

# Abstract of Unit 7 Thesis

## The evolution and success of 'Egri Bikavér' and 'Egri Csillag'

### Motivation

Being born in Eger and seeing my father working in the wine business since I was a little kid, my interest in wine came somewhat naturally, therefore the topic of my research project is also related to my 'origin' – my region, and its wines: Egri Bikavér and Egri Csillag. The Bikavér has a legendary history and great potential, I decided to better understand the problems we have around this mysterious wine and try to make valuable suggestions for the development of the product and also for improving its reputation world-wide. The Csillag is still a 'new-born' baby and its style has to become clearer, but it can be a worthy counterpart for the Bikavér.

### Objective

The objective of my thesis is to draw the attention of the wine business to the fact that we have to further develop the image of the two brands and take actions towards the right direction: upraise the value of the wines and the reputation of the region. The main problem is that both the quality and the price of the Bikavér in the past era were in the lower segment and therefore it seems to be a difficult task to change the mind of the consumers about the position of the product, but there is hope and we have the tools in our hands to change the preconceptions with well-defined objectives of the brand, clear communication strategy and stricter regulations.

### Methodology

Having interviewed some of the best winemakers of the region and wine experts locally and globally, I got a good overview of the current situation on the market and my opinion had been supplemented with thorough research on the evaluation and regulation of the wines, but also on the actual success of the brands. The idea was to summarize the facts and analyze the results, but also to make valuable comments on the development of the brands and outline the possible actions that could be put into effect.

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## Conclusion

Both Egri Bikavér and Csillag have a tradition in wine-making and viticulture, but the brand themselves are not dating back for so long. The white blend is the older one, but Bikavér was the first brand. Some winemakers still don't believe in the brands too much, because the brands don't have strong image at the moment, but in order to change this, producers have to take actions to reach consensus in setting more quality driven objectives in all the 3 categories and in parallel, new and stricter regulations have to be taken into effect: lower yields, more restrictions on the possibly used varieties, less permissive organoleptic examination about the style of the wines, which should be revised as well. These steps are unavoidable if we want to change the fact that at moment premium quality wines are connected to a few numbers of producers who are more recognised for their brand name instead of the overall reputation of the Eger wine region.