

Master Thesis Abstract

Student's Name: Effrosyni Tsournava

Thesis Title: "Research into the definition of the profile of German dry white wine in the British Market-Relocating Riesling wine in the UK"

Jury Members: Prof. Dr. Hoffmann, Geisenheim Research Center; Prof. Dr. Belinda Kemp, Plumpton College; Prof. Luigi Galletto, University of Padova

Topic Position and objectives: In the end of the 1990's, the UK stood at the first place of the most important markets of German Wine Quality Exports. Today, however, this situation has changed and the UK stands at the third place, showing decrease in both volume and value. The purpose of this study is twofold: to define the profile of German dry Riesling in the UK, and then to propose strategic changes, regarding the repositioning of German dry Riesling in the UK wine market.

Methods: Data has been collected from secondary sources and a questionnaire survey was conducted, using a self-administrated questionnaire. The sample was selected upon a criterion of expertise in the Wine Market of the UK. Statistical analysis of the 53 respondents' answers followed.

Results: The main findings prove that the UK wine experts regard highly German dry Rieslings and recognise their high quality. Nevertheless, the average wine consumer experiences confusion because of the antique packaging of German dry Rieslings, the lack of knowledge about German terminology and the limited access to the wines, especially in catering premises.

Main Conclusions: The respondents greatly appreciate German dry Rieslings. However, these wines may be often under-appreciated by wine consumers, as a result of German wine's previous reputation of being cheap and sweet in the UK. Nevertheless, more efforts should be focused on the labeling and the packaging system, especially for the exported wine products. Finally, intensive collaboration with the on-trade would be recommended for a successful repositioning of German dry Riesling in the UK wine market.

Keywords: Germany, dry Riesling, wine, UK

Corresponding contact:

d.hoffmann@fa-gm.de Belinda.Kemp@plumpton.ac.uk luigi.galletto@unipd.it