

## **Abstract for Weinakademiker Thesis (D7)**

### **KRASNOSTOP GRAPE VARIETY - VAIN OR WINE HOPE?**

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#### **Motivation**

Krasnostop is one of the most famous autochthonous grape varieties in Russia. It has a rich history and some wines have earned high award both in Russia and abroad. At the same time, it cannot be said that this variety is favored by all winemakers, experts and consumers. Winemakers and grape growers openly talk about the difficulties of working with this variety, and consumers note the shortcomings of the wines produced. This thesis aims to study the key advantages and disadvantages of the variety and get closer to understanding whether Krasnostop can become a hallmark of Russian winemaking.

#### **Objective**

The objective of this thesis is to explore the marketing potential of wines from Krasnostop grape variety. The lack of a unified opinion on autochthon and its wines shows the relevance of studying the problem of the variety's prospects. Growth of grape variety plantings as well as its popularity, uniqueness, the attention of eminent foreign and domestic experts and winemakers state a logical question, to which the thesis is devoted: is Krasnostop a promising grape variety for high-quality wines? Can it become a hallmark of Russian winemaking in the international wine arena? In answering this question, a broad review was undertaken of the scientific literature, published opinions of wine experts and journalists as well as original research.

#### **Methodology**

A review of literary and online sources forms the basis for formulating hypotheses about the key factors influencing the quality of Krasnostop wines. Furthermore, this is supported by data from various sources - the Guide to Russian Wines, a blind tasting and evaluation of 30 wine samples using a dedicated online platform, information gathered for this thesis from winemakers and market specialists through questionnaires and wine tasting. As a result of extensive research, a conclusion was made about the possible prospects and risks of the Krasnostop variety using SWOT analysis. A specially developed Python script was used to collect statistical information from open sources.

#### **Contents**

The thesis is structured in the following 5 sections:

1. The first section contains with a general information about the Krasnostop, the regions where it is grown, and an overview of publications about the variety.
2. The second section identifies the origin of the grape and characteristics of growing the Krasnostop variety in the main production areas - Rostov and Krasnodar regions. Various theories of the origin of the variety are considered and the results of laboratory studies confirming the uniqueness of the autochthonous variety are studied.
3. The third section considers winemaking techniques and their impact on wine. The styles of wine from Krasnostop presented on the Russian market and the characteristics of their production are considered.

4. The fourth section outlines the state and trends of the domestic and export market of Krasnostop, examines promotional activities for the popularization of this autochthonous variety. Finally, the section presents an analysis of the prospects for Krasnostop.
5. The fifth section analyzes the perception of Krasnostop wines based on a wide-ranging study of the Guide to Russian Wines, the results of blind wine tasting, a survey of wine producers, and research on the potential of Krasnostop wines with employees from different sectors of the wine market.

## **Conclusion**

The relevance of promoting autochthonous varieties is closely related to the growth of Russian winemaking and the search by winemakers for their own style, which would be both original and in demand on the market. The history and already established discourse around the Krasnostop variety make this variety one of the best contenders for the role of the main autochthonous variety of Russia. As a result of this study, the main advantages of Krasnostop and its disadvantages that specialists encounter were identified. While there is a generally positive outlook on the prospects of the variety, there are internal and external risks on the path to its promotion. However, the efforts of winemakers, scientists and marketers allow to reduce possible risks and realize existing prerequisites for Krasnostop to become the hallmark of Russian winemaking.

I personally note that this variety can elevate Russian winemaking to a new level of quality in the international arena. In skilled hands, this variety can produce truly high-quality wines with recognizable unique features, which allows us to consider Krasnostop a reliable Russian wine hope.