

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

1B	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)
2A	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
2A	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
2A	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
2A	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
2A	Branding, Authenticity & Provenance	4th 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
2A	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)
2B	Place, Storytelling & Brand Strategy	4th Feb	16:00	16:20	Conceptualizing The Role of Wine Guides in Co-Creation – Donna Sears, Terrance Weatherbee
2B	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
2B	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
2B	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)
3A	Pinot Noir around the World	5th Feb	09:00	09:15	Anatomy of the Global Expansion in Pinot Noir Plantings – Kym Anderson, German Puga
3A	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
3A	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
3A	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
3A	Pinot Noir around the World	5th Feb	10:00	10:15	Product Anthropomorphism: The Case of Pinot Noir – Mürşide, Karadeniz, Marion Lieutet, Steve Charters
3A	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)
3B	Digital Marketing & Communication	5th Feb	09:00	09:15	Harnessing Ethnographic Research Methods to Understand Shifting Dynamics in Wine and Consumer Culture – Kerrie Lyons
3B	Digital Marketing & Communication	5th Feb	09:15	09:40	The 'Bon Vivant' Sub-Archetype for Prosecco Branding: Creating A Comparative-Visual Map – Joachim Scholz
3B	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
3B	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
3B	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)
3C	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
3C	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
3C	Design and Language	5th Feb	09:40	10:05	Linguistic Influences on Consumer Perceptions – Chris Dipardo, Antonia Mantonakis, Nathalie Spielmann
3C	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
3C	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)
4A	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
4A	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
4A	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
4A	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
4A	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)
4B	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

4B	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
4B	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
4B	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
4B	NOLO Wines & Innovation	5th Feb	12:00	12:15	Theorising Inclusive Drinking: Inclusive Wine Consumption Through Nolo Practices – Harriet Gray, Amelie Burgess, Cassidy Shaw
4B	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)
5A	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
5A	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
5A	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
5A	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
5A	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)
5B	Managing Uncertainty & Resilience	5th Feb	13:30	13:55	How Is Global Warming Affecting Wine Consumption? The Case Of France – Edgar Lavenant, Thierry Lorey
5B	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
5B	Managing Uncertainty & Resilience	5th Feb	14:10	14:30	Climate Extrapolation and Relative Asset Pricing: Evidence from Bordeaux Premier Cru Wine Auctions – Gertjan Verdickt
5B	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