

ABSTRACT – REGIONAL WINE BRANDS IN HUNGARY

Objective

Today's wine industry enjoys growth in production, whilst consumption also increases, and the competition between the wineries is deepening too. In face of such competition, the method of wine brands' communication to consumers has become more important than ever.

The aim of present Thesis is to introduce how winemakers in the three chosen Hungarian wine regions cooperate, develop and promote a common brand.

Motivation

Hungary is divided into 22 wine regions. There are hundreds of wineries in each wine region, except the smallest. As a wine enthusiast, I wondered what, in the case of such a large wine supply, what could serve as a guide for wine consumers to buy good quality wine. My homevillage, Écs is located in the Pannonhalma Wine Region with excellent vineyards on its territory. In addition to the Pannonhalma Abbey Winery, there are only a few nationally known wineries in the wine region. Two years ago, 6 wineries created and introduced the PH-Value brand. This gave me the idea of examining the role of regional wine brands in disseminating and promoting quality wines.

Methods

My focus was to understand the driving forces and opinions of the participating wineries. I used regulations, product descriptions, broad spectrum of articles as well as statistics.

Content

The present Thesis is divided into five sections. Section 1 covers an introduction to the subject. The Thesis focuses on three chosen regional wine brands: BalatonWine from the Balaton regions, REDy from the Villány Wine Region and PH-Value from the Pannonhalma Wine Region.

Section 2 introduces the wine regions around the Lake Balaton, the cooperation of the winemakers, restaurants owners and the BalatonWine initiation. The section also looks at the second and third piers of the quality wine pyramid in the area.

Section 3 covers Villány's new youthful wine brand called REDy. The aim of this section to give full picture of Villány Wine Region, Villány origin protection system and marketing strategy that laid the foundation of this new brand.

Section 4 presents the latest Hungarian community wine brand called PH-Value, Pannonhalma Wine Region and the idea behind the brand.

Section 5 is a conclusion, including personal thought.

The criteria of the BalatonWine, REDy and PH-Value are detailed in Annexes IV-V-VI.

Summary of conclusion

The wines – BalatonWine, REDy and PH-Value – introduced in present Thesis are at the bottom of the unique quality pyramid of the wines produced in the examined regions. The participating wineries recognized that everywhere the quality of the simplest wines should be improved and then the pyramid should be carefully built. The creators of the chosen community brands use different tools, methods and financial sources, but their goal is to produce wine in a common style and quality on the bottom level of the wine pyramid.

The regional wine brand conveys the common identity of all the wines produced within the label of the brand. It is important to collectively communicate the story of the wine and wineries convey the underlying content to the wine personally to the consumer. The representatives of these community wine brands have chosen two ways to communicate to the consumer: firstly, attracting the consumer from both inland and abroad to their wine region and give them the full wine region's experience; secondly, participating in wine festivals, tastings and presenting the wine personally.

Hungary is worldwide well-known for Tokaji aszú and a few wines of some Hungarian winemakers appear on the wine list of foreign restaurants. In international wine markets Hungary could successfully perform with regional wine brands, with which a steady supply of continuous high quality can be secured. However, it is worth concentrating on consuming regional wines in the given region. It would be a success if Hungarian regional wine brands could attract foreign guests who visit the country, the mentioned regions and consume these wines locally.

Participating wine makers are confident in future success. For future success continuation of completion of the wine pyramid, expanding the number of participants, shaping marketing and trading strategies and high quality are essential and crucial. According to present research, a regional wine brand can be successful, if the whole region is behind the brand, there is established origin protection system, own marketing strategy and adequate financial resources. To the success of regional wine brands, cooperation of wine makers, professionals and the strict regulations are needed. In my opinion quality, professionalism, cooperation, tradition and innovation mean the key values.

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