

Formation of Regional Wine Producers Associations in the Czech Republic

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Abstract

This paper describes the main reasons for the formation of new regional association of wineries, based on a different origin for wines in the wine region of Moravia in the southeast part of the Czech Republic. This research aim is to create a plan for new development of such strategic alliances on the basis of results of localization factors. There coefficient of localization is used for identification of cluster. Results are compared with already operating on associations for the appellation in Austria DAC. They were traced changes in consumer preferences in the Czech wine market. Consumers are placing more emphasis on the selection of wine on its descent from a particular area, growing community and the individual grower. The dynamic development of the wine category, major changes in market and consumer demand are the main causes for the formation of associations of small and medium-sized wineries. This paper specifically introduces new associations for appellation system VOC. This alliance is described in the context of the establishment, operation, development and expansion, respectively the possibility of involvement of additional organizations suppliers and research institutions. The application of the results of research was a plan for the establishment of new alliance VOC Modré Hory, where are associated 30 wine producers of wine in 5 villages around the center Velké Pavlovice. Based on the experience of newly emerging VOC system of appellations was setting up a plan of formation association with the proposed methodological approach. Open cooperation between associations VOC appellation and other entities involving suppliers, customers, research institutions and universities has the possibility of creating an institutionalized wine cluster. The plan to create a wine cluster was proposed to establish cooperation between the newly emerging associations of VOC at three sub-regions of South Moravia, in order to achieve competitive advantage.

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Keywords: appellation, association, cluster, DAC, strategic alliances, VOC, wine origin.

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