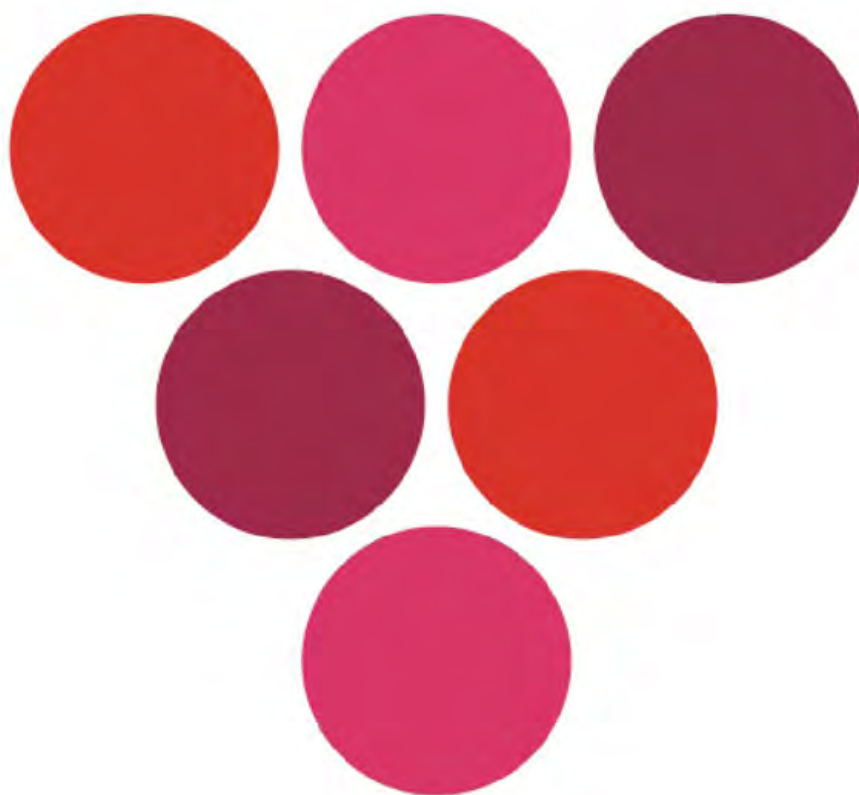


# ENOMETRICA

**vol. 2 no. 2 september 2009**



eum

## **VDQS - EuAWE**

### **Board:**

#### **Orley Ashenfelter**

University of Princeton

#### **Jan Bentzen**

University of Aarhus

#### **Françoise Bourdon**

University of Bourgogne

#### **Maurizio Ciaschini**

University of Macerata

#### **Pierre Combris**

Institut National Recherche  
Agronomique - France

#### **Silvia Gatti**

University of Bologna

#### **Eric Giraud-Heraud**

Institut National Recherche  
Agronomique - France

#### **Daniele Meulders**

Free University of Brussels

#### **Marie-Claude Pichery**

University of Bourgogne

#### **Robert Plasman**

Free University of Brussels

#### **Henri J. Serbat**

Fedeco Paris

Chief Editor

#### **Maurizio Ciaschini**

Co-Editors

#### **Henri J. Serbat**

#### **Alessio Covicchi**

#### **Claudio Socci**

# ENOMETRICA

REVIEW OF THE VINEYARD DATA QUANTIFICATION SOCIETY  
AND THE EUROPEAN ASSOCIATION OF WINE ECONOMISTS

---

# ENOMETRICA

Review of the European Association of Wine Economists [EuAWE]  
and Vineyard Data Quantification Society [VDQS]

half-yearly journal

Volume 2, number 2, September 2009

ISSN 1974-4730

© 2009 eum edizioni università di macerata, Italy

Registrazione presso il

Tribunale di Macerata

n. 642/08 del 23.10.2008

Direttore Responsabile:

Maurizio Ciaschini

*Chief Editor*

Maurizio Ciaschini

*Editorial Office*

Enometrica

Facoltà di Scienze della Comunicazione

Università di Macerata Via Don Minzoni, 3

62100 Macerata

e-mail: eno@unimc.it

web page: [www.unimc.it/enometrica](http://www.unimc.it/enometrica)

*Publisher*

eum - edizioni università di macerata

Centro Direzionale, via Carducci, 63/a

62100 Macerata

e-mail: [info.ceum@unimc.it](mailto:info.ceum@unimc.it)

*Printing*

Stampalibri.it

Macerata

Finito di stampare nel mese di settembre 2009

*Subscriptions*

[enosubscriptions@unimc.it](mailto:enosubscriptions@unimc.it)

ISBN 978-88-6056-223-4

# ENOMETRICA

REVIEW OF THE VINEYARD DATA QUANTIFICATION SOCIETY  
AND THE EUROPEAN ASSOCIATION OF WINE ECONOMISTS

---

Volume 2, number 2, September 2009

## Contents

### Editorial

*Guido M. Rey* 5

Towards an economic analysis of taste: what philosophy of taste  
is teaching us

*Christian Barrère* 9

Assessing the effects of a value added tax policy on the wine sec-  
tors

*Rosita Pretaroli, Francesca Severini* 41

Choices of wine consumption: measure of interaction terms and  
attributes

*Magali Aubert, Véronique Meuriot* 51

Enterprises and markets of quality wines: an evaluation in Collio

*Francesco Marangon, Stefania Troiano, Gian Pietro Zaccomer* 61

### Special section

How to produce Vinho Verde - A Multimedia Information System

*José Luís Reis, Pedro Neves, Paulo Martins* 79

# ENOMETRICA

vol. 2 no. 2 september 2009

## CONTENTS

Guido M. REY

### Editorial

**5**

Christian BARRÈRE

**Towards an economic analysis of taste: What philosophy of taste is teaching us**

**9**

Rosita PRETAROLI, Francesca SEVERINI

**Assessing the effects of a value added tax policy on the wine sectors**

**41**

Magali AUBERT, Véronique MEURIOT

**Choices of wine consumption: measure of interaction terms and attributes**

**51**

Francesco MARANGON, Stefania TROIANO and Gian Pietro ZACCOMER

**Enterprises and markets of quality wines: an evaluation in Collio**

**61**

### Special section

Paulo MARTINS, Pedro NEVES and José Luís REIS

**How to produce Vinho Verde: A Multimedia Information System**

**79**

ISSN 1974-4730

---

eum edizioni università di macerata



ISBN 978-88-6056-223-4

€ 25,00