

# **MARKET AND PROMOTION OF SICILIAN QUALITY WINES**

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## *Abstract*

In Sicily the vine-growing plays a considerable economical and social importance. Today cultivation of wine grapes covers 135.3 thousand hectares, equivalent to 17.4% of all national land and with over 8.6 millions of hectolitres is among the main regions that produce wine in a national sphere and intercepts 14% of the Italian total production.

The wine production is located in particular areas falling in the so-called "Quality Agrifood Districts", which traditions and enoics innovations are merged with a territory rich of cultural, and historical beauties, producing an interlace of relations between the primary sector and the others to it connected where the wine becomes the engine for an integrated and sustainable development of the territory.

Moreover, in the last years, it has been noticed that the wine producers have shown interest especially for autochthonous vines whose productions have met the satisfaction of the domestic and international market, in addition to the achievement of "international" (Merlot, Cabernet, Pinot) vines that in Sicily expand thanks to the particular climatic and pedologic characteristics of the environment.

The study contains the results of a research aimed at individualizing the most important economic and structural characteristics of Sicilian wine industry. This research also includes a comparative analysis of the quality wine price trends carried out over the GDO sector and to the specialized one, to the purpose to define the future scenes and to express some evaluations in relation to the impact of the new regulation (EC Regulation No 316/2004 on the "designation, name, presentation and protection of some wine products") on the wine market that is more and more competitive and globalised.