



**Thesis title:** MARKET ANALYSIS OF THE ITALIAN WINE ON THE CHINESE MARKET

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**Institution/company involved:** Geisenheim University, University of Padova, North West A&F China University

**Tribunal members (name/position):**

- Prof.Dr. Dieter Hoffmann - Geisenheim University
- Prof.Dr. Luigi Galletto - University of Padova
- Dr. Manfred Stoll – Geisenheim University
- M.Sc. Maximilian Iselborn - Geisenheim University

**Date & location of the oral examination:**

**Confidential:**  Yes  No

**Abstract (max 300 words)**

**Topic position & objectives:**

**Topic :** Wine Economy

**Objectives :** Questions should be answered in the study

- 1) How should Italian wines be positioned in Chinese market?
- 2) Are Chinese consumers well informed about the manly characteristics of the Italian wines?
- 3) Which Italian wine labels have the capacity to attract Chinese consumers?
- 4) Which color and image preferred on the wine labels will be preferred by the Chinese consumers?
- 5) In which type of distribution channels will it be possible to find the Italian wine?
- 6) What are the major challenges for the Italian wine labels in the Chinese market to face?

**Methods:**

Literature review;

Quantitative analysis: Wine tasting, Label analysis, Off-Trade analysis by direct observation ;

Qualitative analysis: Expert Interview (Importers of Italian Wines, Wine Journalist).

**Results:**

Chinese tasting preferences, Chinese label preferences, Market position of the Italian wine in China, Promotion of the Italian wine in China, Challenge of the Italian wine in the Chinese Wine Market, The suitability of the Italian wine in the Chinese Wine Market

**Main conclusions:**

The result of a wine tasting of Italian wine took place in Northwest A&F University shows the Chinese prefer dry wine. The panel confirmed to prefer labels that express a higher value and higher quality that could meet their expectations. Referring to the panel's preference for labels of both red and white wine, it was evident that they desire labels that show the origin of the wine, for example, the use of flags of each Italian state is highly appreciated. The most preferred color used on the front label was red because the color red for them is a symbol of luck.

**Keywords (5):** Italian Wine, Chinese Market, Tasting

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