

Martinho, Vítor João Pereira Domingues

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## Historical records of wine: Highlighting the old wine world<sup>12</sup>

### Authors:

Vítor João Pereira Domingues Martinho ([vdmartinho@esav.ipv.pt](mailto:vdmartinho@esav.ipv.pt))

- Agricultural School (ESAV), Polytechnic Institute of Viseu (IPV), 3500 - 606 Viseu, Portugal

- Centre for Transdisciplinary Development Studies (CETRAD), University of Trás-os-Montes and Alto Douro (UTAD), Portugal

### Abstract

The wine sector involves several stakeholders in its several dimensions and attract numerous consumers and curious from the more diverse segments. In these frameworks the historical records of wine play a relevant role, namely, to promote the wine as something more than a good and to create identity. In this perspective, the research here present makes a literature survey, considering 39 documents obtained from the Web of Science (all databases) related with the following topic: old wine world history. These documents were first analysed through the Atlas.ti software. This literature review shows the richness of the history related with the wine that for some studies started on the Neolithic and stresses the role of the Romans to spread the vineyards across the Europe.

**Keywords:** Civilizations; Literature review; Atlas.ti; Qualitative analysis.

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## **1. Introduction**

In our days any wine marketing plan should consider in its strategy the historical records of the wine. The consumers are prone for something more individual and customized, where the wine history of each region and company may make the difference and highlight the identity of each bottle. Of course, the wine history of regions as Douro, Bordeaux, or California attract, in some circumstances, more analysis, but it is important to understand, also, the historical records of the several wine regions around the world, namely those from the old world wine countries.

In this way, the main objective of this work is to highlight the wine history, namely that from the old world wine. For that several scientific documents (39) were considered from the Web of Science (2019) and explored deeper through the software Atlas.ti (2019) and through literature review. These studies were obtained from the all databases of the Web of Science and are related with the following topic: old wine world history.

The findings here present could be interesting contributions for the several stakeholders related with the wine, namely for the marketers, companies and strategy designers for whom the historical records may be fundamental supports in the creation of the respective wine image and the associated branding. In any case, these findings are relevant insights at least for the curious and wine lovers.

## **2. Qualitative analysis**

In this section, 36 of the 39 scientific documents obtained from the Web of Science were explored through the Atlas.ti software. Only 36 studies were analysed, because it was not possible import relevant information for the following 3 works Price (1975), Teucke (1996) and Taylor (2005).

The figure 1 shows that about the topic related with the old world wine history, it is possible from the set of words presented (the bigger terms appear more times in the documents) to highlight, for example, the following relationships: wine production; viticulture and grape production; wine and persons.

The following section about the literature survey will be structured considering this several relationships for the old world wine history.



consequence of natural conditions, international events and agricultural diseases and pests, as for example, the phylloxera in the nineteenth century in Hungary (Dobos et al., 2014). But, the agricultural evolution and the land use changes, also, had since the beginning ecological impacts (Fall et al., 2002).

### **3.2. Viticulture and grape production**

Some of the cultivars used in famous wine regions have centuries, as the Cabernet Sauvignon that appears in the Bordeaux region since, at least, the seventeenth century (Bowers and Meredith, 1997). Of stressing, the importance of the grape cultivars that are between the most relevant and oldest plants around the world (Il'nitskaya and Makarkina, 2016). In a similar perspective, of highlighting the viticulture practices that are between the most important agricultural productions over the history (Ormeci Kart et al., 2018). The grapes and the wine have, also, an intercultural dimension, because they are spread around the world and are part of the countries culture. There are evidences of grapes and wine production in China over the Tang Dynasty (Kupfer, 2005).

Some studies show Armenia as the country with records of the oldest wine facility dated from between 6000 and 8000 BC and as a country with great diversity of grape cultivars (Dallakyan et al., 2015). Many of the actually used grape cultivars come from the wild eastern *Vitis vinifera sylvestris*. Relevant evidences show that this cultivar was domesticated in Transcaucasia (today's Georgia, Armenia, and Azerbaijan) and Eastern Anatolia, in the Neolithic era (about 8000 years ago), where the first wine was produced. However the first proof of winemaking comes from North Iran, about 1000 years after. The spread of the viticulture and wine for the Western Europe occurred thousands years after (Estreicher, 2017). There are here several fields of research, namely to try understand the relationships of the cultivars from Armenia with other around the world (Keushguerian and Ghaplanyan, 2015).

There are several factors that affect the vineyards, but the soil and the climate play a crucial role for the viticulture conditions and, consequently, for the wine characteristics and quality (Fernandez-Calvino et al., 2012). The wine regulations, namely those related with the European planting rights, are not always consensual. But these questions have historical records, specifically in French when in the eighteenth century the political philosopher and proprietor Montesquieu tried to influence the French king to remove the restrictions related with the planting of new vineyards, without success (Meloni and Swinnen, 2016).

### 3.3. Wine industry

In the new world wine, often, it is difficult to find wine heritage and traditions, what brings additional challenges, namely for the brand and identity creation. Indeed, the wine history and identity may bring relevant contributions for the wine promotion (Pucci et al., 2014; Maghradze et al., 2016). In these cases, usually, the stakeholders promote the overall rural context (Alonso and Northcote, 2009). It is important to remember and understand the history to better forecast the future (안진규, 2011; Voronina, 2015). In any case, the new technologies provide interesting supports for the several stakeholders related with the diverse activities, sectors or fields of the societies (Kumar and Jyothi, 2017).

One important world wine player is the South Africa, where the wine industry had its roots in the seventeenth century and where the public policies had its negative influence on the sector evolution over the twentieth century (Bargmann, 2003).

The tradition and the heritage of older wine regions, as Douro in Portugal, may be, also, considered for the promotion of derived from the grapes and wine, as, for example, the cosmetics (Carvalho et al., 2018). In any case, the Douro region produce interesting wines, as the Port wine, very famous around the world. But, Port wine may be associated with Douro region (the first demarcated wine region in the world) only in the eighteenth century, although the Cistercian convents from the Middle Ages had contribute for an experimental strategy before. For the demarcation of the Douro region contributed significantly the “Real Companhia Velha” founded by the Portuguese Marquis of Pombal (Pereira and Barros, 2016). Another famous wine is the Vin Santo from Italian Greek regions (Tuscany and island of Santorini) and often known as dessert wine (Domizio and Lencioni, 2011).

The relationships of the wine with the medicine evolution (Ross, 1998; Norn et al., 2005; Nordlander, 2007) and human health is inseparable, or because when consumed moderately may bring positive effects and may prevent diseases, or due to the negative consequences when drunk exaggeratedly (Fillmore et al., 2002; Park, 2009; Rosso, 2012). There are, also, interesting relationships over the history between the wine and social, cultural and religious events and rituals (이종록, 2012).

Some countries around the world have typical alcohol drinks, as France with the wine and cognac or United Kingdom with Scotch Whisky, showing the importance given to this kind of products (Heon-Bae, 2009) and the relevance of alcohol products and their derivatives to highlight historical records (Jones, 2010).

#### 4. Conclusions

The main objective of this analysis it was to bring insights about the wine history around the world, namely from the old world wine countries. It was made qualitative analysis and literature review with several scientific documents obtained from the Web of Science related with the topic: old world wine history. For the qualitative analysis it was considered the software Atlas.ti that allows organizing the literature survey into the following three subtopics: wine production; viticulture and grape production; wine industry.

The literature review about wine production highlighted the importance of the fermentation as a tradition biotechnology process and the relevance of the Romans and the Neolithic era for the wine spread over the world and, specifically, in the Europe. The survey about viticulture and grape production stressed the relevance of secular grape cultivars for the quality and identity of the wine actually produced in the several countries. On the other hand, the grape varieties are among the most important plants and the viticulture between the most important agricultural activities, with intercultural relationships. There are some evidences that Armenia and neighbours countries had a relevant contribution for the wine and viticulture history. Finally, about the wine industry, it is worth to refer the importance of the history and heritage to create brand and identity in the wine promotion. Of referring, also, the relevance of the wine for the countries identity (Port wine, Vin Santo, etc) and its relationships with other activities and social, cultural and religious events.

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