

THE COMPARATIVE STUDY ON THE FETEASCA ALBA WINE MARKETED
IN DIFFERENT STORES FROM TIMIȘOARA

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Abstract: *The wine market comprises several segments as: mediocre quality, medium quality and high quality. International regulations separates the wine into two categories: table wine and wines with designation of origin which are considered superior. Nowadays there are many varieties of grappes from which the wine are obtained. Feteasca Alba is a relatively new grape variety, originated in Transylvania being today the most widespread variety in our country. In this paper is presented a study regarding the types, depending on the sugar content, selling price and the bottling way of Feteasca Alba wine marketed in different stores from Timișoara. The conducted market study revealed that in Timișoara stores are commercialized three types of this sort of wine: dry, medium-dry and medium-sweet, bottled at 0,75L and 1,5L respectively. Were found ten producers of Feteasca Alba wine, six of them producing the dry assortment. The highest selling price was registered for the dry varieties (34,99lei/0,75L with VAT and 32,1lei/0,75L without VAT). The store in which was registered the highest price for the same assortment of wine was Auchan. The alcoholic volume of Feteasca Alba wine assortments was 11% for medium-sweet sort, in range of 11-12,5% in case of medium-dry sort and between 11,5-13,5% for dry sort.*

Key words: *wine, feteasca alba, Timișoara market, price*

INTRODUCTION

The wine is officially defined as being “the drink obtained exclusively by totally or partially alcoholic fermentation of the fresh grapes, crushed or uncrushed, or of wine grape must” [15]. Selecting the technology and production equipment, we avoid to obtain a clean grape must, without being necessary the correction with oenological products [8]. The quality of the wine is directly based on the quality of the grapes provided by the cultivated varieties and the conditions of the harvest year, fluctuating between “poor harvest” and “exceptionally harvest” [9]. The international wine settlements divides the wine into two categories: table wine and wine with a designation of origin with certain qualitative characteristics already established. Natural cultivation factors, variety and climate all combined with the techniques used during cultivation and processing of wine, contribute to qualitative characteristics [2,4,5]. The wine contains a big amount of minerals like potassium, calcium or magnesium and water-soluble vitamins like B1, B2, B5 and B6 (those from this group intervene with the functioning of the immune and nervous system and maintain the health skin and the muscle tone) and a small amount of folic acid, vitamin B12 and vitamin C [6,12]. Others properties of white wine are antioxidant properties, with the function of repairing of the skin tissues and cells, and the protection from free radicals [7]. The wine contains a number of easily assimilable substances, like sugars, ethyl alcohol, glycerin, organic acids, tannins, esters, aldehydes, proteins, amino acids, salts [11, 13]. On the body, the wine has a physiological effect, a bactericidal effect and a therapeutic effect. From point a view of the bactericidal effect the wine is a food that does not have pathogenic organisms in its composition. It is known that wine with 10% alcohol kills the tific and paratific bacteria. The bactericidal effect of wine is due to its components: organic acids, tannins and especially the anthocyanins [1, 14]. The wine market has more segments and the most important is the segment of stabilized wine, which can be divided in more groups: medium to mediocre quality wine and high quality wine, exposed to rules and strictly specifications. The evolution of the wine market in the last few years, consist of the displacement of the quantities distributed through wholesale channels (hotels, restaurants) to retail channels for the intern consumer (supermarkets). A particular feature of wine

marketing is the fact that few others products have a price disparity comparable to the recorded wine sector. The quality is a main criterion in wine marketing policy [3,10].

MATERIALS AND METHODS

In order to realise this study, the market analysis was carried out, consisting of the identification of white wine types sold in Timisoara’s supermarkets. The analysis was performed on Feteasca Alba wine. There were recorded and assessed the bottling mode of the wine consist in volume at witch the wines are bottled, the sales prices, the alcoholic concentration and the number of producers for the Feteasca Alba wine. The market study was realised in Auchan, Lidl, Peny and Selgros supermarket. The recorded values were assessed comparatively.

RESEARCH RESULTS

The dinamic bottled volume of Fetească Albă wine is presented in figure 1.

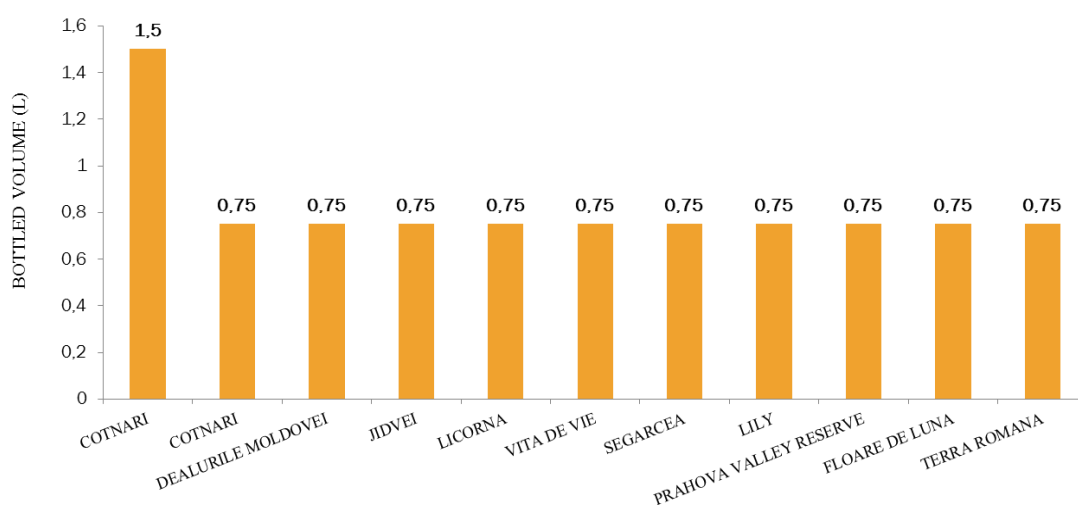


Figure 1. The dinamic bottled volume of Fetească Albă wine

As we can see in the figure, the main bottled volume of Fetească Albă wine is 0,75L. The bottle variant at 1,5L was found only in case of Cotnari producer.

Graphical representation (figure 2) of the number of Fetească Albă producers according with the type of wine revealed that the dry wine is marketed by the most (6) of the analyzed producers. Regarding the medium sweet wine it was found as being sold by only one producer.



Figure 2. The number of Fetească Albă producers by type of the wine

The sale price graphic of Fetească Albă wine according with the wine type is shown in figure 3.

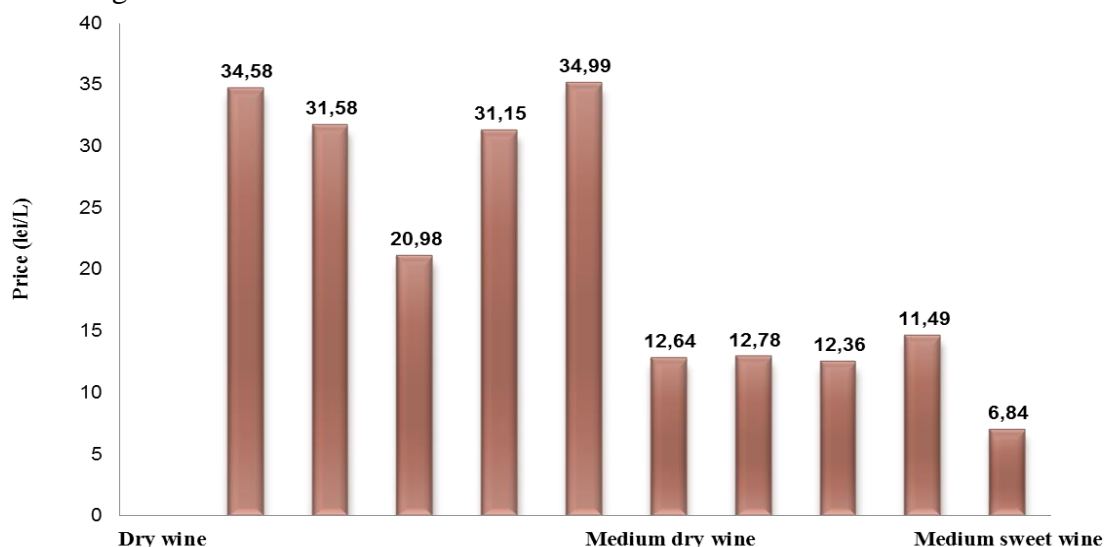


Figure 3. The sale price graphic of Fetească Albă wine according with the wine type (lei/L)

The selling price of Fetească Albă (figure 3) in the visited stores varies according with the type of wine. As we can see in the figure the highest price was noticed for dry type in range of 20,98-34,99lei/L and the smaller price in case of medium sweet type in range of 6,84-11,49lei/L.

The sale price dynamics of Fetească Albă wine on visited stores is presented in figure 4.

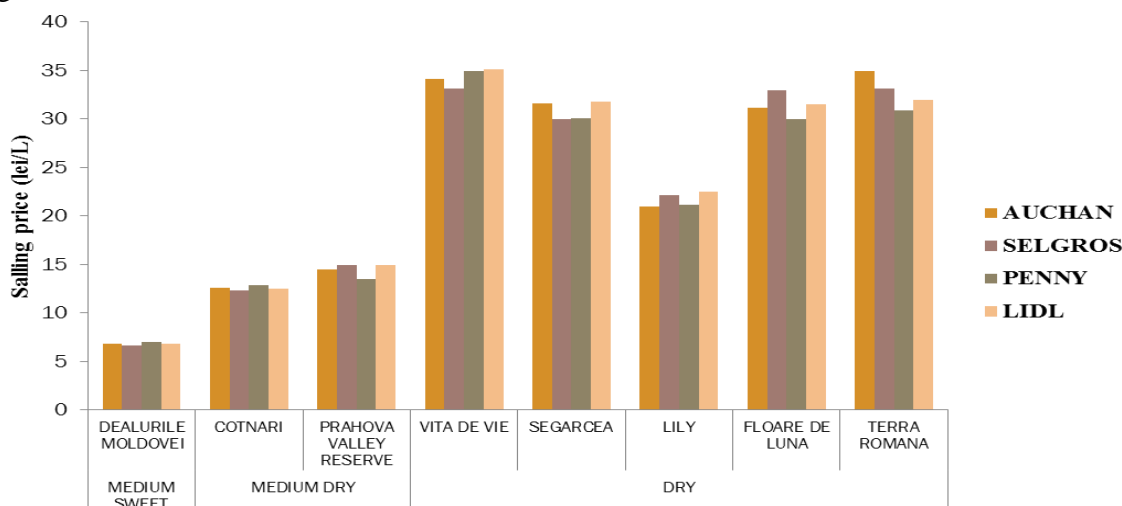


Figure 4. The sale price dynamics of Fetească Albă wine on visited stores (lei/L)

The selling price of medium sweet Fetească Albă wine is similar in the visited stores and we have to mention that was indentify only one sort. The price of medium dry Fetească Albă wine depends on the producer and is relative similar in all visited stores.Regarding the price of dry type of Fetească Albă wine we observed that this also depends on the producer and varies from a store at other, but is slightly lower in Penny.

CONCLUSIONS

The literature study noticed that wine is a very appreciated drink, rich in antioxidants and have antibacterial effects for human body. The main bottled volume of

Fetească Albă wine is 0,75L. The dry Fetească Albă wine is marketed by the most of the analyzed producers. The highest price was registered for dry type Fetească Albă Fetească Albă. The selling price of dry type Fetească Albă wine is highest and depends on the producer.

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