

Creating Wine



THE EMERGENCE OF A WORLD INDUSTRY, 1840–1914

James Simpson

PRINCETON UNIVERSITY PRESS

PRINCETON & OXFORD

Contents

<i>List of Illustrations</i>	xi
<i>List of Tables</i>	xiii
<i>Acknowledgments</i>	xv
<i>Maps</i>	xvii
<i>Introduction</i>	xxxi
<i>Weights, Measures, and Currencies</i>	xxxix
<i>Acronyms and Abbreviations</i>	xli
 <i>PART I: Technological and Organizational Change in Europe, 1840–1914</i>	 1
Chapter 1	
European Wine on the Eve of the Railways	3
<i>What Is Wine?</i>	3
<i>Family Producers</i>	7
<i>The Production of Grapes prior to Phylloxera</i>	11
<i>Traditional Wine-Making Technologies</i>	17
<i>Markets, Institutions, and Wine Consumption</i>	21
<i>The Development of Fine Export Wines</i>	24
Chapter 2	
Phylloxera and the Development of Scientific Viti-Viniculture	30
<i>The Growth in Wine Consumption in Producer Countries</i>	31
<i>Phylloxera and the Destruction of Europe's Vines</i>	34
<i>Phylloxera and the International Response in Spain and Italy</i>	41
<i>Wine Making, Economies of Scale and the Spread of Viticulture to Hot Climates</i>	48
<i>La Viticulture Industrielle and Vertical Integration: Wine Production in the Midi</i>	53
Chapter 3	
Surviving Success in the Midi: Growers, Merchants, and the State	58
<i>Phylloxera and Wine Adulteration</i>	59
<i>Politics, Phylloxera, and the Vineyard during France's Third Republic</i>	63

<i>The Midi: From Shortage to Overproduction</i>	65
<i>From Informal to Formal Cooperation: La Cave Coopérative Vinicole</i>	71
PART II: <i>The Causes of Export Failure</i>	77
Chapter 4	
Selling to Reluctant Drinkers: The British Market and the International Wine Trade	81
<i>The Political Economy of the Wine Trade in Britain prior to 1860</i>	83
<i>Gladstone and the Rise and Decline in Consumption in the Late Nineteenth Century</i>	87
<i>The Retail Market and Product Adulteration</i>	92
<i>Who Controls the Chain? Experiments at "Buyer-Led" Commodity Chains</i>	98
PART III: <i>Institutional Innovation: Regional Appellations</i>	107
Chapter 5	
Bordeaux	111
<i>Claret, Trade, and the Organization of Production</i>	112
<i>The 1855 Classification and the Branding of Claret</i>	115
<i>Supply Volatility, Vine Disease, and the Decline in Reputation of Fine Claret</i>	120
<i>Response to Overproduction: A Regional Appellation</i>	126
Chapter 6	
Champagne	132
<i>The Myth of Dom Pérignon and the Development of Champagne</i>	134
<i>Economies of Scale, Brands, and Marketing</i>	138
<i>The Response to Phylloxera</i>	141
<i>Organization of a Regional Appellation</i>	145
Chapter 7	
Port	154
<i>Port and the British Market</i>	155
<i>Product Development and the Demands of a Mass Market</i>	159
<i>Rent Seeking, Fraud, and Regional Appellations</i>	164
Chapter 8	
From Sherry to Spanish White	171
<i>The Organization of Wine Production in Jerez</i>	172
<i>Sherry and the British Market</i>	178
<i>Product Innovation and Cost Control</i>	183
<i>Wine Quality and the Demand for a Regional Appellation</i>	187

PART IV: <i>The Great Divergence: The Growth of Industrial Wine Production in the New World</i>	191
Chapter 9	
Big Business and American Wine: The California Wine Association	195
<i>Creating Vineyards and Wineries in a Labor-Scarce Economy</i>	197
<i>Production Instability and the Creation of the California Wine Association</i>	204
<i>The California Wine Association and the Market for California's Wines</i>	209
Chapter 10	
Australia: The Tyranny of Distance and Domestic Beer Drinkers	220
<i>Learning Grape Growing and Wine Making</i>	221
<i>Organization of Wine Production</i>	225
<i>In Search of Markets</i>	230
Chapter 11	
Argentina: New World Producers and Old World Consumers	240
<i>Establishing the Industry</i>	242
<i>Redefining the Industry</i>	248
<i>The Limits to Growth and the Return to Crisis</i>	256
Conclusion	263
<i>Old World Producers and Consumers</i>	263
<i>New World Producers and Consumers</i>	267
<i>The Wine Industry in the Twentieth Century</i>	270
Appendix 1	
Vineyards and Wineries	273
<i>A.1. Area of Vines and Output per Winery in France, 1924 and 1934</i>	274
<i>A.2 Number of Growers and Area of Vines by County, California, 1891</i>	276
<i>A.3. Winery Size in the Midi and Algeria, 1903</i>	278
Appendix 2	
Wine Prices	279
<i>A.4. Farm and Paris Wine Prices, July 1910</i>	279
<i>A.5. Price List, Berry Brothers, London, 1909</i>	281
Glossary	291
Bibliography	293
Index	313