

WINE CHAIN IN ROMANIA – A MARKETING APPROACH

*Victor Manole, Professor PhD
Academy of Economic Studies of Bucharest
victormanole@eam.ase.ro*

*Raluca Andreea Ion, Lecturer PhD
Academy of Economic Studies of Bucharest
raluca.ion@eam.ase.ro*

*Georgiana Raluca Lădaru, PhD Student
Academy of Economic Studies of Bucharest
ladaru.raluca@yahoo.com*

ABSTRACT: The paper presents an overview of the wine chain in Romania, analysing the areas under vine, in a structural approach, the yields and the production of grapes and the wine industry. The data regarding the lands under vines, yields, productions of grapes and wine industry have been collected from the National Institute of Statistics.

The main results show that Romania has high potential for wine production; 1.3% of the agricultural areas are cultivated with vineyards, but it has structural problems. Among the 189,000 ha of vines, 48% are hybrids, which produce wines forbidden to be traded on the market. Those areas belong to small exploitations that produce for self-consumption, while bigger exploitations cultivate grafted vineyards that produce noble assortments of wine.

Keywords: vine, grapes, hybrids, wine industry

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