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The French Wine Industry and Its Competition

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THE FRENCH WINE INDUSTRY AND ITS COMPETITION

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France has long enjoyed a top spot in the world wine industry. What are the reasons for this expertise in wine and will the French prominence in the wine industry last? New world wines (those from younger countries like those in the Americas) are slowly becoming more popular and gaining more shares in the world wine market. Napa Valley, California is one example of a region producing these new world wines. France (a producer of old world wines) is famous for its high quality wine production. Burgundy, France is the region used in this research to focus on the cultural and historical aspects associated with these old world wines. The project starts out by researching the background of each industry. Understanding how each industry came about leads to a much better understanding of the current industries. The next part of the project studies how culturally intertwined each industry is with its country's popular culture. Changes in cultural habits, especially those directly associated with wine drinking, are also examined. The current performance of each wine industry in the world market is reviewed and compared to previous trends in the market. Finally, the research points to the conclusion that France's wine industry is unique because of the history and culture associated with it and it's position in the world wine market is not threatened by the up and coming new world wines.

Sources for this research project include: interviews with French wine growers and connoisseurs, interviews with American connoisseurs and wine merchants, articles from both French and American journals, internet web pages, and scholarly books written by both French and American authors. The wide variety of sources leads to an unbiased conclusion.