

Successful marketing of organic wine – a qualitative analysis of producers and retailers

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Purpose – The purpose of this study is to examine the factors which lead to a discrepancy between producers' supply and consumers' active demand of organic wine in Germany and to draw practical conclusions for the industry.

Design/methodology/approach – Data for this survey were collected using semi-structured in-depth interviews as a qualitative research method. Therefore, experts from 21 organic wineries and 14 different types of retailers were interviewed and examined using a content analysis. Furthermore, 20 store tests support the analysed data.

Findings – It is shown that producers do not actively communicate their organic wine production towards their customers. Both retailers and consumers do base their wine buying decision not on the attribute organic but on other factors such as wine quality, taste and relationship with the winery. In addition, consumers have little knowledge and are unfamiliar with organic wine. The combination of those findings does result in consumers' missing active demand of organic wine.

Practical implications – To increase an active demand of organic wine by consumers, organic wine producers might seek to activate the attribute organic within the wine buying process of consumers and retailers. This can be achieved by 1) the use of organic stores as a distribution channel, 2) an active communication through organic wine producers and retailers and 3) a better communication of organic wine labels. Using those practical implications can help organic wine producers to generate more active demand for organic wine.

Key words: Organic wine, Germany, Producers, Retailers, Qualitative research