

# 16th International Conference of the Academy of Wine Business Research

**Shaping the Future of Global Wine Business:  
Innovation, Resilience, and Strategic Evolution**

3<sup>rd</sup> - 6<sup>th</sup> February, 2026 | Adelaide University

Adelaide SA, Australia



**Conference Co-Chairs**

Armando Maria Corsi  
David Jaud  
Rebecca Dolan

**Organising Committee**

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Amelie Burgess  
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David Jaud  
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Nathalie Spielmann  
Roberta Capitello  
Simone Loose  
Steve Charters  
Tatiana Bouzdine-Chameeva

## Program – At a glance

### **Tuesday 3 February 2026**

10:00–13:00 AWBR Board Meeting | Union House, Adelaide University

15:00–17:00 Wine Masterclass with Andrew Caillard & Angus Hughson | Barr Smith Library, Adelaide University

17:30–20:30 Welcome reception | Union House, Adelaide University

### **Wednesday 4 February 2026 @ National Wine Centre, Adelaide (SA)**

#### **Industry Forum – Facing the Future | 9:00–14:00**

09:00–10:30 Introduction & Plenary Talks

10:30–11:00 Morning Break

11:00–13:00 Industry Futures Lab

13:00–14:00 Lunch & Networking

#### **Parallel Session 1 | 14:00–15:30**

Track A – Sustainable Wine Tourism

Track B – Trends & Transformations

15:30–16:00 Afternoon Break

#### **Parallel Session 2 | 16:00–17:30**

Track A – Branding, Authenticity & Provenance

Track B – Place, Storytelling & Brand Strategy

#### **BYOB Dinner | 19:00–22:00 (Pick-up 18:00 – 10 Pulteney Street, Adelaide)**

Boatshed Hallet Cove | Hallet Cove (SA)

**Thursday 5 February 2026 @ National Wine Centre, Adelaide (SA)**

**Parallel Session 3 | 09:00–10:30**

Track A – Pinot Noir Around the World

Track B – Digital Marketing & Communication

Track C – Design & Language

10:30–11:00 Morning Break

**Parallel Session 4 | 11:00–12:30**

Track A – Branding & Communication

Track B – NOLO Wines & Innovation

12:30–13:30 Lunch

**Parallel Session 5 | 13:30–15:00**

Track A – Regulation & Trade Dynamics

Track B – Managing Uncertainty & Resilience

15:30–16:00 Afternoon Break

**AWBR Concluding Plenary Session | 16:00–16:45**

**Gala Dinner | 18:30–22:00 (Pick-up 18:00 – 10 Pulteney Street, Adelaide)**

Penfolds – Magill Estate | Magill (SA)

**Friday 6 February 2026**

**Study Tours – (Pick-up 10 Pulteney Street, Adelaide)**

Barossa Study Tour – 7:45–17:45

Adelaide Hills Study Tour – 8:00–17:30

# **Facing the Future: Innovation, Collaboration and Strategy in the Australian Wine Sector**

Wednesday 4 February 2026 | 9:00 – 14:00 | National Wine Centre, Adelaide

## **09:00-09:15 – Welcome & Opening Remarks**

Armando Maria Corsi – President | Academy of Wine Business Research

Rebecca Dolan – Dean – International and External Engagement | College of Business and Law | Adelaide University

Anne Souvertjis – Dean – School of Marketing | Adelaide University

## **09:15 – 9:35: Answering the challenges of the Australian wine sector**

Bryan Fry (CEO)

## **09:35 – 9:55: Responding to the challenges and opportunities**

Martin Cole (Wine Australia)

## **09:55 – 10:10: Industry sentiment about the future of the wine sector**

Simone Loose (Geisenheim University)

## **10:10 – 10:30: Doing wine business research that matters: a tale of two worlds?**

Nathalie Spielmann (NEOMA Business School)

## **10:30-11:00: Morning Break**

## **11:00 – 12:30 – Futures Lab: 3 Big Ideas from Research to Industry (30 mins each)**

Wine & Sustainability – Roberta Capitello (University of Verona) AND Toby Kline (How Sustainability)

Wine & Tourism – Robin Shaw (Wine Tourism Australia) AND Tatiana Boudzine-Chameeva (Kedge Business School)

Wine & Culture – Steve Charters MW (Burgundy School of Business) AND Brendan Carter (Bottle Shock)

**12:30 – 13:00 | Wrap-Up**

What does the next generation need? (Maggie Jarrett – Rootlings & Syuzanna Mosikyan – Adelaide University)

From the research paper to the headline – Translating research into effective and actionable insights (Shirley Fraser – Wine Australia)

**13:00 – 14:00 | Lunch & Networking**

# 16th International Conference of the Academy of Wine Business Research

Conference Program – Delegate Version

Wednesday 4 February 2026 @ National Wine Centre, Adelaide (SA)

## Session 1 - Track A – Chair: Prof. Gergely Szolnoki – Room: Broughton Room

Session	Track theme	Day	Start	End	Paper (Title – Authors)
1A	Sustainable Wine Tourism	4th Feb	14:00	14:15	Sustainable Wine Tourism Defined: A Global Study of Winery-Led Approaches for a Resilient Winescape Ecosystem – Susan Bail, John Culmone, Gergely Szolnoki
1A	Sustainable Wine Tourism	4th Feb	14:15	14:30	Sustainable Wine Tourism in Practice: A Global Study of Industry Best Practice – Susan Bail, Gergely Szolnoki
1A	Sustainable Wine Tourism	4th Feb	14:30	14:45	What Drives Sustainable Wine Tourism? A Cross-Cultural Examination Through Theory Of Planned Behaviour And Sustainable Certification – Tatiana Bouzdine-Chameeva, François Durrieu, Natalia Velikova
1A	Sustainable Wine Tourism	4th Feb	14:45	15:00	Wine Experiences: Do Consumer Engagement, Ethical-Mindedness, Place Attachment, And Locavorism of Consumers Matter? – Babak Taheri, Endrit Kromidha, Girish Prayag, Martin Martin Gannon
1A	Sustainable Wine Tourism	4th Feb	15:00	15:15	The Role of Eco-Wine Tourism in Promoting Sustainable Development in Germany – Gergely Szolnoki, David Schäfer
1A	Sustainable Wine Tourism	4th Feb	15:15	15:30	Track Q&A session

## Session 1 - Track B – Chair: Prof. Steve Charters – Room: Ferguson Room

Session	Track theme	Day	Start	End	Paper (Title – Authors)
1B	Trends and Transformations	4th Feb	14:00	14:25	Cultural Hegemony in the Global Wine Industry – Steve Charters
1B	Trends and Transformations	4th Feb	14:25	14:50	Establishing A New Terroir – A Conceptual Framework of Communication – Jan Bodin
1B	Trends and Transformations	4th Feb	14:50	15:05	New Zealand Wine Industry: Can Adverse Trends and Events Be Overcome? – Paul Woodfield, Erling Rasmussen
1B	Trends and Transformations	4th Feb	15:05	15:20	Tariffs, Taste, And Tourism: Wine Consumption Shifts and Wine Tourism Flows in Nova Scotia Amid U.S.-Canada Trade Conflict – Donna Sears, Terrance Weatherbee

<b>1B</b>	Trends and Transformations	4th Feb	15:20	15:30	Track Q&A session
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**15:30–16:00 Afternoon Break**
**Session 2 - Track A – Chair: Prof. Natalia Velikova – Room: Broughton Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>2A</b>	Branding, Authenticity & Provenance	4th Feb	16:00	16:20	What Keeps Them Coming? A Multi-Year Study Of Young Wine Tourists' Satisfaction At Cellar Doors – Natalia Velikova, Oleksandra Hanchukova
<b>2A</b>	Branding, Authenticity & Provenance	4th Feb	16:20	16:35	Social Representations of Wine Among Generation Z In France: The 5 Revolutions Shaping Consumption – Thierry Lorey, Thierry Saint-Martin, Marc FAGET
<b>2A</b>	Branding, Authenticity & Provenance	4th Feb	16:35	16:50	Social Representations of Rosé Wines from Provence in the United States: How to Create A “Lifestyle” Strategy for Generations Y & Z – Thierry Lorey, Renaud Lunardo, Jonathan Dedonder, Faizul Huq, Natalia Velikova
<b>2A</b>	Branding, Authenticity & Provenance	4th Feb	16:50	17:05	Are The Effect of Rosé Wine Colors on Consumers' Responses the Same Across Cultures? A Replication Of Jaud Et Al. (2025) Among U.S. Consumers – Renaud Lunardo, Thierry Lorey
<b>2A</b>	Branding, Authenticity & Provenance	4 <sup>th</sup> Feb	17:05	17:25	Cork vs. Alternative Closures: How Closure Type and Information Shape Wine Perception Across Old and New World Wine Regions - Dalila Radaelli, Alenica Hässig-Wegmann, Michael Siegrist
<b>2A</b>	Branding, Authenticity & Provenance	4th Feb	17:25	17:30	Track Q&A session

**Session 2 - Track B – Chair: Dr. Paul Woodfield – Room: Ferguson Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>2B</b>	Place, Storytelling & Brand Strategy	4th Feb	16:00	16:20	Conceptualizing The Role of Wine Guides in Co-Creation – Donna Sears, Terrance Weatherbee
<b>2B</b>	Place, Storytelling & Brand Strategy	4th Feb	16:20	16:40	Is There Any Relationship Between Tasting Notes, Ratings and Expert Occupations? – Florine Livat, Michaël Korchia, Hervé Remaud
<b>2B</b>	Place, Storytelling & Brand Strategy	4th Feb	16:40	17:00	From Wine Glass to Vacation: The Influence of Consumer Preferences for Imported Typical Wines on Tourism Destination Intention – Sonia Morandi, Marta Bonioli, Roberta Capitello, Claudia Bazzani, Elena Claire Ricci
<b>2B</b>	Place, Storytelling & Brand Strategy	4th Feb	17:00	17:20	Invisible Labour and Gendered Histories: Women in New Zealand's Family Winemaking Sector – Sarah E Lee, Paul J Woodfield, Heike Schänzel

2B	Place, Storytelling & Brand Strategy	4th Feb	17:20	17:30	Track Q&A session
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**Thursday 5 February 2026 @ National Wine Centre, Adelaide (SA)**

**Session 3 - Track A – Chair: Prof. Jacqueline Dutton – Room: Broughton Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>3A</b>	Pinot Noir around the World	5th Feb	09:00	09:15	Anatomy of the Global Expansion in Pinot Noir Plantings – Kym Anderson, German Puga
<b>3A</b>	Pinot Noir around the World	5th Feb	09:15	09:30	Aspirational Sustainability: How Australian Mid-Priced Pinot Noir Aligns with Evolving Consumer Expectations – Jacqueline Dutton
<b>3A</b>	Pinot Noir around the World	5th Feb	09:30	09:45	Beyond Burgundy? Positioning Pinot Noir In A 'New World' Wine Region – Joanna Fountain, Nikolai Siimes
<b>3A</b>	Pinot Noir around the World	5th Feb	09:45	10:00	Strengthening The Premium Position of Hungarian Pinot Noir: A Strategic Response to Market Contraction – Agnes Csiba-Herczeg, Máté Farkas Kis
<b>3A</b>	Pinot Noir around the World	5th Feb	10:00	10:15	Product Anthropomorphism: The Case of Pinot Noir – Mürşide, Karadeniz, Marion Lieutet, Steve Charters
<b>3A</b>	Pinot Noir around the World	5th Feb	10:15	10:30	Track Q&A session

**Session 3 - Track B – Chair: Prof. Nathalie Spielmann – Room: Ferguson Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>3B</b>	Digital Marketing & Communication	5th Feb	09:00	09:15	Harnessing Ethnographic Research Methods to Understand Shifting Dynamics in Wine and Consumer Culture – Kerrie Lyons
<b>3B</b>	Digital Marketing & Communication	5th Feb	09:15	09:40	The 'Bon Vivant' Sub-Archetype for Prosecco Branding: Creating A Comparative-Visual Map – Joachim Scholz
<b>3B</b>	Digital Marketing & Communication	5th Feb	09:40	10:05	Retail Distribution for Artisanal Producers: When Extending Beyond Direct-To-Consumer Sales Signals Quality – Nathalie Spielmann, Volker Kuppelwieser
<b>3B</b>	Digital Marketing & Communication	5th Feb	10:05	10:20	Climate Change and Wine Tourism - A Comparative Study of Stakeholder Perceptions and Adaptation Strategies in Germany and Georgia – Gergely Szolnoki, Tamari Zakalashvili, Valerie Ogroske
<b>3B</b>	Digital Marketing & Communication	5th Feb	10:20	10:30	Track Q&A session

**Session 3 – Track C – Chair: A/Prof. Camille Saintives – Room: The Gallery Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>3C</b>	Design and Language	5th Feb	09:00	09:15	Ornamental Patterns and Colour Typicality in Wine Label Design: The Impact on Brand Perceptions – Natalia Velikova, Manon Favier
<b>3C</b>	Design and Language	5th Feb	09:15	09:40	From Boxed Wine to Authenticity: The Order of Progress in Wine Language Across Consumer Expertise – Damien Wilson
<b>3C</b>	Design and Language	5th Feb	09:40	10:05	Linguistic Influences on Consumer Perceptions – Chris Dipardo, Antonia Mantonakis, Nathalie Spielmann
<b>3C</b>	Design and Language	5th Feb	10:05	10:20	The Influence of Embossing on Willingness to Buy: The Mediating Role of Sophistication – Camille Saintives, David Jaud, Manon Favier
<b>3C</b>	Design and Language	5th Feb	10:20	10:30	Track Q&A session

**10:30–11:00 Morning Break**
**Session 4 – Track A – Chair: Prof. Donna Sears – Room: Broughton Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>4A</b>	Branding and Communication	5th Feb	11:00	11:20	Branding in the Fog: Provenance, Ambiguity, And Authenticity Challenges in Nova Scotia's Wine Industry – Donna Sears, Terrance Weatherbee
<b>4A</b>	Branding and Communication	5th Feb	11:20	11:35	Leveraging Social Media for Competitive Advantage: An Exploratory Study of Family Wine Businesses in New Zealand – Angelo Minelli
<b>4A</b>	Branding and Communication	5th Feb	11:35	11:55	Enhancing Customer Engagement and Loyalty Through Web3 Innovations: A Comparative Study of the Wine Sectors in France, South Africa, And Germany – Laura Ehm, Jean-Eric Pelet, Nic Terblanche, Coralie Haller
<b>4A</b>	Branding and Communication	5th Feb	11:55	12:15	Sought-After Elitism, Affordable Luxury or Chic, But Simple – The Positioning of Cooperative Champagne Brands – Martin Nordell, Anna Granstedt, Anna-Greta Nyström
<b>4A</b>	Branding and Communication	5th Feb	12:15	12:30	Track Q&A session

**Session 4 - Track B – Chair: A/Prof. Rebecca Dolan – Room: Ferguson Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>4B</b>	NOLO Wines & Innovation	5th Feb	11:00	11:15	Beyond The Buzz: When And Why Innovative Wine Products Influence Consumers – A Cross-Cultural Perspective – Cassidy Lia Shaw, Armando Maria Corsi, David Jaud, Rebecca Marie Dolan

<b>4B</b>	NOLO Wines & Innovation	5th Feb	11:15	11:30	The Strategic Potential of Low and No-Alcohol Wine for Intergenerational Sustainability – Donna Senese, Darcen Esau, Danielle Robinson
<b>4B</b>	NOLO Wines & Innovation	5th Feb	11:30	11:45	Navigating Risk and Value in Emerging Wine Categories: A Cross-Cultural Study of Consumer Engagement in Zero-, Mid-, And Full-Strength Wines – Hannah Ford, Irma Dupuis-Day, Eleanor Bilogrevic, Rebecca Dolan, Steve Goodman, Sue Bastian, Wes Pearson, Armando Maria Corsi
<b>4B</b>	NOLO Wines & Innovation	5th Feb	11:45	12:00	Understanding Additions in Innovative Beverages: A Conceptual Typology – Eleanor Bilogrevic, Rebecca Dolan, Wes Pearson, Armando Maria Corsi
<b>4B</b>	NOLO Wines & Innovation	5th Feb	12:00	12:15	Theorising Inclusive Drinking: Inclusive Wine Consumption Through Nolo Practices – Harriet Gray, Amelie Burgess, Cassidy Shaw
<b>4B</b>	NOLO Wines & Innovation	5th Feb	12:15	12:30	Track Q&A session

**12:30–13:30 Lunch**
**Session 5 – Track A – Chair: Prof. Herve Remaud – Room: Broughton Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>5A</b>	Regulation & Trade Dynamics	5th Feb	13:30	13:45	Bounding The Bottle and Regulating the Shelf: Whose Wine Market Is It Anyway? – Terrance Weatherbee, Donna Sears
<b>5A</b>	Regulation & Trade Dynamics	5th Feb	13:45	14:00	How Does the Gray Market of Spirits Beverages Affect the Official Actors in Europe? – Victorien Mroel, Hervé Remaud
<b>5A</b>	Regulation & Trade Dynamics	5th Feb	14:00	14:25	From Values to Choices: Why Sustainability Fails to Influence Young Wine Consumers in Germany? – Shaheen Mansori, Hervé Remaud
<b>5A</b>	Regulation & Trade Dynamics	5th Feb	14:25	14:50	Balancing Heritage and Innovation: Consumers' Risk and Benefit Perceptions of Genome-Edited Foods – Syuzanna Mosikyan, Armando Maria Corsi, Rebecca Dolan, Susan Bastian
<b>5A</b>	Regulation & Trade Dynamics	5th Feb	14:50	15:00	Track Q&A session

**Session 5 - Track B – Chair: Prof. Thierry Lorey – Room: Ferguson Room**

Session	Track theme	Day	Start	End	Paper (Title – Authors)
<b>5B</b>	Managing Uncertainty & Resilience	5th Feb	13:30	13:55	How Is Global Warming Affecting Wine Consumption? The Case Of France – Edgar Lavenant, Thierry Lorey
<b>5B</b>	Managing Uncertainty & Resilience	5th Feb	13:55	14:10	A Decision-Making Framework for Climate Change Adaptation in Vineyards – Larry Lockshin, Antonio Graca, Mark Gishen
<b>5B</b>	Managing Uncertainty & Resilience	5th Feb	14:10	14:30	Climate Extrapolation and Relative Asset Pricing: Evidence from Bordeaux Premier Cru Wine Auctions – Gertjan Verdickt
<b>5B</b>	Managing Uncertainty & Resilience	5th Feb	14:30	14:50	How Well Are Regional Winegrape Bearing Areas Responding to Changes in Global Wine Demand? – Kym Anderson, German Puga

5B	Managing Uncertainty & Resilience	5th Feb	14:50	15:00	Track Q&A session
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**15:30–16:00 Afternoon Break**

**16:00-16:45 AWBR Concluding Plenary Session**