

MORAVIAN WINES

THEIR SPECIFICITY AND POSITIONING WITHIN

THE EUROPEAN CONTEXT IN 2010

ESSENCE OF THE THESIS

(two-page abstract)

MOTIVATION FOR THE CHOSEN TOPIC:

There is more than one reason for me to choose this topic. It is a big challenge to analyse and judge a part of „my own“ (wine) culture as I spend the last 18 years of my life abroad (in The Netherlands) and thereby created a more objective and less „coloured“ view about Moravian wines. In wine I am professionally involved for quite a short time (from 2002). Until 2009 I have never been part of the Czech/Moravian wine scene. But I speak the language and – even more important – I pretend to know the mentality and possible positive/struggle points in the Czech/Moravian way of thinking.

2010 is an important year for the Moravian wines as – 20 years after the political changes in Czech Republic – the first constructive steps to promote Moravian wines abroad are taking place. A possible success resulting in the export of Moravian wines will be for sure **NOT** important in terms of quantity, but in terms of promotion Moravian wines as a QUALITY BEVERAGE FROM CZECH REPUBLIC. According to the wine production and consumption in Czech Republic as well as the possible exportable Moravian wine products, the gastronomy market should be the main target of the PR. My experiences from the organization and preparation of the first constructive presentation of Moravian wines in The Netherlands (11th of May 2010, The Hague) have played an important role in the forming of my ideas for the promotion of Moravian wines abroad.

In the same period, preparing and (co)organizing the presentation and writing my thesis, I moved to Czech Republic (Moravia). It is now more easy for me to contact and visit the Moravian wine producers and wine specialists and to „translate“ their ideas and wishes to the reality of the European wine context. My particular knowledge of the Dutch wine scene and Dutch language play hereby an important role.

OBJECTIVES:

- Ambition of quality minded Moravian wine producers to present and export their wines on the European wine market
- General focus on the (officially) non-wine making European countries (The Netherlands, Belgium, Denmark, Scandinavian countries, Great Britain, Poland)
- General focus on the gastronomical market due to limited export potential in terms of quantity
- General quality level of Moravian wines is sufficient to be exported

- Among the very diverse Moravian wine production there are typical and qualitatively interesting wines to be exported

PROBLEMS:

- Moravian exportable wine products are structurally not (yet) defined according to general offer and demand on the European wine market
- Moravian wine producers do not have enough information about the European wine market
- A language problem in the communication (especially the middle- and older generation of Moravian wine producers struggle with this problem)
- Differences between the domestic (Czech) and European wine market and (wrong) expectations of Moravian wine producers based on their (limited) experiences.
- Absence of (young) Czech academic wine generation with international experience
- Mentality problem in the communication. It is not easy to convince the Moravian wine producers about some (given) trends on the European wine market (for example general dry style of most white wines, niche market for half dry and half sweet wines etc.)
- The export prices of Moravian wines are generally too high

METHODOLOGY:

- Objective view and analysis of the current situation and proposals based on historical experiences and facts versus international (wine) trends and possible innovation

CONTENT (selection of the most important points):

- Reasons to export Moravian wines
- General proposals for the possible changes and developments in the Czech wine law
- Personal proposals for the profiling strategy of Moravian wines

CONCLUSION:

- Anno 2010 there is enough ambition and interest among the Moravian wine producers to present and export Moravian wines on the European wine market
- There is sufficient qualitative potential to do so
- The structural work on the promotion of Moravian Wines can start now and must be prolonged

