on forced delistings. For this, the exchanges are easing delisting requirements (International Financial Law Review, 2003, Treasury and Risk Management, 2002.

An intriguing observation by Hubbard & Stephenson (1997) is that firms are delisted after emerging from bankruptcy!

The third category of delisting causes is Voluntary delisting by companies. More and more companies seem to want to go private. Perrin (1999), for example finds that many UK small companies are going private. Clyde and Schultz (1997) explain that voluntary delistings could also be moving from one exchange to another. For example, trading costs may explain why companies shift from American stock exchange and go to NASDAQ. This is reinforced by studies which indicate that rival exchanges have indeed positioned themselves differently. For example, Corwin & Harris (2001) find that smaller, riskier firms tend to list on NASDAQ.

Amoako-Adu & Smith (1993) indicate that closely controlled companies go private to eliminate agency costs associated with minority shareholders.

In addition to all these, we could speculate on many other reasons: to avoid take-over, to disclose less information to the market which is also available to competitors, the use of surplus cash through share buybacks encourages buying back of smaller shareholders, and no expectation of using exchange to raise capital. We will see if any of these reasons were applicable to Boisset.

1.3 Effects of delisting

As we saw earlier, in contrast to listing, at the time of delisting, on announcement the price should fall but later on, once the delisting is comple, the price should rise.

Ia a study of the pre-announcement effects, Lamba & Khan (1999) find that insiders sell stock before the delisting.

For Post-announcement effects, Chandy, Sarkar and Tripathi (2004) find negative stock price reaction. Sanger & Perterson (1990) find that equity values decline on announcement day (if announced) or over the subsequent non-trading interval till the listing in a new exchange (if not announced). They also find that the liquidity hypothesis of listing is validated: they found bid-ask spreads increase, trading volume decreases. For signalling theory, they observe that usually its not managerial (since involuntary), but possibly signalling by outsiders (Exchange certification missing).

For the post-delisting effects, these can be measured only if the firm is listed on another exchange. Chandy et al (2004) find in such cases significant increase in bid-ask spreads, decrease in trading volume, both indicating decreased liquidity. They find that decreased liquidity leads to Increase in cost of capital. Smith & Amoako-Adu (1992) find that minority shareholders gain by the buy-out.

With this literature background, we will study the case of Grands Vins Boisset who delisted from the French second market on the 16th of September, 2003.

Wine Auctions:
More explanations for the declining price anomaly[2]

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Abstract

Ashenfelter (1989) outlines the declining price anomaly in a study of wine auctions. He finds that the hammer price usually falls after the sale of the first lot of wines, as opposed to a random walk situation where it may rise or fall with equally likelihood. He suggests option effect with risk aversion and absentee bidder effects to explain the anomaly. McAfee and Vincent (1993) confirm the existence of the declining price anomaly, also called the afternoon effect, but they start from a premise where the price should remain steady at some market clearing price. They also examine one of the explanations, the option value effect, but they limit the risk aversion to non-decreasing absolute risk aversion. Ginsburgh (1998) reviewed the two explanations and added two others: the option effect, the decreasing quality effect, the varying size and quantity effect and the absentee bidder effect. To this list, we add the diminishing consumer's surplus explanation, the subsequent information explanation and the loss aversion explanation. The list of effects or explanations is sufficiently long to question whether declining prices are an anomaly.

Key words: wine auction; declining price anomaly; afternoon effect; option value

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[2] Thanks to Joelle Brouard, Professor of Marketing at the Burgundy School of Business, for indicating the possible interest of the subject area of wine auctions

Les clusters et la filière viniticole. Une analyse comparative entre la France et le Nouveau Monde

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Résumé :

Ce papier aborde le problème de la concurrence entre vin français et vins du Nouveau Monde en se concentrant non pas sur le produit vin et ses qualités propres, mais en comparant les modes d'organisation des acteurs de ces filières via le filtre du concept de système productif local/cluster.
Dans un premier temps, on s'intéresse à l'organisation des filières vitivinicoles dites du "Nouveau Monde" (Australie, Chili, Californie, Afrique du Sud). On y met plus précisément en relief la référence prégnante au concept de cluster popularisé par M. Porter, "forme d'organisation dont la compétitivité est basée sur l'existence de relations étroites entre acteurs liés par des objectifs communs ou complémentaires, enracinés (embedded) sur un territoire donné". Les filières vitivinicoles de ces régions sont de fait organisées en clusters cohérents tournés vers la conquête des marchés internationaux, au sein desquels le vin est considéré comme un "produit technologique" susceptible de faire l'objet d'innovations continues en fonction de l'évolution de la demande.
On compare ensuite ce premier modèle au mode d'organisation des filières vitivinicoles de France en prenant pour exemple le cas bourguignon. La référence dominante y est celle d'une forme de SPL archétypique, le terroir, "territoire homogène et doté d'une très forte identité, caractérisé par un ensemble de ressources naturelles (sol, climat) et "construites" (culturelles, historiques, sociales)", généralement adossé à un label, l'Appellation d'Origine Contrôlée (AOC). Ce mode d'organisation, qui a traditionnellement fait le succès des vins français, est maintenant battu en brèche par les clusters du Nouveau Monde considérés comme plus adaptables et agressifs dans un environnement marqué par une concurrence accrue sur des marchés en croissance lente, voire en régression.
On donnera pour finir des pistes de réflexion sur les marges de manœuvre dont disposent les terroirs français pour se réorganiser sans négliger leurs avantages concurrentiels.

Mots clefs : filière vitivinicole, systèmes productifs locaux, cluster, gouvernance, terroir, AOC

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Wine art or science: Understanding differing attitudes toward wine its production and consumption

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Abstract

The Australian wine industry's recent rapid growth has seen it become a major contributor to the nation's economy. From viticulture to production, distribution, marketing and tourism, the wine industry has moved from a local market provider to a significant export earner. This growth is evidenced through the dramatic 210% increase in wine grape production from 1990 to present. Running parallel to this increased supply of grape is a dramatic increase in wine. From 1981, when exports first surpassed imports, the next ten years saw annual exports grow to be worth $(A) 200 million; by 1999 this figure was $(A) 1 billion and over the next five years this figure had increased to more than $(A) 2.7 billion. The current exports for 2004-2005 see the United Kingdom consuming 43% of Australia's exported wine, the USA 40% and other major export destinations include Canada, New Zealand, Ireland, Germany, Japan and Scandinavia. Currently, Australia is the fourth largest wine exporter in the world, distributing product to more than 100 countries.

Two factors that are credited with influencing this growth are environment and innovation or science. The diversity of the Australian growing environment provides more than 60 wine regions, the wine growing districts within these regions cover not only different soil types but also climatic zones. In a recent media discussion with national experts, the increasing grape production was to some extent attributed to this abundance of regional difference and a predominance of sun at the appropriate time in the grape growing cycle. This has meant that Australia had far less difficulty in delivering a large percentage of crop to production and for this grape to have optimum sugar levels; a situation that did not always appear to happen in other wine producing countries. The science of wine production has also been hailed as a reason for success in Australia; from the use of pressure and temperature control during production in the mid 1950s, to other innovations that include the development and application of rotary fermenters, night harvesting and drip irrigation as both a method of water conservation and improved fruit growth. This dramatic success created by growth, innovation and science has a new world producer seeing itself as a world leader in this well established field of business.

This growth is not without its associated issues. The recent acquisition of SouthCorp by the wine arm of Fosters Brewing has seen the big players become even bigger. The mass production nature of the Australian market has led this organisation to announce, as its first initiative, the reduction of variety and to concentrate volume through the dominate brand names and increase market share via increased volume supplied through supermarket or discount sales outlets.

This concentration, at the volume end of the market has threatened the other important section of the wine industry, the small to medium grower producer. The industry's response has been to push this group into the wine tourism market. The Wine Federation of Australia has started to address this through the Federal Government funded National Wine Tourism Strategic Business Plan 2002-2005. The primary aim of this strategy is to improve returns to wineries through improved product, service and customer awareness. The four key elements to this program are: increase visitation through participation in wine tourism; develop business strategies that emphasise collaboration between the wine and tourism industries; to provide tools that improve the quality of products and services through innovation and customer experience though a deeper connection to the product; to develop awareness of the Australian wine tourism industry within both internal and international markets.

This detailed background provides an insight into the reason for this paper. If the small to medium section of the Australian wine industry is to prosper through wine tourism then the current emphasis on scientifically driven mass production strategies will have to change. While the aim of this paper is to present a business perspective, it will also be necessary to discuss aspects of how wine is viewed within a community, including some of the cultural and historical perspectives of that community and how they influence the attitudes towards wine and its consumption. In order to achieve this, two contexts are discussed; 'wine as an art' and 'wine as a science'. This contrast is achieved by comparing the new world market of Australia with its scientifically driven approaches from grape production to consumption, to the old world market of France where it is argued that wine across this spectrum is understood more in terms of an art. Gaining a greater understanding of the art of wine is seen as enhancing Australia's migration from the price driven quantity culture for the cardboard cask to a developed and connected culture with a desire to understand the broader concepts of wine. This will require a further conceptualisation of terroir with its focus on the spiritual bond that unites the wine, the winemaker and nature as a key purchase driver, rather than price and quantity.

History shows that Australia has had a long connection with the French wine industry, making this pairing logical for this investigation. While this research could involve important fields such as eduction and knowledge, current and emerging social perspectives and issues, and the more complex cultural differences that would include concepts such as the communal nature of Europe versus the more individualistic nature of Australia. At this point, distinguishing the art or spiritual nature of wine and its difference to the scientific approach and the importance to this difference in developing the SME market by contrasting the two countries chosen, provides an essential starting point that will become the ideal platform for the later extension of the research into the above areas.

Effet de la forme du verre sur la perception orthonasale de huit vins français AOC

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La littérature scientifique est pauvrement documentée dans le domaine concernant l'effet de la forme du verre sur la perception olfactive obtenue par flairage, perception souvent appelée orthonasale, par opposition à la perception rétronasale obtenue une fois le vin mis en bouche.

Dans la présente étude, nous avons comparé la perception orthonasale obtenue avec trois verres fournis par la Société VII° Sens (et dont les caractéristiques seront données dans le texte final) avec celle obtenue avec le verre normalisé ISO, la quantité versée étant identique pour les quatre verres et égale à 60 ml. La comparaison a été effectuée au moyen d'une série d'épreuves « Même – Différent ». Dans une épreuve « Même – Différent », le sujet reçoit deux échantillons et il doit indiquer s'il les perçoit comme différents et s'il est sûr de sa réponse. Dans la pratique, une expérience utilisant cette épreuve demande, pour la comparaison entre le verre ISO et un verre A, la réalisation de quatre épreuves : ISO 60 → ISO 60, A 60 → A 60, ISO 60 → A 60, A 60 → ISO 60). Dans la présente étude, les sujets, au nombre de 12, ont répété 4 fois cette série de 4 épreuves pour chaque vin étudié.

Les sujets disposaient seulement de l'information olfactive. En effet, ils ont travaillé avec un bandeau sur les yeux et le menton posé sur un support. De plus, ils n'ont pas eu le droit de saisir à la main les verres : ceux-ci leur ont été présentés par une animatrice qui amenait le verre au contact de la lèvre supérieure du sujet en effleurant celle-ci, une étiquette de papier étant collée sur le bord supérieur du verre pour éviter toute reconnaissance tactile, l'axe du verre faisant un angle de l'ordre de 30° avec l'axe du sujet. Avant de présenter le verre au sujet, l'animatrice soumettait le verre à trois mouvements de rotation circulaire (360°).

Huit vins d'Appellation d'Origine Contrôlée ont été étudiés, quatre vins blancs et quatre vins rouges. Leur appellation et leur millésime sont indiqués dans le tableau 1.

Les réponses ont été exploitées au moyen de l'indice R (M. O'Mahony, (1992), J. Sensory Studies, 7, 1-47) ; sa valeur est égale à 0,50 dans le cas où les sujets ne percevraient aucune différence entre verres et à 1 dans le cas où les sujets ne commettraient aucune erreur dans leurs réponses.

Les résultats montrent

1°) qu'il existe un effet très hautement significatif du facteur verre : le R calculé sur l'ensemble des réponses obtenues sur les trois verres est en effet égal à 0,572, valeur à laquelle correspond une Probabilité inférieure à 1 * 10-11 ;

2°) que cet effet est plus élevé pour l'un des verre (R = 0,605, P < 1 * 10-8) comparé aux deux autres (R = 0,567, P < 0,0001 et R = 0,546, P < 0,005) ;

3°) que cet effet est significatif (à P = 0,05) pour sept des huit appellations étudiées (tableau 1) ;

Tableau 1 : Valeurs de R obtenues dans la comparaison entre trois verres expérimentaux et le verre ISO en fonction de l'appellation

	R	P
Arbois 2001	0,587	0,001
Bordeaux Blanc 2003	0,573	0,006
Côtes du Rhône Blanc 2003	0,599	0,0003
Macon Blanc 2003	0,576	0,005
Bordeaux Rouge 1998	0,584	0,002
Côtes du Rhône Rouge 2003	0,529	0,159
Roussillon 2001	0,569	0,009
Santenay 2002	0,558	0,023

4°) que cet effet est observé pour tous les sujets, mais qu'il est significatif (à P = 0,05) seulement pour huit des douze sujets :

Les interactions sujet*verre et appellation*verre seront discutées ; elles semblent faibles.

L'origine des différences observées entre verres a été recherchée au moyen d'une double épreuve de classement sur l'intensité et sur la complexité perçues. Chaque épreuve (avec 2 répétitions par épreuve) a été effectuée par dix (des douze) sujets ayant participé aux épreuves « Même – Différent ». Pour ces deux épreuves, les sujets ont travaillé les yeux non bandés. Les résultats ont été interprétés en calculant, pour chaque verre, le nombre de fois où le verre ISO a été perçu comme le plus intense et le plus complexe. Pour le verre dont la valeur de R était la plus élevée, les différences peuvent être attribuées la fois à l'intensité et à la complexité. Ce verre a conduit à une perception significativement plus intense et plus complexe que le verre ISO. Pour les deux autres verres non ISO, l'explication est plus difficile. Pour l'un des verres, les différences seraient dues à des différences d'intensité (le verre ISO conduit à une perception plus intense) et, pour l'autre, à des différences de complexité (le verre ISO conduit à une perception plus complexe). Ces résultats seront mis en relation avec les paramètres physiques susceptibles de caractériser la perception orthonasale : la surface d'évaporation du vin, le volume d'air du verre, la hauteur entre la surface d'évaporation et le bord supérieur du verre et l'amplitude de l'ouverture du col.

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Typicality of varietal wine aromas: Chardonnay vs. Melon de Bourgogne.

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Abstract

In a previous study, Ballester et al. (2005) showed that Chardonnay wines share a typical aroma which allowed experts to recognize them among seven other types of wines. However, two out of three Melon de Bourgogne wines were also judged by experts to have a typical Chardonnay aroma. Such a result led authors to hypothesize that the aroma of Melon de Bourgogne wines could partially overlap with the aroma of Chardonnay wines. The objective of the present study was twofold. First, we investigated the potential overlap between Melon de Bourgogne and Chardonnay wine aromas. Second, we tried to evaluate to which extent consumers would be able to distinguish the two types of wine. We asked a group of wine experts and a group of novices to smell 10 Chardonnay and 10 Melon de Bourgogne wines and to perform the same four tasks in the same order : a familiarity rating task, a free sorting task based on aroma similarity, a Chardonnay and Melon de Bourgogne typicality rating task and a liking task. We observed a clear agreement in typicality scores and to a lesser extent in familiarity and liking scores for expert. No such agreement was observed for novices.

Moreover, we found a clear separation between Chardonnay and Melon de Bourgogne for experts typicality rating scores. Only one Melon de Bourgogne was judged as a typical example of Chardonnay. Inversely, one Chardonnay wine was judged as a good example of Melon de Bourgogne. For novices, we found a complete overlap between both types of wines. Taken together, these results suggest that experts developed through successive wine tasting separate consensual sensory concepts for Chardonnay and Melon de Bourgogne wines. Interestingly, Multidimensional Scaling analyses of the sorting tasks showed a separation between Melon de Bourgogne and Chardonnay for both experts and novices. This last result indicate that no learning is required to distinguish Chardonnay from Melon de Bourgogne aromas exclusively on the basis of similarity.

Keywords: white wine aroma, Chardonnay, Melon de Bourgogne, expertise, typicality.

Effet de l'espèce et de la forêt ou « terroir » sur la teneur en ellagitanins du bois de chêne à merrain dans une forêt mixte (Quercus robur L., Quercus petraea Liebl).

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Au cours de l'élevage des vins en fûts de chêne de nombreux extractibles du bois diffusent dans les vins. Parmi ceux-ci figurent des composés volatils et des structures plus complexes tel que ellagitanins qui interviennent sur les propriétés organoleptiques des vins. Ces molécules sont très réactives, elles évoluent au cours de l'élevage après oxydation, polymérisation, acétalisation, entraînant des modifications organoleptiques favorables à la qualité des vins.

Les données de la littérature concernant les teneurs en ellagitanins dans les bois de chêne à merrain sont fragmentaires car très souvent il manque des données sur l'espèce, les caractéristiques de la forêt, l'âge des bois étudiés, l'écosystème, etc…En conséquence les résultats obtenus sur les extractibles en ellagitanins donnent parfois des interprétations différentes.

Le but de ce travail est d'étudier l'influence de l'effet "terroir sylvicole" et de l'effet espèce sur les ellagitanins pour une forêt modèle. En conséquence, cette étude porte sur la teneur des dix ellagitanins présents au niveau du duramen externe du bois (vescaline, castaline, roburines A à E, grandinine, vescalagine, castalagine) ainsi que l'acide ellagique.

Le peuplement étudié est situé dans l'Ouest de la France. Cette forêt couvre une surface approximative de 5 hectares et l'âge des arbres est de 100 ans. L'échantillonnage étudié se compose de 286 arbres (118 chênes sessiles, 158 chênes pédonculés et 10 chênes intermédiaires) répartis en mélange dans trois zones écologiques différentes, à savoir sur un plateau, la pente de la colline et le bas-fond.

Le facteur principal qui influe sur la teneur en ellagitanin est l'espèce botanique alors que le facteur « zone » est négligeable dans les conditions expérimentales considérées. Le bois de chêne pédonculé est plus riche en ellagitanins que celui du chêne sessile (48,4 mg/g pour le chêne pédonculé ; 34,4 mg/g pour le chêne sessile). Toutefois, il est difficile de bien séparer ces deux espèces car parfois un chêne sessile peut contenir une teneur en ellagitanin supérieure au chêne pédonculé. De plus, on observe une corrélation entre la teneur en ellagitanin et la largeur de cerne pour le chêne pédonculé, pour le chêne sessile cette corrélation n'existe pas. Le rapport vescalagine/castalagine est plus élevé pour le chêne pédonculé que pour le chêne sessile (0,69 et 0,53). L'application d'une méthode de classification hiérarchique montre l'existence de facteurs pour le moment inconnus et différents des facteurs « espèce » et « zone écologique ». Ces facteurs pourraient, pour cette étude sur les ellagitanins, expliquer le niveau élevé de variabilité entre individus tel qu'il est observé à l'intérieur de ce peuplement.

Climat et Terroir : Le Modèle Montrachet

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INTRODUCTION

1) Le constat : le terroir est une réalité climatique dans la logique d'une hiérarchie des appellations : il y a de bons et de moins bons climats créant de bons et de moins bons terroirs, formule volontairement réductrice puisque le terroir est bien plus que cela ! Mais c'est aussi une question d'échelles spatiales, comme le prouvera le modèle Montrachet.

2) Pour une réflexion méthodologique : le lien « exclusif » exprimé d'emblée ci-dessus doit permettre de mener une réflexion méthodologique appuyée sur le cas des sites viticoles du Montrachet et de ses environs. On obtient une représentation modélisante du lien climat-terroir, sous forme de « pyramides climatiques » structurées selon six niveaux d'échelles, caractéristiques de l'emboîtement climatique à cette latitude.

3) Deux approches différentes, mais complémentaires : approche ponctuelle du climat du Montrachet, puis approche comparative des climats de la région du Montrachet.

I DU MONDE A MONTRACHET

A) Le climat du Montrachet :

Une série d'influences climatiques, qui vont du global au local. La pyramide climatique du Montrachet est une synthèse qui intègre tous les niveaux d'échelles dont dépend le climat de ce site particulier.

B) Un climat à xérothermicité accentuée

1) Il y a une progressive montée en puissance, du global au local, de la xérothermicité.

2) Cette montée en puissance s'explique par le rôle de plus en plus fort, aux échelles locales, de l'ensemble des facteurs naturels, en combinaison avec ceux dus à la dynamique atmosphérique.

II LE MONDE DANS MONTRACHET

A) Les climats de la région du Montrachet (commune de Chassagne et environs) :

Les pyramides climatiques comparées, reflet de la hiérarchie des appellations

B) Pourquoi l'avantage au Montrachet ?

1) Les avantages thermiques par rapport aux autres sites

2) Rôle capital des caractères d'échelles locale/micro-locale. Chaque site, caractéristique d'une « appellation » originale, possède une pyramide climatique originale, en lien avec des influences locales/micro-locales particulières. C'est ce qui donne la hiérarchie des climats, le Montrachet occupant le sommet, car il cumule tous les avantages climatiques.

CONCLUSION

1) En fonction du critère climatique, caractère unique (conféré par le sommet de la pyramide) et universel (conféré par la base de la pyramide) de chaque site.

2) L'excellence du terroir Montrachet ?

-) Elle est évidemment due aux caractéristiques du sommet de la pyramide, mais aussi, d'un point de vue plus général, à celles de la base. C'est donc l'ensemble de la pyramide qu'il faut prendre en compte pour caractériser le climat du Montrachet et en comprendre l'excellence.

-) Mais elle est due également à son intégration, dans le contexte local/sous-régional, à un système de terroirs voisins/ contigüs hiérarchisés. Le terroir d'excellence ne peut se concevoir au milieu d'un

« désert », il exprime la quintescence de terroirs de qualité variable, possédant plus ou moins celles du Montrachet.

Mots-clés : climat, terroir viticole, échelles spatiales, méthodologie, modélisation.

Weick to Wine: Responding to the Terroir

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Much of contemporary management literature is grounded in the rational model of decision-making where planning reigns supreme. This approach is steadily losing standing in the business community because planning presupposes stable and known environments and pays little attention to risks and problems that could render these decisions worthless. Planning can be dangerous because it can lead organizations to mindlessness. Organizations become mindless through planning because plans restrict attention to what is expected; limit organizational improvisation; and they assume that the past will resemble the future. Unpredictability is at the heart of all wine making, and nowhere more so than in the cool climate of Canada's Niagara Peninsula. What has management theory to offer the wineries attempting to survive and make great wines given the realities of this terroir?

An alternative approach to the rational decision making approach is that of sense-making. The world of sense-making is different from the world of decision making in that latter is about strategic rationality and removing ignorance by clear questions and clear answers, much like budgets and plans appear to provide. However, sense-making is about looking deeply at the circumstances surrounding the organization and focuses on vague questions, muddy answers, and mutual agreements to reduce confusion. Rather than focusing on plans, sense-making focuses on organizational inefficiencies and failures, environmental diversity and surprise. Sense-making or Highly Reliable Organizations (HROs) have come to know that producing reliable outcomes requires the ability to sense the unexpected in a stable manner and the ability to deal with the unexpected in a variable manner. Thus, rather than planning for expected outcomes, HROs scan for unexpected consequences; rather than being stunned by surprise, HROs are ready to respond.

Many events may occur that would indicate that a High Reliability approach to managing is appropriate: First, an event can be expected to happen but, in fact, does not happen. For example, temperatures, or rainfall, or market prices do not develop as anticipated. Secondly, an event that is not expected to happen, in fact, happens. For example, an infestation of a parasite causes panic in the industry. The tragedy in the traditional model is two-fold. First, recognizing the violation of expectations takes too long. Secondly, once the unexpected is observed, containment efforts are often misplaced. There tends to be a sudden loss of sense making or meaning among members of the organization. They fall into a state of surprise experiencing a loss of structure and the organization tends to collapse vis-à-vis its intended mission or strategic purpose.

Mindful managing is the basis of HROs and this is reflected in five salient features. The first three deal with the organizations ability to act with anticipation: 1- Preoccupation with Failure - HROs are immersed in detecting and looking for failure, 2- Avoid Simplification - HROs try to avoid simplifying interpretations of what went wrong, 3- Sensitivity to Operations - HROs spend considerable effort in linking all levels of management. The final two address the organization's ability to contain the unexpected once it has occurred: 4- Commitment to Resilience - HROs develop the capability to reallocate slack resources where they are needed, and 5- Deference to Expertise - HROs migrate decision making to those with the requisite expertise regardless of rank.

Managers operating under the traditional pattern attribute failure to external factors and tend to ascribe success to their own efforts. In contrast, HROs specifically look for internal reasons failure may have occurred to identify what they can control. HRO's view success momentarily, and then shun it, because of the negatives underlying complacency, margins of safety, and inattentiveness. Success for them simply means that errors have not lined up yet and are incubating out of sight. Thus, the only safeguard against interactively complex disruption for them is continuous vigilance.

One thing that is certain…the unexpected will occur. This paper, through a series of depth interviews with Canadian wine industry participants, will address the issues of how high reliability could help managers within the wine industry deal with the "terroir". In an unpredictable environment where the unexpected is a constant concern, can high reliability techniques assist management in the anticipation and containment of the unexpected?

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Leadership in the Wine Sector: Is There a Need for "Amelioration" of Leaders?

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Effective leadership is recognized as an essential component of any successful organization. In this research we explore the differences and/or similarities of wine proprietor's approaches to leadership; in particular, this research was concerned with identifying effective wine leadership competencies and examining how these leadership skills were developed.

We believe these questions are of interest to the wine industry for four reasons. First, leadership is generally understood to be a decisive factor in achieving organizational effectiveness (Smith & Gannon, 1987; Rodsutti & Swierczek, 2002). How leaders behave influences how well the organization performs. Second, wine producers tend to run small businesses (less than 100 employees). As most research on leadership has been undertaken on large organizations it is important to understanding leadership behaviors of entrepreneurs and small business owners (Barrier, 1999; Exley, 2000; Higdon, 2000; Weathersby, 1998). Third, with the noted exception of Gilinsky (1998), a dearth of leadership research in the wine industry has been undertaken. It is possible that type of leadership needed in the wine industry is similar to other small business organizations; however, what likes sets the wine business apart is the diverse and complex nature of the industry. Fourth, by understanding how leadership is developed it will be possible to help "ameliorate" potential leaders in the industry by structuring opportunities for them to develop their leadership skills. From this research we hope to develop a richer understanding as to what does it take to develop tomorrow's leaders in the wine industry.

Background

Scholarly literature has produced a myriad of leadership theories (Yukl, 2002). From the entitled "great man" or trait theories, to the behavioural and contingency theories, to the current favorite transformational leadership theory and through to the emergent emotional intelligence and spiritual leadership theories, all have provided a basis from which to examine individual leaders. Korac-Kakabasde and Kirac-Kakabadse (1997) suggest that these theories can be grouped into four key categories – personality, behavioural, contextual and developmental perspectives. The personality perspective focuses only upon the leader's traits or characteristic responses. The behavioural perspective addresses leadership actions and examines what leaders do by focusing in on observed behaviour. The contextual perspective studies leadership in terms of the situation or location "where leadership takes place" (p. 433). The developmental perspective offers that everyone has leadership potential and that leadership can be learned or developed.

For our study, the first three leadership perspectives (personality, behavioural, contextual) informed the competencies aspect of the research. Following our interviews, we compared our respondent's comments to extant research to determine which leadership competencies were key in the wine industry. Drawing from the developmental perspective, we examined what kind of development opportunities did today's leaders have. Our aim was to begin to identify key issues and potential best practices in leadership in order to help inform leaders what competencies they need to meet organizational goals.

Methodology and Results

This study used a qualitative, grounded theory approach as a theoretical guide. Grounded theory was developed as a data-driven analytical method to interpret reality in social situations (Glaser & Strauss, 1967). Grounded theory should be seen as "a way of thinking and conceptualizing data" (Strauss & Corbin, 1994, p. 275); this approach allows theory to be generated initially from the data as participant voices are heard, interpreted, and then developed substantively into theory. This aim is accomplished by systematically examining the data to find any dominant patterns of relationships, with these patterns then being compared to existing theory to see if there is a correlation between the two. If existing theories seem applicable, they may be accepted as presented or refined so that the new elaboration fits the data.

We conducted in-depth interviews with ten Canadian wine proprietors to identify effective wine leadership competencies and examining how these leadership skills were developed. All the interviews followed the long interview model outlined by McCracken (1988), which comprises a four-step method of inquiry. Questions included basic demographic information and three types of questions – “grand tour” questions, “floating prompts” and “planned prompts.” On average, interviews lasted approximately 45 minutes. All interviews were tape-recorded, with the permission of the participant, and transcribed.

Several themes emerged consistently. We conclude by presenting an “outcome” model, which describes the leadership stages of this experience for wine proprietors. We also begin to identify strategies for ensuring organizational effectiveness and personal leadership development, as well as an agenda for research.

A l'origine des Appellations d'Origine : Normes de qualité, labels et innovations sur le marché du vin en France au XIXe siècle

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Il arrive trop souvent que les travaux consacrés aux AOC se limitent à étudier le rapport entre ce signe de qualité et les « goûts » des consommateurs. Sans être dépourvue de fondement, cette entrée présente cependant deux limites importantes : primo, elle imagine une qualité objective, donnée et reconnue par tous les acteurs ; secundo, elle analyse les comportements économiques dans un vide institutionnel et juridique. Or, le cas des AOC et son historique permet de remettre en question cette approche, dans la mesure où, par définition, les AOC ont une valeur légale, normative et surtout, comme elles visent à institutionnaliser certaines caractéristiques des produits, elles démontrent, à contrario, que la « qualité » ne constitue pas une valeur transcendante mais elle exprime le résultat de l'interaction des activités économiques, juridiques et institutionnelles. En effet, la définition des appellations régionales touche à plusieurs enjeux de taille. Il est tout d'abord question du rapport entre le découpage administratif et le découpage économique de l'espace. Le premier est, dans la France du début du siècle, un héritage de l'époque napoléonienne. Cependant, au cours du siècle qui suit, l'hexagone connaît le développement d'une économie capitaliste, marchande et industrielle, qui s'accompagne d'une organisation de l'espace radicalement différente. Dans le cas du vin en particulier, les bouleversements précédents et suivants le phylloxéra modifient les rapports de force entre les anciennes (Bordelais, Bourgogne, Charentes) et les nouvelles (Midi, Sud-Ouest) régions viticoles. Les techniques vini-viticoles aussi se modifient sensiblement et avec elles les caractéristiques organoleptiques et chimiques des vins.3 De ce fait, les principaux points de repère des acteurs opérant sur le marché du vin (comportement et réputation des autres agents, caractéristiques des produits) s'affaiblissent et avec eux leurs capacités de coordination. Les appellations régionales constituent une réponse à cette dynamique, dans la mesure où elles cherchent à stabiliser les relations économiques par le biais de l'institutionnalisation de certaines pratiques et caractéristiques du produit. Lesquelles? C'est là que des différends surgissent car, selon la solution retenue, certains acteurs économiques seront favorisés au détriment des autres ; par exemple, l'appellation régionale peut se faire en ayant comme point de repère la région administrative ou une région économique qui reste à définir. L'appellation peut également exiger le recours à certains cépages (qui restent à indiquer) ou à certaines techniques de vinification ou encore à certaines caractéristiques géologiques. La solution retenue de nos jours n'est pas la seule possible et elle constitue le résultat d'un long processus de négociation dont il faudra rendre compte.

[3] Sur ces aspects, voir, parmi d'autres classiques dans le cadre d'une énorme bibliographie: R. Dion, *Histoire de la vigne et du vin en France des origines au XIXe siècle*, Paris, Flammarion, 1959; M. Lachiver, *Vins, vignes et vignerons*, Paris, Fayard, 1988; G. Garrier, *Histoire sociale et culturelle du vin*, Paris, Larousse, 1998; P. Roudié, *Vignobles et vignerons du Bordelais, 1850-1980*, CNRS, Paris, 1988.

Weather Derivatives and their Potential use for Hedging Canadian Ice Wine Production: A Case Study and Simulation

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Abstract

Weather derivatives represent a relatively new form of financial security with payoffs contingent on weather indexes based on temperature, rainfall or snowfall, providing firms with the ability to manage unforeseen climatic changes that create risks in the form of variability of earnings and costs. The potential for their use in a wide variety of industries is great and it has been estimated that approximately one-seventh of the industrialized economy is weather sensitive (Hanley 1999). Since their inception in the late 1990's the market for weather derivatives has grown steadily with temperature related contracts being the most prevalent, accounting for 80% of all transactions (Cao and Wei (2004)).

Although the use of weather derivatives has seen much success in applications to the power and energy sectors, their use in other industries where weather is a significant risk factor has not been widespread. Unlike standardized derivative contracts written on traded assets, weather derivatives present challenges in that their use usually entails non-standardized situations and risks, contingent on illiquid, non-financial assets.

In this paper we explore the issues and potential strategies in the use of weather derivatives for hedging the risks of ice wine production. The production of ice wine presents a case in which the benefits from the use of weather derivatives are potentially significant however to date, actual applications appear to have been limited. This most certainly stems again from the specific nature of production and the lack of non-standardized contracts.

Ice wine is only produced in a few specific regions in the world where temperature and climate conditions are appropriate. Although Canada remains a relatively small producer of wines world-wide in production and retail value, it is the largest producer of ice wine in the world with the majority of production originating from the Niagara Peninsula region of the Province of Ontario. The nature of ice wine production is regulated the province of Ontario by the Vitners Quality Alliance (VQA). The VQA is similar to other regulatory systems in place in such countries as France (AOC), Italy (DOC), and Germany (QmP), and ensures the consumer of high quality standards.

The Alliance specifies several conditions for the production of ice wine including that fact that grapes must be harvested, no earlier than mid-November each year. The grapes must be naturally frozen on the vine, picked while the air temperature is minus 8°C or lower and immediately pressed after picking in a continuous process. The finished wine shall be produced from a must that achieves a computed average of not less than 35° brix. The production of the wine is monitored and the manufacturer must provide the information on production quantity and quality required by Ontario Regulation 405/00 (Returns and Information).

The risks to ice wine producers are relatively great in that a mild winter with relatively high temperatures could result in the grapes destined for ice wine not being harvested until later in the winter months. As a result there is potential for significant loss in terms of deterioration. In addition milder conditions may result in lower brix levels in terms of the final product. Although government crop insurance is available to agricultural producers, it does not offer protection against loss from temperature conditions not optimal for ice wine production resulting in the potential use of weather derivatives.

The temperature requirements of ice wine production are somewhat analogous to the specifications for option contracts associated with the energy industry. Here contracts are typically written on the accumulation of heating degree days (HDD) or cooling degree days (CDD) over a calendar month or season where daily HDD and CDD is calculated as max [65F(18C) – y, 0] and max [y – 65F(18C), 0] respectively and where y is the daily average temperature defined as the arithmetic average of the daily maximum and minimum temperatures. In Canada and the northern and Midwest city in the United States, an HDD season is typically defined as the winter months from November to March. This again closes matches the season when grapes for ice wine production would typically be harvested. The basic elements of the contract are the underlying variable HDD, the accumulation period, a specific weather station reporting daily temperatures and the tick size; the dollar amount attached to each HDD. In some cases these contracts specify a cap or maximum payoff.

The pricing of weather derivatives represents a significant debate in the existing literature and so several option pricing models are employed in order to estimate the theoretical price that an ice wine producer would face in using over-the counter market, temperature related options in order to hedge the downside risk of net revenues. All models however require an estimate of the temperature process over time. In order to model the temperature variable, historical daily temperature data covering the period from 1992-2002 for various Niagara Penninsula weather stations is obtained from Environment Canada. Using a time-series approach as suggested by Campbell and Diebold (2003) we develop a forecasting model for daily average temperature in order to capture the distributional properties of the temperature variable.

Employing monte carlo simulation and cost parameters estimated from a case analysis of an ice wine producer in the Niagara peninsula the value-at-risk per hectare of ice wine grape production is estimated. This provides an estimate of the inputs for the size of the option contract and tic value for the temperature variable. Given the nature of ice wine production the call options modeled are based upon a cumulative daily temperature variable for the period of November 15th to the end of March with the daily temperature variable defined appropriately.

The paper presents the results of the simulation and concludes with the advantages and disadvantages of weather derivative based hedging for the purposes of ice wine production. Recommendations are made for the development of weather derivative contracts by financial institutions and use in the Canadian ice wine industry.

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Understanding How Consumer Buy Wine, Food and Clothing on the Internet

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This paper outlines a proposed Consumer Decision Process Model for online purchases of sensory products such as wine, food or clothing (sensory products being products which require more than 2 of our 5 senses such as taste, touch or feel to make a purchasing decision (Levin, Levin & Heath, 2003; Stein-Wellner, 2001)). The investigation described here attempts to improve understanding of the behaviour of internet consumers from an empirical basis. It reports on the results of a study into decision-making processes of consumers on the internet in the context of sensory products such as wine, food, cosmetics and clothing.
Consumers consisting of a profile sample of working female consumers, aged between 18 and 45, in the ABC1 social group, based in the UK, are considered in terms of their decision making processes online. These observations are contrasted with the assumptions underlying a key reference model of traditional consumer behaviour, the Consumer Decision Process Model (Blackwell, Engel & Miniard, 2001).
Three key differences are suggested, namely: the of the concept of overlapping stages (where two decision-making stages can occur together); the notion of varying modes of behaviour depending on a consumer's intentions, and the possibility of a shift in mode during the purchasing process. These notions are incorporated in a proposed model referred to as the Electronic Consumer Decision Process Model (eCDP Model).

Taste, terroir, and vineyard geology

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The appellation system strives to give wines regional identity by circumscribing particular grape cultivars and vineyard/winery practices, and by appealing to the region's terroir to give uniqueness. And geology – bedrock and soils – lies at the heart of the terroir concept. Yet how the earth of a vineyard can influence the finished wine remains unresolved. The enigma persists because any mechanism must involve the interplay of numerous complicating factors, and these tend to be studied in a compartmentalized way.

Good scientific data now exist on various physical geological factors that affect vineyard performance, for example bedrock rippability/root-penetration resistance, hillslope morphology, and surface albedo. Optimum hydraulic parameters such as infiltration rate, soil water potential and stress limits are well established. A good terroir – in the sense of a site very suitable for grapevines – tends to achieve desirable values naturally. For example: the vertically oriented schists in the preferred vineyards of the arid Upper Douro, Portugal, give higher root penetration indices than adjacent granite-based sites; low-albedo basalt-derived surfaces in the north Willamette Valley, Oregon, U.S.A. enhance cytokinin synthesis through spreading the diurnal heat load; the gravels of the Haut-Medoc, France, have desirably high hydraulic conductivities but at the best sites include clay lenses with high storage capacities. Such physical vineyard factors, interacting with mesoclimate, influence the secondary metabolites in the grape juice and eventually the acidity and polyphenol composition of the wine, and hence its mouth-feel (astringency, body, etc.) Thus geological factors influence the character of a wine from a particular terroir. But such factors can equally exist at other sites and in any case can be adjusted by manual intervention (e.g. ground cover, irrigation). They do not confer any unique identity on the wine – to some the essential attribute of a terroir.

For geology to bestow a distinctive taste, perhaps vineyard geochemistry is relevant? Unfortunately, experiments aimed at demonstrating some link have largely failed. Explanatory biochemical pathways are unknown. Of course, the geochemistry (especially cation exchange capacity) has to provide essential nutrients for normal vine growth and affects the crucial matters of fruit yield and quality. However, the nutrients – and these are routinely corrected artificially if necessary - transfer through to the wine in minuscule quantities, far below human detection thresholds, and where they are ubiquitous anyway. Hence attempts to "fingerprint" wine sources chemically have had to resort to complex statistical treatments and minute amounts of arcane isotopes. Moreover, all such "minerals" (which are not the same as minerals in the geological sense) are inorganic. It is now well known that the organoleptic properties of wine are governed by a catalogue of polyphenols, alkaloids, esters, sugars, higher acids etc. – all of which are organic compounds, synthesized during fermentation and maturation. (Only terpenoids survive from the parent juice.) Any wines that do inherit excessive, tasteable concentrations of inorganic solutes have disagreeable metallic and salty off-flavours. It is conceivable that the normal minute quantities of inorganic cations, originating geologically, can somehow influence the complex organic vinification reactions indirectly, but that is wholly speculative. Thus the notion that the terroir imbues some unique, unduplicatable taste to its wine remains scientifically unsubstantiated.

An extreme claim for the terroir concept is for a goût de terroir – for the geology to actually be tasted in the wine. Examples claimed include: a taste of volcanic ash in Piedirosso wines from the flanks of Vesuvius, Italy; a graphite flavour in wines produced from the graphite schists of Priorat, Spain; and a much reported slaty taste in wines from the slate-based vineyards of the Middle Mosel, Germany. It is a romantic notion which makes good journalistic copy, and is manifestly a powerful marketing tactic, but it is wholly anecdotal and in any literal way it is scientifically impossible.

Tols of regional communication – the importance of wine marketing in Hungary

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The Tokaj Wine Region, added to the UNESCO World Heritage list in 2000, has acquired far the best reputation in the world among Hungarian wines. Some bottles of Tokaji (Tokay) are sold for more than 1000 euros at auctions. The excellence of Tokaji wines is due to several factors such as soil, macroclimate and microclimate, grape variety, etc. referred to as “terroir” and the method of wine making and handling the wine. Unsurprisingly, the region has been struggling with Italian and Slovakian wineries for the exclusive right to use the brand name “Tokaji” (of Tokaj). However, there are 22 wine producing regions in Hungary altogether, each consisting of several small family cellars and larger wineries constantly competing against each other at regional, national and international level. At the same time, Hungarian wines face strong competition at the “common market” imposed by French, Italian, Spanish and even Austrian wines. Despite patriotic wine consumers of Hungary, foreign wineries can easily take advantage of our poor wine marketing and increase their market share in Hungarian markets as well.
The purpose of this paper is to draw attention to wine marketing as an integral part of regional or country marketing, which is of crucial importance in the present situation. After revealing the reasons for the undeservedly marginal position of Hungarian wines on the European palette of wines, the author identifies the possible ways and tools Hungarian wine-growers together with policy makers should make use of in order to increase market share, exports, profits and consumer satisfaction at the same time. The problems and challenges of regional and wine marketing are discussed in the paper with special attention to two wine regions of Hungary: the world famous Tokaj region and the land of the Bikavér (Bull’s Blood), the Eger wine district, which is not incidentally the homeland of the author. The issues of wine marketing are examined at a wider scope, as in a small country like Hungary, wine marketing should go hand in hand with regional or country marketing. For instance proper wine marketing can be a useful tool to attract tourists and foreign investment capital to various regions of the country.

Le pressentiment de la notion de terroir chez Voltaire

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Abstract.

Au cours de sa longue carrière littéraire, Voltaire a écrit plus de 20 000 lettres. La plupart d'entre elles ont été éditées dans ses recueils de correspondance, mais, curieusement, on retrouve rarement la trace des 46 lettres qu'il a envoyées à Antoine-Gabriel Le Bault, membre du parlement de Bourgogne et propriétaire d'un domaine viticole dans le village d'Aloxe, domaine qui deviendra celui de Corton-Grancey. Ces 46 lettres ont été conservées par les De Grancey, descendants de Le Bault.

Or, les missives du philosophe à Messire Le Bault présentent un intérêt indéniable car elles nous révèlent le philosophe au naturel. Voltaire était amateur et sa cave était bien pourvue en vins d'Arbois, du Beaujolais, des Côtes du Rhône, du Midi, d'Alsace, de Malaga, de Champagne, de Tokay et bien sûr de Bourgogne…

Plus encore, elles montrent Voltaire sous un jour inattendu, celui d'un philosophe-vigneron. L'auteur de Candide se plaisait à cultiver son jardin et à offrir à ses visiteurs le lait de sa vache, les œufs de ses poules, les légumes de son potager, les fruits de son verger. Il aurait bien aimé aussi leur offrir le vin de sa vigne mais contrairement à son collègue philosophe Montesquieu, il ne connut jamais le bonheur de produire un vin digne de ce nom dans la vigne de Tournai, près de Ferney, qu'il avait achetée à Charles De Broses, président du parlement de Bourgogne.

Bien que Ferney soit situé en Bourgogne –le pays de Gex faisant alors partie de cette province—la terre dans laquelle était plantée sa vigne était bien ingrate: lourde, trop fertile, mal drainée… Voltaire qui déclarait sincèrement: "Je ne connais rien de plus beau ici-bas que le travail de la vigne," commença par mettre à la porte Chouet, le vigneron genevois paresseux et ivrogne qui avait été recruté par De Brosses. Il tenait beaucoup à sa vigne. Dans un premier temps, il entreprit de la cultiver selon les méthodes en vigueur au siècle des Lumières, celles qui sont décrites dans l'Encyclopédie ou dans le manuel rédigé par l'Abbé Tainturier. Il replanta une partie de sa terre de Tournai avec 4000 plants de Corton qu'il avait demandés à Le Bault. Il pratiquait la taille dès l'automne et se lamentait que la bénédiction de Jacob tombe sur lui, c'est-à-dire que sa vigne avait un rendement bien trop élevé. Je fais plus de cas de deux tonneaux du Corton de Madame Le Bault que de trente tonneaux du nôtre! avouait-il.

Rien n'y fit. Le mot "terroir" avait été employé pour la première fois un siècle plus tôt. Voltaire ne l'emploie pas dans sa correspondance mais il en pressent l'importance quand il écrit à Le Bault: "J'ai la fantaisie de cultiver dans mon terrain hérétique quelques ceps catholiques. Je sens combien ma vilaine terre est indigne du pinot d'Aloxe mais c'est un amusement pour moi de devenir un petit Noë dans mon vieil âge même si je ne peux que plaisanter avec mon terrain calviniste.

Voltaire n'avait plus que la ressource de se consoler en commandant à Monsieur Le Bault du vin de Corton qu'il buvait en cachette alors qu'il offrait d'honnêtes Beaujolais à ses convives de Genève!

Taste, Terroir, and Geology in the Napa Valley

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The notion of terroir has both philosophical and practical aspects. It is easy to talk about terroir and its relationship with wine but far more difficult to establish, with any reasonable degree of clarity or confidence, a correlation between particular characteristics of a wine and specific attributes of terroir.
In the Napa Valley, discussion of terroir has focused on the American Viticultural Areas (AVAs), whose boundaries are determined by historical, political, and physical considerations. Only the last of these has any affect on grape quality and character, however, so the relationship between an AVA and the wine made within its boundaries is unclear. As a result of work on the book The Winemaker's Dance: Exploring Terroir in the Napa Valley, we can offer a new basis for discussing terroir in Napa based on geologic factors. In addition, a series of recent geologic studies of individual vineyards has revealed a close correlation between geologic factors and grape character defined by winemakers' taste.

Bedrock in Napa includes a variety of volcanic and sedimentary rocks that underpin the mountains that border the Napa Valley and hold up the knobs and hills that rise from the valley floor. The valley itself is filled with relatively youthful sediments that have accumulated over the past 15,000 years. Most of the vineyard substrate in Napa is young—in general, strong soil profiles have not had the opportunity to develop. As a result, geologic factors appear to exert more influence on grape quality and character than does soil type.

In Napa we recognize three types of vineyard sediments, all of which are formed from the decay and breakdown of bedrock: residual, alluvial, and fluvial. Residual material has not moved far from its place of origin—the hills of Napa are covered with a thin veneer of residual debris. Alluvial sediments are transported by water and gravity from the hills into the valley where they form fan-shaped deposits at the edge of the mountains. Fluvial sediments are fine-grained deposits that form the flood plain of the Napa River. Each of these sediment groups has a recognizable character and distribution that appears to be related to the character and quality of grapes. Residual sediments provide a stressful environment for vines that produce low yields of particularly intense, small-berried, fruit. Historically, residual sediments have produced wines of significant power, with strong tannins balancing intense fruit. The wines age well, often needing a few years to soften and integrate. Wines grown on alluvial fans tend to show berry fruit flavors with supple tannins and good concentration; those from the eastern fans, exposed to the intense afternoon sun, are perhaps a bit more edgy. Fluvial sediments on the flood plain are fine-grained, poorly drained, and the most vigorous of Napa substrate; they tend to produce wines with strong herbal overtones. Growing great grapes under these conditions is a serious challenge.

Terroir however, is a notion that is sensitive to scale; every vineyard we have examined in detail is significantly different from its cousins, even within the same broad sediment category or geographic location. In some we have seen a direct correlation between geology and grape character as defined by a winemaker's taste buds. At Stag's Leap Wine Cellars, for example, grapes have been picked selectively from a particular part of the vineyard that coincides almost precisely with a deposit identifiable on the basis of its geologic characteristics. Similar relationships occur at Araujo Estate, where vines have been planted and grapes picked in patterns that, on hindsight, reflect closely the underlying geology. It appears that the geology of vineyard substrate is indeed linked to grape character.
While this correlation appears substantial, exactly how vineyard substrate affects grape character is a far more difficult question. We think the primary factor is drainage and the way that water becomes accessible to vine roots, attributes that, in Napa, reflect the imprint of geological processes on vineyard sediments. In very broad terms, sites with coarse, well-drained sediments produce grapes with greater

concentration and wines of more depth and power. Finer-grained vineyard sediments tend to produce more elegant, silkier wines, while requiring greater viticultural attention. Site-specific weather (day to day variation) surely adds to the unique nature of a location, but its specific contribution is difficult to determine. The scientific experiments needed to clarify these relationships are complex and expensive—they are unlikely to be undertaken any time soon. Perhaps this is all to the good; the mysterious and beguiling aspects of wine have always been part of its allure. Nonetheless, understanding vineyard geology and attending carefully to its relationship with grapes might well aid those who seek to produce unique and distinctive wines.

Towards an objective delimitation of ‘terroir’ within the New World: Precision farming techniques in the Margaret River region of Australia.

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Margaret River is one of the ‘new world’s youngest viticultural region with the first plantings occurring only about 35 years ago. It has however developed a sound reputation for quality wines, notably Cabernet Sauvignon, Shiraz, Chardonnay and blends of several ‘blancs’ including Verdelho, Chenin blanc and Semillon. While the region was thought to be similar climatically to Bordeaux, these wines are more in the Rhone traditional suite of cultivars (Cabernet Sauvignon is the exception). The challenge for such a new region is to refine the alignment of site and cultivar in a manner that enables further advances in wine quality. This project is studying Chardonnay, clone ‘Gingin’, in eleven vineyards selected through out the region. Mesoclimate is being mapped with automatic recording weather stations and vine vigour, yield, soils and soil water are being mapped to high precision within each vineyard. Wines are being made from sites within each and are being assessed for sensory attributes and chemical composition.

Natural endowments, production technologies and the quality of wines in Bordeaux.
Does terroir matter?*

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OMI, Université de Reims Champagne-Ardenne and
TEAM, Université de Paris I

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ECARES, Université Libre de Bruxelles and
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August 2005

Abstract

We study whether quality assessments made by wine experts and by consumers (based on prices obtained at auction between 1980 and 1992), can be explained by variables describing endowments (land characteristics, exposures of vineyards) and technologies (from grape varieties and picking, to bottled wines). However, since technological choices are likely to depend on endowments, the effects can only be identified using an instrumental variables approach. We show that technological choices affect quality much more than natural endowments, the effect of which is negligible.

Producers, Consumers, and Anxiety: Defining Terroir in the early Twentieth Century

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Brief Description of Paper

Wine consumption is often associated with pleasure. Producers have marketed their product of the terroir with the expectation that it will be a part of a gastronomic experience. Consumers share the same expectation of pleasure. Yet, the need for a system of appellations d'origine to regulate producers and to re-assure consumers suggests that wine has, historically, also been associated with anxiety. This paper seeks to examine the historic role of anxiety on the part of consumers and producers in the formation of twentieth-century notions of terroir. Using the example of champagne, I demonstrate how attempts to articulate ideas of terroir and protect it through a system of appellations d'origine was a response to two main anxieties shared by French producers and international consumers by 1900: the risk of adulteration or fraud and the distancing of consumers and producers. While the system of appellations d'origine that emerged by the 1930s and the subsequent science and technology of wine has done much to diminish this first anxiety, the new, more standardized production that resulted from appellations and the new, industrial wine production processes that emerged in the twentieth century have, paradoxically, done little to diminish the second. The debates over appellations and delimitations at the beginning of the twentieth century, I argue, set up a trajectory whereby French producers became increasingly concerned about the "science" of terroir. Science did little to alleviate anxiety about the perceived distancing of consumers from the people, processes and places associated with their wine. All of this suggests that on-going discussions about terroir and the future of French wines should take into account the historic anxieties of international consumers concerning distance from people as well as place.

Brief Summary of Academic Qualifications for Kolleen M. Guy

Kolleen M. Guy is an Associate Professor of History at the University of Texas at San Antonio. A social historian, Professor Guy's research focuses on material culture in modern Europe and, more specifically, modern France. She studies the ways in which the production and consumption of material goods, particularly French agricultural products such as wine and cheese, became social devices for expressions of "Frenchness". Her research, presented in When Champagne Became French: Wine and the Making of French Identity, 1820-1920 (Johns Hopkins University Press, 2003) and numerous articles and papers, examines the ability of French wine producers to identify, articulate, and promote the connection between France's national culture and regional identities. Research for When Champagne Became French began with her doctoral dissertation; the dissertation, completed with the aid of a Fulbright Fellowship, was awarded the Krooss Dissertation Prize in 1997 for Best Dissertation in Business and Economic History from the International Business History Conference in Glasgow, Scotland. The book manuscript was awarded the "Outstanding Book Manuscript" award for 2002 from the international history honor society, Phi Alpha Theta. Professor Guy is currently working on a new book that examines how French wines and cheeses have come to take on distinctive regional identifications through the development of the uniquely French concept of terroir. The book traces the changing meaning of terroir from the eighteenth through the twentieth centuries and its consequences for contemporary European Union agricultural policy.

Droit et terroir : le duo introuvable

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On ne peut guère imaginer une notion aussi évolutive et controversée que celle de terroir.
Evolutive car la définition du terroir depuis un siècle s'est progressivement enrichie de critères nouveaux, au fur et à mesure d'ailleurs que la recherche scientifique entrouvrait de nouvelles perspectives dans ce domaine.
Controversée car la définition du terroir n'a cessé d'être le théâtre d'une guerre, semble-t-il assez peu prête à s'éteindre, entre ceux qui pensent qu'il existe un lien étroit entre le sous-sol et le vin et ceux qui rejettent l'existence de ce lien. Nous n'entrerons pas ici dans cette polémique, d'autant plus qu'il n'existe pas à notre connaissance d'argument définitif permettant d'asseoir l'une ou l'autre de ces deux visions.
Un domaine en perpétuelle évolution et controversé ! Il n'est pas de terreau plus favorable à la naissance de litiges ; litiges qu'évidemment le droit doit trancher. Et ceux concernant le terroir sont nombreux.
Surtout qu'on le sait bien, derrière ces discussions en apparence réservées à d'éminents « spécialistes du vin » se cachent parfois des intentions moins avouables. Tout ce passe comme si certains en effet se drapaient de la toge de la science pour justifier telle ou telle pratique commerciale. On pense à la fixation des prix du vin en particulier ! On pourrait aussi penser aux problèmes juridiques posés par la protection des sites viticoles.
Bref, les juges ont été de maintes fois amenés à se prononcer sur des litiges où la notion de terroir est directement au centre du conflit ou bien située dans l'ombre de ce différent.
Cet article comprendra trois parties :

Le terroir, quels problèmes ?

Il s'agira ici de montrer en quoi le terroir pose certains problèmes juridiques aussi bien pour ceux qui l'exploitent que vis-à-vis des tiers : marque, protection des sols, etc.
Ici, il ne s'agit pas d'établir une liste exhaustive de ces problèmes, mais plus de démontrer à quel point une définition du terroir est nécessaire. Existe t-elle ? C'est un tout autre problème…
Comment la loi aborde la notion de terroir
Justement ici, on se rendra compte que la notion de terroir est malheureusement très peu définie par la loi. Compte tenu des problèmes abordés dans la première partie qui nécessiteraient une implication de la loi, on ne peut que déplorer ce vide.
La jurisprudence et le terroir
La loi étant pour le moins imprécise et incomplète dans cette définition du terroir dont on pourrait rêver, on verra ici comment la jurisprudence française tente de répondre aux questions des justiciables.
Un certain nombre de décisions émanant de la Cour de Cassation, du Conseil d'Etat, voire de certaines Cours d'Appel, permettront d'illustrer ce propos.

“The Interplay between Industry and State in Defining Napa Valley’s Terroir”

Kathleen A. Brosnan,
University of Houston

Wine critics, consumers, and industry participants increasingly have turned to the term terroir to capture the identity of particular vineyards and the wines they produce – to claim an inimitable character for their vintages. On the surface, the elements of terroir, such as soil, exposure, temperature, slope, rainfall, morning fog, and evening wind, appear to be those things about which the winegrowers can do little, if anything. Yet, in other ways, terroir is also part of the economic, social and political construction of wine culture across the globe and in the United States. The multifaceted players in this construction include industry participants, consumers, and in a variety of intriguing ways, the nation state.

In this paper, I will use the Napa Valley wine industry to open a window on the role of the state in defining terroir. In particular, I will explore the role of the University of California’s viticulture and enology program at Davis in the identification and development of microclimatic viticultural designations. A land grant institution under the Morrill Act, this entity has a public duty to support this agricultural activity through research and industry consultation. In the post-World War II era, the university was at the forefront of more nuanced vineyard management that increasingly contemplated the uniqueness of terroir. Even as the industry more recently moved away from hypertechnical approaches to wine production, the university’s influence was felt as its graduates littered the ranks of Napa Valley vineyards and wineries.

A second significant role for the nation state is in the designation of American Viticultural Areas. First contemplated in the late 1970s, AVAs are intended to provide identities that are geographical rather than political and thus, firmly rooted in the basic principles of terroir. Petitioners for an AVA must show that the name in question was a recognized one, that there was historical evidence for the boundaries proposed, and that there were geographic features peculiar to the region that distinguished it from other surrounding areas. Few groups have taken hold of the notion of appellation quite like the vignerons in the Napa Valley, an amazingly small area that accounts for less than 5 percent of California’s total production. In addition to the desired Napa Valley appellation, the county is now home to 14 subappellations. Participating in premium and ultrapremium markets that attract wealthier and arguably more sophisticated wine consumers, these winegrowers claim distinctiveness that separates their products from those of their not-too-distant neighbors. Whether that the federal government intended this result or not, many consumers have taken the AVA designation as a standard of quality and thus the acquisition of such a designation has a marketing value that perhaps at time supercedes the geographic realities. The mere authority of the state aids in the construction of terroir.

In the end, however, the examination of the role of the nation state in U.S. viticulture, and a brief comparison with other nations reveals that vintners in Napa Valley face significantly less stringent regulations and reflects the lesser role of the American state in general. AVA regulations contain nothing on cultivation practices, permitted varieties, maximum yields, or methods of production. Such things are inseparable from European principles embodied in appellation controlee or denominazione contollata.

From the Napa Valley to Burgundy: Climate Change Impacts on Viticultural Potential and Wine Quality

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Ph.D

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Abstract

Understanding climate change and the potential impacts on natural and human-based systems has become increasingly important as changing levels of greenhouse gases and alterations in earth surface characteristics bring about planetary energy, temperature, and hydrologic changes. Observed trends and potential changes in temperatures exert strong influences on virtually every form of agriculture where production viability may be altered due to changes in winter hardening potential, frost occurrence, growing season lengths, and heat accumulation for ripening potential. The importance of understanding climate change impacts on agriculture is never more evident than with viticulture where many years of experience has resulted in the finest wines being made from grapes grown in geographically distinct regions. However, grapevines are generally grown in regions and under conditions that are considered narrow for a specific variety's optimum quality, ultimately putting it at a greater potential risk from climatic change. To examine the relationships between climate change and wine, this research presents an overview of recent analyses on trends in grapevine phenology, climate, and wine quality from the majority of the world's best wine producing regions.

Globally, the results reveal that, on average, most regions have experienced a decline in frost frequency, earlier last spring frosts, later first fall frosts, longer frost-free periods, and warmer growing seasons with greater heat accumulation. Overall, average growing season temperatures in wine regions have increased by 1.3°C during the last 50 years. In addition, observed changes in grapevine phenology (bud break, floraison, véraison, and harvest dates) reveal significantly earlier events (6-20 days) with shorter intervals between events (5-14 days) across most regions. Furthermore, changes in phenology and growing season temperatures are related to better fruit composition and increases in vintage ratings in many regions over the last 30-50 years. However, it is evident that many of the warmest growing seasons, with very early phenology and shorter growth intervals, resulted in lower quality. The results point at potential threshold issues whereby any further warming will likely compromise optimum phenological characteristics, ripening profiles, and wine quality of the varieties currently being grown in some regions. Finally, an examination of possible future climate change in the world's best wine regions indicate an average growing season warming of 2°C in the next 50 years. While there is still some debate on the exact nature of future climate change, the magnitude of the projected changes could potentially bring about geographical shifts in production viability or cause growers and winemakers to consider varietal or management adaptations to maintain current wine styles and quality.

Biography

Gregory V. Jones is a research climatologist and viticulturalist at Southern Oregon University. He holds a BA and Ph.D. from the University of Virginia in Environmental Sciences with a concentration in the Atmospheric Sciences. His dissertation was on the climatology of viticulture in Bordeaux, France with a focus on the spatial differences in grapevine phenology, grape composition and yield, and the resulting wine quality. He conducts applied research for the grape and wine industry in Oregon, has given hundreds of international, national, and region presentations on wine-related research, and is the author *of numerous book chapters, reports, and articles on wine economics, grapevine phenology, climatological assessments of viticulture, and climate change.*

"Competing more effectively through Collaboration - Lessons from the Australian Wine Industry".

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Abstract

In 1990, Australian wine exports were barely $A100Million. By the time we meet for this conference, annual shipments will have surpassed the $A3Billion mark making this surely one of the world's great agribusiness success stories.

The role of industry collaboration in helping create this success has been profound. Collaborations of various types have had a critical role to play at the company, regional and national levels. Neo Classicist economic wisdom would have us believe that any kind of intervention that attempts to anticipate market decisions risks substantial opportunity costs and/or encourages dysfunctional rent seeking (Mathias Kelm,1996) However recent studies (Marsh & Shaw, May 2000) have confirmed what Australian wine industry participants have always known intuitively being that;

- the more you collaborate, the more successful you tend to be...

Keywords

Wine, Collaboration, Clusters

Characterization of the Aroma Profile of Madeira Wines

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Since the 17th century the Island of Madeira (Portugal) produces some of the most famous wines all over the world, commercially known as Madeira wines. Madeira Island is volcanic and has an abundant vegetation due to the humidity and mildness of the climate. It is mainly on the sunny hillsides of the south side of Madeira island that the main traditional varieties of Vitis vinifera grapes, Sercial, Verdelho, Malvazia and Boal are cultivated, from which Madeira wine is made [1]. Madeira wine is produced following traditional and very specific processes. Fermentation is first stopped by the addition of natural grape spirit (containing 95% v/v of ethanol) to obtain a wine containing ca 18-20% (v/v) of ethanol and different amounts of nonfermented sugars. After this, the wine is submitted to a baking process known as “estufagem”, during which the wine is kept at rather high temperatures (45-50 ºC) for as long as 90 days or even more. Finally, the wine is allowed to undergo a normal maturation process in oak casks for a minimum period of 3 years. These traditional winemaking and maturation procedures lead to the formation of the typical bouquet of Madeira wines. The aroma of these wines is usually characterized by candy, nutty, maderized, toasty, and dried fruit notes.

The main aim of the present work is to determine the odorants most likely involved in the aroma profile of Madeira wines and to determine the existence of specific odorants that may be related to the particular processes followed in the production of these wines. For this purpose, the GC-O (Gas Chromatography – Olfactometry) profiles of Madeira wines, carried out on extracts obtained by a dynamic headspace technique, were compared to the GC-O profiles of three young white monovarietal wines made with the same varieties.

The GC-O profile of Madeira wines was extremely complex, and was rich in sotolon, phenylacetaldehyde, wood extractable aromas, and lacked of the most important varietal compounds, such as linalool, 3-mercaptohexyl acetate and methoxypyrazines. A large number of potentially important and unknown odorants, most of them specific to Madeira wines, was also detected by GC-O.

1. Nogueira, J.M.F. and A.M.D. Nascimento, Analytical characterization of Madeira wine. Journal of Agricultural and Food Chemistry, 1999. 47(2): p. 566-575.

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Elaboration of sparkling wines with different CO2 levels by traditionnal method: is there an effect on key flavour compounds ? *

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Keywords: sparkling wine, carbon dioxide, traditional method, key flavour compounds, GC-olfactometry, GC-MS.

Effervescence in sparkling wines is one of the key factors implied in the success of sparkling wines around the world : their common characteristic is the content of excess pressure from carbon dioxide gas (CO2), which leads to the release of carbon dioxide bubbles when the wine is served. The carbon dioxide can come from either an alcoholic fermentation or a gas addition; however the traditional method, with a second alcoholic fermentation in bottle, is one of the more often used as sparkling wines process. This method allows obtaining wines with a high level quality.
In this study, we elaborated sparkling wines with different CO2 levels, by traditional method. The concentration of sugar added before the second alcoholic fermentation was modified in order to obtain wines with different CO2 pressures, according to the law defined by Agabaliantz (Agabaliantz, 1963). Sparkling wines differed by their CO2 pressures, spaced out from 2 bars to 6.5 bars, and from their classical oenological parameters, such as acidity, alcoholic and sugar content. Flavour compounds were extracted using CH2Cl2 (Moio et al, 1995) Key flavour compounds were then identified and quantified by GC-olfactometry and GC-MS.
Up to fifty odorant areas were highlighted in sparkling wines and were compared to previous findings (Priser, 1996; Miranda-Lopez et al, 1992; Ballester, 2004). Main odorant notes were fruity and floral or vegetal, and due to esters coming from the second alcoholic fermentation, or from alcohols. They were followed by a multiple of flavour notes perceived as animal, chemical, wine yeast, alcoholic, or pyrogenic, and others perceived as fruity and sweet. Flavour compounds involved were from various chemical classes, such as carboxylic acid, cetone and lactone, aromatic, furanic, and phenolic compound, sulfur coupounds, terpenes and derivatives.
The quantification of these compounds in the extracts showed relevant differences between sparkling wines with various CO2 pressures; variations observed differed in function of the compound chemical class.
These results could partly explain differences in odour perception, already mentioned in previous studies about flavour perception (article in preparation). Nevertheless, wines with different CO2 pressures also differ in their acidity, and their alcoholic and sugar contents, which will have an effect on the overall perception, and may induce sensory interactions, which remain uneasy to understand.

Mondialisation et résistance des terroirs

Résumé

Guy CARO
Enseignant chercheur ESC Rennes
Président Le Banquet

Terroir est un terme polysémique, c'est-à-dire qui a plusieurs sens, des sens différents, selon qui parle ou écrit, qui entend ou lit, quand il s'applique aux produits agro-alimentaires, notamment aux vins et aux fromages. Une contribution pédagogique à la définition du concept et à la communication sur les terroirs sera proposée.

Le terme de mondialisation - en anglais globalization - est aussi objet de confusion. De plus en plus utilisé, il est ambivalent, souvent connoté positivement ou négativement, objet de débat et de combat. L'un des effets et des risques de l'accélération de la mondialisation au début du XXIe siècle est l'uniformisation et la standardisation, perçues comme des menaces sur la diversité des produits, des cultures et des identités.

Le manger et le boire, la gastronomie et l'œnologie sont au cœur du questionnement sur la mondialisation et sont des témoins privilégiés de la complexité, des contradictions et des paradoxes de celle-ci. Un mouvement grandissant peut-être observé : les cultures culinaires nationales et régionales apparaissent comme des éléments de résistance identitaire face à l'uniformisation et à la standardisation des manières de manger et de boire. Les terroirs sont au cœur de ce mouvement.

C'est dans les vignobles que le terroir s'exprime avec le plus de précision et d'abord dans les vignobles de France depuis la première moitié du XXe siècle. Une région symbolise plus particulièrement les terroirs : la Bourgogne. Il n'est donc pas surprenant que cette région viticole prestigieuse, en France et dans le Monde, soit un lieu privilégié pour un débat sur les terroirs.

D'autres produits que les produits agro-alimentaires géographiquement contrôlés et protégés s'inscrivent dans cette résistance, tels des produits touristiques. D'autres pays et d'autres régions, sont particulièrement intéressants à observer dans ce domaine : l'Italie, base du mouvement international Slow Food, et la Chine, pays caractérisé par quatre grandes cultures culinaires régionales et de nombreuses variantes locales.

La « guerre du vin » est une illustration des enjeux de ce débat planétaire. Face au risque de manichéisme parmi les divers acteurs engagés dans ce débat et dans ce combat, il peut être utile d'apporter quelques nuances.

Les voyageurs des maisons de vin de Beaune entre 1780 et 1860

Loïc ABRIC•

Résumé :

L’auteur se propose de cerner la problématique qui entoure ces métiers de la représentation et d’essayer de répondre à quelques questions essentielles à savoir :

- leurs recrutements : étaient-ils issus du milieu du négoce du vin français, ou issus du milieu familial ?
- leurs salaires : par rapport à un ouvrier qualifié qui avait un salaire d’environ 400 livres au XVIIIème siècle, quel était le leur ? Avaient-ils un salaire constant ou bénéficiaient-ils de primes ?
- leur travail : quelles routes empruntaient-ils ? quelles régions visitaient-ils ? quels étaient les pays étrangers où ils allaient ?

Le tout sera mis en perspective à travers les différentes périodes historiques abordées – de la fin de l’Ancien Régime au IInd Empire – et au regard des archives privées des maisons de vin étudiées : les maisons Verry, Bouchard, Lamarosse.

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Une application du concept de terroir :
La délimitation des aires d'appellation d'origine contrôlée

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On peut définir le terroir comme une association étroite, sur un territoire donné, entre un milieu physique particulier, une production agricole originale et des savoirs-faire collectifs, concourant à l'élaboration d'un produit typique.
La trilogie "facteurs physiques, facteurs biologiques, facteurs humains" fonctionne comme un système, soumis à des interactions complexes.
Un produit reconnu en appellation d'origine est par essence un produit dit "de terroir" : d'après l'article L.115-1 du code de la consommation, ses caractères doivent être dus au milieu géographique, celui-ci incluant des facteurs naturels et des facteurs humains.

Le décret encadrant réglementairement une appellation d'origine contrôlée doit donc contenir des éléments relatifs aux caractéristiques de son terroir ; on distingue ◆ l'aire de production, territoire délimité où coexistent les facteurs physiques, biologiques et humains, ◆ les règles de production, encadrant au mieux les savoir-faire propres à la production considérée.
La structure de l'aire de production d'une AOC viticole contient classiquement deux niveaux d'échelle :
L'aire géographique : territoire où coexistent les usages de production ; il s'agit ici du territoire où l'on a l'habitude de vinifier et élever les vins de l'AOC considérée. Sa définition s'appuie en priorité sur une analyse des usages, passés et actuels ;
L'aire délimitée (incluse dans l'aire géographique) : ensemble des parcelles agricoles susceptibles de produire une vendange aux caractères appropriés. Les contraintes écologiques prennent à cette échelle une importance majeure.
Le travail de délimitation d'une appellation d'origine implique donc une analyse préalable du système "terroir" pour en élucider les composantes territoriales. En effet, il n'existe pas de déterminisme direct des facteurs environnementaux sur les caractères du vin ; les aspects humains sont fondamentaux :
- type de vin produit : rouge, blanc, effervescent, jaune …
- itinéraire technologique ; particularités régionales
- contexte économique, agronomique, social …

La délimitation parcellaire doit tenir compte de tous ces facteurs, organisés selon un système propre au lieu, afin d'en tirer des critères de délimitation permettant d'encadrer l'existant sans le dénaturer.