In this paper, we study the struggle between the Terroir logic and the Brand logic, the two international logics that have been competing for more than one Century in the Wine Industry. We make three interrelated arguments. First, we suggest that international logics are expressed regionally in different terms - which we call genetic codes. Second, we proffer that violations of regional genetic codes both blend and segregate the boundaries between logics. Third, we pretend that code violators’ and wine regions’ statuses influence code violations.

The Wine industry represents an extreme case regarding institutional theory, for wine is a cultural product by nature, and field agents are strongly embedded in institutions. We focus on 12 ‘cases’ from typical regions with either a Terroir Logic or a Brand Logic, and study the first code violations. Three findings are noteworthy: (1) Violations of regional genetic codes both segregate and blend logics; (2) Code-violations related to core-technology segregate logics, while code-violations related to stated goals, forms of authority, and marketing strategy blend logics; (3) The worldwide status of the wine region and the regional status of the code-violator determine the types of code-violations.

Keywords: Institutional Logics; Genetic and Penal Codes; Boundary Blending and Segregation; Wine Industry.