Wine Marketing
- RESEARCH SYMPOSIUM -

Thursday, 25 November 2021
MOMA - Montpellier Management
Espace Richter - Rue Vendémiaire
Auditorium MOMA

An event organized by:
MBS - Montpellier Business School
L’Institut Agro | Montpellier SupAgro
& MOMA - Montpellier Management
8h15 - 8h45 Welcome coffee

8h45 - 9h00 Symposium introduction & program presentation
MARIE-CHRISTINE LICHTLE - Dean of the Montpellier Management Institute & KARINE GARCIA - for the wine marketing symposium organizing committee

9h00 - 9h30 Collective' brands strategies: redefining the Languedoc wines brand positioning
MARION OURY, Marketing and communication director & THIBAUT SANTA, Brand manager - CIVL Conseil Interprofessionnel des Vins du Languedoc

9h30 - 10h00 Heritage brand narratives: Are the stories told by managers effective with consumers?
ULRICH ORTH - Kiel University, A&F Marketing - Consumer Psychology

10h00 - 10h30 Coffee break

10h30 - 11h00 Changing wine tourism strategy – adaption of wineries during the COVID-19 crisis
GERGELY SZOLNOKI & SUE BAIL - Department of Wine & Beverage Business, Hochschule Geisenheim University

11h00 - 11h30 The effects of the COVID-19 crisis on the wine consumption of elite professional wine consumers
STEVE CHARTERS & LARA AGNOLI - School of wine & spirits business, Burgundy Business School

11h30 - 12h00 Strategic innovation as an entrepreneurial strategy in a regional wine industry in crisis
FRANCK DUQUESNOIS - Bordeaux University & JULIEN GRANATA - Montpellier Business School

12h00 - 12h30 The role of fungus resistant grape varieties (FRGV) on the German wine market. A qualitative study among producers and retailers
CHRISTOPH KIEFER & GERGELY SZOLNOKI - Department of Wine & Beverage Business, Hochschule Geisenheim University

12h30 - 14h00 Lunch break
<table>
<thead>
<tr>
<th>Time</th>
<th>Session parallel 1a</th>
</tr>
</thead>
</table>
| 14h00 - 14h30| How to sell wine in the french hyper and supermarkets? An analysis of private label branding strategies in the wine sector  
YOSR BEN TAHAR - Paris School of Business, CHARLOTTE MASSA - EM Strasbourg & SARAH MUSSOL, Montpellier University |
| 14h30 - 15h00| Environnemental communication on French wine bottles : what is the situation in 2021 ?  
THIBAULT DURAND, CÉCILE COULON-leroY & RONAN SYMONEAUX - Ecole Supérieure d’Agriculture d’Angers |
| 15h00 - 15h30| Wine labelling: getting aligned or asserting one's individual differences?  
A survey among French wine professionals  
CORINNE CHEVALIER, GHOFRANE GHARIANI, Paris Saclay University |
| 15h30 - 16h00| Raising from Ashes. Category co-creation and intermediaries role in the emergence of the volcanic wines category in the French wine industry  
MARCO BOTTURA - EDC Paris Business School & LUDOVICO BULLINI ORLANDI - Verona University |

<table>
<thead>
<tr>
<th>Time</th>
<th>Session parallel 1b</th>
</tr>
</thead>
</table>
| 14h00 - 14h30| Virtual reality as a trigger of wine tourism development  
VALENTINA KIROVA - Excellia Business School |
| 14h30 - 15h00| To Retail or Not to Retail: Examining the Producer-Retailer Proximity and Price Policies  
NATHALIE SPIELMANN & VOLKER KUPPELWIESER, Neoma Business School |
| 15h00 - 15h30| Impact of data analysis on wine SME's marketing performance  
THEO JUSTY - Montpellier University, JULIEN GRANATA - Montpellier Business School, ANDREAS MUNZEL - Montpellier University & DENIS LESCOP - Montpellier Business School |
| 15h30 - 16h00| Are cooperative wineries a favored circuit of proximity for consumers?  
DIANE CAFFAREL & SARAH MUSSOL - Montpellier University |

<table>
<thead>
<tr>
<th>Time</th>
<th>PERSPECTIVE AND TRENDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>16h00 - 16h15</td>
<td>Coffee break</td>
</tr>
</tbody>
</table>
| 16h15 - 16h45| What’s next? Wine marketing perspectives in a post-pandemic world  
JEAN PHILIPPE PERROUTY - Director at Wine Intelligence France |
| 16h45 - 17h00| Best communication award  
KARINE GARCIA - Montpellier Management Institute, FOUED CHERIET - Montpellier Sup'Agro & FRANCK CELHAY - Montpellier Business School |
| 17h00 - 18h00| Wine tasting                                                                                           |