The struggle against bootleg in Burgundy between the interwar years: a winegrower strategy for the label of quality

I. Fine wines’s owners struggle
- High cost of struggle (Salary & stand for bootleg repression inspector + judgments), 1 F / « ouvrée » (4.28 ares)
- Opposite interests by wine-producing regions

1924 - Syndicat de défense de la viticulture bourguignonne (SDVB) = fine wines owner’s from Aloxe-Corton, Brochon, Auxey-Grand, Beaune, Chassagne-Montrachet, Fixin, Flagey-Echezeaux, Gevrey-Chambertin, Marsannay-la-Côte, Meursault, Monthélie, Morey, Nuits-Saint-Georges, Pommard, Puligny-Montrachet, Santenay, Savigny, Volnay, Vosne-Romanée

II. Uncredibility risky undertaking in trading area
1. Targeting trade, brand & assembly wines defender
2. Sentences

III. Political & Business Stakes
1) Beyond legal, business under influences
2) Struggle against bootleg: a promotional fight?
II. Uncredibility risky undertaking in trading area

- Wine merchants: 95% of production and selling from Burgundian wines in 1920
  - Brand wines
  - Equivalency system (ex.: grape from Pernand-Vergelesses and Ladoix-Serrigny territories used to produce wines with Aloxe Corton name only)
  - Common vine use for wine naming
  - Massive denial of appellations d'origine system

Brand labels during 1920 years

Fancy naming
  (around 1910)

1920 – 1940: 187 legal proceedings against bootleg engaged by SDVB

Professions touch by lawsuits

III. Political & Business Stakes

Looking for bootleg in welcoming parisian elites companies

- Intercession and put forward wines naming « Wine-grower » beside influential prescriptor
- Brewery Mollard in 1920

Wine label condemned. Archives BAF
Conclusion

- Struggle against bootleg
  - Decrease of false naming
  - Advertising for fine wines owners in Côte-d'Or
  - Depreciation of a part of the trade (non-owner trade)
  - Assertion of Appellations d'Origine system beside traders fine wine owners and oenophiles

Struggle against bootleg = collective strategies from actors who acts for turnover of the market in wine-producers benefit.