



2015 BRNO - CZ

XXII ENOMETRICS CONFERENCE



ID=137

Measures against Illegal Practices in Wine Business **Sylvie FORMÁNKOVÁ, Renata KUČEROVÁ, Andrea HRDLIČKOVÁ**

Mendel University in Brno - CZ

sylvie.formankova@mendelu.cz, renata.kucerova@mendelu.cz, andrea.hrdlickova@mendelu.cz

Main objective of the paper is to identify existing measures that are applied within the EU and national legislations of selected Member States relating to the protection against the illegal importation and sales of adulterated wine. This paper deals with three selected countries – Czech Republic, Germany and Austria. It analyses the legal environment and practices in wine business related to the sale of bulk/keg wine and import. These are the main problematic areas where danger of black market occurs. The analysis includes the comparison of sanction system too. The results are based on the empirical research, desk research, document analysis and qualitative methods of interviewing - personal interviews. Based on these results suitable measures leading to better protection of the market against illegal importation and sales of wine are suggested.

Keywords: keg wine, illegal practices, import, sale