SOME ASPECTS REGARDING THE WINE MARKET, WORLDWIDE AND IN ROMANIA

Aurel CHIRAN[1], Elena GÎNDU[1], Andy-Felix JITĂREANU[1], Daniel CIUBOTARU[1], Cătălin-Răzvan VÎNTU[1]

e-mail: achiran@uaiasi.ro

Abstract

Wine market is a mature market, strongly influenced by favorable or unfavorable developments, determined by dietary patterns and consumers' buying behavior. Market behavior seems to be determined by the slogan "drink less, but drink better". *(Chiran A. et al., 2004).* Wine market comprises several segments. The most important segment is represented by stabilized wines, which can be divided into several groups: average to mediocre quality wines and top-quality wines with strict specifications and regulations. Wine market, in general, but, in particular, the European market, is characterized by structural surpluses. The wine distribution system shows the same pattern everywhere in the world, being highly fragmented, with a large number of retailers, finding a shift in the distributed quantities through wholesale channels *(hotels, restaurants)* to retail distribution channels for the domestic consumer *(supermarket chains),* which allows improving product competitiveness by price and favors modern consumption patterns and purchasing behavior.
Another feature of the wine market is the significant share that cooperative societies hold, which uses European markets and, also, the North American ones, as product providers and as an end market for alcoholic products. Table wine consumption continues a traditionalist trend, represented by rural life, while quality wine market developments expresses rupture from the traditionalist tendencies *(Liliana Rotaru et al., 2011).* In the wine marketing policy, the growing consumers' health concerns play a vital role. With alcohol fighting organizations' movements, a new ideology that aims towards eating healthy foods, which include wines, has been developed.

Key words: market, wine, distribution, consumption

Vine is the plant with the largest expansion worldwide and is present on all continents, except Antarctica. In Romania, vines can be found in most areas of the country, especially in hilly areas, because, on sunny hillsides sheltered from cold drafts *(altitudes of up to 450-500 m),* this plant finds the most favorable macro - and microclimates for obtaining quality wines.

Vines play a decisive role in soil erosion control, soil conservation and quicksand fixing, provides fresh grapes in July-October, allows a wide range of top quality wines *(white, red, rosé, dry, semi-dry, semi-sweet, sweet, fragrant, sparkling),* economically and aesthetically capitalizes the land in gardens and around houses, etc.

The therapeutic virtues of wine are also well known, through the effect of wine phenolic compounds have as protectors of cardiovascular health, cancer incidence reduction and generally third age specific diseases. All these many virtues of wine products, with the economic importance of the vine, make it a very demanded plant, which is interesting not only for professionals, but also for amateurs who want to enter the secrets of cultivating this **"noble"** plant.

Wine market is a mature market, strongly influenced by favorable or unfavorable developments, determined by dietary patterns and consumers' buying behavior. Even if the dominant markets *(European and North American)* seem rather stable, trends show a steady decline in demand and a change in consumer preferences towards quality wine, in the detriment of table wine. In traditional countries that are producing and consuming wine, table wine consumption is diminishing quickly, while quality wine consumption is slowly growing. Market behavior seems to be determined by the slogan **"drink less, but drink better"**. (Chiran A. et al., 2004).

Although wine is sold across the globe, an international market for wine, in the current international market meaning, doesn't exist, as consuming countries are producers at the same time, ensuring their supply up to 100 %.

Wine market comprises several segments. The most important segment is represented by stabilized wines, which can be divided into several groups:

[1] University of Agricultural Sciences and Veterinary Medicine "Ion Ionescu de la Brad" of Iaşi

average to mediocre quality wines and top-quality wines with strict specifications and regulations.

Wine market, in general, but, in particular, the European market, is characterized by structural surpluses. Wine production exceeds the consumption potential of Romania and any quantities for international markets (Gîndu Elena et al., 2014; Constantin M. et al., 2009).

The wine distribution system shows the same pattern everywhere in the world, being highly fragmented, with a large number of retailers, finding a shift in the distributed quantities through wholesale channels *(hotels, restaurants)* to retail distribution channels for the domestic consumer *(supermarket chains)*, which allows improving product competitiveness by price and favors modern consumption patterns and purchasing behavior.

The wine sector is characterized by extreme fragmentation of production and selling, especially in European major wine producing countries, *(France, Italy, Spain).*

Another feature of the wine market is the significant share that cooperative societies hold. Wine is part of a wider market, that of alcoholic beverages, which includes beer and spirits.

International regulations in the wine field separate wine into two categories: *table wine and wines with designation of origin, which have some a priori determined quality characteristics.*

A special feature of the wine marketing is that, with a small number of other products, a price disparity comparable to that in the wine field is observed.

Quality is a primary criterion in the marketing of wine. The separation of **table wine and quality wine** expresses different consumer behaviors, often showing diverging trends in consumption trends. Table wine consumption continues a traditionalist trend, represented by rural life, while quality wine market developments expresses rupture from the traditionalist tendencies *(Liliana Rotaru et al., 2011).*

Thus, while table wine continues to be an everyday drink for the low income social classes *("peasant's wine" and "worker's wine ")*, quality wine is becoming *"elite's wine", "celebration wine" and "leisure wine".*

Wine quality reveals a complex food product. Food comprises a characteristics package likely to bring more satisfaction to the consumer. There are nutritional, hygienic, economic and socio-cultural features. Quality is a multidimensional concept and the consumer chooses according to the aspect which it favors.

In the wine marketing policy, the growing consumers' health concerns play a vital role. With alcohol fighting organizations' movements, a new ideology that aims towards eating healthy foods, which include wines, has been developed.

Another specific wine market issue is the high level of taxation that occurs in selling this product. VAT, excise duties, excise duties, customs duties, license fees for marketing are some of the most popular elements of taxation that various wine countries apply, which, along with tobacco and fuel, are reliable sources of revenue for any state budget.

MATERIAL AND METHOD

The paper was developed based on a bibliographic study on wine and wine market worldwide and in Romania.

Also, the authors present a series of statistical data published in major wine producing countries, regarding the areas planted with vines, total achieved wine production, import - export of wine, total wine consumption *(including Romania).*

Most details of the wine market were related to Romania and concerned the period after 1989. The data were presented comparatively, both in absolute and relative values.

RESULTS AND DISCUSSIONS

The area cultivated with vineyards. In the past 10 years, worldwide, there has been a general trend of reduction in the areas planted with vines, which in 2012 was 7.7 mil ha In Romania, during the 2008 – 2013 period, the total area occupied by vineyards and vine nurseries decreased by over 2 % *(from 214.500 to 210.300 ha)* and the vineyards in bearing by about 4 % *(184.000 - 176 600 ha)* (*table 1*):

Table 1

Evolution of the area planted with vines in Romania between 2008 - 2013

Specification	U.M.	2008	2009	2010	2011	2012	2013
Vineyards and wine nurseries	Thsha	214.5	215.5	213.6	211.3	210.5	210.3
	%	100.0	100.5	99.6	98.5	98.1	98.0
Of which: - bearing vines	Ths ha	184.0	184.4	177.0	176.6	178.6	178.4
	%	100.0	100.2	96.2	96.0	97.1	97.0
Of which: -grafted vines	Thsha	92.7	93.9	90.1	88.0	89.7	89.7
	%	100.0	101.3	97.2	94.9	96.8	96.8
- hybrid vines	Thsha	91.3	90.5	86.9	88.6	88.9	88.7
	%	100.0	106.1	95.2	97.0	97.4	97.2

Source: Romanian Statistical Yearbook, 2014

Following the implementation of the program of retraining and restructuring of vineyards in 2008, to the assortment of wine grape varieties, in 2009, the main 12 cultivated varieties were: Fetească Regală, 7.4 %, Fetească Albă, 7.3 %, Merlot, 6.4 %, Riesling, 4.2 %, Aligoté, 3.9 %, Sauvignon, 2.3 %, Cabernet Sauvignon, 2.2 %, Muscat Ottonel, 2.0 %, Băbească Neagră, 1,8 %, Roşioară, 1.6 %, Fetească Neagră, 1.0 % and Tămâioasă Românească, 0.7 %.

If, at first glance, the phenomenon is positive, however, total grape production structure evolution is negative, due to the fact that the share of total production of hybrid grapes from the vineyards increased from 25.7 % *(in 1990)* to 43.4 % *(in 2011*).

The renewal process of grafted and indigenous plantations is also negative, which, associated with the age of the plantations, where over 80% are aging and are to be replaced, will cause a decrease of the production of grapes and, implicitly, of the wine, in the next 10-15 years.

The worldwide wine production in the 2011 /2012 campaign was 250 - 260 mil.hl., of which the European Union has achieved about 60 %, while France and Italy contributed with 46 % of the world production. The third largest producer of wine is Spain, which achieved over 10% of the world production (Romanian Statistical Yearbook, 2014).

After France, Italy and Spain, among the world's biggest wine producers there are Argentina and the United States, with 7 % and 6 %. Most U.S. production is concentrated in California. In addition to Argentina, other two countries in the thern hemisphere, Australia and South Africa, are among the world's leading manufacturers of wine, the three countries of the southern hemisphere having a production capacity of about 30 million hl.

Also, the countries of Central and Eastern Europe are among the great wine producers and exporters worldwide.

Romania, with a national production estimated at around 6 mil hl of wine, is ranked no. 10 in the world rankings. Moreover, in 2000, Romania's total wine production has tended to revitalize the level achieved in 1995-1996. In terms of structure, almost 60 % is noble wine and approximately 40 % hybrid wine. Forecasts show that total wine production will reach 7 million hl, of which 1 million hl will be for export (Gîndu Elena et al., 2014).

In the structure of fine wines, white wines are dominant – 70 %, while red wines hold 30 %. **The domestic wine market** annually absorbs about 45 % of the noble wines, over 8% is exported and the difference is kept to replenish stocks, for aging, exhibitions, wineries, etc.

Average annual consumption of wine per capita ranks Romania 5th in Europe and 7th worldwide **(2000),** with 18.5 l/capita, registering a decrease from 1999, when 25.3 l/capita were consumed (*table 2*).

Table 2

World consumption of alcoholic beverages that returns, on annualaverage, per capita in major countries

Countries	Annual consumption per capita - liters			
	Total	Of which:		
		Beer	Wine	Spirits
Romania	**73,5**	**39,2**	**25,3**	**9,0**
Austria	157,4	115,6	32,0	9,8
Belgium	138,1	104,0	25,0	9,1
Bulgaria	83,8	53,9	21,8	8,1
Canada	84,4	70,0	8,2	6,2
Czech Republic	187,0	160,9	16,9	10,1
Denmark	157,7	120,1	27,6	10,0
Finland	95,0	80,2	8,2	6,6
France	**114,1**	**39,1**	**63,5**	**11,5**
Germany	169,8	137,7	22,2	9,9
Greece	85,7	42,2	34,5	9,0
Hungary	147,3	102,4	34,7	10,2
Holland	110,4	85,8	16,6	8,0
Italy	**94,6**	**25,4**	**60,4**	**8,8**
Norway	64,7	53,5	7,1	4,1
Poland	49,3	36,0	6,9	6,4
Portugal	**133,6**	**64,2**	**58,4**	**11,0**
Russia	27,4	19,0	2,6	5,8
Slovakia	103,7	81,0	14,9	7,8
Spain	113,1	66,6	36,3	10,2
Sweden	82,5	64,5	12,7	5,3
Switzerland	115,2	62,2	43,6	9,4
Turkey	9,9	8,3	0,7	0,9
Ukraine	10,4	6,8	2,0	1,6
Great Britain	122,8	102,7	12,8	7,3
U.S.A.	101,5	87,9	6,8	6,8

Source: Word Drink Trends

The largest total consumption of wine in the world is obtained in the following countries: France - 35.5 mil hl, Italy - 31.2 mil hl, U.S.A. - 20.9 mil hl, Germany - 19.0 mil hl, Spain - 15.0 mil hl, Argentina - 12.8 mil hl, etc (Gîndu Elena et al., 2014).

Table 3

Evolution of exports and imports of wine made by Romania in the 1990 – 2000 period

Years	EXPORT				IMPORT			
	Quantity		Value		Quantity		Value	
	Ths hl	%	Ths $	%	Ths hl	%	Ths $	%
1990	665,2	100,0	11048	100,0	1055,2	100,0	7423	100,0
1992	177,3	26,7	13547	122,6	861,3	81,6	15585	210,0
1993	220,7	33,2	15456	139,9	328,6	31,1	5446	73,4
1994	370,8	55,7	18856	170,7	410,7	38,9	1742	23,5
1995	332,7	50,0	24536	222,1	152,4	14,4	464,2	6,3
1996	466,8	70,2	33064	299,3	55,6	5,3	164,0	2,2
1997	865,0	130,0	42399	383,8	7,4	0,7	63,1	0,9
1998	647,8	97,4	38220	345,9	75,6	7,2	644,6	8,7
2000	300,0	45,1	17700	160,2	9,5	0,9	81,0	1,1

Source: Romanian Statistical Yearbook, 2001

U.S.A. wine market

North America has a significant share in terms of wine commerce. In the last ten years, table wine *(defined as wine with under 14 % alcohol)* dominated sales in the U.S. market, accounting for 88 % of the total wine market in 2012. The Californian sparkling wine covers 68 % (0.76 mil hl) of U.S. wine consumption, the remaining 27 % and 5 % respectively is represented by sparkling wine and champagne imported from other countries.

In 2012, 19.8 mil hl have been sol don the U.S. market, accounting for table wine, champagne, sparkling wine, dessert wine and natural special wines, registering an increase of 4% compared to 2011. Reported at the resident population, the average consumption of wine is 7.4 l/capita *(all categories included),* among the lowest compared to other groups of beverages *(soft drinks - 204 l/capita and coffee - 113.5 l).* California plays the lead role on the U.S. wine market. Most American wine is produced in California, which holds 70% of the market. In recent years, California wine has gradually gained a broad acceptance in export markets. In 2012, about 8 % of Californian wine was exported, California being the absolute leader of U.S. exports of wine, producing over 90 % of U.S. wine exports. Californian wine industry is in a continuous process of change. Thus, the vineyards structure has undergone a continual change, recording today a much higher percentage of the area planted with varieties suitable to premium table wines. For example, in 1987 California had 14125 ha of Chardonnay, in 2000 the surface grew to 35849 ha, while the area cultivated with Cabernet Sauvignon, from 9997 ha **(in 1987)** reached 18349 ha **(in 2000)** (Liliana Rotaru, 2009).

To have a complete picture of the North American wine market, we must take the Canadian market into account. Canada is a small and respected wine producer. After a significant decline in the area planted with vines in the two producing provinces *(British Columbia and Ontario),* due to U.S. wine competition, following the conclusion of the trade agreement with the U.S. in 1988, the areas planted with vines exceeded the level registered before signing the trade agreement by the end of 1997. In 1997, the vines area in these two Canadian provinces was 3781 ha in Ontario and 2600 ha in British Columbia.

Canadian wine sales have increased continuously from 2000 to 2014, from 10 mil Canadian dollars **(in 2000)** to more than 70 mil Canadian dollars **(in 2014 in Ontario)** and about 30 mil Canadian dollars **(in 2014, British Columbia).**

European Common Market

With a total production of wine which has fluctuated between 152 and 165 mil hl over the past five years, the E.U. is the main worldwide producer of wine, accounting for around 60 % of the world production. Wine production in E.U. is characterized by very pronounced annual fluctuations, due to climatic effects and methods of cultivation. Despite yearly fluctuations, a significant negative trend was recorded in the last 20 years, from a production level of 210 mil hl to about 155 mil hl per year in recent years.

The tendency to reduce wine production is mainly due to reduced acreage, yield significant reductions not being recorded in the period of 1977 -2001. However, the yield has fluctuated significantly from year to year. Thus, in the agricultural year 1993-1994, the average E.U. level was 46.3 hl / ha, while in 1994-1995 it dropped to 45.7 hl / ha.

Since 1975-1976, when the prohibition of new plantations and compensation of farmers through production abandonment premiums was established, the area planted with vines has decreased continuously, so that, if in 1976 the area occupied by vines was 4.5 mil ha, in 2000 it was reduced to 3.4 mil ha.

The European Union is also the world's largest consumer of wine, representing, in 2012, 128 mil hl, respectively, over 34 l/capita/year.

In the 2010 – 2014 period, total wine consumption in the E.U. (15 countries) decreased by 10 mil hl. Decreased wine consumption is the result of structural evolution of society, especially in terms of diet and lifestyle. Food has a particular role in limiting the tendency of the alcohol. This decrease reflects a downward trend due, in particular, to developments in lifestyle, consumer behavior and the role of wine in food habits.

Among the vines cultivating countries, the wine consumption per capita is higher. **Wine consumption in France** has fallen from 135 l/person in 1957 to 62 l/person in 1994. **In Italy**, wine consumption decreased from 110 l/person in 1975 to 70 l/person in 1990. Decreases in wine consumption per capita were recorded in the countries of central and northern Europe *(Germany, Luxembourg and Austria),* while in the U.K. wine consumption remained the same, but at a level below the European average (Chiran A. et al, 2004).

Regarding international trade in wine, the E.U. is, at the same time, world's biggest exporter and importer on the wine market.

The main destinations of wine exports are the *U.S.A., Switzerland, Canada and Japan.* Meanwhile, **E.U. is the main importer of wine**, on average, in the 1997 – 2000 periods, imports reaching over 5.3 mil hl. The biggest importers were *Australia, Chile, U.S.A., Hungary, Bulgaria, Republic of South Africa, the former Yugoslavia* (Chiran A. et al., 2004).

E.U.'s main trading partners for wine exports are the U.S.A., with an average annual volume of 2.7 mil hl. E.U. mainly exports bottled stabilized wines to the U.S.A. Sparkling wines represent less than 20% of E.U. exports to the U.S.

The second partner is Switzerland, with about 1.6 million hl *(15 % of extra E.U. exports).* Exceptionally, in 1994, the former Soviet region was the third largest destination for European exports of wine. In Canada, U.E. wine exports were 0.9 mil hl, representing 9 % of the exports outside the E.U. (Chiran A. et al., 2004).

Total E.U. production of wine will stabilize at around 158 mil hl per year, on average. Taking export into account, the annual surplus of the wine balance will be around 5.3 mil hl. It can grow up to 17 mil hl if weather conditions are exceptionally favorable. On the other hand, there may be a deficit in the European market up to 6 mil hl, in the event of lower yields in the E.U. (Mustea M., 2004).

In recent years, electronic wine trade has increased considerably. Wine promotion on the Internet has become a common practice of manufacturers and marketers of wines. Already some Romanian companies have established their own Internet site, having an active promotional policy. The lack of communication infrastructure, especially the electronic payment system in our country, makes wine’s access to computer networks and, therefore, to the world's largest supermarket, to be limited.

Advertising and promotional campaigns can find support, where the legislation permits it, in the energetic and therapeutic effects of wine. Social and political connotations of wine can be successfully capitalized during cultural, political, scientific and leisure meetings.

CONCLUSIONS

The worldwide wine production in the 2011/2012 campaign was 250 - 260 mil hl, of which the European Union has achieved about 60 %, while France and Italy contributed with 46% of the world production. The third largest producer of wine is Spain, which achieved over 10 % of the world production.

After France, Italy and Spain, among the world's biggest wine producers there are Argentina and the United States, with 7 % and 6 %. Most U.S. production is concentrated in California. In addition to Argentina, other two countries in the southern hemisphere, Australia and South Africa, are among the world's leading manufacturers of wine, the three countries of the southern hemisphere having a production capacity of about 30 million hl.

Romania, with a national production estimated at around 6 mil hl of wine, is ranked no. 10 in the world rankings. Moreover, in 2000, Romania's total wine production has tended to revitalize the level achieved in 1995-1996. In terms of structure, almost 60 % is noble wine and approximately 40 % hybrid wine. Forecasts show that total wine production will reach 7 million hl, of which 1 million hl will be for export (Gîndu Elena et al., 2014).

The fundamental problem of Romanian wine export is the *lack of image*. In order to penetrate European wine markets it is necessary to have an active promoting policy, which involves, in addition to sustained financial efforts, a solid marketing knowledge.

In the constantly changing economic context of the XXI century, where the require-ments and needs of increasingly sophisticated consumers rapidly change, organizations are trying to define their own identity, to ensure a solid market image that is perceived positively by a large number of consumers. Stability is built with great difficulty and is mentioned just as hard, only if the values are always adapted to the demands of the target audience.

6. Large wine producing companies understood that the simple presence in the virtual environment is not enough to create and educate customers and to monetize services and products, but there must be a continuous communication between the company and the consumers.

The marketing strategy must be adapted to the market and to the economic and social environment, to the technological change and must follow a well defined and well documented marketing campaigns plan.

Developing a marketing information system is a necessity and an obligation for marketing - oriented firms, in order to have a constant flow of information, which is absolutely mandatory to substantiate a marketing decision, with a fierce market competition of various companies aiming to gain profit - generating advantages. Therefore, systematic prospecting of the domestic and foreign market, using new scientific methods and techniques of market investigation, of opportunities to adapt to its requirements and influencing it can not be achieved without using marketing methods and techniques.

Within the promotion strategy, the promotional activities will have to diversify, which requires establishing a promotional budget, leading to increased sales and, therefore, economic profitability.

In order to achieve the advertising objectives, companies will have to invest more in specific marketing activities, as wines are perceived by consumers to be similar, differentiation being made either by price or by promotion activities.

REFERENCES

Alecu I., Marian C., 2009 - *Marketingul serviciilor în sistemul producţiei agroalimentare,* Ed. Ceres, Bucureşti.

Beceanu D., Chira A., 2003 - *Tehnologia produselor horticole*, Ed. Economică, Bucure□ti.

Boier Rodica, 1994 - *Comportamentul consumatorului,* Ed. Graphix, Iaşi.

Brezuleanu S., 2009 - *Management în agricultură,* Ed.Tehnopress, Iaşi.

Chiran A., Ciurea I.V., Gîndu Elena, Ignat Gabriela, 2006 - *Management, marketing şi gestiune economică,* Ed. Performantica, Iaşi.

Chiran A., Gîndu Elena, Banu A., Ciubotariu Elena-Adina, 2004, - *Piaţa produselor agricole şi agroalimentare – abordare teoretică şi practică,* Ed. CERES, Bucureşti.

Constantin M., Chiran A., Gindu Elena şi alţii, 2009 - *Marketingul producţiei agroalimentare*, Ed.AgroTehnica, Bucureşti.

Demetrescu M. C., 1996 - *Strategiile de marketing şi piaţa noilor produse,* Rev. Marketing - Management, AROMAR, nr. 4-5, Bucureşti.

Drăgan I.C., Demetrescu M.C., 1996 - *Practica prospectării pieţei. Tehnici de cercetare în marketing*, Ed. Europa Nova, Bucureşti.

Funar Sabina, 1999 - *Marketing agroalimentar,* Ed. Digital Data, Cluj.

Gîndu Elena, Chiran A., **Jităreanu A.-F., 2014 -** *Marketing agrar.* Editura PIM, Iaşi.

Manole V., Stoian Mirela, 2003 - *Agromarketing,* Ed. Academia de Studii Economice Bucureşti.

Mustea M., 2004 - *Viticultură – înfiinţarea şi întreţinerea plantaţiilor de vie roditoare.* Ed. PIM, Iaşi.

Pekar V., Tălmaciu M., 2006 - *Strategii de marketing agroalimentar*, Ed. Sedcom Libris, Iaşi.

Robu V., Georgescu N., 2009 - *Analiză economico-financiară*, Ed. Academia de Studii Economice, Bucureşti.

Rotaru Liliana şi colab., 2009 - *The reshape of technological sequences in grow of the vine through european system of quality EUREPGAP*., LucrăriŞtiinţifice USAMV Iasi, seriaHorticultură, anul LII, vol. 52.

Rotaru Liliana şi colab., **2011 -** *Adaptarea tehnologiilor viticole în contextul modificărilor climatice. Ghid practic pentru consultanţii agricoli şi fermieri.* Ed.PIM, Iaşi.

Ştefan G. şi colab., 2000 - *Economie şi politici agroalimentare*, Ed. ALFA, Iaşi.

Ştefan G., Bodescu D., Toma A.D., Pânzaru R.L., 2007 - *Economia şi filiera produselor agroalimentare,* Ed. ALFA, Iaşi.

Ungureanu G., 2008 - *Managementul procesării şi conservării producţiei,* Ed. Alfa, Iaşi.

Zahiu Letiţia şi colab., 1998 - *Management şi marketing agroalimentar,* Ed. ASE, Bucureşti.

Zahiu Letiţia şi colab., 2005 - *Politici şi pieţe agricole - reformă şi integrare europeană,* Ed. CERES, Bucureşti.

***** - 2007-2014 -** *Anuarul Statistic al României*, INS, Bucureşti.

*** - **Agenţia de Plăţi şi Intervenţie pentru Agricultură, 2010 –** *Măsura de promovare a vinurilor pe pieţele tărilor terţe*; Bucureşti.

***** - 2010** - *Baza de date,* Eurostat, Iunie.

*** - **http://www.traderom.ro/informatii_de_piață externă**/3_*Piaţa vinurilor_în_UE.*