

Our vineyard is burning!

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Abstract

The global wine landscape is radically changing due to climate change and an ever-growing uncertainty becoming a reality for wine producers in mature wine markets. When the current situation becomes unbearable, the entire wine market needs to adapt. We present how changing circumstances throw mature wine-growing markets in phase transitions and give rise to emerging wine markets. We propose that identifying suitable market-shaping strategies and capabilities to address phase transitions and emergence are crucial for market actors in both mature and emerging wine markets. We also challenge the wine world's traditional dichotomy of old and new wine countries.

Subject Areas: *Branding; Hedonic Products; Market Analysis and Response; Market Orientation; New Product Development and Launch*