

More than wine. Analysing the importance of terroir for different products in different markets

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Abstract

◦*Purpose:* This paper aims to set out a research methodology able to analyse the appeal of different stimuli for the consumer in different terroir products coming from the New and the Old World, highlighting how consumer perceptions toward terroir changes from product to product. It focuses on the cultural differences in the perception of terroir; the different perception of terroir linked to different country of origin and consumer preferences for the different labels attesting the legal recognition of terroir.

◦*Design/methodology/approach:* Discrete Choice Models were chosen as the instrument able to meet the research objectives. The surveyed terroir products will be wines, cheeses and *charcuterie*, each of them becoming the main focus of a discrete choice experiment. The surveyed population will comprise consumers from France, Italy and the UK. Each consumer will be asked to imagine inviting an American friend for dinner and having to offer him/her a domestic cheese labelled as PDO, a European cold cooked meat labelled PGI and a Californian wine labelled AVA.

◦*Findings:* Three experimental design are built, made up of four attributes, assuming different levels: the origin (expressed at a national, regional or local level); the theme of the story about terroir (concerning the history of the family of producers, the production territory, the production process and the *climat*); the private label (present or not); the collective label (present or not), and; the price.

Key words: terroir, wine consumer, private label, collective brand, discrete choice models