

FROM LOCAL HIDDEN GEMS TO GLOBAL RECOGNITION: UNRAVELING THE RISE OF CAMPANIA WINES WITH A FOCUS ON THE DOCGs TRIO OF FIANO DI AVELLINO, GRECO DI TUFO AND TAURASI.

Abstract Weinakademiker thesis (D7)

Motivation of choosing this topic

The idea of thematizing Campania, especially the three DOCGs of Irpinia (Fiano di Avellino, Greco di Tufo, and Taurasi), came to my mind when I was working as a sommelier for a renowned Italian restaurant in Vienna. Observing the limited representation of Campania wines on the international wine lists sparked my interest in investigating the reasons behind their underappreciation. My commitment to championing overlooked wines and regions, coupled with my belief in supporting sincere and genuine producers, prompted me to delve into this subject. I wanted to investigate why these special wines are still not as well-known, appreciated, and widely distributed as they deserve to be.

Objective

This thesis seeks to analyze the delayed global recognition and undervaluation of Campania wines, with a primary focus on the key DOCGs trio: Fiano di Avellino, Greco di Tufo, and Taurasi. Through an examination of historical and contemporary factors contributing to this delay, the objective is to propose strategic enhancements to elevate the national and international standing of these wines. By exploring their unique characteristics, challenges, and potential opportunities, this study aims to provide valuable insights into regional wine dynamics and foster a greater appreciation for the viticultural treasures of this iconic region.

Methodology

To address the research questions and suggest potential solutions, this study relies primarily on conversations and interviews with prominent producers of Irpinia, who are at the forefront of bringing Campania to the attention of the wine world. Moreover, insights from Italian and International wine literature, leading industry publications, podcasts, research materials, and online resources complement the findings.

Finally, as a native of Campania familiar with its wines, cuisine, culture, traditions, and places, my personal experiences enriched the research.

Content

Chapter 1: This chapter provides a brief overview of the Campania region and introduces the focal DOCGs trio, outlining the central theme and objectives of the dissertation

Chapter 2: Exploring the historical context and distinctive attributes of the three DOCGs of Irpinia, this chapter delves into indigenous grape varieties such as Fiano, Greco, and Aglianico.

Chapter 3: Addressing the challenges contributing to the delayed recognition of the specific DOCGs, this chapter considers factors such as historical and cultural events, marketing and communications strategies, market perception, and competition from other famous wine regions.

Chapter 4: This chapter offers practical suggestions and recommendations for improving the recognition and value of the DOCGs trio and Campania wines in general. It takes into account their strengths and unique qualities.

Chapter 5: Summarizing the dissertation's conclusions and key findings, this chapter includes a SWOT analysis of the region.

Conclusions

Conversations with producers and different research studies have highlighted structural deficiencies prevalent in the region, reflecting challenges faced in other areas as well. These include a lack of investment and a conservative entrepreneurial mindset. Overcoming these challenges for future generations involves consistency, a collaborative spirit, and a forward-looking vision. Investing in several areas, engaging with the critical mass, and emphasizing quality and regional uniqueness, while maintaining limited production, can lead to higher average prices and a broader market reach.

Campania has already made good strides and possesses multiple assets, holding vast potential for growth. With its three DOCGs, Irpinia has the opportunity to lead the region into a premium wine spot.

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