

Soós G. - Dávid L.: Wine Marketing - Tools for Innovation, Creativity and Sustainability – oral presentation – 1%

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Abstract

Hungary is a wine-producing country, with a long tradition of winemaking. Yet, in comparison with other wine-producing countries, the effectiveness of wine production and marketing is significantly lower. To increase the competitiveness of both the nation and the sector is essential; to achieve this, appropriate marketing tools and strategies are necessary. However, due to the special features of the products and the sector, only a few of the usual marketing tools can be used effectively. A new portfolio of tools and methodologies is required, and there is also a need for a co-operation of stakeholders within the sector to use them effectively. Several marketing innovations can be useful at multiple levels – but their unique characteristics need to be taken into account. This study aims to introduce marketing tools used and to-be-developed in the wine sector; the minimal conditions to use them effectively and their impact on consumers, on the region and on the economy.

Keywords

wine sector, marketing innovation, marketing tools, sustainability, wine tourism, brand

JEL Classification

M310 Marketing

Introduction

Wine production and -sales represent a significant “growth-sector” with a huge potential in Hungary. However, there are still significant unexploited opportunities in the fields of product development, modernisation of production technologies, the use up-to-date marketing tools and the development of new ones. These niches have been recognised by producers and traders, and also by higher level stakeholders of the sector, like professional and civil associations and governmental bodies. As of today, wine marketing activities of different stakeholder levels complement each other; yet, their efficiency needs to be increased. Besides closer co-operation, there is a strong need for using marketing tools that are suitable only for a couple of sectors and a few products. Our study aims to introduce how wine as a special product impacts the economy of the region (with special regards to the Eger wine region), and how it can serve as a resource of sustainable development. We will summarise the difficulties and sales limitations of the sector, and explain how innovative tools can offer a solution for these challenges. We will introduce the field-specific marketing tools that can not only help in forming an innovative perspective, but at the same time, serve as a base for sustainable development. We will also present how some of the newly introduced or soon-to-be-introduced measures affect the development of the Eger wine region and the Hungarian wine economy.

Paper Body

Our study aims to give an overview on wine as a special product and its unique characteristics regarding its impact on economic effectiveness and its suitable marketing tools; we will also introduce the untraditional aspects of wine marketing. We will define the position of the Eger wine region by using international, national and regional statistic data; this will serve as a starting point to define the most effective innovation and promotion methods. Based on the possible levels and types of marketing innovation, we will summarise the existing and to-be-developed possibilities that can contribute to the sustainable development of the sector. Finally, we will summarise the possible breakthrough points to increase the popularity of Hungarian and Eger wines, thus contributing to the economic development of the region.

I. General and Hungarian features of the vine and wine sector

The first step of any marketing strategy planning is to set up an exact definition of the product or the service, so that we can determine its target market. In case of the wine sector, even the definition of the product is difficult, due to its significant differences from traditional products. First of all, wine is a food product and wine consumption is a type of nutrient intake; yet, on the other hand, drinking wine also serves as a tool of self-rewarding and/or a way to satisfy one's luxury demands, especially in case premium products of the sector. We have to take into account of the spreading of the so-called hedonist consumption behaviour, with wine as one of its most characteristic product. The small scale consumption of wine can be easily attached to the image of healthy lifestyle; however, it can be harmful to health in large amounts. The long history of wine is a fundamental element in its consumption structure, especially in regions where vine- and wine production is based on these traditions. The legitimacy of wine as a product is not only justified by its cultural role, but also by its religious significance.

However, wine has several special distinctive features that make it different from any other products of the food sector.

I. 1. Wine as a unique product and the impact of its characteristics on marketing possibilities

Wine is a special product from many aspects (Hajdú 2004); therefore, its promotion requires untraditional marketing tools.

1. Vinegrowing as a base material production and wine production as a food industry activity are closely connected to each other, and the two together will determine the quality of the product. Grapevine is a plant with a growth cycle of one year; the newly planted vineyards need 4 years to produce fruits. Therefore, it is no coincidence that the wine sector is strongly based on traditions and family wine estates are inherited from generation to generation. It is never easy to include innovative perspectives in such traditional sectors; however, the ability to adapt to the new trends is often the key to competitive viability.

2. In case of certain types of wine, the production cycle can take up to several years, requiring long term calculation of storage and inventory costs. In addition, producers need to be prepared to the possible changes in the consumer market. These factors require serious anticipation and reserves from producers and also affect marketing decisions.

3. There are only a few products where saleability and consumer acceptance are affected so much by the region of origin as in case of wine. Because of this, the region of origin must be emphasized at different (local and regional) levels of wine marketing, and the mitigation between different interests (national and international wine marketing) is often required.

4. Wine branding is a complex mix of numerous factors. The most important elements of the brand are: the geographic region, the place of production, the slope where the vineyard is located, the different vinification technologies (e.g.: barrique), the invented name of the wine, the variety (e.g.: chardonnay), the type (e.g.: dry white wine), the vintage and the winery. So much information can make it difficult to identify the product and distinguish it from other products of the competitors. Consumer will try to reduce the amount of information to be processed; this often leads to the so-called Halo-effect, when the consumer will extend a single feature of the product – be it positive or negative – to the whole (a good example for that when a wine from a given region is preferred over other ones without taking into account its other characteristics). Based on this phenomenon, if the promotion of a wine region as a whole is successful, several products of that region can benefit from it.

5. The value of the product is non-reproducible. Wines produced in a given wine region from specific varieties of grapes and/or their marriage with a particular production method are unique and non-reproducible. Whilst planning a marketing strategy, this uniqueness should be used to distinguish the product from its competitors. However, it is important to note that a certain level of expertise is required to recognise a wine's uniqueness, and therefore "lay consumers" will tend to choose a certain wine because of its brand name, and only in fewer cases will the unique classifications affect their choice.

6. Wine making is much more complex than selling a sole product, because wine as a product is usually connected to different services: for instance in case of direct distribution (when the winemaker sells their wine from their own cellar) or in case of the involvement of wine in tourism services (e.g. wine festivals). Hence, the tools of product- and service marketing have to be combined to sell wine successfully.

7. Even in case of the same winery, grape varieties and vinification technologies, there can be significant differences between wines depending on the vintage. This can strongly affect the consumer demands towards the product: individual preferences are hard to identify and difficult to handle.

With regards to the above mentioned factors, stakeholders have to consider which marketing strategies they wish to use in order to reach and expand their target market, especially because usual mass marketing tools will not have the same efficiency as in other areas, due to the special characteristics of the wine sector. Wine is a product of experience. „Wine producers and sensory scientists focus for obvious reasons on the taste of wine as their key criterion for wine choice by consumers. Due to the number of products available and vintage variation,

consumers may not be able to predict how the wine will taste before they buy.” (Lockshin et al. 2006). Therefore, the traditional marketing tools: introduction of product features, emphasis on the benefits of the product and the creation of a product image are not efficient tools for market development. Consumers have to be persuaded to try the product in a way that the circumstances of the trial create a positive experience, thus increasing the willingness of persistent consumption.

I.2. Statistical data of the Hungarian wine sector

In 2013, the total world area under vines was 7,519 thousand hectares. Despite the decrease in the size vine growing areas, vine production increased to 75.1 million tons (from which 15% was produced in China, followed by Italy and the USA). According to the data of 2014, Hungary is ranked at the 17th place. In 2013, wine production was estimated to reach 271 million hl in 2014. The largest wine producer is Europe, with France, Italy and Spain at the top. The segment of aerated sparkling wine has increased significantly in the past 10 years, with a 40% growth in production and 30% improvement in consumption. As for wine consumption, a slight decrease is foreseen in 2014: the estimated consumption is 243 million hl (Aurand 2014).

In Hungary, the total area under vines is 65,000 hectares, representing 1.4% of the total area of land under cultivation. The majority of vineyards are between the age of 10-19 years (KSH – Hungarian Central Statistical Office, 2013.). In 2012, a total of 356,000 tons of grapevine was produced in the country (KSH 2012). The average vineyard area is 0.65 hectares.

As a result of a slight increase in recent years, the ratio of red grapevine is 29% (Statisztikai tükör 2009), while among white varieties, the ratio of aromatic grapes has increased. The total vinified production was 2.75 million hl (OIV – International Organisation of Vine and Wine 2011), adding up to 1% of the world production and 1.56% of total production in Europe. According to the date of OIV, the average wine consumption is 21.27 l/per capita/annum, while KSH’s statistical data shows 24l/per capita/annum in the same year.

The tendency is slightly decreasing. The wine and aerated sparkling wine export in 2013 reached 625,000hl, adding up to a total value of 75 million Euros, with an average price of 1.2 Euro per litre. 33% of the exported wine was bottled, with 70% of the total export given by white wines. The amount of imported wine and sparkling wine added up to a total of 591,000 hl (export-import ratio: 1.058); the ratio of bottled wines reached 11%, while the ratio of white wines was 51% (HNT – National Council of Wine Communities, 2013). In 2013, 43,000 companies were active in the field of vitiviculture, out of which 36,000 only dealt only with viticulture and 4,700 were active both in viticulture and wine production. 1,300 companies specialised solely for wine production from purchased grape and the number of wine merchant companies was 138 (Gál 2015).83% of vitiviculture producers were natural persons and/o primary producers. In the 22 wine regions of Hungary, the professional duties related to the sector are carried out by 104 wine communities.

The Eger wine region consists of 19 settlements with a total area of 5.5 thousand hectares under vine. Based on the statistical data of the wine community, the average size of vineyards is 0.55 hectares (Statisztikai tükör 2009).White wine varieties are produced on 2,500 hectares, while the total area under red wine varieties is 3,660 hectares. As for the age of plantations, 10-19 years old vineyards are the dominant, in line with the national statistics (KSH, 2009). The total production of vinified products is 87,000 hl, adding up to 3.69% of the national total. The ratio of red and white wines is around 40-60%. The most popular product of the region is Egri Bikavér (Bull’s blood), a full bodied red wine with a long history and legends of origin. An important new product of branding is Egri Csillag (Star of Eger), created on the basis of historic traditions and exploiting the fame of Egri Bikavér: the name is supposed to suggest that this wine is the “white sibling” of the popular red one. The Eger wine region enjoys a favourable position among Hungarian wine regions: based on the results of the 2008 market survey by market research company GfK Hungária, the Eger wine region is one of the favourite wine regions of Hungarian consumers besides Tokaj and Villány. However, at international levels, the most famous Hungarian wine region is still Tokaj.

Results of an experiment carried out by Lockshin et al. on food preferences showed that the popularity of the wine region has a strong effect on consumer’s choices: even in case of less-known brands, sales were increased by up to 70% when the wine was from a well-known region (Lockshin et al 2006). This means that the popularity of the wine region must be taken into account when starting up a new brand, and even in case of promoting well-known products: in case of vinified products, the popularity of the region can strongly enhance the effectiveness of all marketing strategies.

II.Aspects of marketing innovation in the wine sector

In case of the wine industry, the applicable marketing tools and innovative solutions are strongly affected by the special characteristics of the sector. Marketing innovation is feasible at multiple levels and in several areas; however, the following factors should be taken into account whilst planning:

II.1. The impact of sectorial characteristics on marketing innovation

1. The Hungarian vitiviniculture sector is characterised by a fragmented capital structure, and as a result, the technology development level of the industry lags behind. The spreading of state-of-the-art machinery and technologies is slow, mainly because of lack of financial capital. The negative impacts are reflected in the efficiency of production and rates of return.
2. Wine companies are usually managed by vine producers and/or winemakers, without the contribution of skilled experts of marketing and sales. As a result, even high quality products often cannot reach their relevant target market effectively.
3. Effective wine marketing requires professional vitiviniculture competences, knowledge of the products and, at the same time, up-to-date marketing skills and experience, too. As of today, only a few professionals have the necessary knowledge in both fields in Hungary; in addition, they are often considered as “outsiders” by traditional wine producers.
4. The subject lacks a proper amount of literature. Although there are a few wine marketing handbooks available in Hungary, they usually provide general information on marketing, and in most cases, they only use the 4P principle (Product, Price, Place, Promotion) and its extended versions to describe the marketing tools to be used in the wine sector, regardless of its differences from other traditional products. The special requirements for effective marketing - due to the unique characteristics of the sector - are hardly mentioned in the available literature. International literature has published some works of reference, and the number of scientific articles is also increasing, but to be able to benefit from them requires a certain level of foreign language knowledge, which is often a major obstacle, especially in case of small companies.
5. Statistical data – a fundamental requirement for effective planning – are difficult to acquire in Hungary. Data with public accessibility (e.g. the database of KSH, Hungarian Central Statistical Office) are too general and lack any detailed information like regional or product specific components. Relevant and more detailed data needs to be required from wine community councils or from the National Council of Wine Communities, but the majority of these databases is only available for internal users, and not published for the public. This situation makes business planning difficult at company, regional and national levels alike.

II.2. Sector-specific types of marketing innovation

With regards to the aforementioned aspects, the main types of marketing innovation within the wine sector are:

1. Product development

Three types of product development can be effective in the wine sector, the first being the *innovation of traditional products*: this means the expansion of product range with new types of wines that on one hand will fit into the geographic and biological attributes to the wine region, and on the other hand will probably have a positive response from consumers. A good example for that is the creation of Egri Csillag (Eger star) white cuvee, first introduced in 2010.

Any wine going under the name of Egri Csillag must conform to the rules of the Eger wine region. The principle rule of production is that at least four white wine types of the Carpathian basin should be used – all of which must be registered types of the Eger wine region –, all of which must exceed 5% respectively but no single type may exceed 50%. Furthermore, the blending percentage of aromatic types may not exceed 30% either respectively or combined. The cuvee is recommended to be consumed alone, as an aperitif or with white meat dishes at an optimal temperature of 10-12 C. The marketing strategy of Egri Csillag is closely linked to the already well-known Egri Bikavér: introduced to the market as its “white sibling”, the wine uses the positive image of Egri Bikavér as a primary brand. The emphasis on the region of origin is based on the brand value of the wine region.

A second type of product development is *the introduction of innovative products*, significantly different from classic wines, but with similar function. These can be for example wine-based cocktails, functioning more as beverage drinks, even in non-alcoholic versions. The target groups of such products are not classic wine consumers: they aim is to reach younger generations, women and less conscious consumers. The marketing strategy of such products will focus on targeting consumers formerly not reached by classic products, in order to expand the market of vinified products. In this case, the marketing strategy will focus on the circumstances, atmosphere and social aspects of consumption instead of the brand image or the region of origin. Within this type of product development, another category is when the newly developed product is totally different from the original. Typical examples for such products are salt and spices treated with red wine – in this case, the marketing communication strategy is based on the sophisticated gastronomic behaviour and hedonist approach of gourmet consumers; the other target market for such innovations is the HoReCa (Hotel, Restaurant, Catering) sector, where the use of such products will contribute to the exclusive atmosphere of services.

The third category is the *use of wine for the development of non-food products*. Cosmetics or/and spa products fall into this category; this product range assumes a close relationship between the wine sector and beauty industry or the tourism sector; thus, the relationship between the sectors also needs to be taken into account

whilst product development. In this case, the marketing strategy should target the organisation market by using sales promotion tools. The other target group are the consumers themselves, who are to be reached by the promotion of wellness-, selfness- and health-related advertisements.

2. Origin protection

Prior to the wine market reform of the European Union, the main rationale behind origin protection regulations was to handle problems caused by overproduction. The principle of the legislation laid in the preference of appropriate quality products over table wines. However, the situation of table wines also had to be regularised because the vintage and the place of origin was labelled on overseas product, while not on European wines.

The general principle of EU legislation is not based on quality but on the region of origin, which is considered as the added value regarding consumer perception. A well-known, appropriately positioned and communicated designation of origin therefore can serve as a good base of consumer perception. In the wine sector, products are usually identified by their region of origin, and in case of gourmand consumers, by the slope of origin.

Wines of protected origin of the Eger wine region are “Egri Bikavér”, “Debrői Hárslevelű”, “Eger” and “Egerszóláti Olaszrizling” (Regulation No 102/2009. (VIII.5.) issued by FVM – Ministry of Agriculture and Rural Development). Besides wines formerly under protection of origin, the aforementioned regulation also covers all wine varieties named after Eger. The following wines of protected origin may be traded: Debrői Hárslevelű Classicus and Superior, Egri Csillag Classicus, Superior and Grand Superior, Egri Muskotály Classicus, Egri Rozé, Egri Bikavér Classicus, Superior and Grand Superior, Egri Késői szüretelésű (late harvest) Superior, Egri Leányka, Chardonnay, Olaszrizling, Kékfrankos, Cabernet Franc, Cabernet Sauvignon and Merlot are also under protection of origin.

The wine community origin protection system precedes the existing legislative regulations: wine communities and their actors use the tools of origin protection to distinguish and position their products. The recognition of the wine region offers a great background for this; yet, brand development at wine region level is still an important marketing task to fulfil. The co-operation between the wine community and the Eger Wine Cluster could provide an efficient background for this (the operation of the cluster will be discussed in details later). However, the definition of origin protection principles and the establishment of respective legal provisions is a national level duty, and the two legislative levels need to be in accordance with the relevant marketing functions as well.

3. Novel marketing tools

Traditional mass marketing tools are hardly efficient in the wine sector. At best, they can focus on conscious choice of products and image development at regional or national level, but they are not suitable for familiarisation of specific products or for increasing sales. To achieve these goals, a specified and novel marketing mix is needed, based on the trial and comparison of products and on the improvement of wine culture and wine consumption habits. Good examples for that are harvest- and wine festivals, often focusing on a specific product range (e.g.: Egri Csillag wine festival or Egri Bikavér festival), or tradition-creating events (e.g.: Eger Wine Salon).

Establishing co-operations with tourism bodies is a key factor in festival and event organisation: on one hand, festivals are a useful tool for expanding the range and number of visitors in the region; on the other hand, co-operation with tourism organisations (e.g. joint programme packages) can also contribute to increase the number of visitors at festivals, thus improving the tourism attractiveness of the region. Furthermore, a conscious marketing strategy can result in the predictable and regular appearance of targeted visitors, if the event takes place annually at the same time of the year, and the festival is complemented by other “supporting events” like concerts, wine- and gastronomy competitions, family programmes, etc. Festivals are usually organised at regional or wine community level; individual initiatives without the support of the wine community usually peter out shortly.

Besides festivals, thematic wine routes also require close co-operation with the tourism sector, both in the field of programme organisation and joint marketing activities, mostly because the two sectors can reach different consumers under the umbrella of the same activity. Beyond the co-operation of different wine regions, the involvement of tourism organisations (e.g. Hungarian Tourism Inc., hotel and gastronomy clusters, Hungarian Hotel and Restaurant Association, etc.) plays an important role to achieve the envisioned objectives.

At company level, the most effective tools of wine culture development are cellar visits and wine dinners, where consumers are motivated by the positive atmosphere of consumption. The valuable vintage furniture and equipment in the cellars, the familiarisation with wine making methods, learning about the principles of proper wine tasting and evaluation together largely contribute to consumers’ positive attitude towards wine. Due to their acquired knowledge at wine dinners and events, consumers will have a feeling of being an “insider” or “expert”, and therefore their standards can be improved significantly, which will have a favourable impact on their wine choices in the future.

4. Joint image at wine region and national levels

The creation of the product image is a key element of branding. A unified image plays an important role at the level of the winery, the wine region or even at national level. Based on the initiative of the Hungarian Tourism Ltd's Agrarian Marketing Centre, the publicity guidelines for Hungarian wines were published with the aim to support Hungarian wines' access to international markets, by emphasizing a joint Hungarian image of the products (MVH - Agricultural and Rural Development Agency, 2015).

At the level of wine regions, usually there are no official guidelines or suggestions for the use of joint image elements. Common elements are reflected by similarities in the design of the bottles (e.g. Szekszárd wine region). In case of the Eger wine region, a common design for bottles is under preparation, representing a possible first step towards the establishment of a joint image. The next step could be the joint design of labels. It is important that the joint design should contain easily remembered graphic elements, images and slogans that are suitable to identify the wine region and at the same time, distinguishes the region's products from other wines.

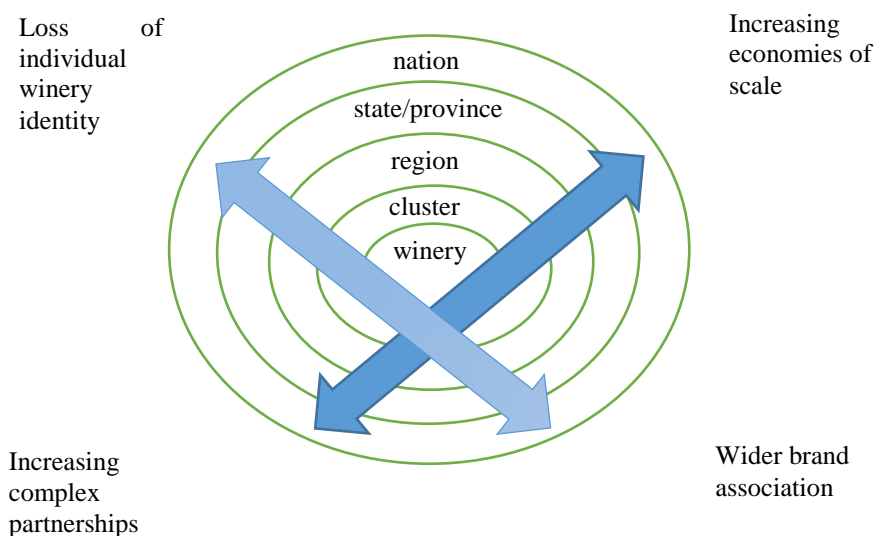


Fig. no. 1 Advantages and Disadvantages of Different Geographic Wine Marketing Levels (Hall, C.M. 2003)

5. Networking (clusters, associations, clubs, guilds)

Due to its fragmented capital structure, organisational innovation plays a vital role in the development of the Hungarian wine sector, with several examples at national level and in the Eger wine region, too. The first initiative was the establishment of the Eger Wine Guild in 2002, with 16 members. The Eger Wine Cluster was established in 2011, within the frameworks of a regional operative programme; the members are wine producers and the cluster is led by Eszterházy Károly University of Applied Sciences, a well-known research and higher education institution of the region.

By the accession of the higher education institution, the activity portfolio of the organisation was extended with research and development, enabling the implementation of different innovative solutions. The cluster provides business-, marketing- and technology counselling services for all its members, and also operates a research centre equipped with state-of-the-art laboratory technology and skilled experts.

The main objectives of the cluster are: to strengthen the co-operation between different actors of the sector; to represent the interests of the companies at higher levels of decision making platforms; and to support the joint marketing activities of its members and the wine region. Although the project implementation period of the cluster ended in 2013, the organisation has proven its viability by staying active without the financial support of the European Union. However, it should be noted that the preparation and implementation of a truly effective marketing strategy will require further funding opportunities, because the membership fees and the income of organised events do not provide sufficient financial background for a truly innovative marketing strategy. It is also amongst the duties of the cluster to search for new funding opportunities and to exploit them in a sustainable manner.

6. Trans-sectorial cooperation and the role of stakeholders

Several economic and social actors have direct or indirect connections with the wine sector. The main actors of the sector are *vine and wine producers*, whose activity is closely linked to *professional bodies* (wine communities, Federation of Hungarian Vine and Wine Producers, Vinedependent – a representative of interest of SMEs in the sector -, civil organisations, etc.). The trading companies who deal with the sales of the products of the companies are in direct connection with consumer- and organisational markets. Acting on behalf of different management organisations of the sector, governmental bodies are also important. The institutional background of education is often overlooked, but is also a key factor in training professionals for future development. Besides the sectorial actors, media also plays a vital role in the sector's life. The adaptive contribution to the sector's success is in the best interest of all the aforementioned actors. As of today, they work in a decentralised manner, with different tools and methodologies; albeit, there are some initiatives to unite their activities. However, top-down, centralised and co-ordinated cooperation still remains to be organised, where different actors could work within the frameworks of a joint strategy, and exploit the possibilities of their own fields for the successful development of the whole sector. At national level, the Ministry of Foreign Affairs and Trade, the Hungarian Tourism Ltd, the Ministry of Agriculture, the Ministry for National Economy, the Hungarian National Trading House, the National Council of wine Communities, wine communities, producers and trading companies organise their activities within their respective powers. Some of the existing national programmes like the Carton Hungaricum Program or the National wine Excellence Programme are excellent initiatives indeed, but without the full cooperation between all actors of the sector, the marketing activities will remain fragmented and less efficient. The development of a joint marketing strategy and the organisation of a centralised management system would strongly increase the effectiveness of wine marketing in Hungary.

III. Breakthrough possibilities of marketing tools

The above mentioned marketing-innovation tools reveal the special aspects of the wine sector. To achieve the objectives detailed above, the most effective methods are closely linked to the tourism sector (thematic wine routes, portfolio development of accommodation-, wine- and programme packages, festivals, joint marketing actions, etc.). The improvement of conscious consumer choice is also important: by means of oblique education, consumer awareness can be highly improved regarding vinified products. The overall development of wine consuming culture is also important, especially because it is the key factor in improving consumer devotion to quality products. This, however, requires informative marketing tools that enable consumers to familiarise with the products and learn about the principles and methods of comparing them.

To achieve the common objectives of the wine sector, close cooperation is required between the actors of different levels, in order to effectively influence consumer behaviour. In Hungary, the wine sector - as a "growth sector" of the national economy - plays an important role in national value creation, therefore it is essential to establish a sufficient support system to ensure accessibility to funding opportunities for different actors of the sector. To carry this out successfully, it is not enough to provide funds for agricultural activities, company establishment or/and third country promotion tools; financial support is needed in the fields of market research, market segmentation and for the purposes of joint marketing activities. According to recent data, viticulture and oenology education is available at 68 courses of 42 institutions (both at secondary at tertiary level), but there are hardly any courses on wine marketing. With regards to the shortcomings of the sector, the establishment of a professional course on wine economy would be of crucial importance: this type of education would offer a complex knowledge on vine- and wine production and wine economy, thus contributing to the sustainable development of the wine sector.

Conclusions

Due to the special characteristics of the wine industry, traditional marketing tools are hardly efficient in the sector. The unique features of wine production and products need to be taken into account whilst the planning of their marketing strategy. In case of the wine industry, traditional mass marketing tools reach only a narrow segment of the target market, and the efficiency of traditional advertisements is low; therefore, marketing activities should focus on consumer behaviour, value creation and cultural aspects. The close relationship with the tourism sector is a vital element of wine marketing strategy development, and multilevel and multilateral cooperations between different stakeholders are also essential. The role of educational and research organisations are often overlooked; however, they are key actors in the sector's sustainable development.

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