Strategy Development of Saint Martin´s Wine in the Czech Republic
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This paper considers the topic of the supply and demand development of Saint Martin´s wine in the Czech Republic. On the 11th November first bottles of wine from the autumn´s harvest are being opened. These wines are called Saint Martin´s wines and they exist as white, red or rose. These wines are young; between the harvest and the market introduction are just a few weeks, and it is necessary to take it into account when evaluating. They are fresh, light, fruity, brut and the percentage of alcohol is lower – to 12 %. They have higher acid, which has to be nice and harmonic to the tender body of wine.

The first official registration of Saint Martin´s wine are done by the winegrower of Valtice Kopeček, which had been inspired by the success of the wine Beaujolais nouveau, young wine coming from France. The mark “Saint Martin´s wine” was registered in the year 1995 and since the year 2005 the Wine fond has been the owner. Now all winegrowers registered by National Wine Centre, and whose wines were authorized by special committee and respond to the required characteristics, can use this mark. With the license winegrowers win the right to use unified shrinking capsule, and to use the logo with the rider of the horse on the label.

Saint Martin´s wine is in the Czech Republic more and more popular. On the other hand the interest in favorite Beaujolais has been stagnating in the whole World. Beaujolais, which is pressed from blue grapes, is appreciated by the consumers of red wine, the advantage of Saint Martin´s wine is the possibility to choose from red, rose and white wines.

In the year 2007 600.000 of Saint Martin´s wine bottles entered the market. In this year 144 bottles from 178 were successful (64 white, 24 rose and 54 red). In the year 2009 the interest in Saint Martin´s wine rapidly increased. The interest in this wine has been higher year by year, i.a. because of its availability and price. The total increase against the year 2007 is 11 % at wineries, which can produce St. Martin´s wine and 20 % at wines, which can use the graphical mark with the Saint Martin on the horse.

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