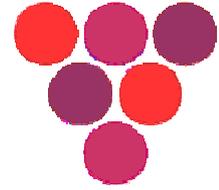




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## **The Sicilian Sparkling wine. A Multiple Correspondence Analysis (MCA) to Investigate Consumer Preferences and Growth Opportunities**

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Sicilian territory vocation to the production of wines is a prerequisite needed to ensure a large variety of high quality products.

Thanks to native cultivar and to non-native, with good adaptability, Sicilian wine firms diversified production, very appreciated by national and international markets, and expanded the supply of sparkling wines.

Indeed, Sicily produces sparkling wines since the past century and now there are 21 Sicilian wineries that produce up to 33 different high quality sparkling wines with typical attributes of the territory and 2 denomination of origin (DOC).

In 2008, Italy saw a significant drop in purchases for Champagne wine, which can definitely be seen as a great opportunity for Sicilian producers of sparkling wine to successfully enter in this market segment.

Currently, Sicilian sparkling wines are sold in the local market; however, customer penetration is still low due to a lack of communication and advertising.

This paper aims to investigate possible growth opportunities for Sicilian sparkling wines.

With the use of Focus Group (FG) and blind tastings, we examined Sicilian consumer's preferences and opinion on prices, brands and tasting of chosen wines. We observed how the FG discussion influences consumer's choices and willingness to pay.

We applied a Multiple Correspondence Analysis (MCA) to data collected by a questionnaire given to participants to observe consumers' favorite types of sparkling wines and brands at different prices of sales. Then we provided insights on key factors to increase sales for this particular product and on the strategy needed to move from niche to much larger consumer segment.