

BREAKTHROUGH OR BREAKDOWN?

Comparing the Wine Consumers' Acceptance of New Grape Varieties

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INTRODUCTION

Most of the research on PiWi is from a technical point of view (for exceptions see Hardt & Franzen 2018 and Pedneault & Provost 2016). By analyzing wine producers experiences on the acceptance of new varieties among the consumers, we provide results for another important source of the dissemination opportunities and risks of PiWi.

Most Popular PiWi Grapes

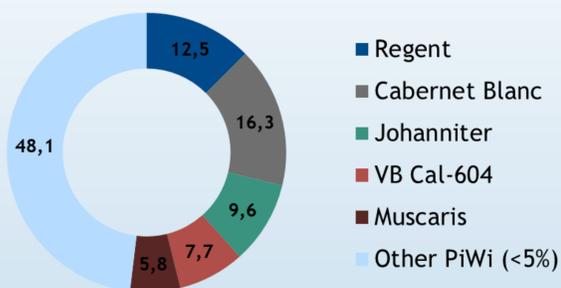


Figure 1: Share of PiWi Varieties.

Which market segments show interest in buying PiWi wines and how can marketing strategies stimulate this demand?

METHODS



Description	Composition
Problem-centered interviews	Wine experts (n=36)
Polled individuals	Producers (n=29) Wine retailers (n=3) Sommeliers (n=2) Wine journalists (n=1) Wine cooperatives (n=1)
Regions	Rhineland-Palatine (58.3%) Baden (30.6%) Switzerland (11.1%)
Interview techniques	Multiple responses
Unit of analysis	Item-related phrases (n=>36<=136)
Dependent variable	Acceptance of PiWi
Main independent variables	Consumer groups Traditional, Enthusiastic, Ambitious, Experimental, Frugal (DWI 2012) Marketing strategies

RESULTS 1/2

Descriptive analysis reveals that about three quarters of all experts are motivated to cultivate PiWi for ecological and economic reasons. Two thirds of the experts (66.7%) claim a good development of PiWi. Half of the surveyed experts consider PiWi to be as competitive as conventional grapes. The majority (55.5%) of the producers offer PiWi mono-varietal. Figure 3 illustrates the main problems and the primary advantages in selling PiWi. Almost half of the

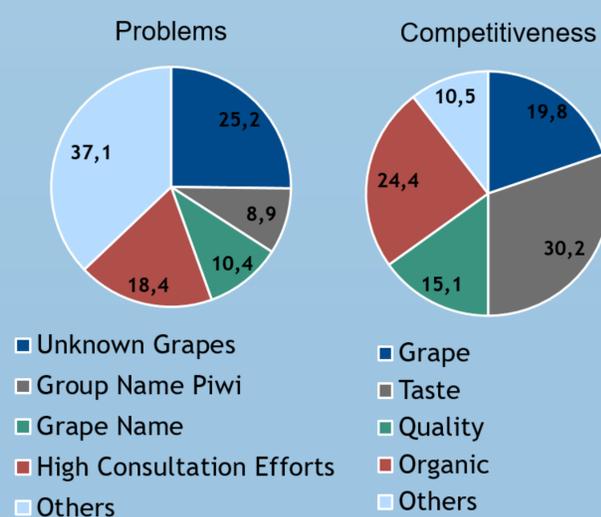


Figure 2: Difficulties and competitiveness of PiWi.

experts (47.1%) would recommend the cultivation of PiWi despite the related obstacles. 82.6% of the costumers will buy PiWi again, after they have tried it once. More than one quarter (29.4%) of the producers considers Cabernet Blanc as a promising grape variety. With 48.9% the main responsibility to disseminate PiWi is seen through producers, followed by external support (37.8%).

RESULTS 2/2

As a next step, we check for validity of our *consumer groups* hypotheses. It shows with 81% that traditional wine consumers will not choose to buy PiWi. However, the ambitious consumer's group, wine enthusiasts and experimenting wine drinkers can be won as buyers of PiWi (see Figure 3). Frugal wine consumers are with a share of <6% less convincible of PiWi.

Moreover, we analyse which marketing strategies are utilised by providers and experts (see Figure 4) and describe different access models of Piwi to the wine market (Figure 5).

Consumer Types

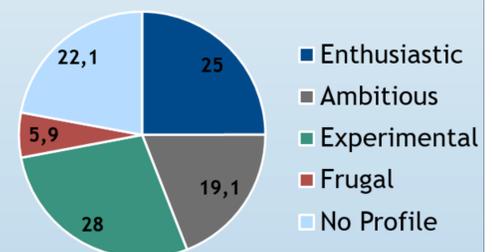


Figure 3: Profile of PiWi-Wine Consumers.

Marketing Strategies

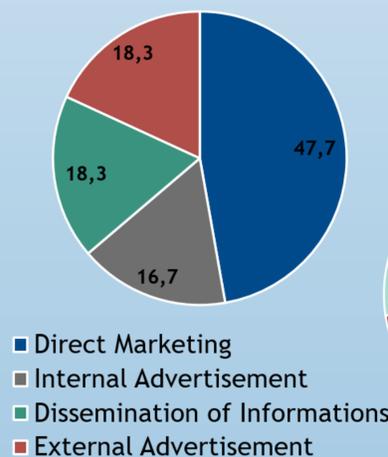


Figure 4: Utilised marketing strategies.

Market Access

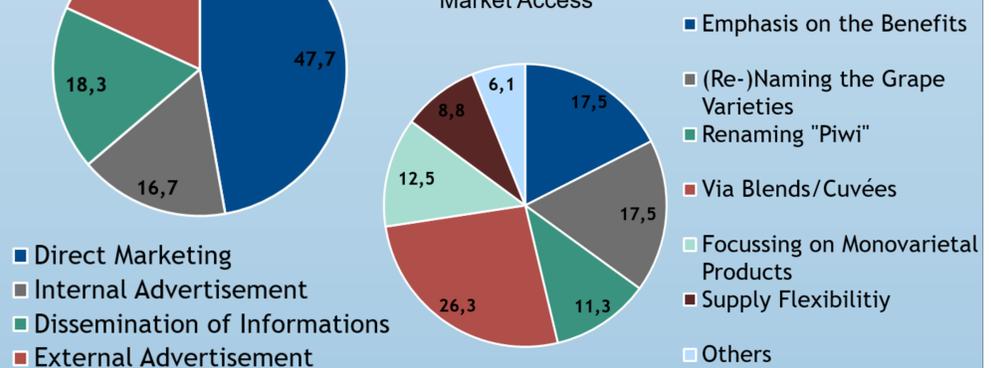


Figure 5: Recommended strategies for Piwis to get access to the wine market.

DISCUSSION & CONCLUSION

Despite traditional and frugal wine consumers, other consumer groups are likely to show interest in PiWi wines. Even wine enthusiasts belong to the costumers buying new grape varieties, which is against generalized expectations. An explanation gives the analysis of marketing strategies: While direct marketing is the most popular among the strategies, those consumer groups that prefer to buy at the winery, will much rather try PiWi wines. Hence, consulting costumers directly, enhances PiWi's popularity. Especially, Cuveés with PiWi grapes show promising sales advantages.

New grape varieties show to increasingly access the wine market - not only because they have ecological advantages, but also, because they influence consumer's interests, for economic reasons.

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