

Italian Designations of Origin for wines: from the Value for citizens of the territories to the Value for foreign consumers

Silvia Gatti
Dipartimento Scienze Statistiche
Università di Bologna
Italy
silvia.gatti@unibo.it

For Italy, VQPRD wines represent about one fourth of its exports by quantity. In value, the VQPRD wines totalled 1.5 billion euro, equal to 44.0% of Italy's worldwide wine, "spumante", and must exports in 2007.

An overview of the dynamics of Italian wine exports will be presented, with special attention to the Designation of Origin wines, and both the factors of continuity and the changes that have taken place over the years will be described.

In light of the results that have emerged from the fieldwork on the economic, environmental, and social welfare effects of Designations of Origin on the territory that generates them in Emilia-Romagna, the first results of the analysis on the Value of Italian Designations of Origin for wine consumers at the international level will be presented.

In particular it will be presented a study, by the interviews to the Italian wine magazines, of the purchasing choices made by the international buyers for answer to the demand of the final consumers.

Keywords: Designations of Origin, wine, Values, territory, international consumers