Merchandising of the Prosecco Wine in the Retail Outlets of the Conegliano-Valdobbiadene District

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Based on a sample of 36 retail outlets (hypermarkets, supermarkets, superettes and discounts) located within the Conegliano-Valdobbiadene District, we performed a statistical analysis of the main merchandising features related to the Prosecco wine. The main aim of the research is to measure the importance of the Prosecco wine in the retail channel of the area of its principal designation of origin. This is done in term of linear meters and number of references in relations to other wines. Additionally, data on shelf location, prices, formats, typologies, corking type and brands were collected.

Analysis of variance is used to proof differences among the outlets sizes and shelf positions (eyes, hands and feet). Prosecco wine accounts for 16% of the linear meters given to the white wines, but with a better facing in some business types. Prices level varies significantly according shelf position and outlets type. On average, the linear for the Conegliano Valdobbiadene denomination is about same of the other Prosecco indications; however, the former prevails within the sparkling type, whilst the latter increase within the semi-sparkling type. Prosecco brands are very numerous (77), but 10 of them account for 63% of the references.