



*Program & Abstracts*

# WINE PLACE SPACE

*Global geographies of wine cultivation,  
production and consumption*

**2024**  
**FEB 22<sup>th</sup>|23<sup>rd</sup>**  
at Catholic University  
of Eichstätt-Ingolstadt

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## *Wine, place and space - Global geographies of wine cultivation, production and consumption*

### **Workshop on February 22nd/23rd, 2024, Eichstätt (Germany)**

Wine cultivation, production, and consumption is a social phenomenon that intersects various scientific disciplines. Besides the natural science and technological dimension of cultivation and production, wine is an economic common and as such part of the global economy. As a consumer product, wine is entangled with (regional) identities and imaginaries, and is mobilized as a token of distinction and social class.

Various trends have shaped and are about to influence the production and consumption of wine considerably: shifts of wine cultivation areas due to climatic changes (e.g., Nordic countries), re-organization of wine production in global production networks, negotiation of work conditions in wine cultivation and production, digitalization of cultivation and production practices, and changing consumer dynamics.

During this workshop, we aim to discuss these developments based on current theoretical approaches in human geography, sociology, philosophy, history, anthropology, cultural studies, and others. We are in particular interested in the spatial configurations of these dynamics, for example with regard to scales, networks, territories or places. We invite scholars from the social sciences, humanities, and cultural studies to join the workshop and contribute to one of the following theoretically grounded themes in the field of wine:

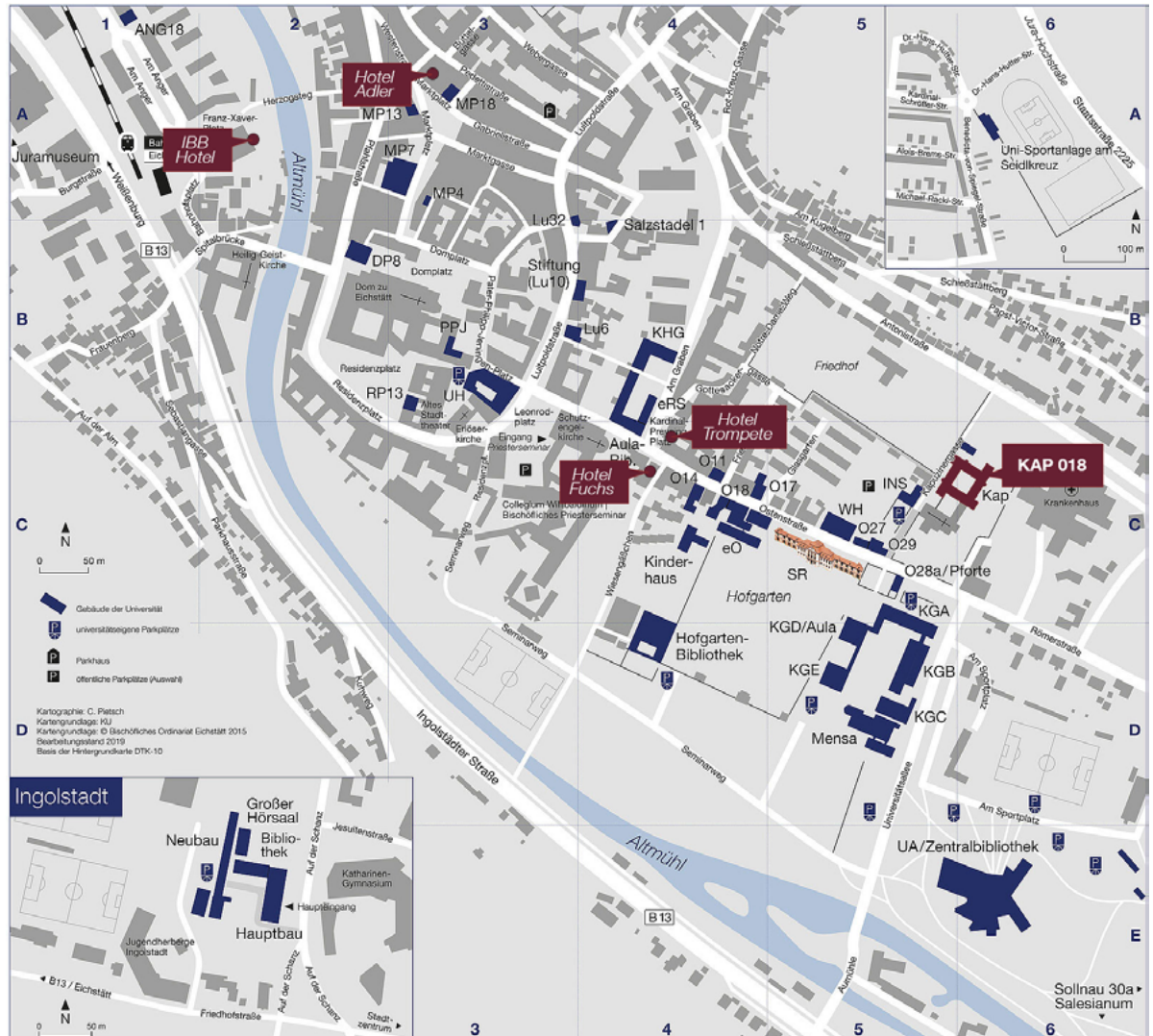
- Globalization and globalization in reverse
- Valuation, qualification and markets in the making
- Digitalization and platforms
- Emergence of new industrial paths
- Labor and work conditions
- Knowledge circulation, technologies, and innovation
- Practices of climate change adaption
- Gender and intersectionality
- Identities and cultural imaginaries
- Consumption and habitus
- Class and distinction
- Space, place and territory
- and others

### **Organising Team**

- **Daniela Ana** (Leibniz Institute of Agricultural Development in Transition Economies)
- **Marc Daferner** (Catholic University of Eichstätt-Ingolstadt)
- **Tatiana López** (Julius-Maximilians-University of Würzburg)
- **Gerhard Rainer** (Catholic University of Eichstätt-Ingolstadt)
- **Susann Schäfer** (Friedrich-Schiller-University Jena)
- **Christian Steiner** (Catholic University of Eichstätt-Ingolstadt)
- **Anika Zorn** (Friedrich-Schiller-University Jena)

## Venue

The conference will take place in university buildings in Eichstätt  
**(room KAP 018, Kapuzinergasse 2, Eichstätt)**



## Contact

### Working Group on Human Geography

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## Conference-program

### Get-together: February 21st

#### Venue:

University of Eichstätt  
Kapuzinergasse 2, 85072 Eichstätt  
room KAP 018

**18:00**      **Get-together with a wine tasting of regional wines from Franconia**

### Conference day 1: February 22nd

#### Venue:

University of Eichstätt  
Kapuzinergasse 2, 85072 Eichstätt  
room KAP 018

#### 09:00 .....Session 1: Natural wine - new practices?

Nils Julian Meiß (University of Cologne)

**Future in a bottle? On the making of 'progressive wine' and much more**

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Marlene Spanger, Magnus Andersen (Aalborg University Copenhagen)

**Labour migration behind the sale of natural wine**

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Viivi Lepistö (Aalborg University Copenhagen)

**Natural wine, culture, and labour: a multi-sited ethnographic study of translations across sites**

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Maximilian Krüger, Michael Völker, Debora de Castro Leal (University of Siegen)

**The art of viticulture on a damaged planet: biodynamics and alternative philosophical foundations for the adaption of viticulture to the anthropocene**

**10:40**      **Coffee break**

#### 11:10 .....Session 2: New spaces and places

Jue Peng, Robert Hassink (Kiel University)

**Change agency, habitus and path development**

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Xiangchun Zheng (University of Helsinki)

**Perceiving Terroir: Producing Wine in the Baltic and Eastern Himalayas under Global Climate Change**

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Kim Schumacher, Thomas Neise, Andrzej Tucki (Osnabrück University)

**Polish wine: Networks, markets and knowledge transfer**

Mareike Pampus (Martin Luther University Halle-Wittenberg)  
**Resilient Vines: Crafting Renewal in a Scarred Landscape**

12:50      **Lunch**

13:50 ..... **Session 3: Territorial changes**

Yiğit Evren, Ezgi Akdoğan Odabaş (Yıldız Technical University, Istanbul)  
**Making Wine in Turkey: Challenges and Survival Strategies**

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Robin Larsimont, Cándida Gago García (University Complutense de Madrid (UCM))  
**Marks of distinction and experiential wine tourism in the uco valley (argentina) and rioja alavesa (spain). Towards a multi-dimensional and trans-scalar theoretical framework for comparing different winescapes**

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Nicholas Groat (University of Sheffield)  
**Persistent Practices: Spatial and Sociotechnical Dynamics of Winemaking in Early Historic South-Central Asia**

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Daniel Monterescu (Central European University)  
**The Uses and Abuses of Terroir: Wine Across Imperial Borders and Colonial Frontiers**

15:30      **Coffee break**

16:00 ..... **Session 4: Valuation and qualification in the wine industry**

Stefano Ponte (Copenhagen Business School)  
**Exploring the geography and political economy of value: What we can learn from South African and Italian 'winescapes'**

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Gerhard Rainer (Catholic University of Eichstätt-Ingolstadt)  
**Geographies of wine rankings**

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Leo Grassi, Robert C. Kloosterman & Niels Beerepoot (University of Amsterdam)  
**Wine making and Economic Development in the Abruzzo Region. A Global Production Network Approach**

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Steffen Wippel (German Institute for Global and Area Studies (GIGA))  
**Wine-growing in North Africa: Branding and Qualifying a Controversial Product in Difficult Political and Economic Circumstances**

## Conference day 2: February 23rd

### Venue:

University of Eichstätt  
Kapuzinergasse 2, 85072 Eichstätt  
room KAP 018

### 09:00 .....Session 5: Changing wine networks

Sebastian Will (University of Education Freiburg ), Antonia Appel (University of Freiburg)

**Between cooperation, competition, and climate change: Social networks in the wine region of Palatine**

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Hart Feuer (Kyoto University), Daniel Monterescu (Central European University)

**Recalibrating Terroir for Asia: Heritage Sake and Wine in Japan**

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Pujo Semedi (University Gadjah Mada - Indones)

**Vineyard inheritance and Weinschmierere in Kaiserstuhl. Agrarian aspects of Baden-Wurttemberg wine making, 1850s - 2010s.**

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Olivia Lindsay (University of Cambridge)

**Winemakers in Languedoc-Roussillon: Resilience, 'Good Taste' and 'Bad Reputations'**

10:40      **Coffee break**

### 11:10 .....Session 6: Sustainable wine growing

Tatiana López (University of Würzburg)

**Digitalization as a driver of sustainability transition in the South African wine industry?**

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Anika Zorn, Susann Schäfer (Friedrich-Schiller-University Jena)

**Extra-regional transfers of environmental innovations and green industry creation without institutional support - the case of the Danish wine industry**

—

Joseph Scala (University of New Mexico)

**Sustainability and Heritage: The Past and Future of Wine Production in Valle de Guadalupe, MX**

—

Ana Esquinas Rychen (University St. Gallen)

**Sustainability transitions in Spanish Denominations of Origin: the case of Ribera del Duero and Rueda**

12:50      **Lunch**

**13:50 .....Session 7: Wine and changing traditions**

Stella Moss (Royal Holloway, University of London)

**'Wine Without Worry': Supermarkets, Consumers and the (Re)Negotiation of Good Taste in Britain, 1960s-1990s**

Christof Schöch, Claudine Moulin, Joëlle Weis (Trier University)

**Historical wine labels as pointers to places and spaces of wine cultivation, production and distribution: A case study from the German Mosel region**

Takumi Fukaya (Kyoto University)

**Interplay between Wine and Food Culture: A Case Study of Wine Making and Game Meat in Tuscany**

L. Sasha Gora (University of Augsburg)

**Message on a Bottle: Wine, Territory, and Indigenous Land in Canada and Australia**

**15:30 Closing of the conference**





*Abstracts*

# WINE PLACE SPACE

*Global geographies of wine cultivation,  
production and consumption*

## *Future in a bottle? On the making of ‚progressive wine‘ and much more*

*Nils Julian Meiß (University of Cologne)*

In recent years, new types of wine projects are emerging which promote changes towards more sustainable wine grafting, high quality production and responsible drinking cultures. Not a few of the related initiatives are run by young winemakers who address multi level shifts in the structural viticulture. In doing so they also contribute to the emergence of diverse identities around spaces of wine consumption. As a result, new communities and places are created beyond the traditional wine-producing regions and networks while at the same time the connection is sustained. A particular example of this development are urban wineries that are aimed at specific communities and lifestyles. Their entrepreneurship, wine growing techniques, structural organization and branding activities seem to differ substantially from the established wineries.

In the workshop I would like to present a comparative case study of two urban wineries from Cologne, Germany which represent what I'm tentatively calling ‚progressive wine‘. The comparison allows me to discuss the creation of social belonging and place making practices that lead to new geographies of wine. I argue that both wineries show a differential practice of wine-making that can be captured with a theoretical perspective informed by spatial theories and Practice Theory. To date, the character of this research is more exploratory and preliminary. It is based on not-intended and non-structured fieldwork. The aim is to discuss and concretize further lines of investigation in order to develop a qualitative analysis framework which could then be used to integrate more cases.

## *Labour migration behind the sale of natural wine*

*Marlene Spanger, Magnus Andersen (Aalborg University Copenhagen)*

In the recent decade, natural wine has become an omnipresent symbol of the green transition within agriculture in the Global North. Celebrated as a sustainable luxury product due to its emphasis on organic, biodynamic or regenerative farming principles, manual harvest, and refusal of additives, natural wine exemplifies a recent shift in agricultural production that reverses the industrialized conventional farming methods in favour of traditional, local modes of production where the entire production process is done by hand. As an agricultural product intertwined with a plethora of social and cultural processes, this shift has made natural wine a popular product, in particular in Denmark, as a part of the so-called New Nordic Kitchen that rests on ideas of creativity, localism and sustainable food consumption. Despite the strong emphasis on the cultural image of natural wine, attention has recently been drawn to the lack of social sustainability, justice and working conditions behind the bottle. Like in many other areas of the agricultural, food and restaurant industries, we assume that a large part of the workforce in the fast-growing natural wine industry is predominantly cheap temporary migrant labour both in the vineyards, due to the need for manual labour, and in the restaurant industry. This paper takes point of departure in the case of Copenhagen discussing how 'nature' and environmental sustainability are interpreted and applied by some of the actors e.g. importers, winebars etc. representing the natural wine industry.

## *Natural wine, culture, and labour: a multi-sited ethnographic study of translations across sites*

*Viivi Lepistö (Aalborg University Copenhagen)*

The article provides multi-sited ethnographic insight into the intertwinement of natural wine, culture, and labour by tracing the journey of natural wine from rural viticulture on Mt. Etna in Sicily to the urban culinary capital of Copenhagen in Denmark. Natural wine is defined by the shift in agricultural production away from industrialized methods and towards traditional, manual means of production. The article contributes to the growing literature on natural wines, highlighting a gap in research on labour perspectives in the viticultural industry, which encompasses the journey of wine from production to distribution, sale, and consumption.

Through a post-Marxist lens, this paper will examine the intertwinement of nature, labour, technology, and culture, and the ways in which knowledge and ideologies are translated from the rural sites of production to the urban sites of consumption. The purpose of the article is to analyse this translation process: natural wine starts as an agricultural product that demands skill, tradition, and knowledge and, along the journey to the urban centre, transforms into a highly valuable cultural product, one that is an extension of the New Nordic philosophy with its attachment to the fine-dining scene. I argue that the heightened cultural value assigned to natural wine in urban settings eclipses its labour-heavy production, highlighting instead wine's cultural and social importance as a signifier of tradition and a solution for a healthier environment.

## *The art of viticulture on a damaged planet: biodynamics and alternative philosophical foundations for the adaption of viticulture to the anthropocene*

*Maximilian Krüger, Michael Völker, Debora de Castro Leal (University of Siegen)*

For considerable time, a small but growing number of winemakers across the globe have been engaged in developing ecofriendly means of producing wine. Such approaches that attempt to minimize negative impact or even regenerate ecosystems through viticultural practices gain increased urgency in the crises of the anthropocene, and winemaking can become an 'art of living on a damaged planet' (Tsing et al., 2021?). Especially the ideas of biodynamic agriculture have been hugely influential in this regard, to the extent of being dominant, as they offer a philosophy, a practice and a community to those who deem a common label of organic farming insufficient. In our presentation we reflect on the role biodynamics play for viticulture in the anthropocene and then go on to outline alternative or additional approaches to ground viticultural practice as an art of living on a damaged planet. To this effort we first provide preliminary results from an investigation into what biodynamic philosophy and the associated organisations concretely do for winemakers, in order to understand its influential role and associated benefits and shortcomings. We then go on to collect and outline potential alternative approaches and philosophies that could serve as a foundation for regenerative viticultural practices as meaningful 'arts of living on a damaged planet', drawing on authors such as Emma Marris, Hartmut Rosa and Robin Kimmerer as well as our own viticultural practices.

## *Change agency, habitus and path development*

*Jue Peng, Robert Hassink (Kiel University)*

Agency plays a crucial role in path development in economic geography. Understanding and interpreting the influence of the geographical context on agency is a key question in economic geography. However, culture, as one dimension of context, is still limitedly understood in economic geography. For instance, it is often constrained to tangible cultural heritage or formal institutions. Bourdieu's notion of habitus, as a disposition system of actors, formed under the influence of regional culture, has found widespread utility in the social sciences for deciphering the intricate interplay between agency and structure, e.g., in education and consumption. However, how habitus affects path development remains understudied in economic geography, especially in emerging industries. Hence, the primary objectives of this paper are as follows: (1) to undertake a comprehensive review of the concepts of agency and habitus; (2) to elucidate the processes of interaction between agency and habitus, including the mechanisms of how habitus changes; (3) to explicate the role of habitus in facilitating or constraining path development. In this paper, we introduce the notion of change habitus as a form of agency, complementing the framework of the trinity of change agency. Moreover, we discern between the industrial field and the regional field to enhance the application of Bourdieu's theoretical constructs to economic geography, thereby enriching the discipline's comprehension of context.

## *Perceiving Terroir: Producing Wine in the Baltic and Eastern Himalayas under Global Climate Change*

*Xiangchun Zheng (University of Helsinki)*

Global warming has driven wine-growing to spread to the Baltic Sea region. In this process, although the meteorologic techno-science has been applied to detect and predict vine-growing in the Baltic, it is difficult to offer the data at a specific natural and social scale, especially more difficult under cool climate conditions with many uncertain varies than the stable conditions usually preferred for vineyards. The micro-scale in the wine world, namely *terroir*, which combines the niche elements of soil, slope, sunlight, wind, water, rainfall and grape varieties, may create the wine with specific flavors and aromas. Moreover, the wine growers and winemakers, relying on their firsthand experience, usually can directly perceive of, and cope with, the changes of climate and their environment in the scale of *terroir*. Thus, this paper, at the interaction of sociology and anthropology, tries to conduct a comparative study of the wine regions in Baltic, a coastal region, and Eastern Himalayas, a mountainous region, both of which are experiencing climate change under cool climate conditions. I am interested in mapping out how the wine producers perceive, practice and explore possible changes in environmental characteristics such as soil, water, rainfall, grape varieties, as well as changes in social surroundings, involving social regulations, forces and outcomes. By adopting the methods of ethnographic observation, in-depth interviews and internet texts, I aim at exploring the valuable knowledge accumulated by those wine producers, which the scientific database typically lacks.

## *Polish wine: Networks, markets and knowledge transfer*

*Kim Schumacher, Thomas Neise, Andrzej Tucki (Osnabrück University)*

In the last two decades a still small but fast growing viticultural sector has been established in Poland. Implementation of EU rules, changes of regulations regarding alcohol production and distribution as well as more favorable climatic conditions have propelled this development. In June 2023 we conducted a case study in the Vistula river region north of Lublin in eastern Poland. The qualitative research focused on an understanding of the newly established values chain of wine production and its spatial configuration, including the network and motivation of the actors as well as marketing issues and how the necessary knowledge was acquired. Additionally, the interconnections with the tourism sector in the rural region of Kazimierz Dolny, which is frequented by tourist from the Warsaw and Lublin agglomeration, was examined.

Preliminary results indicate a small but vital network of actors who have often taken up viticulture as a lifestyle choice, profiting from a rising demand of regional food produce and the transformation of regional tourism (imaginaries). The development path is quite distinctive from those in the traditional wine growing areas in western Central Europe. Also the production and rising demand for a locally produced wine can be seen as part of a still ongoing transformation processes in a post-socialist society.



## *Resilient Vines: Crafting Renewal in a Scarred Landscape*

*Mareike Pampus (Martin Luther University Halle-Wittenberg (MLU))*

The vineyard at the Geiseltal lake in East Germany is a man-made creation within a landscape historically marred by coal mining, revealing a profound testament to the interplay between human creativity, more-than-human entanglements, and nature's resilience. The once-barren expanse, marked by the scars of heavy industry, now showcases a six-hectare vineyard that stands as an embodiment of renewal. Situated on a specifically crafted slope, the vineyard's geometry captures sunlight with precision, facilitating the flourishing of thirty thousand grapevines against the backdrop of a coal-scarred past.

Central to the vineyard's success is the innovative incorporation of a man-made lake, which releases accumulated heat to the hillside, safeguarding the delicate roots of the vines against frost's threat. In return, these roots help stabilise the slope, preventing erosions. The vineyard also features pockets of lush greenery and is nurtured by strategically placed straw to retain rainwater. Adjacent to the vineyard, a herd of endangered red highland cattle thrives, contributing both through purposeful grazing and the natural enrichment of the soil through their manure, thus fostering a carefully-crafted ecosystem. The soil itself, a blend of compacted detritus, narrates a history rooted in industrial processes. It is the spoil tip of waste material, that was once removed from the earth during mining operations and then piled on a heap. This unique composition mirrors the vineyard's essence—an embodiment of human intervention and nature's unwavering tenacity.

This paper explores the intricacies of the vineyard's creation, drawing on the rich tapestry of human ingenuity, environmental adaptation, and the interplay between rejuvenation and a scarred past. Additionally, set in a more-than-human geographies context, the paper not only underscores the potential of practices to adapt and respond to the challenges posed by environmental damage and ecological crisis, but investigates the transformative power of more-than-human and human collaboration in landscapes once deemed irreparably damaged.

## *Making Wine in Turkey: Challenges and Survival Strategies*

*Yiğit Evren, Ezgi Akdoğan Odabaş (Yıldız Technical University, Istanbul)*

The wine industry is a fertile research ground for academics, particularly economic geography scholars who examine various aspects of local and regional economic development. In this paper, we aim to contribute to the resilience debate (the agency-based framework in particular) by bringing empirical evidence from the Turkish wine industry. Over the course of the last twenty years, this sector has experienced a slow-burn crisis that has been heavily influenced by political factors. The imposition of escalating tax rates, the restriction on internet sales involving alcoholic beverages, and the prohibition on the wholesale trade of wine serve as examples of controversial policies enacted by the conservative government. In the context of an institutional framework that does not support the production of wine, it has been observed that the wine-grape growing area in Turkey has experienced a notable decline since the second half of the 2000s. Additionally, there has been a substantial reduction in the number of local wineries operating within the country. This study focuses on the surviving winemakers within the Thrace region, which is recognised as a notable locale for wine production in Turkey. Our main goal is to seek answers to the following research question: How have the winemakers in Thrace managed to overcome those purposeful and highly controversial institutional challenges? The empirical study was conducted as qualitative research, utilising a sample size of 30 qualitative interviews. The participants consisted of owner-managers from 25 small and medium-sized firms, as well as 5 wine experts located in Thrace. The results of our study demonstrate the formation of two groups of producers with differing agendas, capabilities, and resilience strategies. We also observed a place-based leader who has significantly contributed to the development of collective agency in the region of Thrace.

*Marks of distinction and experiential wine tourism in the Uco Valley (Argentina) and Rioja Alavesa (Spain). Towards a multi-dimensional and trans-scalar theoretical framework for comparing different winescapes*

*Robin Larsimont, Cándida Gago García (University Complutense de Madrid)*

In this presentation we explore processes of landscape transformation in relation to experiential wine tourism through a multidimensional and trans-scalar lens. We focus (for illustrative and exploratory purposes) on two famous wine regions, the Rioja Alavesa (Spain) and the Uco Valley in Mendoza (Argentina). Drawing on qualitative methodologies, fieldwork and the analysis of secondary sources (triangulating interview materials, business reports, websites, cadastral maps and censuses), we center on two pioneering corporate projects led by Bodega Marqués de Riscal in Spain and Bodega Salentein in Argentina. We aim to unravel their respective strategies of distinction (uniqueness, originality and authenticity) as well as their material, discursive and symbolic marks on their regional winescape. Our theoretical-methodological framework, inspired in spatial trialectics (Lefebvre, 1991) seeks to identify similarities and divergences in relation to their respective territorial anchorage and articulation with the global tendency to create standardised singularities. The diagnosis of the spatial configurations of these dynamics highlights tensions between differentiation and standardisation/banalisation processes of wine tourism experiences. It also demonstrates that behind these idyllic winescapes lie complex, non-linear and contested territorial processes dependent on power relations and scalar arrangements.

## *Persistent Practices: Spatial and Sociotechnical Dynamics of Winemaking in Early Historic South-Central Asia*

*Nicholas Groat (University of Sheffield)*

The contemporary wine industry employs a vernacular steeped in ideas of appellations, terroirs, and geographic regions to define distinct areas and identities of winemaking within the modern global economy. Consequently, this has profoundly shaped historical perspectives on winemaking, becoming interweaved with current political narratives and narrow national paradigms. Crucially, such a view overlooks the intrinsically social context of technology that helps formulate winemaking traditions and practices. In seeing wine as the product of a multitude of sociocultural factors, this paper presents a renewed view of winemaking in early historic South-Central Asia (approximately 6th c. BCE - 4th c. CE), taking a spatial and sociotechnical approach to activities related to wine production. Long-term perspectives on change in South-Central Asia have positioned wine as a commodity indicative of increasing contact with the Mediterranean from Macedonian and Achaemenid nexuses eastward, and privileging discussions on consumption, economics, and trade administration. Thus, through evaluating evidence for viniculture and wine production in ancient Gandhāra and Bactria (encompassing parts of modern Pakistan, northern India, and Afghanistan), this paper illustrates some preliminary ideas on how wine production practices were modified, maintained, and adapted in a dense area of cultural interaction away from regionalist diffusion-led dialogues. Furthermore, it situates winemaking as a technological practice within the wider context of changing settlement dynamics and political systems. Hence, by combining archaeological, historical, and anthropological information, this analysis seeks to highlight the impact of interactions between winemaking and other human activities, and questions how early wine production in Gandhāra and Bactria resonates today.

## *The Uses and Abuses of Terroir: Wine Across Imperial Borders and Colonial Frontiers*

*Daniel Monterescu (Central European University)*

How does the political border affect the transnational construction of terroir? This paper traces the production of gastro-politics in contested spaces across political borders. Etymologically related, the concepts of terroir and territoriality display divergent cultural histories. While one designates the palatable characteristics of place as a branded story of geographic distinction (*goût de terroir*), the other imbues the soil with political meaning, defensible boundaries, and collective entitlement. Criticizing the notions of “terroir essentialism” and “environmental determinism,” I propose a typology of terroir as a geopolitical configuration, emerging in colonial and imperial contexts. The dangerous liaisons between terroir and territory are made visible when we examine the quality-space of wine across two border formations: imperial frontiers retreating into national borders in the Old World and expanding frontiers in New World settler colonies. The first is “terroir contraction” which exemplifies in the case of Tokaj and colonial Algeria a strategy of patrimonialization and nationalization of wine in nation-states emerging in the shadow of the Austro-Hungarian and the French Empires. The second strategy of “terroir expansion” characterizes settler colonial projects of taming the wilderness in the aftermath of the British Empire (Israel/Palestine, Australia). The dialectic of expansion and contraction reframes the relations between borders of different scales (natural, national, imperial, colonial) and the power of wine to define settler and indigenous identity.

## *Exploring the geography and political economy of value: What we can learn from South African and Italian 'winescapes'*

*Stefano Ponte (Copenhagen Business School)*

Understanding the geographic (re)configurations of global value chains requires an explicit engagement with processes of value creation, appropriation and redistribution and the different forms of power that underpin them. These dynamics take place through a variety of material, symbolic and experiential undertakings that combine tangible and intangible content. Value is not only embedded in the physical manifestations of convenience, taste, texture and intrinsic quality – but also through immaterial content, such as branding, singularity or geographic origin of products and the experiences they are connected to, such as gastronomic tourism.

This paper takes a critical look at the wine value chain, where ideational and performative processes are tightly embedded in the very material actions of growing grapes and making, trading, buying and drinking wine. Valuation processes also relate to imaginaries of terroir and nature, taste and aesthetics, sustainability and authenticity, and the supposed beauty of vineyards and wine tourism destinations. The production, trade and consumption of physical wine is thus deeply enmeshed in specific winescapes – actual territories and landscapes that can be visited -- but also wine-escapes, imaginaries of taste and belonging that allow us to ignore the human and natural exploitation that can be involved in the production and distribution of wine.

Through the analysis of selected winescapes in South Africa and Italy, this paper explains how power is exercised in the contemporary wine value chain, by whom, and with what consequences for producers, workers and nature – both in the Global South and the Global North.

## *Geographies of wine rankings*

*Gerhard Rainer (Catholic University of Eichstätt-Ingolstadt)*

Recent interdisciplinary social science research has stressed that ratings and rankings have strongly gained in importance in social life in the last decades. The boom of ratings and rankings must be considered as embedded within a general tendency of quantification of social phenomena in what has been termed an “audit society” (Power 1997). Rankings – whether they numerically order schools, states, universities or consumer products – have become key means of valuation in contemporary society. Surprisingly, neither the emergence of rankings for all kinds of different phenomena nor the rapid growth of interdisciplinary social science studies on rankings’ importance for social order have found their expression in the field of geography. From a geographical point of view and taking the example of the boom of wine rankings, I pose the question why rankings became so influential and successful in recent times and how they have changed geographies of valuation within the wine industry.

## *Wine making and Economic Development in the Abruzzo Region. A Global Production Network Approach*

*Leo Grassi, Robert C. Kloosterman & Niels Beerepoot (University of Amsterdam)*

Within Italy, Abruzzo is one of the most important wine producing regions, notably with its famous 'Montepulciano d'Abruzzo' red wine which is one of the few Italian 'best sellers' globally. The Abruzzo region, however, is still considered by the EU as a lagging region in terms of economic development.

This paper focuses on the issue how wine making could make a larger contribution to the regional economy by capturing more of the value created within Abruzzo. To address this question, we use an analytical framework which distinguishes two key ideal-types of business models of wine making: i) competing on price and selling large quantities; and ii) competing on quality and selling small quantities against relatively high prices. We then apply a global production network lens which distinguishes different phases (from the grape to the bottle), and, crucially, highlights how networks of different types of wine production are governed and which actors are able to capture a substantial part of the value created in the network. The potential contribution of winemaking to the regional economic development of Abruzzo, hence, is translated into the strategic research question regarding the role and the location of key actors in the production networks of winemaking.

This framework has guided our empirical work consisting of desk research and extensive fieldwork of observation and interviewing wine producers and key informants in Abruzzo. Our main finding points at the strategic importance of locally embedded quality wine producers.



## *Wine-growing in North Africa: Branding and Qualifying a Controversial Product in Difficult Political and Economic Circumstances*

*Steffen Wippel (German Institute for Global and Area Studies (GIGA))*

From a global perspective, winemaking in the Middle East and North Africa faces the challenges of presumed regional identities and widespread cultural imaginaries as alcohol-averse Muslim countries, and often generates astonishment that wine is grown, sold, and consumed to any significant degree in this part of the world. Indeed, winegrowers have to contend with fierce internal debates and struggles between Islamists, both from extremist groups and within governments, and not always very democratic secularists who defend freedoms in this regard. Nevertheless, viticulture has existed in this region since ancient times and, after some ups and downs during the Islamic period, was revived under colonial rule, while its fate after independence varied considerably from one country to another, depending on the political circumstances. In recent decades or years, some countries, from the Levant to the Maghreb, have experienced a new wind and are striving to come up with new varieties and better qualities that need to be made widely known.

The proposed paper presents but some initial thoughts in view of a new research project to be developed. After a brief overview of the (re-)emergence of wine production in Morocco and Tunisia, it takes a first, provisional look at current wine branding in these two countries, where available, in comparison to wine marketing in previous decades, with a focus on tools, forms, and content, and situates this within general political and economic local, regional, and global trends. Conceptually, the presentation combines approaches to qualification processes along value chains and the social construction of quality with well-developed critical considerations of branding, which can be seen as an essential element of valuation. Given limited export prospects and in order to be recognised in different markets, there is a particular tendency to adapt to contemporary perceptions, for example in terms of visual design. Moreover, in the case of wine, product branding is intimately linked to place images related to terroir or region and country of origin, which are conveyed, for example, on labels on wine bottles or in advertisements in magazines.

## *Between cooperation, competition, and climate change: Social networks in the wine region of Palatine*

*Sebastian Will (University of Education Freiburg ), Antonia Appel (University of Freiburg)*

German wine-growing regions, which are often characterized by small and medium-sized enterprises, are facing major challenges such as globalization and climate change (e.g. Cardell et al. 2019). To address these difficulties, social networks on a local and regional scale in wine regions seem to be more important than ever. These networks are defined by a variety of forms of cooperation between wine-makers despite the fact that they find themselves in competition for customers. For this reason, we ask how long-established as well as newly built social networks promote climate change adaptation and resilience to international pressures. With references to expert interviews, held with winemakers in the Palatine wine region, we seek to comprehend how these social networks change, intensify, and diversify in the face of global challenges. We find that these networks are important for climate change adaptation, to nurture customer relationships, and to strengthen the marketing of the regional brand. Local networks play a crucial role in achieving the first two goals, while regional networks are more focused on supra-national marketing. Neighbouring winemakers collaborate to organise local wine events that attract and engage customers with their unique wines. Regional branding is primarily accomplished through regional networks. This approach is reasonable because the wine's region of origin is one of the primary factors influencing its price (Outreville & Fur 2020).

## *Recalibrating Terroir for Asia: Heritage Sake and Wine in Japan*

*Hart Feuer (Kyoto University), Daniel Montereau (Central European University)*

Since the early 2000's, the popularity of Europe's favored *sui generis* geographical indication (GI) has exploded in East and Southeast Asia as a mechanism to protect and promote heritage agri-food products. In the course of 20 years, when essentially no country in the region had adopted an independent GI system, today only a few non-adopting outliers or laggards remain. Sake, one of Japan's culinary icons, has gone from a local drink to a global commodity. Originally removed from a discourse of origins, it is now increasingly marketed as a *terroir* product (rice variety, spring water, koji and soil). In this paper, we explore the case of new GI in Japan, namely grape wine and sake, which would be expected to conform to European norms of *terroir* but have, in idiosyncratic ways, diverged from the European model. We show that, due to loose legal requirements, Japanese regional sake associations have mostly invoked their own ideas of *terroir* centered around local understandings of agriculture and the art of brewing. For grape winemaking, the historical separation between farmers and vintners has led to a fragmented inclination to tightly associate the brand with the grape variety. In both cases, the global soft power of European agri-food has triggered debates about the capacity for GI to forge regional ownership and localized expression without compromising the coherence of the European model.

*Vineyard inheritance and Weinschmiererei in Kaiserstuhl.  
Agrarian aspects of Baden-Württemberg wine making,  
1850s - 2010s.*

*Pujo Semedi (University Gadjah Mada - Indones)*

Wine as an agricultural product is inseparable from the harsh and depressing agrarian processes and market relations, which completely contradict the elegant, clean and noble image of wine in European society. Maybe add one sentence here: In this paper, I consider two factors that made wine farming so difficult. First, wine farming in the 19th century suffered from the inheritance system that divided farm-lands to all farmers' children, that led to the decrease of the vineyards' size far below the threshold of economic feasibility. Furthermore, the trade in wine, the fruit of the farmers' back-breaking labour, was also plagued by the falsification of quality, Weinschmiererei, by the middlemen and the wine merchants. Gradually, these two processes led to wealth accumulation in the hands of the few members in the wine producing community. This paper discusses these dynamics in the Kaiserstuhl wine region of Baden-Württemberg and the efforts of the farmers and the government to overcome these problems. The data for this study was collected through participant observation over several summers since 2017 in Kaiserstuhl and archival research through the portal [deutsche-digitale-bibliothek.de](https://www.deutsche-digitale-bibliothek.de).

## *Winemakers in Languedoc-Roussillon: Resilience, 'Good Taste' and 'Bad Reputations'*

*Olivia Lindsay (University of Cambridge)*

For this paper I focus on organic winemakers in the Languedoc-Roussillon region of southwestern France. As a wine region, it produces the most wine in France by volume and has a particular history of resistance, conflict, and resilience (Smith 2016). Within the French vineyard it is not often as highly regarded as the industry-dominating Bordeaux wine region and still often defined by its 'bad reputation', for producing 'table wine'. However today, the region welcomes many newcomers to the industry from all over the country and different backgrounds, facilitated by low land prices.

The main question I'm interested in is:

Who are the contemporary winemakers of Languedoc-Roussillon, how have they responded to evolutions that are particular to the wine market, region and the concept of 'taste' in wine?

Through the experiences of winemakers, I argue that their lived experience resonates with broader social and economic changes taking place in France in the second half of the twentieth century. Firstly, I explore how the French wine market has come to be defined by 'distinction', between 'table wine' and quality wine, good and bad taste, working-class indulgence and bourgeois sobriety. Secondly, I argue that a relation of "cruel optimism" (Berlant 2011) characterizes winemaking and more broadly, the agricultural sector in France, an image at odds with the discourse of terroir. Finally, I develop the idea that contemporary winemaking appears as a "form of life" (Pellizzoni 2022) with different cultural values to the dominant norm while still functioning within the neoliberal market system. I argue that environmental and social concerns have started occupying a more significant position in winemaking, which has become a locus of meaning for alternatives to an "Imperial Mode of Living" (Pellizzoni 2022).

## *Digitalization as a driver of sustainability transition in the South African wine industry?*

*Tatiana López (University of Würzburg)*

The South African wine industry is currently under great pressure to make cultivation and production practices more sustainable. Years of conventional farming practices using chemical products have reduced soil quality and yields. At the same time, wine retailers and supermarket chains from the Global North, which buy about half of South Africa's wine production, are placing increasing emphasis on social and environmental certification. Against this backdrop, a regional digital innovation ecosystem for the wine sector has emerged in South Africa's Western Cape, the country's main wine-growing region. Wine associations, local tech startups, and universities play a central role in developing digital applications and management systems to support the sustainability transition of the South African wine industry and thus ensure the industry's long-term competitiveness. This contribution explores the actors, drivers and barriers of the regional digital innovation ecosystem and critically examines the extent to which current digitalization processes are truly promoting more ecologically and socially sustainable practices in wine growing and production.

## *Extra-regional transfers of environmental innovations and green industry creation without institutional support - the case of the Danish wine industry*

*Anika Zorn, Susann Schäfer (Friedrich-Schiller-University Jena)*

Green regional industries and environmental innovations are supposed to mitigate diverse environmental crises. Institutions play a crucial role in supporting the creation of green industries. Little is known about extra-regional transfers of environmental innovations within an institutionally constraining environment. We develop a framework of green industry creation through extra-regional mobilization of environmental innovations without institutional support. Applying a mixed-method approach, we use the Danish wine industry as a case study to analyze relations and conditions supporting extra-regional transfers of environmentally innovative grape varieties to Denmark. Our results show that Danish winegrowers create a new industry with less fungicide usage by mobilizing resources from other winegrowing regions despite a constraining institutional environment. Legitimacy, agency, and the local market play crucial roles in this process. The findings indicate that under certain conditions local actors can manage to mobilize environmental innovations from other regions and create a new green industry without institutional support.

## *Sustainability and Heritage: The Past and Future of Wine Production in Valle de Guadalupe, Mexico*

*Joseph Scala (University of New Mexico)*

As of 2023, the largest wine region in Mexico is Valle de Guadalupe in state of Baja California, responsible for 85% of the total wine production. While wine has been produced in the region since the 1500s, the development of this region's modern wine industry is relatively recent, which began to take shape in the late 1980s and has experienced relatively constant growth ever since. The region's unique history and geography have also allowed for the development of local foods and wine as prized cultural commodities. The US/Mexico borderlands region is also where a recent gastronomic trend is taking hold which couples concepts of sustainability and heritage to integrate regional comestibles into global markets. Through interviews with small and medium-scale wine producers in Baja California, carried out in the Summer of 2023, this project reveals three primary areas for future inquiry: (1) the historic wine production in the nearby city of Tecate and what factors resulted in the movement of wine production southward to Valle de Guadalupe, begging the question, does the region's current wine industry face a similar fate? (2) The modern role of the Mission grape in the wine industry and how its marketization is embedded with discourses of heritage and sustainability. (3) How is the tourism industry in Baja California constructing a regional heritage that is in turn marketed to the United States? What is the relationship between the tourism industry and the unsustainable growth experienced by many winemakers? I intend that these three areas of inquiry will be explored further and developed into a doctoral dissertation.



## *Sustainability transitions in Spanish Denominations of Origin: the case of Ribera del Duero and Rueda*

*Ana Esquinas Rychen (University St. Gallen)*

Sustainability has become a goal for all systems that fulfil a social function. Within agri-food systems, wine is also experiencing a pressure towards more sustainability. Spain is one of the most relevant countries in the wine sector and has undergone a profound transformation towards a quality system based on designations of origin (DO). Taking as a case study the Protected Designations of Origin of Ribera del Duero and Rueda, I analyse the potential sustainability transition of the designation of origin, understanding the latter as a socio-technical system. The recognition of these two wine regions is based on a differentiation of their production based on quality and linked to origin and tradition. Combining the theoretical frameworks of the multilevel perspective (Transition Studies) and the Theory of Conventions I develop an innovative framework to analyse the sustainability transition of these two wine regions. Analysing the discourse of different groups of actors associated with the DO, I argue that the change towards sustainability is ongoing, but following a slow trajectory of transformation. I argue that this slow transformation is related to a lack of demand, which is quality-oriented, but still does not request the attribute of sustainability very strongly. This fact discourages the implementation of initiatives at the risk of dis-aligning supply with consumer demands. Niche innovations such as natural wine production are not yet sufficiently developed. Blockages to transition are found at the level of the Designation of Origin, which could play a larger role in implementation of sustainability strategies.

## *'Wine Without Worry': Supermarkets, Consumers and the (Re)Negotiation of Good Taste in Britain, 1960s-1990s*

*Stella Moss (Royal Holloway, University of London)*

Having long been associated in Britain with sophisticated dining among the affluent, from the 1960s onwards wine-drinking became increasingly commonplace, including in socially mobile working-class communities. From 1960 to 1970 consumption doubled from 3.6 pints per head per year to 7 pints. By 1980 this had leaped to 17.9 pints, and by 1990 to 32.1 pints. This significant change was underpinned partly by a parallel interest in European and 'foreign' foods, with ideas in good taste expanding from the bland and boring diet of post-war restriction via a greater willingness for imaginative experimentation. Of pivotal influence was the growing rise of holidays in Europe, as the cost of travel fell and more Britons were able to experience first-hand the pleasures of continental cuisine on package holidays and camping jaunts. Supermarkets were quick to capitalise on demand for 'new' foods like pasta and, as part of this trend, were issued with licences to sell alcohol for the first time. This in turn played into the growing trend towards home-based recreation as domestic living standards rose. By now, a glass of wine was not just an annual treat at Christmas, but for many had become a more regular feature of family life.

Supermarkets played a pivotal, and hitherto neglected, role in promoting the rapid rise of wine-drinking in Britain. Lacking the kind of familiarity fostered by centuries of domestic viniculture, British drinkers sought guidance from networks of supermarket retailers in negotiating the socially and culturally freighted habits of wine purchase and consumption. Focussing on the leading retailer Sainsbury's, this paper reveals the ways in which supermarkets articulated a multi-layered approach to wine-marketing, invoking at the same time appeals to both the exotic and the familiar as they worked to convince British consumers they too could become knowing, authentic wine drinkers. The turn to New World wines especially from the 1980s saw a continuation of this dynamic, albeit refracted through a lens of post-imperial nostalgia as Britain reimagined its relationships with some of its former colonies as they rose to new prominence via their viticultural prowess. In foregrounding historic British drinking cultures in the recent past, this paper, then, offers insights into the (re)negotiation of place and space - both real and imagined - as wine underwent a period of social and cultural recalibration in the important UK import market.

## *Historical wine labels as pointers to places and spaces of wine cultivation, production and distribution: A case study from the German Mosel region*

*Christof Schöch, Claudine Moulin, Joëlle Weis (Trier University)*

Wine labels are important economic and cultural artefacts that contain a rich variety of information, whether legal, linguistic, aesthetic, economic or cultural (Obis 2018, Sachse-Weinert 2019, Charters et al. 2022). Among other things, wine labels contain numerous references to places and spaces relevant to wine cultivation, production and distribution or even consumption, both in their textual content and the images they use. Such references can concern the vineyards where the grapes were grown, the wine-makers, villages or towns where the wine is produced and bottled, or the towns and cities from where the resellers ship their wines.

The project we are reporting on in this submission leverages these references on wine labels, but does so with two additional twists. First, we are interested not only in contemporary wine labels, but even more so in historical wine labels and the references to sometimes lost or forgotten places they contain, such as vineyards or winemakers (Christoffel 1979, Klaub & Mühlhölzer 1997). Second, we are digitizing our wine label collections and using data models and digital methods to describe, enrich, analyse and visualize the labels. The result will be a rich network of information, in the form of linked open data, opening up new perspectives for the investigation of the cultural history of spaces of wine cultivation, production and distribution.

Based on our data from the Mosel region, one of the oldest wine-making regions in Germany (Laufner et al. 1987), we will showcase our approach and discuss some of the research questions that can be addressed using our data (Weis and Schöch 2024 / in press).

## *Interplay between Wine and Food Culture: A Case Study of Wine Making and Game Meat in Tuscany*

*Takumi Fukaya (Kyoto University)*

There is a close relationship between wine and food culture associated with the region where the wine is produced. This presentation, based on a case study of the wineries in Tuscany (Italy), aims to anthropologically analyze this relationship, addressing not only sensory and practical aspects in the vineyards (place), but also external factors such as tourism and politics.

The Tuscans have an idealized notion that food they consume should be grown, hunted, or produced in their geographical and conceptual place. It is true that their wine making is imbued with sensory and practical involvement with wild animals, establishing a close connection between wine and game meat. But, at the same time, local food circulation is a mere product of idealization. In fact, industrialized wine production in the region now commonly imports and blends grapes from other regions, and wild game meats are rarely consumed due to its unpredictable availability.

Furthermore, the Tuscan producers actively utilize the certification, a political institution and re-import the ideas surrounding Tuscany that are spread by tourism, reinforcing those narratives by adding their historical understanding of food and their food identity. Consequently, wine and game meat in Tuscany are not always simply rooted in their place, but are interconnected through various factors like daily sensual experiences and practices related to wine and food, historical understanding and narratives, as well as politics, economics, and tourism.

## *Message on a Bottle: Wine, Territory, and Indigenous Land in Canada and Australia*

*L. Sasha Gora (University of Augsburg)*

In addition to grapes and time, wine contains ideas about where and how to live—ideas about civilization and conquest. And in settler colonial states, like Canada and Australia, wine tells stories about historical and ongoing geographic expansion and cultural imperialism. In *Empires of Vines: Wine Culture in America*, the historian Erica Hannickel argues that because of wine's important standing in Western culture, as exemplified by ancient Greece and Rome, grape cultures have been more explicitly expansionist compared to other agricultural products (2013, 7). Departing from wine's colonial history, this paper presents two case studies that highlight the entanglement between wine, territory, and Indigenous land. Both cases will contribute to the workshop's consideration of topics such as globalization and distinction, identities and cultural imaginaries, and space and place.

The first case study profiles NK'MIP Cellars: the first Indigenous-owned winery in North America, which is in the Okanagan Valley in British Columbia, Canada. Its name translates from the Okanagan language as "bottomland," reflecting the winery's location on the tip of the Osoyoos Indian Reserve. The second case study chronicles the practice of adding land acknowledgements to wine labels made by settler vintners in Australia. Two wineries in the Adelaide Hills, for example, Jauma and Commune of Buttons, changed their 2020 bottles to read "Peramangk Country" rather than the former "Basket" or "Forest Range." But because of wine's expansionist history, I ask: to what extent can it contribute to conversations about reconciliation and Indigenous land reclamation?