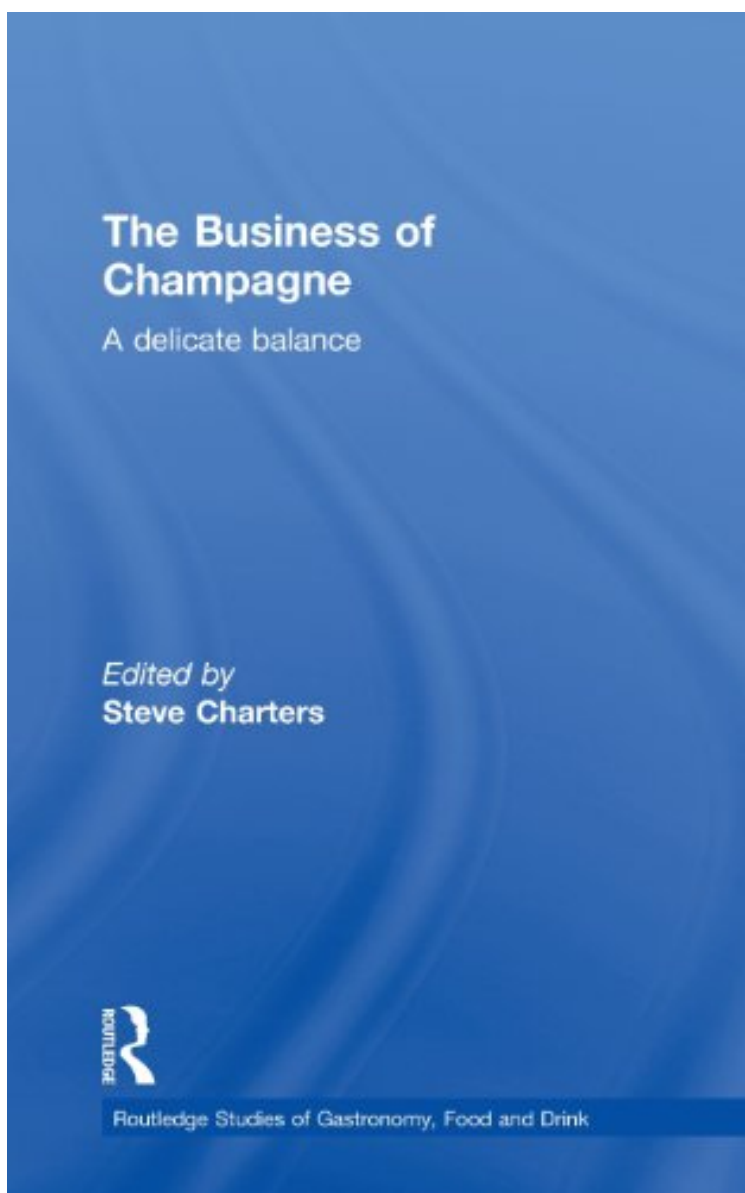


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## The Business of Champagne: A Delicate Balance (Routledge Studies of Gastronomy, Food and Drink)

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**From Brand: Routledge : The Business of Champagne: A Delicate Balance (Routledge Studies of Gastronomy, Food and Drink)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Champagne: A Delicate Balance (Routledge Studies of Gastronomy, Food and Drink):

3 of 3 people found the following review helpful. Balance is everythingBy Markus Hungerbühler Dip WSETFinally, I could finish reading this essential study about Champagne (the region) and champagne (the wine). Balance and reaching it between opposing parts seems to be the key for understanding Champagne, champagne and, indeed, the whole industry: Balance is paramount in the organisation of the champagne industry with the interests of the different actors in the region i. e. houses, growers, small producers and cooperatives but also employers and employees. Balance is relevant in the marketing of the product as a "handmade, exclusive, luxury product" but produced in very large quantities (in 2012 there were 308 million bottles produced, in 2011: 322 mio.). Balance is sought in the production of the most important style "brut non-vintage" with its blend of Pinot noir, Chardonnay and Pinot meunier of different sites or regions and vintages to create an even product over the years. And balance can be found in the drink and the taste profile of the wine itself when the wine's acidity is balanced with the liqueur d'expédition, i. e. the added sugar. Balancing is also manifest e. g. in the process of agreeing on the level of harvest yields. As Michel Letter, member of the CIVC's observatoire économique and Director General of G.H. Mumm Perrier-Jouët, puts it in an article about him (in the drinks business February 2013 issue): "We have a model, you put these numbers in and the figure for the yield comes out automatically, not too high and not too low. If neither side is happy with the result we know we have got it about right". This book consists of essays written by professionals from academia and the industry, covering aspects such as production, geography, history, law, marketing and the economy of champagne. The essays vary in style and degree of abstraction but provide all together a comprehensive picture of the region, the wine, its production, its legal framework, its marketing and distribution. This book goes far beyond a usual textbook about champagne. It describes with a lot of details the mechanisms and dependencies behind this fascinating drink and its industry. I particularly appreciated the essays by Steve Charters on the organization of champagne, by Theo Georgopoulos on the legal context, by David Menival on economic aspects of champagne, but also by Larry Lockshin on the future of the champagne brand and by Liz Thach on the work culture and workforce in the champagne industry. After having read this book it is clear that champagne is a highly complex drink not just in its production but also regarding the circumstances surrounding it. Of paramount importance to the industry is the semi-public (balance again!) Comité Champagne (Comité interprofessionnel du vin de Champagne, CIVC) and the all-pervading dichotomy between grape producers (land owners) and champagne producers. The Comité Champagne is presided over by one representative of the houses and one of the growers thus providing for and epitomizing the balance of the respective interests for the "overall good" (as reformulated in the new "Project 2030"?). Apparently this approach has been working successfully for the last decades. It will be interesting to see how it continues to work in the future when the houses are getting stronger and bigger and the balance between houses and small producers is changing from dichotomy to polarization (cf. the Champagne Report 2013 by the drinks business). I really recommend this academic book for everyone who is interested professionally in this multi-faceted drink, its long history, complex production and international marketing. This book is an essential contribution to the understanding of Champagne and champagne. This essential study and the authors received in June 2013 the OIV Award 2013 in the Wine Economy and Law section. The OIV is "The International Organisation of Vine and Wine", which is an intergovernmental organization of a scientific and technical nature of recognized competence for its works concerning vines, wine, wine-based beverages, table grapes, raisins and other vine-based products. See [...]

The world of champagne offers a fascinating insight into the complexity of modern business management and marketing. Champagne is at the same time a wine, a luxury product and a regional brand it is tied to the place from which it comes, and can be made nowhere else. It therefore highlights a range of characteristics which make it interesting to the modern business world. This is the first book to offer a complete overview of the way in which champagne as a product is organized, managed and marketed and what its future prospects are. The book covers the entire range of issues surrounding the management of the champagne industry by reviewing the current context of champagne (structural, economic and legal), the role of place (identity and terroir and tourism), marketing the myth of champagne (image and competitive advantage) and the management of the industry (accountability, people and the territorial brand). The book brings together leading academics and examines the champagne region from multidisciplinary perspectives. Examining the champagne region provides insight into a range of management, production-management, branding and consumer-related issues and will be of interest to students, researchers and academics interested in Gastronomy, Wine Studies, Tourism, Hospitality, Marketing and Business.

About the Author Steve Charters is Chair of Champagne Management and Director of the Reims Research Centre for Wine-Place-Value, France, as well as being a Master of Wine.