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Edited by
Gregory T. Papanikos

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**Cheers with Port Wine by Young Consumers – Exploring
Perceptions and Attitudes**

The Port wine is a landmark of the Portuguese wine. It is a fortified wine produced in the Douro Demarcated Region (one of the first demarcated and regulated wine region in the world) under very specific physical and human conditions. Previous studies had shown that Port wine is mainly consumed by older consumers (more than 45 years old). Once there is a risk that habits and tradition of Port wine consumption will be lost in the coming years. Therefore, the aim of this study is to investigate the engagement of younger consumers with Port wine in order to draw marketing strategies for industry.

In the first stage of the research a qualitative approach was applied using focus group for data collection which included Port wine tasting as a projective stimulus. A guide was developed in order to study attitudes and perceptions of Port wine consumption and was focused in the following themes, particularly: Port wine conceptualization; tasting session and evaluation of the attractiveness; new forms of consumption; place of purchase and emotional connotation. The second stage stems from (1) the identification of the extrinsic attributes more important in the choice and (2) the new forms of Port wine consumption perceived by the young consumers. The best-worst (BW) method was applied to measure the degree of importance given by Generation Y to the main statements found in the first stage.

Fifteen students were recruited via email and two focus groups were performed at University of Trás-os-Montes and Alto Douro. Data was video recorded, transcript verbatim and content analyzed (NVivo). Participants were 53% male, aged between 19 – 31 years old, and all are moderate consumers of alcoholic beverages (e.g. 86.5% beer consumers, 54% Port wine consumers)

Results showed that Port wine conceptualization is mainly related to region of origin (Douro), unique sensory profile and alcohol content. The Port wine is for sharing at home, in special moments but just to taste. For young consumers, Porto wine is a wine full of history targeted for older

consumers. The consumption of Port wine is associated with comfort, elegance and nostalgia. The design and information on label, the color (rosé, white and red) and the design of the bottle are the attributes more attractive in moment of choice.

To conclude it is necessary to boost and to demonstrate that Port wine can be consumed by different age groups and in different contexts. Implement tasting sessions of Port wine in different moments of consumption can be a good strategy to call attention of the youngest. A quantitative study is now on-going so that results can be representative of the Portuguese population for this segment.