



## HS/CU 245 THE ITALIAN WINE INDUSTRY AND ITS EVOLUTION IN TUSCANY

IES Abroad Siena

**DESCRIPTION:** Italy is a country with an age-old tradition of wine-drinking that can be traced back millennia. In Renaissance society, for example, the act of drinking wine was a marker for higher social class and inspired artists, thinkers, writers and poets, and was also used for medical and healthcare applications.

At the time of Italian unification in 1861, wine consumption was widespread throughout the country across all social ranks. However, there was no market in the modern sense, nor any internationally-known regional appellations as there are today.

Bettino Ricasoli, a baron from Florence, was the first person to build a highly successful brand that would become known as “Chianti”. After his influence, an Italian wine industry arose in the wake of specific regional brand names and distinctive tastes that characterize today’s wine market in Italy and around the world.

This course aims to cover the economic and cultural underpinnings of today’s Italian wine industry with a particular focus on the case of Tuscany. The course will explore specific features of Italian winemaking (characterized by small-scale and geographically very diverse businesses) and will analyze the change in consumer preferences over time, where values linked to Italy’s identity prevail, especially the value of wine as integral part of the country’s material culture.

**CREDITS:** 3 credits

**CONTACT HOURS:** 45 hours

**LANGUAGE OF INSTRUCTION:** English

**PREREQUISITES:** None

**METHOD OF PRESENTATION:**

- Lectures (including PowerPoint projections, CD-ROMs and other visual materials)
- Seminar discussions
- Moodle application
- Field studies and guided tours to wineries and museums

**REQUIRED WORK AND FORM OF ASSESSMENT:**

- Class participation (10%);
- 3 Moodle activities 15% - 5% each)
- 2 writing assignments (20% - 10% each)
- Mid-term exam in the form of essay style short answers (25%)
- Final exam in the form of short answer questions (30%).

Writing assignments will consist of the development of 2 short paper projects:

- analysis of contemporary wine consumer attitudes and behaviors by linking them to two/three of the following aspects: gender, age, social status, subjective identities, religion, cultural background (the paper should be at least 5 pages long and should be uploaded on Moodle)

- analysis of the differences between the Italian and the American wine market by considering two/three following aspects: territoriality and regional identity, local legislation, general market trends, consumer demand, cultural background (the paper should be at least 5 pages long and should be uploaded on Moodle)

**LEARNING OUTCOMES:**

By the end of the course students will be able to:

- Describe major changes in wine consumption behaviors, consumer preferences & values, and the “vocabulary of wine” from the Renaissance to today in western culture.
- Explain economic, social and historical issues related to wine production, consumption and modern marketing strategies.
- Evaluate the importance of the regional wine appellation in contemporary Italy and the transformation of Italian wine industry across the centuries.

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**ATTENDANCE POLICY:**

Successful progress of the program depends on the full cooperation of both students and faculty members: regular attendance and active participation in class are essential parts of the learning process. Attendance at and participation in all class meetings and field-studies are required. More than TWO absences will result in a lowering of your grade by two percentage points for every absence.

**GRADING SCALE:** A (100-93), A- (92.9-90), B+ (89.9-87), B (86.9-83), B- (82.9-80), C+ (79.9-77), C (76.9-73), C- (72.9-70), D+ (69.9-67), D (66.9-63), F (62.9 and below).

**CONTENT:**

Week	Content	Assignments
<p><b>Weeks 1 &amp; 2:</b></p>	<p><b>Wine consumption in Renaissance society between symbolic values and the everyday life.</b></p> <ul style="list-style-type: none"> <li>Wine at Italian courts: drinking habits of Renaissance poets, artists and courtesans. <u>Readings:</u> Varriano, J. "Wine: a cultural history", pp. 101-127; Barzman, K., "Wine should taste like wine: drinking at court in early modern Italy", in <i>Mediaevalia: an interdisciplinary Journal of Medieval studies worldwide</i> (30#1, 2009), pp. 137-161.</li> <li>Italian Renaissance and Baroque painters between the wine-related sacred narratives and the return of mythological subjects. <u>Readings:</u> Varriano, J. "Wine: a cultural history", pp. 143-188.</li> <li>The role played by wine in Renaissance medicine and pharmacology: the case of Italy. <u>Readings:</u> Varriano, J. "Wine: a cultural history", pp. 127-130; Albala, K. "To your health: Wine as Food and Medicine in Sixteenth-Century Italy", in <i>Alcohol: A Social and Cultural History</i>, pp. 11-25.</li> <li>The historical vocabulary of wine, how people have talked about the characteristics of wine through the centuries and why the "taste-words" have constituted sensory indices of qualities and powers across the centuries. <u>Readings:</u> Grieco, A.J. "Medieval and Renaissance Wines: Taste, Dietary Theory, and How to Choose the "Right" Wine (14th–16th Centuries)" in <i>Mediaevalia: an interdisciplinary journal of medieval studies worldwide</i> (30#1, 2009), pp.15-42; Shapin, S. "Tastes of wine: towards a cultural history", in <i>Rivista di Estetica</i>, pp. 49-95.</li> </ul>	<p><b><u>Moodle activity: Wine Consumption In The Past and In The Present:</u></b> Students are asked to answer questions related to the wine consumption and how to choose the "right" wine in the past and current society.</p> <p><b><u>Writing assignment (on Moodle):</u></b> Students are asked to write a paper project which will consist of an analysis of contemporary wine consumer attitudes and behaviors by linking them to two/three of the following aspects: gender, age, social status, subjective identities, religion, cultural background (the paper should be at least 5 pages long, must be uploaded on Moodle and will be presented and discussed in class).</p>
<p><b>Weeks 3 &amp; 4:</b></p>	<p><b>First golden age of wine industry: the spreading of wine production in the European society of XVII and XVIII century</b></p>	<p><b><u>Moodle activity: Wine Crossword Puzzle:</u></b> Students are asked to create a Wine Crossword puzzle using the definition of 10 words related to the past classes (they may also use "The Oxford</p>

	<ul style="list-style-type: none"> <li>The rise of alcohol consumption and the development of new types of wine: from brandy to champagne. <u>Readings:</u> Stefan K. Estreicher, “Wine: From Neolithic Times to the 21st Century”, pp. 63-82; Unwin T. “Wine and the vine”, pp. 203-235.</li> <li>Technical advances of the seventeenth century: the invention of the “English bottle”, corkscrew and the standardization of bottle necks and corks. <u>Readings:</u> Godfrey S. E., “The development of English glassmaking, 1560-1640”, pp. 225-235; Jones, Olive R., “Cylindrical English wine and beer bottles. 1735-1850”, pp. 11-83; Gendzier Stephen J., “The corkscrew”, in <i>Gastronomica, the journal of critical food studies</i>, Vol.1 n.3 (2001) <a href="http://www.gastronomica.org/the-corkscrew/">http://www.gastronomica.org/the-corkscrew/</a>.</li> <li>European wine on the eve of the railways: grape, wine production and market organization. <u>Readings:</u> Simpson, J., “Creating wine: The emergence of a world industry, 1840-1914”, pp. 1-29; J. Robinson, “The Oxford Companion to Wine,” passim.</li> </ul>	<p>Companion to wine” available in the IES library). After creating the puzzle students will have to take a screenshot and upload the puzzle’s image. During the next class puzzles will be exchanged for students to solve.</p>
<p><b>Weeks 5 &amp; 6:</b></p>	<p><b>The <i>phylloxera</i> plague: crises, expansion and the renewal of the European viticulture in the XIX and XX centuries.</b></p> <ul style="list-style-type: none"> <li>European viticulture in the nineteenth century and the spreading of the <i>Phylloxera</i> plague: effects and consequences in the wine industry. <u>Readings:</u> Unwin T. “Wine and the vine”, pp. 236-261; Stefan K. Estreicher, “Wine: From Neolithic Times to the 21st Century”, pp. 83-99.</li> <li>Wine, place-making and <i>terroir</i>: the beginning of a demarcation system for wines based on their place of origin. <u>Readings:</u> Unwin T. “Wine and the vine”, pp. 273-286; Charters, Steve, “Wine and society. The social and cultural context of a drink”, pp. 87-112.</li> <li>Wine industry in post-unification Italy, the birth of the “Italian Formula” and the emergence of a wine geography. <u>Readings:</u> Bastianich, J., Lynch D., “Vino Italiano. The regional wines of Italy”, pp. 5-20.</li> <li>Creating local identities: the Italian making of regional wine appellations and the development of high-quality brands. <u>Readings:</u> Filiputti, W. “Modern history of Italian Wine”, pp. 28-104.</li> </ul>	<p><b>Moodle activity: Sudoku:</b> Students must resolve the Sudoku puzzle by answering the questions. Every correct answer will result in a number on the grid.</p>
	<p><b>Midterm Exam</b></p>	
<p><b>Weeks 7 &amp; 8:</b></p>	<p><b>Regional Identity and Value Creation in the Italian Wine Industry: the case of Tuscany</b></p>	<p><b>Writing assignment (on Moodle):</b> Students are asked to write a paper project which will consist of an analysis of the differences between the Italian</p>

	<ul style="list-style-type: none"> <li>• The Tuscan wine production and its rules of classification: from IGT to Super Tuscan. <u>Readings:</u> Johnson, H., “Tuscany and its wines”, pp. 10-30.</li> <li>• Developing regional viticulture: Bettino Ricasoli and the creation of Chianti wine beyond local and regional boundaries. <u>Readings:</u> Bastianich; Villoresi, A. Cortese, A., “Wine in Florence”, pp. 10-45; Johnson, H., “Tuscany and its wines”, pp. 32-82.</li> <li>• Taking up the legacy and the inspiration of a family business: Ferruccio Biondi Santi and the birth of the so-called Brunello di Montalcino wine. <u>Readings:</u> Robinson, J., “Drinking history-Biondi Santi back to 1955”. (<a href="http://www.jancisrobinson.com/articles/drinking-history-biondi-santi-back-to-1955">http://www.jancisrobinson.com/articles/drinking-history-biondi-santi-back-to-1955</a>).</li> <li>• Promoting and enhancing Tuscan wines: Siena and the foundation of the “Enoteca Italiana”. <u>Readings:</u> Johnson, H., “Tuscany and its wines”, pp. 87-116.</li> </ul>	<p>and the American wine market by considering two/three following aspects: territoriality and regional identity, local legislation, general market trends, consumer demand, cultural background (the paper should be at least 5 pages long, must be uploaded on Moodle and will be presented and discussed in class).</p>
<p><b>Weeks 9 &amp; 10:</b></p>	<p><b>In the realm of modern globalization: winemakers, wineries and the evolution of the Italian wine industry</b></p> <ul style="list-style-type: none"> <li>• The composition of the Italian wine sector: farm wine cellars, industrial wineries and cooperative enterprises. <u>Readings:</u> Gori, C., Alampi Sottini V., “The role of the Consortia in the Italian wine production system and the impact of EU and national legislation” in <i>Wine Economics and Policy</i>, Volume 3, Issue 1, June 2014, pp. 62-67; Lisman, J. “The Italian Wine Industry: Progress and Lessons”, pp. 1-30; Corrado, R., Odorici, V., “Winemakers and Wineries in the Evolution of the Italian Wine Industry: 1997–2006”, in <i>Journal of Wine Research</i>, pp. 111-124.</li> <li>• The new system of Italian wine: from sustainability to the redefinition of the wine industry in the global market. <u>Readings:</u> Filiputti, W. “Modern history of Italian Wine”, pp. 194-227, pp. 346-363, pp. 16-27.</li> <li>• Facing consumer preferences: marketing strategies, psychological factors and personal involvement. <u>Readings:</u> Hertzberg, A., Malorgio, G., “Wine demand in Italy: an analysis of consumer preferences”, in <i>New Medit</i> 7(4), 2008, pp. 40-46; Hertzberg, A., Malorgio, G., Grazia, C., “Italian wine consumer behavior and wineries responsive capacity”, 12<sup>th</sup> EAAE Congress “people, Food and Environments: Global Trends and European strategies”, Gent (Belgium), 26-29 August 2008; Riviezzo, A., De Nisco, A., Garofano, A., “Understanding wine purchase and consumption behavior: a market segmentation proposal”, 6<sup>th</sup></li> </ul>	

	AWBR International Conference, Bordeaux Management School, BEM, France, 9-10 June 2011.	
<b>Week 11:</b>	<b>Review &amp; Final Exam</b>	

#### COURSE-RELATED TRIPS:

- Students will tour a local restaurant where they will learn about wine production in Tuscany and will experience a wine tasting.
- In Montalcino and Pienza students will visit a wine production site and will evaluate the differences between the city and the countryside in terms of wine quality and customer demands.
- In Chianti area students will visit a winery that produces the so-called Chianti Colli Senesi and will take a walk in the vineyards and in the cellar to see the main steps of wine production from the plant to the bottle.

#### REQUIRED READINGS:

- Albala, Ken, "To your health: Wine as Food and Medicine in Sixteenth-Century Italy", in *Alcohol: A Social and Cultural History*, New York, 2006.
- Barzman, Karen-edis, "Wine should taste like wine: drinking at court in early modern Italy", in *Mediaevalia. An interdisciplinary Journal of Medieval studies worldwide* (30#1, 2009), New York: State University of New York Press, 2009.
- Bastianich, Joseph Lynch David, "Vino Italiano. The regional wines of Italy", New York, Clarkson Potter publishers, 2005.
- Bernetti, Iacopo, Casini, Leonardo, Marinelli, Nicola, "Wine and globalisation: changes in the international market structure and the position of Italy", in *British Food Journal*, 2006, Vol. 108 Issue 4, pp. 306 – 315.
- Charters, Steve, "Wine and society. The social and cultural context of a drink", Elsevier/Butterworth-Heinemann, 2006.
- Corrado, Raffaele, Odorici, Vincenza, "Winemakers and Wineries in the Evolution of the Italian Wine Industry: 1997–2006", in *Journal of Wine Research*, pp. 111-124, 2009.
- Estreicher, Stefan K. "Wine: From Neolithic Times to the 21st Century", Algora Publishing, 2006.
- Ewing-Mulligan, Mary, "Italian Wines for Dummies", For Dummies; 1 edition (August 29, 2001).
- Flower, Raymond, "Chianti: the land, the people and the wine", Christopher Helm Publishers Ltd (April 1989).
- Filiputti, Walter. "Modern history of Italian wine, Skira, 2015.
- Gendzier Stephen J., "The corkscrew", in *Gastronomica, the journal of critical food studies*, Vol.1 n.3 (2001).
- Godfrey, Eleanor Smith, "The Development of English Glassmaking, 1560-1640", University of North Carolina Press, 1975.
- Gori, Carlotta, Alampi-Sottini, Veronica "The role of the Consortia in the Italian wine production system and the impact of EU and national legislation" in *Wine Economics and Policy*, Volume 3, Issue 1, June 2014.
- Grieco J. Allen. "Medieval and Renaissance Wines: Taste, Dietary Theory, and How to Choose the "Right" Wine (14th–16th Centuries)" in *Mediaevalia: an interdisciplinary journal of medieval studies worldwide*, (30#1 2009), New York: State University of New York Press, 2009.
- Johnson, Hugh. "Tuscany and its wines", London, 2000.
- Jones, Olive R., "Cylindrical English wine and beer bottles. 1735-1850", Ottawa, 1986.
- Hertzberg, Anita, Malorgio, Giulio, "Wine demand in Italy: an analysis of consumer preferences", in *New Medit* 7(4), 2008, pp. 40-46.
- Hertzberg, Anita, Malorgio, Giulio, Grazia, Cristina, "Italian wine consumer behavior and wineries responsive capacity", 12th EAAE Congress "people, Food and Environments: Global Trends and European strategies", Gent (Belgium), 26-29 August 2008.
- Lisman, John "The Italian Wine Industry: Progress and Lessons" Washington Research Library Consortium (<http://islandora.wrlc.org/islandora/object/1213capstones%3A234>).
- Riviezzo, Angelo, De Nisco, Alessandro, Garofano, Antonella., "Understanding wine purchase and consumption behavior: a market segmentation proposal", 6th AWBR International Conference, Bordeaux Management School, BEM, France, 9-10 June 2011.
- Robinson, Jancis "The Oxford companion to wine", Oxford University Press; OUP Oxford; 4<sup>th</sup> edition.
- Shapin, Steven. "Tastes of wine: towards a cultural history" in *Rivista di Estetica* n. 51 (3/2012).
- Simpson, James. "Creating wine: The emergence of a world industry, 1840-1914", Princeton University Press, 2011.
- Unwine, Tim, "Wine and the vine: an historical geography of Viticulture and the wine trade", Routledge; 1 edition (June 20,

1996).

- Varriano, John. "Wine: a cultural history". London: Reaktion Books, 2010.
- Villoresi, Antonio, Cortese, Annamaria, "Wine in Florence". Florence, Nuova grafica Fiorentina, 2008.

#### RECOMMENDED READINGS:

- Cain, Todd. "The philosophy of Wine: A Case of truth, beauty and Intoxication", McGill-Queens University, 2011.
- Carpenter, Thomas. "Dionysian imagery in fifth-century Athens", New York, 1997.
- Casini, Leonardo, Maria Corsi Armando, Goodman, Steve, "Consumer preferences of wine in Italy applying best-worst scaling", in International Journal of Wine Business Research, Vol. 21: 1, pp. 64-78.
- Flower, Raymond. "Chianti : the land, the people and the wine" London, 1989.
- Freedman, Luba. "Michelangelo's Reflections on Bacchus" in *Artibus et Historiae: Revista Internazionale Di Arti Visive E Cinema*, Vol. 24, No. 47 (2003).
- Hugh, Johnson. "The story of wine", London 2005.
- Lynn, Martin. "Alcohol, Sex and Gender in late medieval and early modern Europe", New York, 2001.
- Maureen, Ashley. "Touring In Wine Country: Tuscany", London, 2000.
- McGovern, Patrick E. "Ancient Wine: The Search for the Origins of Viniculture", Princeton University Press (January 2, 2007).
- McGowen, Andrew. "To gather the fragments: The social significance of food and drink in early Christian ritual meals" Phd dissertation, University of Notre Dame, 1996.
- Odorici, Vincenza, Raffaele Corrado. "Between Supply and Demand: Intermediaries, Social Networks and the Construction of Quality in the Italian Wine Industry." In *Journal of Management and Governance* 8, pp. 149-171.
- Schmid, Susanne. Schmidt-Haberkamp Barbara (ed), "Drink in the Eighteenth and Nineteenth Centuries", New York, 2014.
- Varriano, John. "Tastes and temptations: Food and art in Renaissance Italy". University of California Press, 2009.
- Wilson, Hanneke. "Wine and words in Classical Antiquity and the Middle ages", London, 2003.