

Counterfeiting French Wines: A Review

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Abstract

Purpose

This study aims to analyze the specificities of wine fraud in France today and to show the alternatives offered to the different stakeholders in the wine industry.

Design/Methodology

A literature review based on academic papers (history) and articles coming from the professional press, Internet websites and public organizations was made.

Findings

Frauds have always existed and producers have had to adapt to the various forms of counterfeiting, by adopting modern technology. Traceability of great wines is crucial and therefore, a new type of relationships between producers and consumers has been developed, which became a marketing opportunity for producers.

Practical implications:

This paper, which offers an inventory of the methods used by forgers to deceive customers, makes both producers and consumers aware of the extent of the problem. The counterfeiting phenomenon is dangerous for producers' image and the technological changes are a tool allowing producers to protect their wine and reinforce their relationships with consumers.

Keywords

Counterfeit, fraud, France, forgery, traceability, consumer relationship.