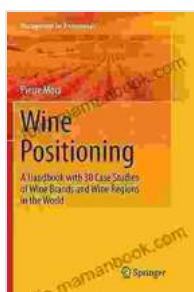


# Handbook With 30 Case Studies Of Wine Brands And Wine Regions In The World

The global wine industry is a complex and dynamic one, with a rich history and a diverse range of products. This handbook provides a comprehensive overview of the industry, with 30 case studies of leading wine brands and wine regions.



## Wine Positioning: A Handbook with 30 Case Studies of Wine Brands and Wine Regions in the World (Management for Professionals) by Pierre Mora

★★★★☆ 4 out of 5

Language : English  
File size : 4814 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 318 pages



The handbook is divided into three parts. The first part provides an overview of the global wine industry, including its history, geography, and production methods. The second part presents 30 case studies of leading wine brands, each of which provides a detailed look at the brand's history, marketing strategy, and product portfolio. The third part of the handbook provides an overview of 30 leading wine regions, each of which provides a detailed look at the region's climate, soils, and grape varieties.

## **Part 1: Overview of the Global Wine Industry**

The global wine industry is a complex and dynamic one, with a rich history and a diverse range of products. Wine is produced in over 100 countries around the world, and there are thousands of different grape varieties used to make wine. The global wine market is valued at over \$300 billion, and it is growing at a steady pace.

The history of winemaking dates back to ancient times. The earliest evidence of winemaking dates back to 6000 BC, and it is believed that wine was first made in the Middle East. Winemaking spread to Europe and other parts of the world over the centuries, and it is now a global industry.

The geography of the global wine industry is diverse. Wine is produced in a wide range of climates, from hot and dry to cool and wet. The type of climate in which a wine is produced has a significant impact on the wine's flavor and style. For example, wines produced in warm climates tend to be more full-bodied and have higher alcohol levels, while wines produced in cool climates tend to be more light-bodied and have lower alcohol levels.

The global wine industry is also diverse in terms of production methods. Some wineries use traditional methods of winemaking, such as hand-picking grapes and using oak barrels for aging. Other wineries use more modern methods of winemaking, such as machine-picking grapes and using stainless steel tanks for aging. The type of production method used by a winery has a significant impact on the wine's flavor and style.

## **Part 2: Case Studies Of Leading Wine Brands**

The second part of this handbook presents 30 case studies of leading wine brands. Each case study provides a detailed look at the brand's history,

marketing strategy, and product portfolio.

The wine brands included in this section are:

- Antinori
- Barolo
- Bordeaux
- Burgundy
- California
- Château Lafite Rothschild
- Château Margaux
- Château Mouton Rothschild
- Dom Pérignon
- Ferrari
- Haut-Brion
- Italy
- Louis Roederer
- Moët & Chandon
- Opus One
- Penfolds Grange
- Prosecco
- Riesling

- Romanée-Conti
- Sassicaia
- Screaming Eagle
- Spain
- Tuscany
- Veuve Clicquot
- Yquem

### **Part 3: Overview Of Leading Wine Regions**

The third part of this handbook provides an overview of 30 leading wine regions. Each overview provides a detailed look at the region's climate, soils, and grape varieties.

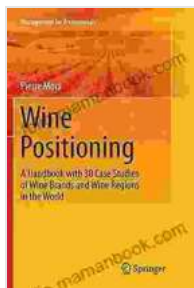
The wine regions included in this section are:

- Alsace
- Barossa Valley
- Bordeaux
- Burgundy
- California
- Champagne
- Chianti
- Douro Valley

- Hunter Valley
- Italy
- Loire Valley
- Mosel Valley
- Napa Valley
- New Zealand
- Piedmont
- Portugal
- Provence
- Rioja
- Rhône Valley
- Rueda
- Sancerre
- South Africa
- Spain
- Tuscany
- Veneto
- Willamette Valley

This handbook provides a comprehensive overview of the global wine industry, with 30 case studies of leading wine brands and wine regions. The

handbook is an essential resource for anyone interested in learning more about the wine industry.



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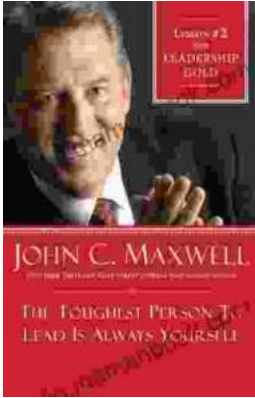
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