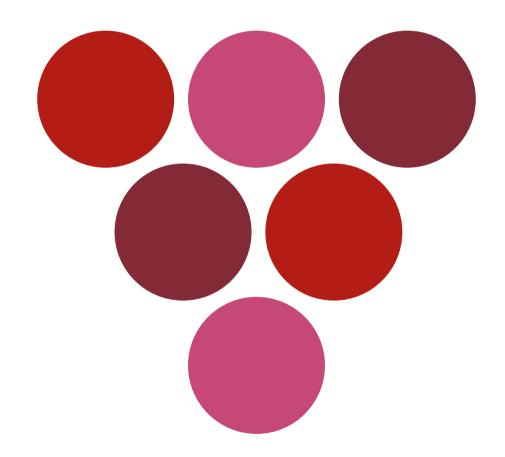
vol. 4 no. 1 march 2011



VDQS - EuAWE Board:

Orley Ashenfelter

University of Princeton

Jan Bentzen

University of Aarhus

Françoise Bourdon

University of Bourgogne

Maurizio Ciaschini

University of Macerato

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

Alessio Cavicchi Marie-Claude Pichery Claudio Socci

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

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

half-yearly journal

Volume 4, number 1, March 2011

ISSN 1974-4730

© 2010 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

Publisher

eum - edizioni università di macerata Centro Direzionale, via Carducci, 63/a

62100 Macerata

e-mail: info.ceum@unimc.it

Printing

Stampalibri.it

Macerata

Finito di stampare nel mese di marzo 2011

Subscriptions

enosubscriptions@unimc.it

ISBN 978-88-6056-272-2

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

| Volume 4, number 1, March 2011 | |
|---|----|
| Contents | |
| Editorial Alberto Cassone | 5 |
| Commitment to commercialization and quality choices in the Champagne wine producer-distributor relationship $Jacques\ Laye$ and $Eric\ Giraud	ext{-}H\'{e}raud$ | 9 |
| Measurement of consumers' wine-related knowledge Georges Giraud, Cleo Tebby and Corinne Amblard | 33 |
| Wine terroir concept: some preceding in Arrigo Serpieri's agrarian zone $Gian\ Luigi\ Corinto$ | 43 |
| Strategies and Interpreting Models of a Reformed DOC: the Prosecco Case Study Luca Rossetto, Vasco Boatto and Luigino Barisan | 57 |

Information for Authors

Manuscripts

Digital Manuscripts (Word-compatible file) should be e-mailed to:

eno@unimc.it

The paper will be submitted to a **peer review process**, based on double blind refereeing by two anonymous referees. Upon acceptance of an article by the Journal, the author(s) will be asked to transfer **copyright** of the article.

Digital Manuscripts (Microsoft Word files, Txt files) should be typed 1,5 spaced. Maximum number of pages 18 for max. 35,000 types (spaces included).

Footnotes to the text are indicated by superior numbers, numbered consecutively throughout the article. Footnotes should be kept to a minimum. Reference citations in the text are by last name of author and year, i.e., Smith (1977) or (Smith 1977). If the same author and year are cited again, use 1977 a, b, etc.

The title page should include the full names and affiliations of the authors, with the name and address of the author to whom proofs and correspondence should be sent.

An Abstract of not more than 200 words should be included.

Classification codes and keywords At least one standard JEL code and up to three additional keywords should be provided.

The title should be as brief as possible. If it exceeds 45 characters and spaces, include a brief running title.

Mathematical notation

Use typewritten letters, numbers, and symbols wherever possible. Identify boldface, script letters, the first time they occur. Distinguish between Arabic "1" and the letter "1" and between zero and the letter o, capital or lower case, wherever confusion might result. Important formulae (displaced) should be numbered consecutively throughout the manuscript as (1), (2), etc. on the right-hand side of the page.

The following reference style should be observed:

Journal. Leontief W. (1975) The economic impact - industrial and regional - of the arms cut. Review of economics and Statistics 43.

Book. Johnson J. (1972) Econometrics Methods. New York: McGraw-Hill, p.165.

Chapter in edited book. Galor O. (2006) Inequality and process of development. In *Economic Growth and Distribution: On the Nature and Causes of the Wealth of Nations* (N. Salvadori, Ed.). Cheltenham U.K. Edward Elgar.

Theses, reports, and other unpublished materials. Eckbo, P.L. (1975) OPEC and the Experience of Previous International Commodity Cartels. MIT Energy Laboratory Working Paper No. 75-008WP, Cambridge, Massachusetts.

Figures

Illustrations should be submitted in a file of jpeg format. Lettering and data points should be large enough so when reduced to fit on the journal page (4.5 in. width x 7 in. depth maximum) they can be read with ease.

vol. 4 no. 1 march 2011

CONTENTS

Alberto CASSONE

Editorial

5

Jacques LAYE and Eric GIRAUD-HÉRAUD

Commitment to commercialization and quality choices in the Champagne wine producer-distributor relationship

9

Georges GIRAUD, Cleo TEBBY and Corinne AMBLARD

Measurement of consumers' wine-related knowledge

33

Gian Luigi CORINTO

Wine terroir concept: some preceding in Arrigo Serpieri's agrarian zone

43

Luca ROSSETTO, Vasco BOATTO and Luigino BARISAN

Strategies and Interpreting Models of a Reformed DOC: the Prosecco Case Study

57

ISSN 1974-4730

eum edizioni università di macerata

