



**TOR VERGATA**  
UNIVERSITÀ DEGLI STUDI DI ROMA



**MASTER  
IN ECONOMIA  
E MANAGEMENT  
DELLE ATTIVITÀ  
TURISTICHE  
E CULTURALI**

## **“Wine tourism and brand authenticity: the case of Antonelli Italian winery”**

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# Introduction

**This lesson explores what wine brand authenticity is, with special regards to brand authenticity in the new Era of Digitalization.**

The following slides explain what brand authenticity is (with a focus on its antecedents and consequences), along with the contexts that studied the phenomenon.

The lesson is supported by a single case study on an **Italian winery**, a leading one in the **sector of wine tourism, the Antonelli winery** (based on the following scientific article: : Mingione, M., Bendixen, M. and Abratt, R. (2020) "Uncovering the sources of brand authenticity in the digital era: evidence from an Italian winery" Sinergie Journal of Management, Vol. 38 No. 1, pp- 181-205. ISSN: 0393-5108. DOI 10.7433/s111.2020.11.)

Thanks to this lesson, **knowledge on brand authenticity in the context of wine tourism** can be acquired. A special focus on **wine tourism Post-Covid** is also highlighted. In particular, readers we can learn:

- *The specific sources of brand authenticity in the new era of digitalization*
- *What responsibilities a brand face in the digital age, when attempting to maintain its authenticity*

# Brand authenticity

## *Literature Review (I)*

### Brand authenticity forms and antecedents



**Objective:** indexical, tradition, quality, provenance, ageless, longevity, naturalness, heritage



**Subjective:** iconic, sense of community, participation, originality, uniqueness and innovativeness



**Existential:** morality, sustainability, integrity, and ethicality

# Brand authenticity

## *Literature Review (II)*

Brand authenticity in the wine  
tourism



***More in general:*** what is real, genuine and true



***In the specific context of luxury wine tourism:*** heritage and pedigree, consistency, quality, relationship to place, the method of production, and downplaying commercial motives



# Brand authenticity

## *Literature Review (III)*

### Consequences of brand authenticity



Brand and consumers' **trust, legitimization, reliability, credibility**



Consumers' willingness to **purchase** and to **pay price premium**



Brand and consumers' **loyalty**



Brand **love, engagement, emotional brand attachment, WOM** (Word of Mouth)



# Brand authenticity *Literature Review (IV)*



Research studying the **wine sector**: Beverland, 2005a,b; 2006; Spillmann & Charters, 2013; Moulard et al, 2015b; **Mingione, Bendixen and Abratt, 2020.**

# The case of an Italian winery: *Antonelli (Montefalco, Umbria, Italy)*



- Produces **red and white wines**
- Situated in **Montefalco DOCG** (Denominazione di Origine Controllata e Garantita) area, **Umbria** region, **Italy**



# Objective sources to be an authentic wine brand



- **Family ties to legacy:** “I mean, this is a winery that's an **historical winery**. So, has been in the **family since 1881.**”



- **Visual identity & stylistic consistency:** “ Our Sagrantino a **label** has been the **same for twenty eight years.**”



- **Place indexical original identity:** “ The **origins**, someone talks about **Plinium**, the sense is that it was a **vineyard** that was **cultivated only here, not many places have this story.**”



- **Traditional methods of production:** “Historically we have used always **large barrels.**”



# Subjective sources to be an authentic wine brand



- **Familiar atmosphere:** “the people that come here to **taste, they feel at home, they sit, ask, drink...**the tourists come back because they were **comfortable.**”



- **Iconic brand experience:** “So we founded a cooking school here.”



- **Multisensory and participative strategy:** “We have a program where people can come and **taste the wine by itself or with food.**” “We've done **nature walk in parks.**”

# Existential sources to be an authentic wine brand



- Collective identity (brand ecosystem): “The arch, is beautiful even we go under it every day we come at work.” “I love our flavors; but when you see them you'll recognize also the brand, so they are always the same since we were born...I fell in love of this winery seeing the cellar of my father, and I fell in love with the arch of the winery.”



- Place care and revitalization (by doing organic): “Brand authenticity to me, it is the quality, the respect for everything, the workers, for the environment and the customers” “Authenticity means to respect the territory, what you get from this territory...first of all we respect the soil, the earth, and the environment being organic.”

## Competitive sources to be an authentic wine brand: *Brand storytelling capabilities*



- **Direct relationships (brand ambassadors):** “Mr. Antonelli is the **best brand ambassador** of our winery, and he **set dinners** for US customers. It's important because they want **to listen to a story.**”



- **No advertising (selected trades, micro-events, magazines):** “We **don't need to advertise ourselves....**So, you participate to **fair trades** like some important wine trades where you can **show the quality** of your wines. But we try to select the right one.”



- **No direct e-commerce & social communities:** “So if you use some **apps** for example, you find **wrong information.** It's **not always a good thing to be online.**”

## Competitive sources to be an authentic wine brand: *Collaborative capabilities & eco capabilities*



- **Collaborative capabilities (coopetition):** “I don't know, but the big question for me is not for Antonelli, is what will be Monte Falco in 10 years...Will be considered one of the top Italian areas or not?...For me this is also up to the producers because if we stay together it can happen.”

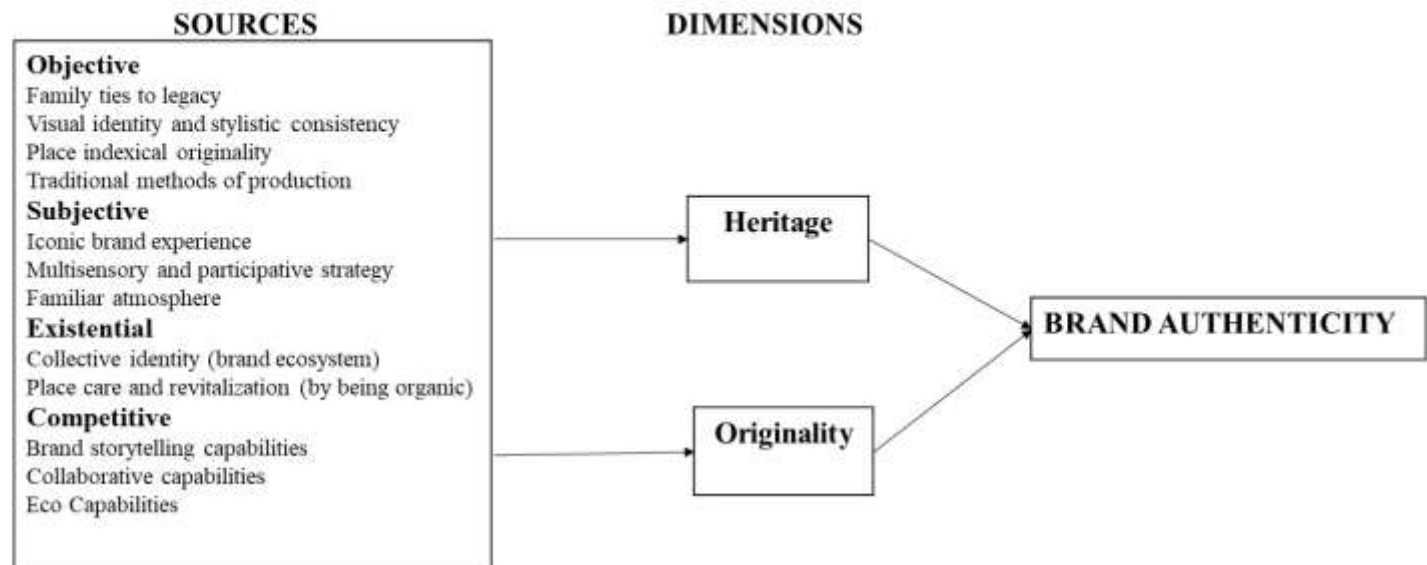
- **Eco-capabilities:** “Being organic is technically it is more difficult, also in terms of timing and efforts, but gives more respect...Those who will succeed will have success in the long time.”



# Conclusion

## *A new model*

A holistic framework is thus suggested to understand what are the **responsibilities and challenges** faced by a **wine brand** when attempting to **create, manage and maintain its authenticity over time and across stakeholders**.



# Conclusion

## *Any suggestion for the wine tourism sector Post-Covid 19?*

In line with the UNWTO (United Nations World Tourism Organization) Webinar on Wine Tourism Post-Covid 19 (<https://www.unwto.org/events/wine-tourism-post-covid-19>), this lesson sheds light on:

