



**fondazione banfi**

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**SANGUIS JOVIS**  
ALTA SCUOLA DEL SANGIOVESE

*I terroir del Sangiovese in Toscana*  
*Il territorio fra vino e mercato*

Alberto Mattiacci, Direttore  
*Sanguis Jovis*

# Peculiarità



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# Peculiarità

## PRODOTTO

Decodifica complessa

Piramide denominazioni e qualità

Varianza = f (natura)

## MARCA

Eccesso di elementi

Nessuna identità di scaffale

## PREZZO

Varietà entro la denominazione

## FONTI DEL VALORE

Spazio (territorio)

Tempo (vintage)

## MERCATO

Mercati Multipli:

*Aste*

*Collezionismo*

*Letteratura*

*Filmografia*

*Turismo*

## CONSUMATORE

Infedeltà = f (competenza)

## PRESCRIZIONE

Sommelier

Blogger

Riviste



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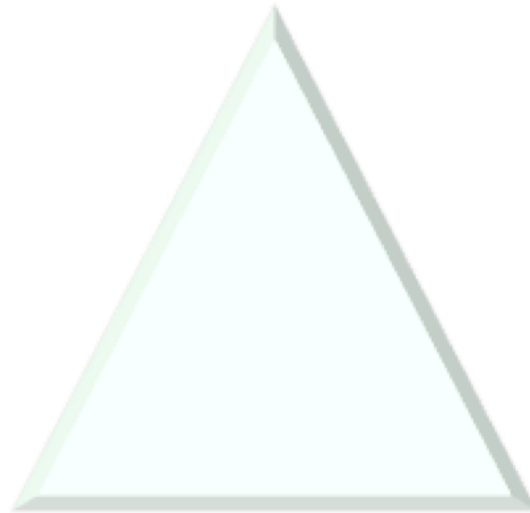
# Issues



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# Issues



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# Proliferation

*Proliferation* means a terrific increase in:

**Producing countries**

**Wines**

**Brands**

**Retailers**

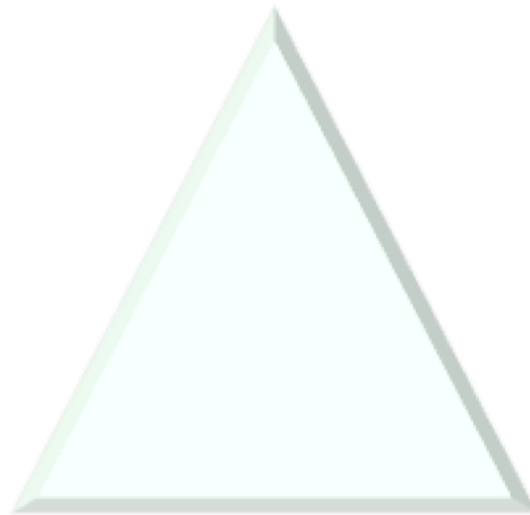
**The risk: *commodity-sation; buyer market***



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# Issues



**PROLIFERATION**

Commodity-sation  
Buyer market



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# Premium-isation



Sanfi

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# Issues

***Premium-isation*** means that customers:

***Want suggestions***

***Wish to taste life***

***Desire to enrich identity***

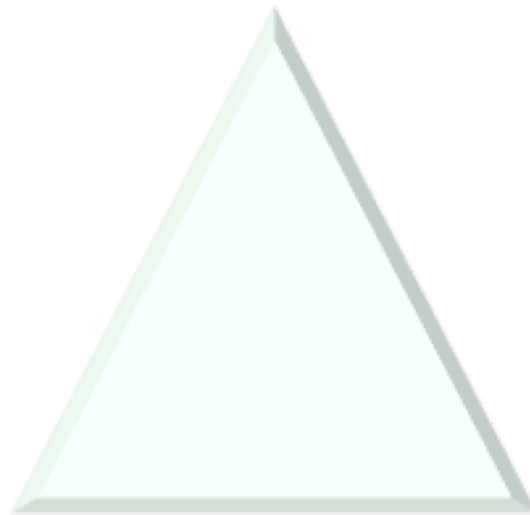
***End result: value innovation***



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# Issues



## PREMIUMISATION

Value Innovation

## PROLIFERATION

Commodity-sation  
Buyer market



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# Experience

***Experience* means a swift :**

**From product to *individual***

**From quality to *perceived benefits***

**From purchasing to *journey***

**End result: *sophistication***



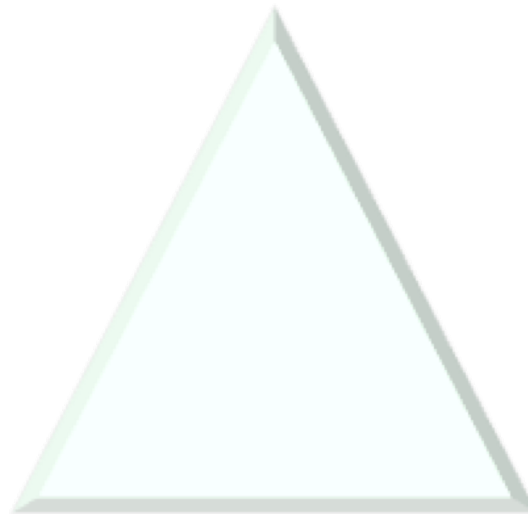
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# Issues

**EXPERIENCE**

sophistication



**PREMIUMISATION**

Value Innovation

**PROLIFERATION**

Commodity-sation  
Buyer market



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# Il valore



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# Cognitive



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# Cognitive

## *PRODUCT CONCEPT*

*A juice fruit  
whose transformation  
depends on:*

*Terroir*

*Vineyard*

*Vinery*

*Know-how*

*Package*

*Top*



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# Emotional, Sensorial, Social Value



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# Emotional, Sensorial, Social Value



## ***BRAND/PRICE***

***A simple idea with a complex gestation  
depending on:***

**Experience | *Where***

*Landscape - History*

*Tourism - People*



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# Emotional, Sensorial, Social Value



## ***BRAND/PRICE***

*A simple idea with a complex gestation  
depending on:*

### **Experience I *Where***

*Landscape - History*

*Tourism – People*

### **Experience II *Who***

*Denomination – Vinery - Heritage*

*Label – Vintage*



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# Emotional, Sensorial, Social Value



## **BRAND/PRICE**

*A simple idea with a complex gestation  
depending on:*

### **Experience I Where**

*Landscape - History*

*Tourism – People*

### **Experience II Who**

*Denomination – Vinery - Heritage*

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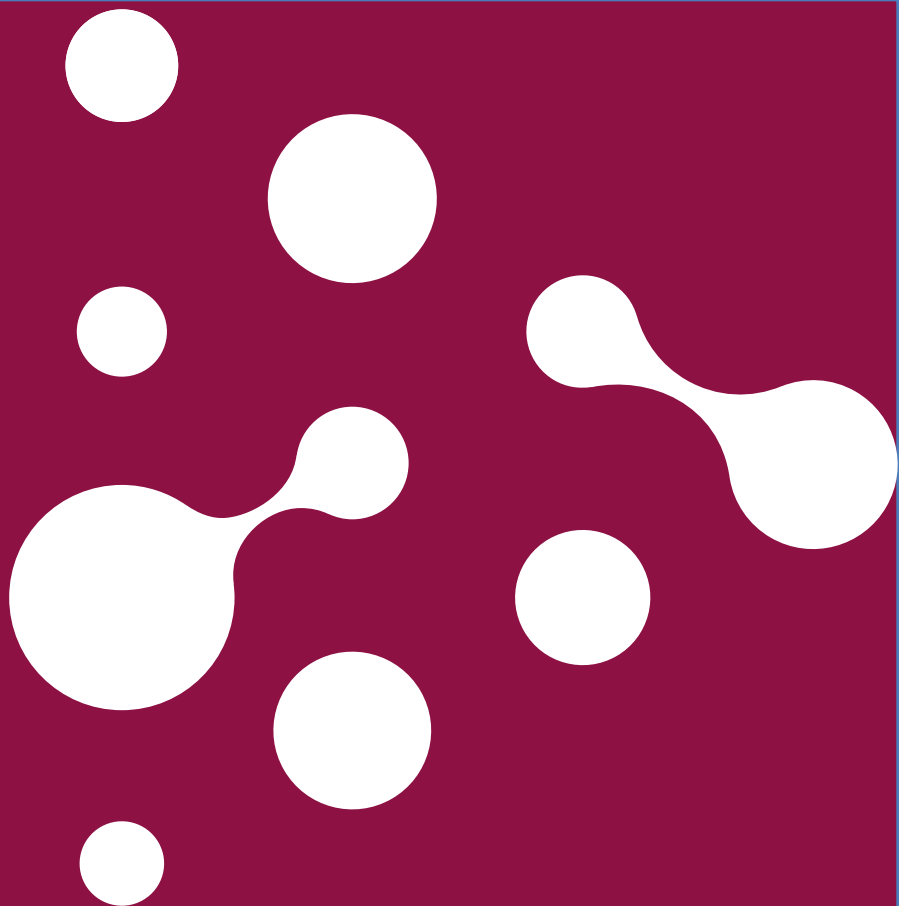
### **Experience III How**

*Marketing – Score - Partners*



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