

## PREFERENCES IN WINE CONSUMPTION IN MEXICO, WINE TOURISM AND CHANCES OF SUCCESS FOR WINEMAKERS ENTREPRENEURS

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### ABSTRACT

The aim of this study was 1) to know the preference in consumption of domestic and foreign wine by consumers at a local food and wine event “Contest of Paellas”, 2) to obtain reference to the knowledge of the brand “Cielo, Mar y Tierra” of micro winery Vinart, and finally 3) design a competitive strategy through SWOT method. A sample of 50 questionnaires were collected by self-administered form to wine tourists. The results provide new empirical knowledge about how SWOT helps to know the national consumer preference and generate competitive strategies for winemaker’s entrepreneurs about wine tourism: creating a web site, establishment of a business philosophy, developing a strategic marketing plan, participation in enogastronomy events, conducting market research, penetration into new consumer markets, acquisition of land for cultivation of the vine, promoting partnerships with other wineries, and promoting consumption of domestic wine.

**KEYWORDS:** WINE CONSUMPTION. WINE TOURISM. MICRO WINERY. ENTREPRENEURS. SWOT. MEXICO.

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## INTRODUCTION

One of the agricultural products most in demand in the whole world has been the grape, which is estimated to be tasted and harvesting in 98 countries with an annual average of 60 million tons (Plan Rector Sistema Nacional Vid, n. d.). This fruit being a drink that has accompanied human beings since ancient times. Such a product is generated after the alcoholic fermentation of grape juice and carries many substances such as vitamins and minerals (Font et al., 2009).

The wine besides being a nutrient-rich beverage also helps the nervous system and facilitates food intake. Therefore, we can say that as food, wine also provides emotional, sensory and symbolic exciting sensations, and that moderate its consumption does not create dependency or alcohol need. From the nineties began to give an enhancement in their positive benefits that promote human health, including the favoring in lowering cholesterol, preventing cardiovascular diseases, premature aging, cancer diseases and reducing fat (Rodríguez, 1998; Font et al., 2009).

Now the wine is the most commercialized and widespread drink market, characterized by having a higher quality as a result of its restructuring through biotechnological progress made in the twentieth century, which has allowed penetrate to international markets, being a highly competitive product. This great wine environment is located between latitudes 30 and 50 degrees north and south, also known as the world's fringes wine, sheltering in northern Europe, Asia, and southern South America, South Africa, New Zealand and parts of Australia. Particularly in America, the wine regions are scattered from the Andes Cordillera, in Argentina and Chile, to the countries of Ecuador, Uruguay, Peru, Colombia, Bolivia, Brazil and Mexico (Larousse de los vinos, 2008).

Wine consumption in Mexico is very low compared to the consumption in other countries of the Old World, in Italy around 28 liters of wine is consumed per person per

year, equivalent to 80 bottles (López and Sotelo, 2014), in France the consumption varies in 60 liters, 8.0 liters in the United States of America and Mexico 0.60 liters, ranking number 65 in the consumption of wine country. Overall, international wine consumption reached 243 million hectoliters in 2012. Today the main consumer markets occupy Asia and the US, as a result of high growth and domestic consumption (International Organization of Vine and Wine, 2013).

Despite these data, there is an information gap regarding consumer preferences of wine tourist nationwide. There are few studies examining the issue being mostly descriptive and comparative, among which are: Alpizar and Maldonado (2009); Bringas and Israel (2004); Quiñónez et al. (2012); Ruiz (2014); Ruiz et al. (2011); and Velásquez (2007). It is noteworthy that most of these have been treated in the winegrowing region of Baja California and Queretaro. Therefore, this research aims to know the preferences in wine consumption of wine tourists attending a enogastronomy (food and beverage) event in order to obtain data related to knowledge of a brand wine label from a winery in Ensenada, Mexico, and present solutions through a SWOT (strengths, weaknesses, opportunities and threats) analysis for entrepreneurs.

Despite the above publications, literature about wine tourism in Mexico is still in its initial phase (Ruiz et al., 2011). These limitations lead to the formulation of three fundamental questions: 1) how are the national wine tourists attending a local enogastronomy event? And 2) what is the preference in wine consumption by national wine tourists? And in addition to this another question regarding the possibilities for entrepreneurs proceed: 3) what strategies requires a winery to position its wine? So then in section two contextual description of the wine industry in Mexico, in section three the method used to apply to other studies for the generation of competitive strategies, in section four and five has done describes respectively the results and conclusions from the statistical analysis and response in order to provide information vacuum related to knowledge of wine consumption for greater competitiveness of the Mexican market.

## LITERATURE REVIEW

In Mexico very little wine is produced, even domestically, compared to what happened in other countries (Marketline, 2012). But since 1980, it has managed to obtain significant progress through a productive system characterized by the dominance of large international wineries. However, in recent years, small wineries have gained ground in the competitive domestic and international markets, obtaining distinguished recognition and product quality (Meraz, 2014).

Mexican territory has different areas ideal for growing grapes, located below the equator, covering about 15 states, such as Aguascalientes, Baja California, Baja California Sur, Chihuahua, Coahuila, Durango, Guanajuato, Jalisco, Mexico City, Puebla, Querétaro, San Luis Potosí, Sonora and Zacatecas. However, Baja California is the most important place for the recognition of the quality of its wines and the largest concentration of wineries. This territory is located northwest of Mexico (Maldonado et al., 2008) in an area of 71,450 km<sup>2</sup> (Censo de Población y Vivienda, 2010), which includes the islands of Todos Santos, Montague, Guadalupe, Cedros and Ángel de la Guardia, among others. Their territorial limits adjoin United States, Sonora and Baja California Sur.

Baja California has approximately 3,326 hectares record arable planting grapes, of which 80.3% are for the wine production and 18.3% grapes fruit and raising. There are approximately 148 producers distributed in the cities of Mexicali, Tijuana and Ensenada, where about 49 different varieties are cultivated. Of the three cities mentioned, Ensenada is the one that contributes with 90% of the planted area, followed by Mexicali with 6%, Tijuana 2% and Tecate 1% (Sepúlveda, 2009).

The city of Ensenada has approximately 3,021 hectares, the largest wine producing area in Mexico. In this territory are the Tule región, Ojos Negros Valley, Ejido Uruapan, the Valley of Santo Tomas, San Vicente Ferrer Valley and the Valley of Guadalupe, identified in the "Wine Region". However, its most developed areas are

Valley of San Quintín, Maneadero, the Valley of Trinidad and Ojos Negros (Periódico Oficial del Estado de Baja California, 2011; Sepúlveda, 2009). Ensenada is also the largest city in Mexico and the world due to its vast territory and rural area, where different products of excellent quality are also grown for export (Maldonado et al., 2008).

This city in particular has received much interest in their planning by producers and state agencies and academic research centers. In the valleys of Ensenada produce more than 90% of Mexican wines, characterized the vine as the most important fruit. In addition to the production and sale of wine an attraction for the Tourist Corridor, which receives 250,000 visitors, impacting positively on the economy of the wine região (Larousse de los vinos, 2008 Mexicoexport, 2011; Plan de acción para la innovación y competitividad de los valles vitivinícolas de Baja California, 2012).

According to a study conducted in 2014 by the author claim that there were 78 wineries in Ensenada, of which 59.4% are micro, 18.8% are small and 10.9% are medium, according to the classification established by Bando Mundial in 2012 (Table 1). Otherwise, a recent postdoctoral research the author found that the population of wineries is 95 units in the wine routes of Baja California (Meraz and Ruiz, 2016): 1) "Ruta del Vino del Valle de Guadalupe", 2) "Antigua Ruta del Vino", 3) "Puerta Norte a la Ruta del Vino", y 4) "Ruta Vinícola de Ojos Negros" (Figure 1).

Many of these wineries have been created with the support of government and l'Escuelita by the Agronomist Hugo D'Acosta Enrique López, who, with the support of his brother Alejandro, created this incubator. These small wineries or "bodegas artesanales" have a strong importance in the national wine industry, offering high quality products in fruit, monopolizing another niche and demanding market with greater purchasing power.



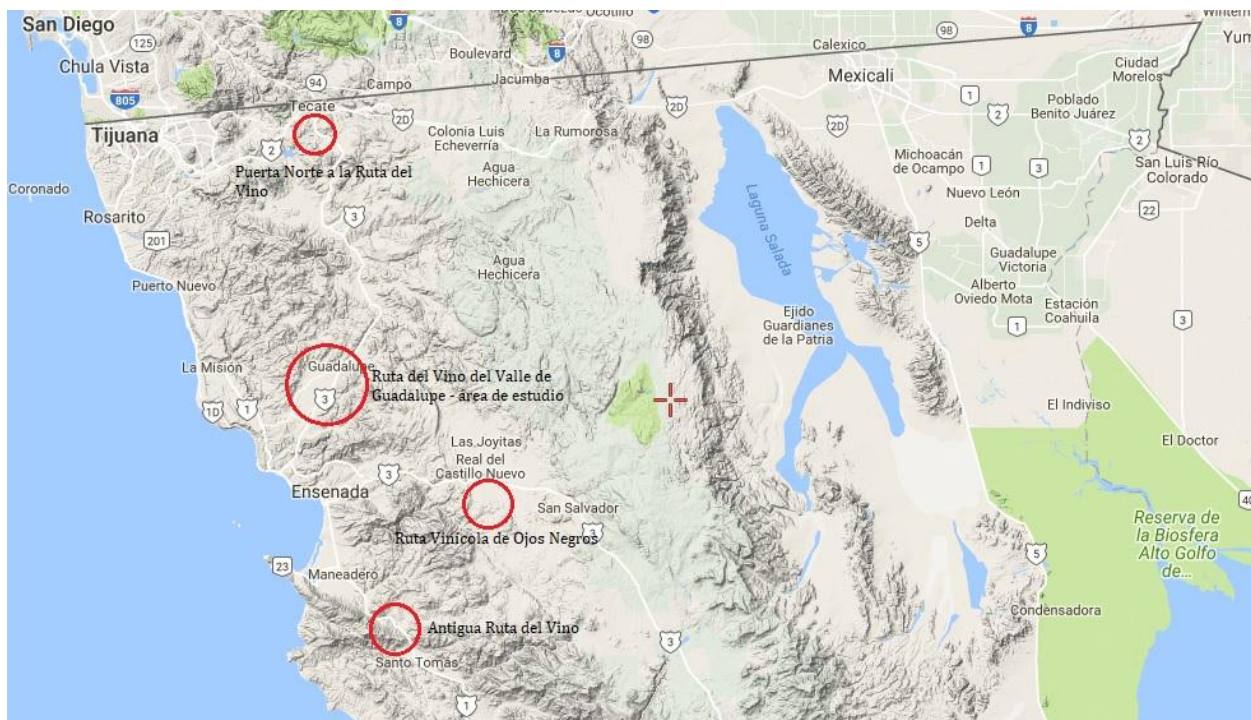


Figure 1. Map of the study area by Google maps-pro.

Table 1. Classification of companies in Mexico

Size	Employees	Assets	Sales
Micro	1 to 10	10,000	100,000
Small	11 to 50	3,000,000	3,000,000
Medium	51 to 300	15,000,000	15,000,000

Source: Banco Mundial (2012).

Small businesses are one of the most productive sectors and significance for developing countries, given their contribution to the economy and to the generation of wealth (Villegas and Toro, 2010), as well as being entities of social stability by promoting informal and formal opening new jobs (Aguilera et al., 2012). That is why the issue of small businesses is of interest to economic agents, governmental, educational, private sector, who require reliable and unified information about these businesses, in

order to take better decisions of public policies aimed at developing marketing and competitive strategies (Guaipatín, 2003)

In Latin America, small business is simplified in a unit usually family business whose responsibility the entrepreneur who knows very well his employees and that despite environmental threats, often evades business obstacles (Van and Gómez, 2012). That is why one of the main goals of the Government is promoting the development and formalization of small businesses, as these contribute entrepreneurial attitude to employment promotion and welfare of society. Besides that, usually they grab specialized niche markets and work through business cooperation, which pays off in strengthening entrepreneurial culture, training and technical assistance, Access to financing and production chains, and a higher level of competitiveness (Plan Estatal de Desarrollo, 2013).

## **WINE TOURISM IN MEXICO**

Wine tourism is defined as visits to wineries and regions where wine is produced, with the aim of experiencing the peculiarities of life styles related to the wine world, also including food, landscape and culture (Alpizar and Maldonado, 2009). Hall and Mitchell (2000) affirm that wine tourism is summarized in the experience of visiting vineyards, discovering wineries, attending festivals and wine-tasting demonstrations, being the main reasons for the trip. On the other hand, Getz and Brown (2006) argue that wine tourism encompasses the senses such as taste, touch, sound and smell.

According to Charters and Ali-Knight (2002) establish a classification of wine tourism: (1) wine lovers, tourists of wide knowledge in matters of winemaking, their main motivation of the trip is to taste wines, to buy bottles and to learn, also interested in local gastronomy; (2) wine connoisseurs, tourists without so much education in enology but they know general aspects of the world of wine, they have university studies and they travel by suggestion of a specialized magazine; (3) wine interested, tourists who have no education in winemaking but are interested in learning about the world of wine and its main reason for the trip is to visit some wineries as a complement to other

activities; and (4) wine initiates, tourists who do not have knowledge about the wine and visit some winery as a secondary form of its trip.

Some studies show that the tourist only buys a product to satisfy the need of their travel (Jurincic and Bojnec, 2009; Millán and Melián, 2008; Rodríguez et al., 2010), while this product (wine) is offered by different characters such as the hotel, restaurant and wine cellar. That is why it is necessary to have an adequate cooperation between agents that allows the creation of unique tourist products for the benefit of all (Araiza et al., 2010).

Wine tourism in Mexico, and particularly in Baja California, is one of the most importante economic activities (González and Fuentes, 2013). This segment has many options to enrich the experience from local gastronomy to stories of indigenous communities. There are also tours of the vineyards by bicycle, horseback, off-road cars and hot air balloon (Espejel et al., 2014; Quiñónez et al., 2012). In spite of this, it is necessary for the wine entrepreneurs to develop strategies and projects that guarantee the varied experience of the visitors, as well as the potential of this region through differentiation, in order of sustainable conservation of the area. Therefore, the following section describes the methodological strategy of this study.

## **METHODOLOGY**

The method of this study composed of four main stages: 1) questionnaire to the knowledge of the Vinart cellar, 2) survey to know the preferences of wine consumption, 3) analysis and obtaining results, and 4) development of SWOT. So, first a structured questionnaire was applied to one of the winery's owners in order to learn about aspects related to the Company (production, sales and marketing), in which four questions concerning the background of the company were included, 12 questions to the general objectives, 16 questions related to production, and 15 questions related to marketing strategies.

Subsequently, a survey was designed to meet consumer preferences wine by wine tourist attending the enogastronomy event called "Contest of Paellas" held in San



Antonio de las Minas (Figures 2, 3, 4 and 5), at the Ruta del Vino del Valle de Guadalupe. The sample was composed of 50 people, being fully considered valid. In content type dichotomous closed questions and multiple-choice (17 questions) were included, because it facilitates analysis and coding, plus it impossible verbalizing thoughts when analyzing the data. At the end, and only in some questions, open response option to give greater freedom to the respondent allowed.



Figures 2, 3, 4 and 5. Contest of Paellas. Source: author.

Those who know the Company Vinart was applied another reduced and focused structured survey, especially to know the preferences regarding the place of purchase, opinion about the taste and price, and the forms they are willing to receive information

from the company and its wines. With this can have clearer data about wine tourist's preferences and their knowledge about Vinart. To do this, data analysis was done through statistical tests and frequency distributions using SPSS.

Finally, a SWOT analysis of the Vinart winery, where all aspects related to internally and externally were performed. Method used in the design of the strategy, in which strategies were annotating generated as follows: 1) by a sort of mix of strengths, weaknesses, opportunities and threats; 2) followed by a reduction strategies related to 4p's product, price, place and promotion; 3) to the elements of the promotion: advertising, personal selling, public relations, sales promotion and publicity unpaid; and 4) its relationship with product image and brand positioning.

## RESULTS

### Questionnaire

By obtaining data on the Vinart winery it was found that this is emerged in 2005 with the partnership of four entrepreneurs. Wine production began as a hobby and then continued so more established. The company is located in Ensenada, Baja California, in the southern area of El Sauzal. Each of the owners plays an activity within it, such as a general manager, oenologist, sales and art. It has five temporary employees during the process of winemaking, which runs from late August to mid-November, and also hires two or three workers during bottling, ranking as a micro business.

Vinart uses three varietals for making its wine: Cabernet Sauvignon, Merlot y Tempranillo, which are cultivated in lands of other larger wineries. The company currently offers two labels, one of them is "Cielo, Mar y Tierra", and the other is a blend of Cabernet Sauvignon and Merlot. The production process of their wine is similar to others starting with the cutting of the grapes, is then de-stemmed, fermented, pressed, then a second malolactic fermentation is carried out, and fermented once stabilized, bottled, and finally, it sold or delivered to wholesalers, distributors or customers.

About sales and marketing, the winery does not have previous market research studies, so in a way known advantages and disadvantages to competitors. One possible advantage is that it produces high quality handcrafted wine with a unique blend of three varietals, allowing to modify its production process. In contrast, a disadvantage is that it does not have a distribution network, only distribute their products to wholesalers and distributors, who in turn delivered to restaurants and hotels (HORECA) in Ensenada, Rosarito, Tijuana and Mexicali; plus, they do not have their own land to cultivate the vines and a company website.

### SAMPLE AND DESCRIPTIVE STATISTICS OF WINE TOURISTS

According to statistical analysis of the data, 42% of respondents who drink wine were young people between 20 and 30 years old (Figure 6), who are characterized by purchased about four bottles of wine and consume only one bottle of wine per month (Figure 7), and mostly they acquire directly from the supermarket (Figure 8). In addition, they argued that prefer to consume the wine at home with friends.

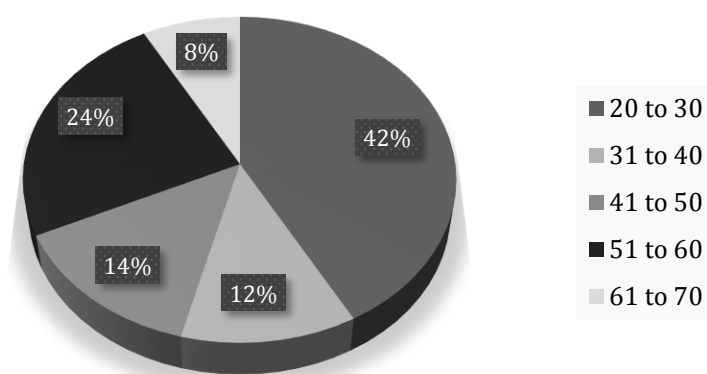


Figure 6. Demographic data wine tourists. Source: author.

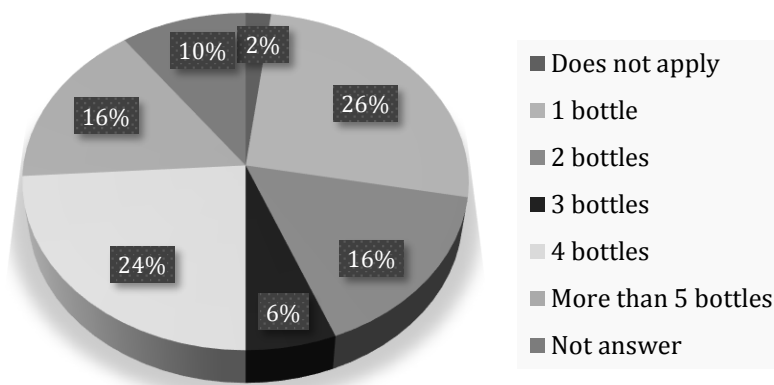


Figure 7. Wine consumption per month. Source: author.

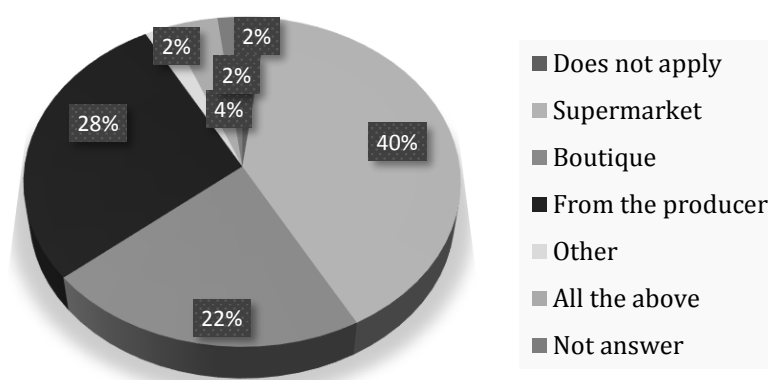


Figure 8. Places preference for buying wine. Source: author.

Of the most preferred red grape varieties are: Cabernet Sauvignon, Merlot and Tempranillo (Figure 9). Meanwhile, of the most preferred White grapes are: Chardonay, Chenin Blanc and Sauvignon Blanc (Figure 10).

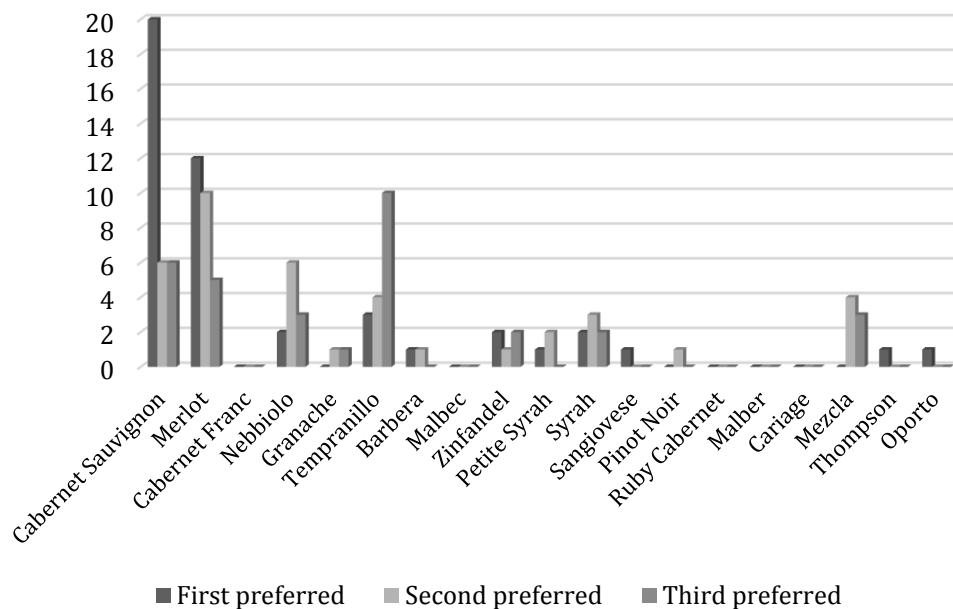


Figure 9. Preferred red grape variety. Source: author.

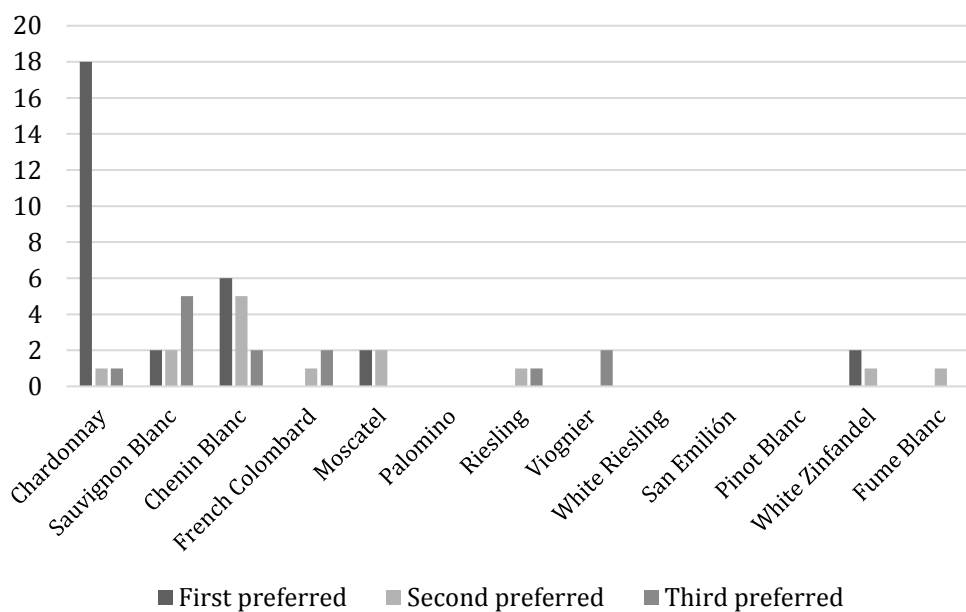


Figure 10. Preferred White grape variety. Source: author.



It is important to note that the three varietals of wine from above, as the most preferred by consumers red grape, have a strong competitive advantage for small wine and for their adaptability to the region, according to a study by Sierra (2014) in Chihuahua, Mexico, where climatic conditions are similar to the wine valleys of Ensenada, characterized by being very dry with an average annual temperature of 17°C, high of 30°C and the minimum 0°C, and with few rains. In this study the vine growth under low water is subjected, resulting in the Tempranillo takes damage of 22% during its growth phase, followed by Cabernet Sauvignon with 33% and Merlot 44%, resulting the most affected (Table 2).

Table 2. Level of impact of the vine in its growth phase in very dry conditions

Varietals	Damage
Chardonnay	0%
Tempranillo	22%
Cabernet Sauvignon	33%
Shiraz	33%
Gewurztraminer	44%
Malvasia	44%
Merlot	44%
Malbec	56%

Source: Sierra (2014). Presentation XXII Concurso Internacional “Ensenada Tierra del Vino”.

The 60% of respondents indicated they prefer to consume domestic wine, 36% said both and only 2% prefer imported wines, having to L.A. Cetto as the most preferred, followed by Bodegas de Santo Tomas, and in third place in the cellars Casa de Piedra and Monte Xanic (Figure 11). Meanwhile, there are others who prefer imported wine from Spain, France, United States and Australia.

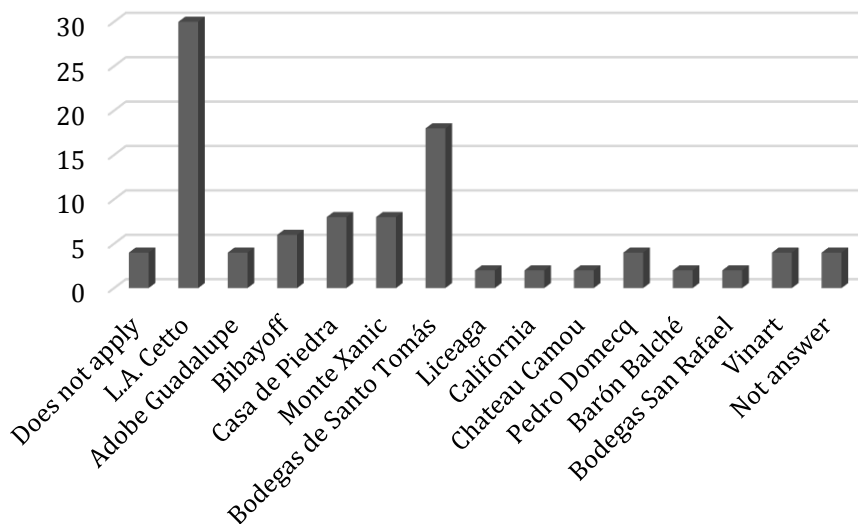


Figure 11. National wineries most preferred. Source: author.

### KNOWLEDGE OF VINART

There is very little knowledge of Vinart by national wine tourists, but those who know the company (15 respondents) does not know where to purchase the product, who also reported that they would like to buy the wine directly from the supermarket 73% (from the provider 13%, from the producer 7% and did not answer 7%). However, they believe that its taste is good and the price is accessible 60% (expensive 33% and cheap 7%), and in particular prefer to consume at home with friends. Also they indicated that the bottle style, name and label are original (Figure 12), representing a competitive advantage. By not having an established form or marketing, informants felt willing to receive promotion via internet 66% (newspaper 20%, Tv 7% and did not answer 7%).



Figure 12. Front and back wine label “Cielo, Mar y Tierra”. Source: Vinart.

## SWOT ANALYSIS

Consequently, it continued to conduct SWOT, considering that this analysis represents an essentially important tool in providing information necessary for the implementation of corrective actions and measures. Thus, once they finished the factors that construct the SWOT (Table 3), it continued with the identification of the main strategies by combining the strengths elements, opportunities, weaknesses and threats, yielding 142 strategies. The strengths and weaknesses play an important role when selecting strategies as the strengths impact positively and are detected through the evaluation of the results, so it is important to have diagnostic systems for evaluating progress and setbacks of the plans or programs. The weaknesses make up the downside, reflecting bad products or services of the company, and they may only be eliminated by

short-term corrective actions to eliminate and transform effect (Dirección de Planeación y Organización, 2002).

After obtaining an interaction between the elements of SWOT, it continued with the management of these elements in order to list the most to least importance according to the elements of the marketing mix (product, price, place and promotion), resulting 141 strategies (Internet Center of Management and Business Administration, 2002). Continuously, the strategies are classified and formulated in relation to the elements of promotion mix, specifically in five mains activities, such as: advertising, personal selling, public relations, sales promotion, and publicity unpaid, which it stands out as one that is not paid by the company and generally is published by some mass media, for example use to appear in briefing notes or bulletins in newspapers and magazines (Burnett, 1996). Generating 93 strategies.

Finally, the above leads to a reduction strategies considering the brand imagen and positioning, all acting as a filter to obtain conclusive nine strategies being limited to the following aspects to consider: 1) creating a web site, 2) establishment of a business philosophy, 3) developing a strategic marketing plan, 4) participation in enogastronomy events, 5) conducting market research, 6) penetration into new consumer markets, 7) acquisition of land for cultivation of the vine, 8) promoting partnerships with other wineries, and 9) promoting consumption of domestic wine.

Table 3. SWOT winery Vinart

Strenghts	Weaknesses	Opportunities	Threats
1.1 Winemaking is authentic because it handles a unique blend.	2.1 Not have land to grow grapes.	3.1 There is a small group of wine consumers who know the company and its wine.	4.1 Vinart tourists unaware of the cellar.
1.2 It has potential to improve and modify its production processes to be a micro enterprise.	2.2 Do not have a philosophy and corporate values.	3.2 There is a greater preference for red grape wine.	4.2 Buying wine Vinart is very low.
1.3 It use the three varietals of red grape preferences (Cabernet Sauvignon, Merlot and Tempranillo).	2.3 It is a very new company.	3.3 There is a greater preference for domestic wine consumption.	4.3 Preference for wines from other wineries (L.A. Cetto, Bodegas Santo Tomas, Casa de Piedra and Monte Xanic).

1.4 It has identified its target audience.	2.4 No studies have been conducted market research.	3.4 Wine tourists believe that the wine is good and affordable.	4.4 Wine consumption in Mexico is very low.
1.5 Participate in various enogastronomy events.	2.5 The advantages and disadvantages are unknown to competition.	3.5 Wine tourists believe that design, name and label wine are original.	4.5 Preference for foreign wines (Chile, Spain and France).
	2.6 Any promotion of the company and its products are not handle.	3.6 Wine tourists are willing to receive promotion cellar Internet.	
	2.7 Do not have a corporate web site.	3.7 Wine tourists prefer to buy directly from the supermarket.	
	2.8 There is no wine distribution network.	3.8 Wine tourists prefer to consume wine at home and with friends.	
		3.9 Existence of a market for young people who like to buy wines by the good imagen of these.	

Source: author.

## CONCLUSION

The main objective of this study was to know the preference of wine tourists attending an enogastronomy event in order to obtain data related to knowledge of wine label from a winery located in Ensenada and present solutions through a SWOT analysis. For accurate results a structured survey was applied to a group of 50 wine tourists in an event called "Contest of Paellas" in San Antonio de las Minas, geographically located in the Ruta del Vino del Valle de Guadalupe. The results showed empirical evidence for solving the problem and research questions, so the following recommendations are suggested for greater competitive level and business success to the winemaker's entrepreneurs:

1) *Website*. One of the main weaknesses that the company is that it lacks a website that allows to offer its products and services, being a communication channel through which wine tourists are more familiar, leading to reduce costs advertising. This mass media allows to generate different marketing options in terms of price, orders,



images and video, product information, communication, etcetera; which could lead to stimulation of sales and a competitive advantage in terms of brand recognition (Güaderrama, 2003).

2) *Business philosophy*. Another essential element for the Company is the consolidation of a business philosophy that makes denoted and differentiate, and which in turn allows to have greater recognition and positioning against the competition. Besides that, this will have a vision, mission, objectives and goals, consolidating this into business values hallmark of the company (Ries and Trout, 1992).

3) *Strategic marketing plan*. As every company must disclose to the market, consumers and competitors, everything related to their products, services and business values, so that allow creating an imagen and positioning. Also establish a plan for corporate action for the definition and delimitation of its market, oriented on customer satisfaction in the sales strategies and promotion are established through one or more mass media, such as: Tv, radio, newspaper, magazines, internet, outdoor advertising and/or print advertising (Jacques, 2000).

4) *Enogastronomy events*. One of the advantages that have wineries in the region of Baja California is the large number of events related to wine and gastronomy, and is to attend these activities contribute rapprochement between customers and entrepreneurs, as well as dissemination local products and services, especially tastings, presentations and wine sales are promoted. Besides the public attending these festivals often have time and money for the acquisition, knowledge of new products (brands) and obtaining all kinds of advertising (Ordozgoiti and Pérez, 2003).

5) *Market research*. It is the responsibility of every business play oriented market research activities, either by the responsibility of one or more of its owners or outsourcing of this service. Among other things it must know the target audience, competition, preferences in the types of grapes, during which seasons are preferred ones and other wines, the current situation of the environment area of economy, export and import tariffs and new consumer trends (Orozco, 1999).

6) *New consumer markets*. Like any small business must face the challenge of competing with large companies, in the case of Vinart has to compete with L.A. Cetto,

Bodegas de Santo Tomas, Casa de Piedra and Monte Xanic, who offer greater diversification of high quality products made with blends renowned unique varieties, with lower prices. For this reason, it is necessary that the possibility of entering new market segments is known, since there are niche markets looking handcrafts and small-scale production, so that companies (particularly small ones) should monopolize large empty spaces left out, focusing on those characteristics and attributes that distinguish them from others.

7) *Farmland*. The winery that not have land for cultivation makes it have a disadvantage compared to those that do have it. Instead of having own land it will allow to obtain certain competitive advantages, for example, generate the wine tourism experience by tasting or tasting courses, holding events around wine, visiting tourists and a place to purchase wine, which is reflected in a benefit to the growth and recognition of the winery.

8) *Associations*. Creating partnerships between companies in the sector can yield benefits for these, as through joint efforts can get more growth opportunities in production, export, sale and knowledge. Therefore, companies emerging small wineries may have this as an option to help achieve positioning and imagen or its brand. According to Fernandes da Silva (2005) cooperation between enterprises, mainly small and medium size, through a joint and collective action allows them to improve their position in the competitive market in a climate of cooperation and competition, but this requires the full confidence of both parties in a framework appropriate management for pooling of interests to achieve the objectives (Gómez, 2012).

9) *Domestic wine consumption*. It is the task of all Mexican wineries promoting consumption of domestic wine, denoting its characteristics, nutrients and benefits, as well as make customers know that wine is a beverage that serves as a food supplement (Rodríguez, 1998) and not as an alcoholic beverage as currently it marketed in Mexico. This way can promote reasonable consumption of this drink, contribute to the work of entrepreneur, with the Mexican wine industry and job creation in the wine valleys of Baja California.

In response to the research questions, specifically how are the national wine tourists attending an enogastronomy event and what are its preferences, it denotes the existence of a young niche market between 20 and 30 years' old who enjoy attending this type of activity, with a purchasing capacity that lets them buy four bottles of wine per month, preferably those that are made from red grape: Cabernet Sauvignon, Merlot and Tempranillo. Alternatively, they prefer to wine purchase at the supermarket for consumption at home with friends. Who also prefer wines imported from Chile, Spain, France, USA and Australia (Table 4).

Table 4. Features potential market niche

Place	Age	Purchase	Consumption	Location	Place of consumption	Modality	Preferably varietals	Preferably wineries
Contest of Paellas	20 to 30	4 bottles per month	1 bottle per month	Supermarket	Home	Friends	Cabernet Sauvignon, Merlot and Tempranillo	Chile, Spain, France, EUA and Australia

Source: author.

Although these data only shown consumption characteristics and purchase, so it is proposed that future studies analyze the type of wine from the wine valleys of Baja California according to the classification of Charters and Ali-Knight (2002). Also, managerial implications suggest that winemakers entrepreneur should focus on denoting the quality of wines through the awards obtained in their labels (Orth and Krska, 2002), show a feeling of gratitude and cordial attention to visitors (Kolyesnikova, 2006), to think in a more environmental-friendly way that add value (Griessbach et al., 2016) and emphasize the importance of integrating sustainability in entrepreneurial strategy about social-ecological attributes and diet concerns (Ghvanidze et al., 2016), y use the social media on the internet, where the intention should be to increase engagement with the brand (Azar et al., 2016). In this way, in addition to having a more

accurate knowledge about the tourist can also make more profitable their strategies of organization, communication and marketing to the companies.

It will also be interesting to know those attributes and characteristics that set the standard in preference of wine tourists in domestic and imported wines with regard to the quality labels used in Europe, such as “Crianza”, “Reserva”, “Gran reserva”, “Denominación de Origen” and “Indicación Geografica Protegida”; and used in Mexico: “Hecho en México”, “Valle de Guadalupe” and “Vino de Baja California”. With this be allowed to establish relations and comparisons between the two territories, and to understand the behavior of wine tourists in the New World and Old World of Wine.

The third research question was answered with SWOT developed, its use justifies the value in the formulation of internal and external strategies that lead to achieving the objectives and the survival of the company within the competitive field. Where else was allowed to see the three varietals of wine most preferred, with which it is made Vinart wine, have opportunities to adapt to the wine valleys of the region; knowing that the presence of climate change and population growth is impacting negatively on the water. In this sense, Ávila (2014) states that one of the best forms of adaptation is evaluating the impact of the different techniques of grape growing and wine production existing sites in other areas.

Hence the challenge for activity is the search for greater opportunities and better use of existing resources, particularly the proper use of water in agricultural practices that serve to enhance or maintain production rates and quality wines, as well and the situation prevailing in the valleys of Ensenada. A fact that tourism continue to promote the economic, social and environmental growth of the main wine region of the country, since the opportunity for are forms of travel are changing preferences of visitors, as long as they give sustainably and competitive (Ibáñez, 2011).

The proposal is an important contribution to the sector, especially considering the lack of studies addressing the problems presented. In addition to the results helped justify the development of new analytical-empirical method based on the chances of success for entrepreneurs vintners cellars of the wine region of Baja California. Faced with this position, and considering the new scenario, the value of this work stands out

because it can serve as a reference and as a framework of a methodological model for future research in the sector for social welfare, economic development, wine tourism, competitiveness and promotion the consumption of Mexican wine.

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### PREFERÊNCIAS NO CONSUMO DE VINHO NO MÉXICO, TURISMO DO VINHO E CHANCES DE SUCESSO PARA EMPREENDEDORES DE VINHOS

#### ABSTRACT

O objetivo deste estudo foi 1) conhecer a preferência no consumo de vinho doméstico e estrangeiro pelos consumidores em um evento local de comida e vinho "Contest of Paellas", 2) para obter referência ao conhecimento da marca "Cielo, Mar y Tierra" da vinícola micro Vinart e, finalmente, 3) conceber uma estratégia competitiva através do método SWOT. Uma amostra de 50 questionários foi coletada por formulário auto-administrado para os turistas do vinho. Os resultados fornecem novos conhecimentos empíricos sobre como o SWOT ajuda a conhecer a preferência nacional do consumidor e a gerar estratégias competitivas para os empresários do setor vinícola: criação de um site, estabelecimento de uma filosofia empresarial, desenvolvimento de um plano de marketing estratégico, participação em eventos de enogastronomia, pesquisa de mercado, penetração em novos mercados de consumo, aquisição de terrenos para cultivo da videira, promoção de parcerias com outras vinícolas e promoção do consumo de vinho doméstico.

**PALAVRAS-CHAVE:** VINHO DO CONSUMO. ENOTURISMO. MICRO ADEGA. EMPRESÁRIOS. SWOT. MÉXICO.



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