

Report on Work Accomplished During Fall 2016 DIP

Prepared by Dr. Liz Thach, MW
School of Business & Economics
Wine Business Institute
Sonoma State University

ORIGINAL STATEMENT OF PURPOSE FOR APPROVED DIP

During my leave, I will be working on a research project in France tentatively entitled: “*Grapes from God: Exploring the Branding Strategies of Burgundian Wineries.*” This investigative research will focus on interviews with large, medium, and small wineries in Burgundy with a purpose of understanding the methods and tools they are using to brand and market their wines and region. The results will be used to write both an academic and trade article on the topic, as well as to use in research conference presentations and in classroom lectures.

ACTIVITIES/ACCOMPLISHMENTS

During my leave, I accomplished the following activities:

- 1) **French Language Training:** Completed two week French language course in Bordeaux from August 27 to Sept. 9, 2016
- 2) **Cultural Immersion:** Traveled to Burgundy, France (village of Vosne-Romanee between Dijon and Beaune) to live in French gite from Sept. 12 to Nov. 24, 2016.
- 3) **23 Interviews:** Conducted 23 in-depth interviewees with winery owners, winemakers, and marketing/industry experts over course of stay in Burgundy
- 4) **Teaching:** Taught 3 wine classes at the Burgundy School of Business for students studying in their MS of Wine Businesses. Received no payment, but university did cover rental for gite.
- 5) **133 Surveys:** Training students to complete survey on winery website analysis for wine tourism components in Burgundy. Obtained data for 133 wineries.
- 6) **Award:** Attended the OIV Book Award Ceremony in Paris in October to receive an award for Special Mention for my co-edited book entitled: *Successful Social Media and Ecommerce Strategies in the Wine Industry.*
- 7) **Mentorship/Graduation Ceremony:** Attended the Institute of Masters of Wine graduation ceremony in London in early November to see several of my mentee students finally obtain the title of Masters of Wine.
- 8) **Travel to Other Wine Regions:** During my 3 month Dip in Europe, I was also able to visit more than 20 wineries in the regions of Alsace, the Jura, and Trento, Italy.

RESULTS OF DIP ACTIVITIES TO DATE

Due to the research and community activities conducted during my DIP in Burgundy, I have been able to achieve the following results:

PUBLICATIONS

- 1) Thach, L., Charters, S., and Cogan-Marie (2017). New Trends in Burgundy Wine: Going Back to the Future. *Winebusiness.com*. March 27, 2017. Available at <https://www.winebusiness.com/news/?go=getArticle&dataid=182247>
 - 2) Thach, L. Olsen, J. Cogan-Marie, L & Charters, S. (2017). What Price is Luxury Wine? Research Studies Unclear. *Winebusiness.com*. February 21, 2017. Available at: <https://www.winebusiness.com/news/?go=getArticle&dataid=180699>
 - 3) Thach, L. (2016). Burgundy's Hospices de Beaune Wine Auction Earns \$8.9 Million. *Wine Spectator*. Nov. 22, 2016. Available at: <http://www.winespectator.com/webfeature/show/id/Hospices-de-Beaune-Wine-Auction-2016>
 - 4) Thach, L. (2016). Hospices de Beaune Wine Charity Auction Kicks Off Sunday with New Option for Virtual Bidding. *Winebusiness.com*, Nov. 18, 2016. Available at : <https://www.winebusiness.com/news/?go=getArticle&dataid=177011>
 - 5) Thach, L. (2016). How to Create a World-class Wine Region – Five Steps to Propel a Region from “Good” to “Great”. *Winebusiness.com*. Sept., 18, 2016. Available at: <https://www.winebusiness.com/news/?go=getArticle&dataid=175862>
- ❖ Published 30 blog postings about global wine visits on personal blog, <http://www.winetravelstories.com/>. Blog has been running since 2008 and has had over 160,000 visits.

PAPERS UNDER REVIEW IN REFEREED JOURNAL

- 1) “Exploring Luxury Marketing Strategies of Burgundian Wineries” – research conducted with French professors in Burgundy. Currently under review with *the International Journal of Wine Business Research*
- 2) “Slowly Embracing Wine Tourism in Burgundy: Transitioning from an Export to Direct to Consumer Focus” – research conducted with French professors in Burgundy. Currently under review with *Tourism Review International Journal*.

ONGOING RESEARCH

- ❖ Currently working on a new book on *Luxury Wine Marketing* with Peter Yeung, VP of Strategy with Kosta-Browne. Much of this is based on results of my research in Burgundy.
- ❖ Writing another research paper with Chinese wine professor who wants to duplicate my luxury wine research methodology in China, and then do a comparison study.

CONFERENCE PRESENTATIONS/SPECIAL INVITATIONS

- 1) Thach, L. & Olsen, J. (2017). Profiling the Luxury Wine Buyer in America. *10th Academy of Wine Business Research Conference*. Rohnert Park, CA. July 2017. Refereed Paper.
- ❖ Invited to attend the Hospices de Beaune Auction in Beaune, France, Nov. 2016 – the oldest wine charity auction in the world.
 - ❖ Invited to attend La Paulee White Burgundy Event in Meursault, France, Nov. 2016 – a cultural event sponsored by the white Burgundy producers of France.

CLASSROOM CONTRIBUTIONS

Since returning home, I have also shared many of my Burgundy experiences and stories with my SSU students who are in my wine classes. They seem to enjoy hearing about first-hand experiences of meeting wine professionals in Burgundy.