This work tries to make some of the principal behavior of the wine consumer noticed and, in particular, it wants to know what is the relation between consumer and Sicilian wines in order to supply an opinion about the grade of penetration of Sicilian wines into the market.

The work was developed analyzing the characteristic of the consumer, by using a questionnaire prepared suitably and subjected to a sample of mostly Sicilian people.

Through the analysis of statistical data the work achieves to elaborate an identikit of the consumer so as to know what mostly influences his choice by purchasing a wine.

As regards to the Sicilian wine, the work wants to know what are the opinions of the consumer about some aspects connected to the Sicilian wine, like the facility for finding the product, the availability of a product with different levels of quality, the quality-to-price ratio.