



BAG
ALLIANCE





History of BAG Alliance

The BAG Alliance (Bordeaux / Adelaide / Geisenheim) was founded in October 2010 in partnership with the regional councils of the Land of Hesse in Germany and the Regional Council of New Aquitaine.

The main theme covers research, continuing education in vine and wine and technology transfer through the creation of a virtual campus combining the University of Bordeaux-ISVV, the AWRI -Australian Wine Research Institute- in Adelaide, and the University of Geisenheim in Germany.

This strategic partnership in international research facilitates the exchange of staff, ideas and information between universities and various stakeholders. Other institutes wishing to join the BAG alliance are welcome.

On October 10, 2015, the representatives of three of the world's leading vine and wine research organizations, the Institute of Vine and Wine Sciences (ISVV) / (University of Bordeaux, France), the Australian Wine Research Institute (AWRI) /

(Adelaide, Australia), and the Hochschule Geisenheim University (HGU) / (Geisenheim, Germany), signed a Memorandum of Understanding to form a new wine research alliance.

The three research institutes have strong ties with three main wine producing regions of the world. Each region of production has its own specificities and offer scientific opportunities to study the diversity of the different terroirs.

Historical founders of BAG:

Hans Reiner Schultz, Manfred Großmann, Dan Johnson, Sakkied Petrorius, Markus Herderich, Serge Delrot, Alain Blanchard, Denis Dubourdieu



Work 2200, Thema: **WACHSUNG CHINESEN**, Lehr: **LOCHNER**, Datum: **14.06.2015**
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STATEMENT OF THE PROBLEM

- 1. **Developed markets face:**
 - slow production (2012-2014)
 - slow category growth by penetration or intensity before 2010 (unimodal international 2010)
- 2. **Emerging markets record:**
 - realize high growth rates until end the past category growth (Exponential forecasting 2010)
- 3. **Category grows by penetration:**
 - fast global category growth, acceleration in emerging markets matter
 - fast category growth in emerging markets, areas with low rate of total price matter
- 4. **Current Chinese wine consumers studies focus on Sushan and Dora (2012)**
 - early wine retailer who contribute less than 5% of total sales, China market volume (Exponential International 2010)
 - taste preferences
 - purchase drivers
- 5. **Change over time while the category grows:**
 - Transition, at such early stage of adoption, understanding the Chinese wine consumer attitude and intention behavior offers more predictive value for the future Chinese wine market (Piggs, 1993)

PURPOSES OF THE PROJECT

- 1. To understand how in Chinese wine consumers, how wine experiences are related to ultimate wine adoption and repetition.
- 2. To understand what are the main drivers and barriers to the adoption of wine by different types of Chinese wine consumers.
- 3. To provide a list of wine category entry points for entering the wine market.

RESEARCH DESIGN

STUDY 1 - descriptive research of younger wine drinkers (current & non-wine-drinker)

- 1. **5th wine experience**
 - in short, strong, with whom, when, how...
 - reasons to enjoy or not
 - overall health variables determining the adopted behavior
- 2. **STUDY 2 - quantitative analysis of the significance of the alcohol experience toward non-study 1**
 - comparison of wine's growth
 - influence of alcohol experience toward Chinese wine's growth

CURRENT PROGRESS

- 1. A detail research proposal is under drafting
- 2. A job need in Chinese wine consuming and work experience is at the stage of data analyzing

REFERENCES

Exponential 1, 2010, 2012, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 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Main Research Themes

Topics include aromatic components of wine, diseases and parasites, yeasts and other wine microorganisms, sustainable development and climate change.

The BAG alliance wishes to study global issues affecting the environment (climate change, water scarcity) in relation to the impact of wine production. The institutes bring together international expertise of the highest level combined with state-of-the-art technological equipment.

The meetings organized by the BAG Alliance create links between the international scientific community and open the way to a new era of science of innovation in the sciences of the vine and the wine.



The institutions aim to achieve a number of strategic benefits for their respective grape and wine industries under the alliance, including the following:

- ▶ An ability to address global issues including

the environment, water efficiency, climate change and wine in society (including the impact of wine on human health);



- ▶ Capitalization on the strong synergies between the institutions – collectively the institutions offer world-class expertise and infrastructure at each aspect of the wine value chain;

- ▶ Facilitating an increased international awareness of research programs conducted at each institution, providing a base for more practical extension activities without duplication of research programs – thereby increasing efficiency and maximizing the return on each dollar invested in each country;

- ▶ Enhancing the speed of delivery of research outputs to industry by conducting parallel trials in diverse climatic conditions and across two vintages each year;

- ▶ Nurturing a basis for annual meetings and interaction/exchange of leaders, key staff members and students;

- ▶ Developing standard agreements and frameworks to reduce the lead time required to commence new projects;

- ▶ Developing a platform for international collaborative efforts that engage other institutions around the world, enhancing links with the international wine research community and paving the way for an 'open innovation' era of grape and wine science; and



- ▶ Attracting additional funds and investment for collaborative grape and wine R&D.

Funding Partners

University of Bordeaux - ISVV



The Institute of Vine and Wine Sciences (ISVV) brings together the research teams of the Aquitaine area whose activities are relevant to viticulture and the wine industry. Its activities include research, consulting as well as higher education in viticulture, enology and social sciences.

Situated at the heart of the world's N°1 fine wine production region, the

University of Bordeaux Institut des Sciences de la Vigne et du Vin (Institute of Vine & Wine Science) is a multidisciplinary higher education, research and development center dedicated to meeting the challenges facing the wine industry of tomorrow. The Institut des Sciences de la Vigne et du Vin brings together all research, training and technology transfer teams of the numerous partners working in the wine sector on the Bordeaux site. A building offering over 10,000 m² of space on the INRA (French National Institute for Agronomic Research) site at Villenave d'Ornon houses some of these research teams and nearly 400 students. It opened its doors in January 2009. Over 60%

of the program is financed by the Aquitaine Regional Council, and also by the European Union (ERDF), the French State, Gironde County Council, Bordeaux Urban Community, INRA and the Bordeaux Wine Trade Council (CIVB). Today, the ISVV's bylaws confirm its special status within the University of Bordeaux, with its own Board including representatives of the professional sector. It nurtures strong links with key players in the profession, particularly the CIVB, and develops technology transfer actions with the InnoVin cluster.

<http://www.isvv.u-bordeaux.fr/fr/>

Hochschule University - Geisenheim



Hochschule Geisenheim University (HGU) is an institution of research, higher education and knowledge transfer focused on subjects covering the entire value chain from production to

marketing of special crops and their products (mainly beverages) as well as the development of rural and urban spaces.

Founded in 2013, Hochschule Geisenheim (Hochschule Geisenheim University) is a public higher education institution located in the medium-sized town of Geisenheim (population range of 10,000-49,999 inhabitants), Hesse. Officially accredited and/or recognized by the Hessisches Ministerium für Wissenschaft und

Kunst (Hessen Ministry of Higher Education, Research and the Arts), Hochschule Geisenheim (HS Geisenheim) is a very small (uniRank enrollment range: 1,000-1,999 students) coeducational higher education institution. Hochschule Geisenheim (HS Geisenheim) offers courses and programs leading to officially recognized higher education degrees in several areas of study.

<https://www.hs-geisenheim.de/>

AWRI - Adelaide



The Australian Wine Research Institute (AWRI) is the Australian grape and wine industry's own research organization. It supports a sustainable and successful grape and wine industry through world class research, practical solutions and knowledge transfer.

The Australian Wine Research Institute Ltd was incorporated on 27 April 1955. It is a company

limited by guarantee that does not have a share capital.

The Constitution of The Australian Wine Research Institute Ltd (AWRI) sets out in broad terms the aims of the AWRI.

The AWRI's activities are guided by its business and research, development and extension plans, and its stated mission, values and behaviours.

The AWRI's laboratories and offices are housed in the Wine Innovation Central Building within an internationally renowned research cluster on the Waite Research Precinct at Urrbrae in the Adelaide foothills. Grape and wine scientists from other organisations are co-located with the AWRI

in the Wine Innovation Central Building.

The Waite Research Precinct is also home to other research and teaching organisations including: Australian Centre for Plant Functional Genomics (ACPF), Australian Genome Research Facility (AGRF), Australian Grain Technologies (AGT), Australian Plant Phenomics Facility, the ARC Centre of Excellence in Plant Cell Walls, CSIRO, South Australian Research and Development Institute (SARDI), the University of Adelaide's School of Agriculture, Food and Wine and the Waite Research Institute.

<https://www.awri.com.au/>



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