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GLOBAL STRATEGY OF POSITIONING OF UKRAINE WINE PRODUCTION IN UKRAINE

Ukraine is one of the biggest wine producing countries in Europe. The purpose of this chapter is to show the dynamics of evolution of world wine making, comparing the categories of Old World wines and New World wines. And, mainly, to determine place of Ukraine in this classification. The understanding of Ukraine's classification can help to develop marketing positioning of the country in wine world, to form the unique market advantages and ensure the competitiveness of Ukrainian wines in the European market.

Keywords: wine market, AOC, Ukraine, new world, old world, vineyard, wine region, strategy, positioning.



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Statement of the problem and its connection with important scientific and practical tasks. Ukraine has had a tradition of wine making from the ancient time and, at the same time, there are more than 400 modern wine producers that provide new technologies, fresh solutions of grape processing and wine production, develop autochthonic grape varieties, propose new wines to the world.

Depths analysis of Old World and New World factors gives instruments to develop the unique Ukrainian marketing strategy combining the best factors from two worlds. Geographically and historically Ukraine belongs to the Old World. Mentally and technologically – to the New World.

The analysis of the latest publications on the problem. The problems of representation and positioning of Ukraine in the world wine production, development of wine tourism, terroir winemaking, world-wide experience in the implementation of regional strategies were studied by both domestic and foreign scientists. They are reflected in the publications of such authors as: V.M. Kucherenko, O.M., M.Y. Malik, O.G., L. Osipova, V. Osipov, O.S. Nesterenko, G. Johnson, James E. Wilson, Petrus M., Radionova E. and others [1-8]. But the complex strategy of wine positioning in Ukraine was not developed.

Forming of the aims of the research. The purpose of this article is the study of the state and world tendencies of winemaking; Old World and New World foundations, including etymology, geographical aspect, winemaking aspect, current meaning of terms; analytical data of Ukrainian wineries in the context of Old World

and New World factors.

Giving an account of the main results and their substantiation. Grapes are one of the world's largest fruit crops, with approximately 75 million tons produced each year, and are one of the most wide-spread fruits. Considering the weight of the edible portion, grapes are the first most produced fruit crop in the world. Grapes are one of the fruits with the highest level of technology (cooling, sulfuration, packing, cold storage) and practices (hand labour). For this reason it is the fruit crop with the highest total value of production in the world, representing almost \$70 billion of the US [9].

75.7 mt is the world production of grapes in 2015; 40% of total world grapes are produced in Europe, 31 % in Asia, and 20% in America [10]

In 2016 world wine production (excluding juices & musts) decreased by almost 15 mhl compared with 2015 production. This global wine production is among one of the lowest over the last 20 years (table 1).

To our great regret, Ukraine is not even considered a winemaking country in world statistics.

Nevertheless, among 400 wine producers in Ukraine there are quite a few enterprises that already work in the foreign market, and even more that are striving for this. To successfully enter any market, it is necessary to develop a correct marketing strategy in general and a positioning strategy in particular. With this purpose, we conducted a number of studies, studied many aspects.

Table 1

Wine production (mhl)*

Country	2011	2012	2013	2014	2015	2016 (forecast)
Italy	42.8	45.6	54.0	44.2	50.0	48.8
France	50.8	41.5	42.1	46.5	47.4	41.9
Spain	33.4	31.1	45.3	39.5	37.3	37.8
USA	19.1	21.7	23.6	23.7	22.1	22.5
Argentina	15.5	11.8	15.0	15.2	13.4	8.8
Australia	11.2	12.3	12.3	11.9	11.9	12.5
China	13.2	13.8	11.1	11.1	11.5	11.5
South Africa	9.7	10.6	11.0	11.5	11.2	10.5
Chile	10.5	12.6	12.8	10.5	12.9	10.1
Germany	9.1	9.0	8.4	9.2	8.8	8.4
Portugal	5.6	6.3	6.2	6.2	7.0	5.6
Russian Federation	7.0	6.2	5.3	4.9	4.9	4.9
Romania	4.1	3.3	5.1	3.7	3.5	4.9
New Zealand	2.4	1.9	2.5	3.2	2.3	3.1
Hungary	2.8	1.8	2.6	2.6	2.9	2.7
Greece	2.8	3.1	3.3	2.8	2.5	2.6
Serbia	2.2	2.2	2.3	2.3	2.3	2.3
Austria	2.8	2.1	2.4	2.0	2.3	1.8
Georgia	1.1	0.8	1.0	1.1	1.7	1.7
Moldova	1.5	1.5	2.6	1.6	1.7	1.7
Brazil	3.5	3.0	2.7	2.7	2.8	1.4
Bulgaria	1.1	1.3	1.8	0.8	1.3	1.3
Ukraine*	0.16	0.16	0.15	0.10	0.16	0.16
World Total	268	258	289	271	274	259

* Data from the source [10, 12]

The first aspect is etymological. In the context of archaeology and world history, the term “Old World” includes those parts of the world which were in (indirect) cultural contact from the Bronze Age onwards, resulting in the parallel development of the early civilizations, mostly in the temperate zone between approximately the 45th and 25th parallels, in the area of the Mediterranean, Mesopotamia, Persian plateau, Indian subcontinent and China. These regions were connected via the Silk Road trade route.

One can speak of the “New World” in a historical context, e.g., when discussing the voyages of Christopher Columbus, the Spanish conquest of Yucatán and other events of the colonial period. For lack of alternatives, the term is also still useful to those discussing the issues that concern the Americas and the nearby oceanic islands, such as Bermuda and Clipperton Island, in total.

The term “New World” (“Mundus Novus”) was first invented by the Florentine explorer Amerigo Ves-

pucci, in a letter written to his friend and former patron Lorenzo di Pier Francesco de’ Medici in the Spring of 1503, and published (in Latin) in 1503-04 under the title *Mundus Novus*.

In terms of geography *Old World (the old continent) is Europe*.

Old World – is a continent of Earth known to Europeans before the discovery of America in 1492. Originally, the term was a common name of 3 famous parts of the world in ancient times – Europe, Asia, Africa. Usually it contrasts to the New World.

New World is America. The name of America, given to it by European explorers in the late XV century on the basis of geographic data. Usually it contrasted to the Old World.

The most actual for us is the wine-making aspect. It consists of a number of concepts that we considered in Table 2.

Table 2

Winemaking aspect*

OLD WORLD	NEW WORLD
<i>Old World</i> – the designation of countries-founders of the wine industry. At first, they are countries of “big European five”: France, Italy, Germany, Spain and Portugal.	<i>New World</i> – the designation of countries just developing in the direction of the wine industry, first of all, this is America. Under the New World we mean “young” wine-making countries, where winemaking started to develop only 200-300 years ago.

Continue of table 2

OLD WORLD	NEW WORLD
<p>What countries are considered as Old World wines regions? All European countries, first of all, the “big European five” countries: France, Italy, Germany, Spain, Portugal, as well as Iraq, Georgia, Armenia, Moldova, Russia and Ukraine</p>	<p>What countries are considered as New World wines regions? Countries in North and South America, South Africa, and Australia, New Zealand, Argentina, Chile. China’s wine, Vietnam, Japan, India and other Asian countries are also the New World, where mass production of wine has begun recently.</p>
Time	
<p>The wine-growing tradition in this part of the world lasts for many centuries, millennia. Wine-making has become an integral part of local culture. More than thousands years of experience in natural adaptation.</p>	<p>Wine history lasts a relatively short time – less than a few centuries. Wine is a market product rather than a cultural symbol.</p>
Determinants	
<p>Two main factors have the greatest influence on the style of the Old World wines – the centuries-old tradition and terroir. And if the first refers to the long history of winemaking in the region, the second is due to the geography and the unique characteristics of a particular place. Engineering work in the vineyards and wine cellars in the Old World is based on science to a lesser extent – <i>geography is more important than technology</i>. The long period of experimentation in the vineyards of the Old World made it possible to find and identify the grape varieties and techniques for working in vineyards, which would best suit for the area with respect to the natural expression of the local terroir. It also includes the most effective ways of pruning vines, maximum yields, winemaking technologies. Later this invaluable experience of previous generations became the basis of the rules in France – <i>Appellation d’origine ontrolee</i> (AOC), Italy – <i>Denominazione di origine controllata</i> (DOC), in Spain – <i>Denominación de Origen</i> (DO), etc. All of this can be controlled by growers and winemakers. The concept of terroir is used to describe such aspects of the wine region, as soil, climate and topography, which are often out of the control of the winemaker.</p>	<p>More faith in science and modern technology. The terroir is taken into account, but as one of the many factors. Constant experimentation, searching for the new. Significantly fewer restrictive and prohibiting rules make innovation easy and fast instrument. Serious differences between the winemaking in Europe and in the New World are the result of different regulatory systems. And above all, it concerns the irrigation. In Europe it is prohibited in the most regions, but is widely used in the New World. The result is different criteria when choosing a site for a vineyard.</p>
Labels	
<p>Labels of the Old World wines tend to indicate the name of the region or the place where the wine was made, or grapes which are grown for it. This results from the fact that the Old World winemakers believe that the unique properties of each specific terroir have a much greater impact on the characteristics of the wine than the grapes used for its production.</p>	<p>Labels of the New World wines tend to variety (es) of grapes used, the name of the winery, the brand name. Movement in the direction of grapes perception on wine labels was started by famous Californian winemaker Robert Mondavi in 1960-70, and since then this trend has spread to the whole of the New World, and is now gaining popularity in the Old World.</p>
Marketing	
<p>Optional, non-aggressive, even prohibitive in France.</p>	<p>Ubiquitous. Being less dependent on geography, the New World winemakers pay increasingly more attention to branding as a marketing instrument. One of the characteristics of this fashion on brands was the creation of big number of labels with animals.</p>
The attitude to the environment	
<p>In the countries of the Old World, with its centuries-old wine-making traditions, nature is the defining and guiding force</p>	<p>In the most countries of the New World there is a suspicious attitude towards nature, nature should be controlled with the methods that science provides</p>
Fashion	
<p>To respond to the changing fashion and market demands slowly. They depend on the rules of appellation, less mobile. Their creators respect traditions.</p>	<p>Wines of the New World quickly react to the changing fashion, adapting to it. This happens because the vineries and winemakers of the New World have “less tied” hands to various rules and regulations, they are more free in their experiments.</p>

* Compiled and improved by the author

Let's more carefully consider the organoleptic characteristics of the wines (table 3).

Table 3

The organoleptic characteristics of the wines

OLD WORLD	NEW WORLD
Varieties	
Typically, the varieties composition maintains the historical flavor and aromatic characteristics of wines.	The wines are often made from the same grape varieties that are almost always listed on the label. You can strictly feel varieties of wines in taste and aroma.
Taste / Aroma	
Much mineral, earthy, more complexed, smaller strength (alc.). More originality and refinement thanks to the great diversity of varieties and terroirs. The acidity, minerality, earth, undergrowth, freshly cut grass, leather and others. More "slender", "elegant", "thin" and "elegant" wines sound as epithets. Austerity, dryness, lack of imaginary sweetness in dry wines, refinement, elegance.	They say the New World wines have fruit taste that dominates and is based on the grape. This fruity taste prevails over the other flavor characteristics, bringing to a wine from other processing methods used in the production, such as: fermentation in barrels, aging in barrels, contact with lees, malolactic fermentation, etc. Power, tannin, sweetness in dry red wines, oak aromas, a low level of acidity. Most often adjectives like <i>magnificent, powerful and concentrated</i> are used.
Quality	
Traditional, classical, reliable, checked by time and generations.	More "technical accuracy" in the wines. Mature, with strong structure and sweeter tannins and high level of alcohol, they are easier to understand.
Aging	
Wine usually only wins aging a year or two in a bottle. The best wines are intended for long-term storage, they improve their quality eventually. They can be stored for a very long time and develop in the bottle.	Created for immediate drinking, especially wines of mass production. Their development and "aging" requires less time.
Features	
Wines of the Old World tend to be more sophisticated in their taste and aromatic characteristics, have a lower alcohol content and higher acidity, they are less fruity in taste, more time are aged in barrels, new barrels are used less frequently, giving the wine less oak characteristics. The high cost of production was substantiated by a large amount of manual labor, the availability of labor and shorter working hours per day (especially in France). They lose to the New World in terms of price / quality. Also these wines are characterized by a huge variation in quality depending on the year.	New World wines are perfect for everyday use - they are light, fresh and pleasant. Their nature is simple and intuitively understandable. As the New World vineyards are located in hotter climates, they have no particular restriction on the irrigation, the berries are obtained more mature, with a high concentration of sugar and constant quality from year to year. The <i>result is that wines are more alcoholic and national</i> . Unlike Europe, in the New World the specific areas have not been associated with certain styles of wines, winemakers usually buy grapes from many sources. The vineyards of the New World have avoided the Napoleonic Code, when they were shared with all the heirs, especially in Burgundy. So the vineyard areas are usually large, they produce a greater quantity of wine, wine is cheaper and therefore it's easier to negotiate with the supermarket chains, main retail wine trade. The best, in comparison to the Old World, quality / price term, is which contributes to more successful sales of wines especially in times of economic crisis. Triumph of California wines at the famous Paris tasting in 1976 contributed to the growth of interest in American wines, gave confidence to producers of the New World and at the same time revealed some archaic practices in the French wine industry.

* Compiled and improved by the author

Thus, the Old World in a figurative sense is something traditional, even conservative, well-known, and the New World is a fundamentally new, little-studied, revolutionary.

This analysis allows us to assert that there is such a trend: the New World, breaking traditions of the Old World, dictates fashion for organoleptic, external design and marketing of wines.

The new light imposed a trend on the world wine community - "cosmopolitan wines", "Earth Wines", that is, wine without a pronounced binding to a particular winemaking school.

Let's consider how the factors of the Old World (Tradition, terroir, grapes, AOC) influence the wineries of Ukraine

Factor of the tradition, history of the company. Grapes have been cultivated in Ukraine on the Black Sea coast and along Rivers Dnieper, Dniester and Boug, and also in Transcarpathia. First mentions about grape growing throughout the territory of modern Ukraine date back to the period prior to the 10th century BC. Wine production history of Ukraine starts from the ancient time (wine cultivation in the northern part of the country (around Kiev and Chernihiv), however it only started in the 11th century by monks) and passed several periods of the development (1860 – 1980), destruction (1980 – 1988) and the restoration (1989 – up to the present time). Historically wine production on the territory of Ukraine is cultivated by French, Swiss colonists who developed European culture of winemaking here in XIX-XX.

Factor of Terroir. Today viticulture in Ukraine is found in many vine-growing regions: Bessarabia, Carpathian Ruthenia, Kherson, Dnipropetrovsk and Odessa Oblasts. All of them have unique micro-climate and soil conditions that determine development of specific grape varieties in Ukraine and also make different qualities of classic European wines. All of this creates unique market proposition of Ukrainian winemaking on the world wine market.

Factor of grapes features. Production in Ukraine is concentrated in regions such as Odesa, Kherson, Mykolayiv and Transcarpathian region. Agricultural enterprises are specialized in the cultivation of this crop. Often they are closely integrated with the primary winemaking factories, because processing the grapes makes sense only in the area of its cultivation.

Many of the primary winemakers in the last decade began to independently develop the wine (from the point of view of economic science, this process is called direct vertical integration). The wine is mostly produced from such grapes as Rkatsiteli, Aligote, Sauvignon green, Cabernet Sauvignon, Feteasca white, Riesling, Bastardo, Merlot, Traminer rose, Saperavi, Chardonnay, varieties of groups Isabella, Muscat, Pinot and autochthonous Kokur white, black Odessa, Suholimansky white, Telti-Kuruk. Wine industry of Ukraine is represented by enterprises of primary and secondary winemaking. The region has registered more than 400 manufacturers. Enterprise primary winemaking produces the above-mentioned wine for the so-called "quiet" wines (without carbon dioxide), champagne and cognac wine materials. The wines of Ukrainian production are increasing each year. Manufacturers develop and begin to market the exclusive products that have been associated in the consumer's mind exclusively with a particular company.

Factor of Appellation of controlled origin (AOC). Ukraine wine has a status of Appellation of controlled origin (AOC) wine. The first and the only company that has this AOC mark is SHABO LLC based in Shabo vil-

lage of Odessa region. Shabo vineries have unique variety Tilti Kuyrugu (Telti-Kuruk). The name came from Turks who were living here from 15 till 19th centuries and means "fox tail" since the shape of the bunch looks like a tail of a fox. Telti-Kuruk is recognized in Ukraine as autochthonous (indigenous) grape variety of Shabo region. In Shabo there are over 20 hectares of this vine.

But the winemaking companies also take into account the factors of the New World: modern technologies, innovations, fashion trends.

Nowadays in Ukraine there are wineries of new generation.

Several brands of wine from Ukraine are exported to bordering countries, the European Union, and North America. Wine business in Ukraine has greatly flourished recently, as well as wine tourism.

Transcarpathia (Zakarpattia Region). This southwestern region is the home of Ukraine's best red wines. The wine traditions of the region has almost 1000-year history. Here you can still find wine cellars dating back to the times of Austro-Hungarian Empire and a Big Siege of Turks.

Cotnar Winery. Address: Muzheve village, Beregovo District, Zakarpatsky region. Cotnar Winery juice is exclusively from grapes grown in Cotnar Hills' own vineyard, a pristine environment located at the foot of the Carpathian mountain range. This is a historical place where Carpathian wines have been created for centuries; a picturesque region of healing mineral waters, where extinct volcanoes and medieval castles guard the eastern corner of the Hungarian plains. The local climate is perfect for vineyards, even on the southern slopes, because of the refreshing cool winds of the Carpathians. Since Cotnar uses French AOC and Italian DOC systems, its wines embody the unique character and style of the Cotnar Hills, long known as a paradise for wines. Cotnar Winery is a modern industrial complex housing the complete production cycle, with high production capacity levels.

Chizay. Address: Beregovo town, Zakarpatsky region. The winemaking complex Chizay was founded in 1995 in the town of Beregovo which is situated in the Transcarpathian region of Ukraine, on beautiful Chizay gorge where Ukraine borders Hungary. Currently, the Chizay factory is a modern industrial full production cycle wine making complex consisting of its own vineyards, primary wine making plant (on which the processing of grapes and making wine takes place), a secondary wine making plant (where the finished product is bottled), wine storages, tasting rooms, offices and warehouses.

Southern Ukraine

Shabo Winery. Address: 10, Swiss street, Shabo village, Belgorod Dnistrovskyy District, Odessa region.

Shabo is located in a resort area in the Odesa region, southern Ukraine – one of European oldest regions where winemaking traditions are dated as far back as the ancient times. Nowadays Shabo is a leader of brandy sales, one of the leaders in wine and sparkling sals in local market. Total square of Shabo vineyards is more than 1,200 ha. There is also Shabo Wine Culture Center

that is the only tourist complex in Ukraine located right on the premises of an active winemaking enterprise, combining modern, high-tech production process with unique historical and cultural landmarks.

Kolonist Winery. Address: 4, Bolgradska street, Krynychne village, Bolgrad district, Odessa region.

Kolonist vineyards are located on the same latitude as Bordeaux (France) and Piedmont (Italy) – the 45th parallel, in the best climatic conditions – moderately continental climate with the sea influence. Kolonist took its name from the Bulgarian colonists who inhabited this area in the XVIII century. The founder and the owner of the company – Ivan Plachkov – is a descendant of the nation who made a huge contribution in turning this abandoned territory into flourishing and fertile land. The land that is devoted to winemaking and high-quality enology.

Koblevo. Address: Vynohradna 2A, Leninka village, Berezan' District, Mykolayivskyy region.

Koblevo wines are produced on the processing plant with the same name that possesses more than 2500 hectares of vineyards, carried and treated the best way. Soft climate, fertile soil and 46 parallel location (the same as the famous Beaujolais green wines region in France) allow to grow an origin grape from Koblevo wines. The advanced concepts and innovations of European winemaking are used while producing Koblevo wines. The plant updates its equipment assets with French, Italian and other European producers' technique.

Grande Vallee. Address: Transportna str. 1B, Velykodolynske village, Odessa region. Over 650 hectares

of vineyards of Vintrest company, that has been for many years one of the largest supplier of wine in Ukraine, are spread out on the slopes of the Great Valley in the southern part of Ukraine (Velikodolinskoe, New Valley and Sanzheyka Odessa region). Since 2015 the company has decided to start production of its own line of high-quality ordinary wines under the brand Grande Valle, which now has in its collection 2 red, 2 pink and 4 white table dry wines, including wines of rare in Ukraine varieties Pinot, delicate Riesling and Traminer and classic Merlot, Cabernet and Chardonnay. The company is proud to have modern European equipment, providing high-quality production, and its own vineyards, on which varieties of authentic French and German selections are cultivated.

Conclusions and prospects of the further investigations. So, geographically and historically the wines of Ukraine can not be attributed to the wines of the New World, however, the use of new technologies, innovations, fashion trends allows you to choose the strategy for positioning the new wave (new generation) of the Old World wines.

We suppose that our research devoted to the analysis of factors implementing in Ukrainian winemaking is a basis for analysis of a region unknown potential and definition of unique market advantages of Ukrainian wine on the world market. Wine world is looking for new wave of winemaking, new tastes of wines and new trends. Ukraine has great potential for creating wines of new generation of the Old World. This chapter provided evidence of the complexity of the Ukrainian winemaking that could be used for incredible growth.

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ГЛОБАЛЬНА СТРАТЕГІЯ ПОЗИЦІОНУВАННЯ ВИНОДЕЛЬЧЕСКОЙ ПРОДУКЦИИ УКРАИНЫ

Украина является одной из крупнейших стран-производителей вина в Европе. В статье показана динамика эволюции мирового виноделия, сопоставлены категории вин Старого Света и Нового Света, определено место Украины в этой классификации. Исследование посвящено анализу факторов, внедряемых в украинском виноделии. Глубинный анализ данных факторов дает инструменты для разработки уникальной украинской маркетинговой стратегии, объединяющей лучшие факторы из двух миров. Географически и исторически Украина относится к Старому миру. Мысленно и технологически - в Новом Свете, так как использование новых технологий, инноваций, модных тенденций позволяет выбирать стратегию позиционирования новой волны (нового поколения) вин Старого Света.

Понимание классификации Украины будет способствовать развитию маркетингового позиционирования страны в мире вина, формированию уникальных рыночных преимуществ и обеспечению конкурентоспособности украинских вин на европейском рынке. Винный мир ищет новую волну виноделия, новые вкусы вин и новые тенденции. Украина имеет большой потенциал для создания вин Старого Света нового поколения.

Ключевые слова: рынок вина, АОС, Украина, новый свет, старый свет, виноградник, винодельческий регион, стратегия, позиционирование.

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ГЛОБАЛЬНА СТРАТЕГІЯ ПОЗИЦІОНУВАННЯ ВИНОРОБНОЇ ПРОДУКЦІЇ УКРАЇНИ

Україна є однією з найбільших країн-виробників вина в Європі. У статті показано динаміку еволюції світового виноробства, співставленні категорії вин Старого Світу і Нового Світу, визначено місце України в цій класифікації. Дослідження присвячене аналізу факторів, які впроваджуються в українському виноробстві. Глибинний аналіз даних факторів дає інструменти для розробки унікальної української маркетингової стратегії, яка об'єднує кращі фактори з двох світів. Географічно та історично Україна належить до Старого світу. Подумки і технологічно - в Новому Світі, так як використання нових технологій, інновацій, модних тенденцій дозволяє обирати стратегію позиціонування нової хвилі (нового покоління) вин Старого Світу.

Розуміння класифікації України сприятиме розвитку маркетингового позиціонування країни в світі вина, формуванню унікальних ринкових переваг і забезпечення конкурентоспроможності українських вин на європейському ринку. Винний світ шукає нову хвилю виноробства, нові смаки вин і нові тенденції. Україна має великий потенціал для створення вин Старого Світу нового покоління.

Ключові слова: ринок вина, Україна, новий світ, старий світ, виноградник, виноробний регіон, стратегія, позиціонування.

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