Branding Wines in a flat World

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“Wine is bottled poetry”
Robert Louis Stevenson (1850-1894)

Nowadays, the world is flat. This situation that in more formal terms we define as “globalization” has its good and bad side in each business sector, in each part of our daily life. As a matter of fact the winemaking industry has also been affected from that. Winemakers are trying to market their products in that international, challenging and dynamic global market. Homogenization of the global market is another result, with the same bottle of wine in any table of every corner restaurant around the world. While globalization does promote contact and exchange between cultures, it also tends to make them more similar to one another. This paper reviews the obstacles that globalization is causing to the winemaking industry and how necessary is the proper branding of the sector so the products to be well positioned in the global map.