

Business Models and Wineries: The Many Forms of a Complex Organization

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Abstract

Purpose: To create a tool to assess differences amongst wineries that serves as a framework for future research.

Design/methodology/approach: A thorough review of wineries as the subject of study in wine business research; wineries in the general management literature; and the business model literature to permit the development of a multi-dimensional winery business model typology.

Findings: Wine business is a complex field (Orth, et al., 2007) but despite the wealth of study on global wine business, there remains little research where wineries are the focal object of study (Weatherbee and Sears, 2019). With the complexity and diversity of wineries remaining understudied, researchers have yet to fully capture the impact and influence of the winery on the other, more strongly studied elements.

Practical implications: This work lays the requisite groundwork and proposes a typology to captures the diversity of the articulation of winery business models.
