The aim of this article is to analyse the perception and interest of French consumers towards Syrah or Shiraz. In order to achieve this, a French-administered survey was carried out over three years using the combined expertise of various professionals working with wine. The information from the survey is intended to help managers in the wine sector put together their business strategies as there has previously been very little information available, especially for red wines such as Syrah.

The initial phase involved constructing specific tools for an empirical survey in order to obtain a database. We then propose a model of consumer behaviour in relation to Syrah, based on the influence from four specific parameters. The results confirm that the characteristics of the wine (syrah) are more influential than the characteristics of the consumer. However, the involvement and expertise of the syrah consumer are the factors that most influence their behaviour when purchasing wine, and in particular Syrah. These conclusions can influence some recommendations for producers or managers who wish to sell their wine in new markets and to new consumers. Finally, the constraints of this study and the potential for future or additional research have been addressed.

**Key words:** Consumer behaviour, commitment/involvement, expertise, wine, Syrah vine, structural equations modelling.