



“SYRAH WINE FROM SÃO FRANCISCO VALLEY, BRAZIL” - UNDERSTANDING THE WINE CONSUMERS' PERCEPTIONS

#66507

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Brazil is part of the "new world" of wine and although the national product is still little known outside the national boundaries, there is great potential for producing quality wines in the country. In the semiarid of Brazil, is located the São Francisco Valley, characterized by higher insolation and few rainfalls, producing 2.5 harvests per year. In this region, the tropical viniculture is consolidated and Syrah vines stand out. The objective was to investigate consumers' perception to the concept "Syrah wine from São Francisco Valley, Brazil" by means of the word association technique. Wine consumers (n=129) were interviewed individually. The concept "Syrah wine from São Francisco Valley, Brazil" was presented and consumers had to write all the words which came spontaneously to their mind. The words elicited were first lemmatized, then the synonyms and terms referred to the same semantic field were grouped to form categories in a triangulation process. Categories mentioned by less than 5% of the participants were disregarded, resulting in 34 final categories. The most quoted categories (mentioned by more than 15% of participants) were innovation (22.48%), nationality (18.60%), warm climate (17.83%) and color (16.28%), indicating that consumers made mostly positive associations with the concept. Based in the results, it seems that the concept studied have low impact on consumer's values and beliefs, probably for the product and region being new in the world of winemaking. The findings of this study provided interesting knowledge for wineries and retailers and may serve for improving marketing efforts directed to the promotion of tropical wines in the Brazilian market.

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