

## Commercial Innovation and production planning of the wine production chain

### Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

IN.Cantina.Store

Tematica

Filiera agroalimentari

Information

Time frame

2019 - 2022

Durata

36 months

Partners (no.)

12

Regione

Emilia-Romagna

Comparto

Viticultura

Localizzazione

ITH55 - Bologna

Costo totale

€218.269,43

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP003: Italy - Rural Development

Programme (Regional) - Emilia Romagna

Parole chiave

Agricultural production system

Sito web

<https://www.enotecaemiliaromagna.it/it/misura-16/>

Project status

completed



### Objectives

The IN.Cantina.Store project proposes an innovation of the distribution formula which passes through the production planning and the strengthening of the supply chain relationships. In any case, this project has got as primary objective, the enhancement of the historical and cultural identity of the Emilia-Romagna wines. The innovation plan prings from the awareness that it is no longer enough to make a good product, and sell it at a competitive price: wine must convey "something" to the potential consumer in order to stimulate sales.

The project specific objective is to create an innovative informative - logistical system, in support of the supply chain companies.

### Activities

1. EXERCISE OF COOPERATION ACTIVITY
2. NECESSARY STUDIES IN ORDER TO REALIZE THE PLAN ACTIVITY (MARKET, FEASIBILITY, BUSINESS PLANS, ETC.)
3. SPECIFIC ACTIVITIES LINKED TO THE PLAN REALIZATION
  - Activity 3.1 Market and consumer analysis
  - Activity 3.2 Definition of the guidelines to design an experiential store
  - Activity 3.3 Realization of the prototype of an innovative concept store and experimentation
  - Activity 3.4 Study and definition of an informative and logistical system to provide services to supply chain companies
4. DIVULGATION ACTIVITY
5. TRAINING/CONSULTING ACTIVITY

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	Enoteca Regionale Emilia Romagna	Rocca Sforzesca 40050 Dozza BO Italy	0542367700	info@enotecaemiliaromagna.it
Partner	Casa Vinicola Poletti	Via Molino Rosso, 12 40026 Imola BO Italy	0542640 600	
Partner	Casali Viticoltori s.r.l.	Via delle scuole, 7 42019 Pratissolo di Scandiano RE Italy	0522 855441	info@casalivini.it
Partner	Consorzio per La Promozione del Marchio Storico dei Vini Reggiani	Via Francesco Crispi, 3 42121 Reggio Emilia RE Italy	0522 796565	info@enotecaemiliaromagna.it
Partner	Consorzio tutela dei vini D.O.C. Colli Piacentini	Strada Val Nure, 3 29122 Piacenza PC Italy	0523 591720	info@piace-doc.it
Partner	Consorzio Vini di Romagna	Via Tebano, 45 48018 Faenza RA Italy	054628455	entevini@fastmail.it
Partner	Emilia Wine Sca	Via 11 settembre 2001, 3 42019 Arceto di Scandiano RE Italy	0522/989107	arceto@emiliawine.eu
Partner	Enoteca Servizi Srl	Via Cà Bruciata, 36 40060 Toscanella di Dozza BO Italy	0542 367700	
Partner	I.TER Soc. Coop.	Via Zacconi 12 40127 Bologna BO Italy	051 523976	scotti@pedologia.net

Role	Azienda	Address	Telephone	E-mail
Partner	La Costa Società Agricola	Via San Giorgio Monzone, 2 42010 Toano RE Italy	3426308 799	
Partner	Srl Pr.ivi Produzione Imbottigliamento Vini Italiani	Via Daniele Manin, 15 41100 Modena MO Italy	059 3163311	
Partner	Università Cattolica del Sacro Cuore	Largo A. Gemelli 1 20123 Milano MI Italy	0523 599121	uff.ricerca-pc@unicatt.it

## Pratiche abstract

### Description

In this phase, an analysis will be carried out, of the peculiarities and of the distinctive features of the product and of the Emilia Romagna wine production chain. The main aspects of the analysis will concern:

- Analysis of demand, in terms of consumer preferences;
- Analysis of the offer, in terms of offered types of product and distinctive features;
- Analysis of distribution channels, in relation to the various reference targets;
- Evaluation of barriers in the international trade and prospects of incentives for commercial development;

The first phase of the study will therefore be focused on the market generic features related to the production context of Emilia Romagna. The objective of this first analysis is to understand the main variables which influence and guide the demand on both the national and international markets, focusing on the areas where Enoteca Regionale already has relationships and consolidated experience.

The second part of the analysis will be functional to the identification of the main elements and characteristics for the implementation of a communication strategy attributable to experiential marketing according to the five Strategic Experiential Modules (SEM).

The output of the activity is the market analysis report.

### Description

The guidelines for the definition of a sales point capable of involving the customer in a process of real "discovery" of the identity values of the wines proposed will be identified. The objective is to define an innovative distribution format able to offer the consumer an opportunity, an emotion or a suggestive memory. The store will make a multisensory, emotional and cognitive immersion in the cultural universe of the product possible, which will accompany the customer in the various phases of the purchasing process and will enhance the distinctive components of the Emilia Romagna wine, making the values of the territories of origin tangible, also making available a digital library containing information, data and images that enhance the identity of each wine and enhance its link with the territory it belongs to.

The output of the activity are the guidelines of the concept store

### Description

In this phase an innovative Concept Store virtual prototype will be developed based on a mix of multimedia solutions, aimed at stimulating the visitor sensorially, involving him in experiential paths of personalized interaction. In this way, the unique

value of the Emilia Romagna wine will be communicated to the consumer, favoring its appreciation and recognition, as well as the close link between the product and the cultural, environmental, gastronomic and landscape peculiarities of the territory from which it originates. The action consists in the practical application of the guidelines identified in the previous action in order to create a virtual prototype that defines in a concrete and practical way what identified in the previous phases and allows to develop a replicable model n times to create a concept store network innovative. In addition to the implementation of the physical sales point, the action also includes the creation of a digital library and innovative multimedia content.

## Description

Many companies, especially small ones, find it difficult to approach the digital world in a structured way, with obvious shortcomings in terms of marketing and internationalization strategies. This philosophy gave rise to the need to develop an innovative IT system capable of supporting the companies in the supply chain in the adoption of the new logistics-distribution model developed in the previous phases. The principles referable to experiential marketing at the base of the concept store model, require a new strategic-communicative approach, centered on the consumption experience rather than on the product. This paradigm shift requires the preparation of a series of services and tools to facilitate companies in their adoption. In addition, a series of services will be defined to support companies in marketing on specific online channels in order to intercept a consumer target that prefers online purchase rather than to increase purchasing opportunities even towards loyal consumers through off-line sales points but far from the physical store.

The output of the action is the model of the Information System and the definition of the services

## Link utili

<b>Titolo/Descrizione</b>	<b>Url</b>	<b>Tipologia</b>
Sito web del progetto	<a href="https://www.enotecaemiliaromagna.it/it/misura-16/">https://www.enotecaemiliaromagna.it/it/misura-16/</a>	Sito web

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