The Choice of Adopting the “Rive” Sub-Appellation in Marketing the Prosecco Sparkling Wine

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Abstract:
Purpose: The paper investigates why wineries producing the Conegliano Valdobbiadene Prosecco DOCG (CVP) decide to adopt the sub-appellation (SA) “Rive” as a way to increase the value of their wines.

Design/methodology/approach: We applied a logistic regression to explain the Rive SA choice. By using data recorded in the Annual Inquiry on CVP producers, we divide wineries into two samples: those who have adopted the Rive SA and those who have not. By means of a stepwise procedure, we define factors that are more likely to explain the Rive SA choice within a set of structural, marketing and related wine touristic variables.

Findings: Results show that the production size (as bottles), the vineyard area devoted to Glera DOCG, pressure tanks capacity, ultra-premium price positioning at cellar door, involvement in a local and effective wine event, wine tourists’ expenditure have the highest and the most positive impacts on the Rive SA choice.

Practical implications: Considering that Rive SA may play an important role in supporting and valuing a heroic viticulture-based economy, the knowledge of factors favouring the Rive SA use may help the CVP Tutelary Consortium in appropriately undertaking its promotion among wineries who have not yet adopted it.

Key words: Geographical sub-indication, differentiation, sparkling wine, heroic viticulture, wine tourism