



Marketing and Management of Wine and Consumer Choice

Guest Editor:

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Message from the Guest Editor

The Special Issue presents a forum to showcase research that illuminates the challenges and opportunities faced by the wine industry in seeking to regain and broaden its position in the global alcoholic beverages market. The following examples are suggestions of where submissions could further our knowledge of marketing and management practice as part of the wine industry's growth objectives:

- Segmentation and differentiation of the wine category over time and in different geographic markets
- The impact of regulation and taxation on wine consumption
- Advertising opportunities and constraints, for example in labelling, sponsorship events and other consumer interface activities
- Managing marketing programmes in 'old economy' and 'new economy' distribution platforms and networks
- Inter and intra-industry collaboration, for example in distribution and supply-chain management
- Retail concentration and the significance of retail buyers in influencing consumer purchasing decisions

