

## 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