

A Question of Style. An Analysis on the Use of the Concept of Style in the Wine Industry

Vincenzo Zampi

*Department of Economics and Management – University of Florence
(vincenzo.zampi@unifi.it)*

Silvia Ranfagni

*Department of Economics and Management - University of Florence
(silvia.ranfagni@unifi.it)*

Cosimo Gallo

*School of Economics and Management - University of Florence
(cosimo.gallo@stud.unifi.it)*

Abstract

◦*Purpose – The aims of this research are to understand to what extent and how the concept of “style” is used by researchers and professionals involved in the wine business and to identify how the concept of “wine style” can be approached both in research and practice.*

◦*Design/methodology/approach – An extensive review on academic literature has been carried out, followed by on-field research by means of semi-structured interviews to renowned wine professionals and a netnographic research on wine blogs in the US, France and Italy.*

◦*Findings – Although the concept of wine style is widely used by scholars and professionals, no systematic attempts to develop a shared and consistent approach have been carried out to date; moreover, the existence of radically different ways of approaching the concept of wine style in the three markets studied emerged.*

◦*Practical implications – Stylistic consistency can play a key role in defining wineries’ production and marketing strategies and policies; research can be of help in developing tools that allow codifying and better managing a wine style*

Key words: Wine Style, Identity, Marketing, Communication, Content Analysis
