

Susan Cholette, Christine Mauracher, Maurizio Canavari

Postponement Practices in the Wine Industry: A Cross-Country Comparison of Adaptation and Attitudes

With global growth of export programs and private label brands, wineries must allocate production across multiple sales channels before demand is known. Misallocation may result in surpluses in some channels and lost sales opportunities in others. Postponing final product finishing would aid wineries in solving this problem. However, postponement strategies have not been widely adapted in many regions. In this work in progress will to survey wineries to investigate how widespread its adoption is and investigate how practices and attitudes may differ regionally.