

## THE MAGNIFICENT FIVE of The CATALAN FAR WEST

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### ***Abstract***

*Purpose:* The purpose of this compact teaching case is to teach International Business and International Marketing students the process of evaluating export opportunities, developing an export product and creating an export plan. The case presents the story of the five pioneering Priorat wineries, the increasing pressure to grow and export beyond the domestic and new world competitive markets, and the potential of a joint venture to launch a single brand intended for the international export market.

*Design/methodology/approach:* This case study used personal interviews and field observations as well as secondary on the export market.

*Findings:* This a pedagogical case study.

*Practical implications:* This case has been successfully taught to University of Barcelona, Marketing students to help them evaluate international export opportunities for a joint venture between five highend, limited production wineries.

Key words: Internationalization Strategy, International Marketing, High-end products, Priorat, Wine sector

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