

## STUDIES ON THE COMMERCIALIZATION OF BULK WINE IN AUTHORIZED SPACES IN DOLJ COUNTY, DURING THE PERIOD 2011-2016

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### ABSTRACT

*In Romania the commercialization of bulk wine occurs exclusively in commercial spaces authorized by the speciality inspectors of the State Inspection for Wine Technical Control.*

*The transport of bulk wine is done with compulsory completion of accompanying documents for the wine products targeted by the speciality inspectors of the destination county and of the sending county.*

*The aim of our study is to analyse all the quantities of bulk wine purchased for commercialization in Dolj County, during the period 2011-2016, by taking into account the sending county, the colour of the wine, the number of suppliers and the number of the authorized commercial spaces for selling bulk wine.*

*The analysis of the bulk wines purchased for commercialization from other counties during 2011-2016 highlighted that the source of the wines are 10 counties placed in different regions of Romania that sold for commercialization in Dolj County a total quantity of bulk wine of 38569,40 hl, 21563,72 hl of which was white wine and 17005,68 hl was red and rosè wine.*

### INTRODUCTION

The wine has always been part of the culture, of social lifestyle and, of course, of economic activities [1].

Romania holds the 14th place in the world by quantity of wine consumed, before Serbia, Austria or Hungary, but after USA, France, Italy or Germany [2].

The opportunities of development of Romanian wine market should be approached within its four dimensions: economic dimension, contextual dimension, psychological dimension and prospective dimension.

Detailed commercialising of the bulk wine is made exclusively in authorised areas, with systems made to maintain the optimum temperature, water supplies and sewerage, flooring made from mineral materials; any wine-related commercial activity efectuated in markets, fairs or on the side of the roads is, therefore, forbidden and sanctioned [3] [4] [5].

According to the stipulations of the Order 234/2004, with various exceptions, any individual or legal person that effects a transport of wine products must draw up, on his liability, an accompanying document of that transport. The document carries the visa of the specialised inspector of the State Inspection for Viticultural Technical Inspection (S.I.V.T.C); the sender is located within its jurisdiction. The specialised inspector of S.I.V.T.C. has the obligation to verify the wine batches that are going to be marketed, by verifying the physico-chemical and organoleptical parameters provided by the current viticultural legislation. Also, the accompanying document of wine products is verified and approved by the inspector of S.I.V.T.C.

## MATERIAL AND METHOD

The study was done on a number of 3505 accompanying documents for wine products registered and approved during the period 2011-2016 by the speciality inspectors of the State Inspection of Wine Technical Control in Dolj, coming from different economic operators that are active in the business with bulk wine in Dolj County.

The study material was analysed considering the county of origin, the colour of the wine and the number of commercial spaces for the authorized selling of bulk wine.

## RESULTS AND DISCUSSIONS

Bulk wine commercial activity in the Dolj county has been done in 2011-2016 in many authorised areas according to the stipulations of Order 224/2010, located in Craiova and one area in some years in Bailesti, Calafat, Calarasi and Filiasi.

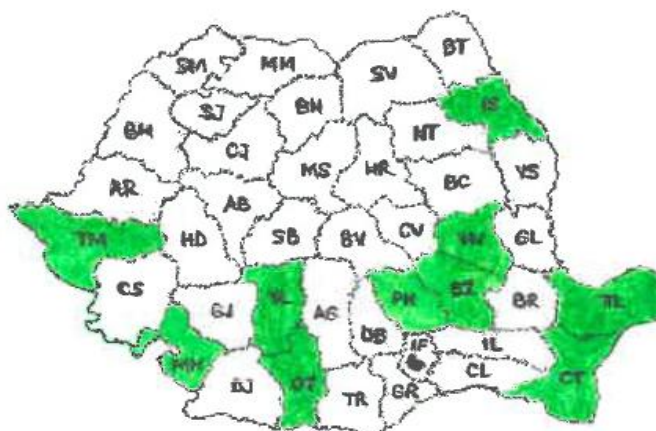
**Table 1**

**The status of the authorized areas in Dolj County for the marketing of bulk wines during the period 2011-2016**

Year	Number of shops dedicated to bulk wine marketing	Dedicated authorities	Annual authorities	Suspended authorities
2011	41	23	3	-
2012	51	13	18	-
2013	48	15	12	-
2014	48	12	14	-
2015	38	4	6	-
2016	39	7	8	1

The number of licensed spaces for bulk wine marketing is between 38 and 51. The highest amount spaces, 23, were licensed in 2011, also being the year with the least amount of canceled licences. In 2012, in Dolj county, the most bulk wine marketing spaces were registered, with a total of 51, but in the same year 18 other licences were canceled, most of which due to lack of economic efficiency.

During the period 2011-2016, in Dolj county, wines coming from 10 other counties (Buzău, Constanța, Iași, Mehedinți, Olt, Prahova, Timiș, Tulcea, Vâlcea și Vrancea) have been sold.



**Figure 1: The illustration of bulk wine supplying counties (2011-2016)**

2011 was the year with the biggest recorded sales in Dolj county: 11076,71hl, 6008,74hl of which coming from just one county, Constanta, and from one provider which had an extensive wine marketing activity through the specialised shops nationally. Practically, 54,24% of the amount of sold wine in 2011 came from Constanta county.

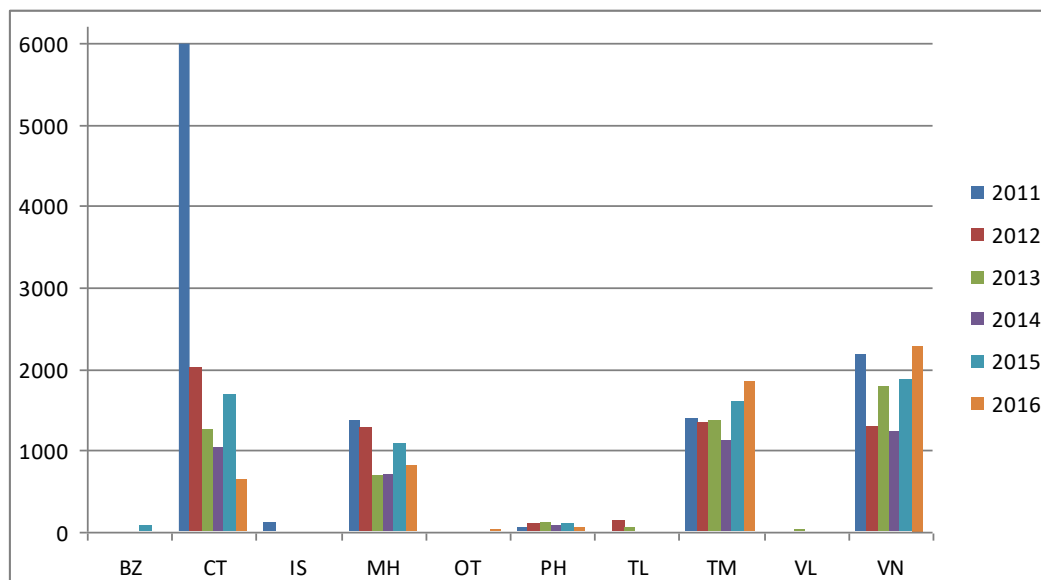


Fig. 2 The evolution of buk wine sales, from other counties to Dolj, during the period 2011-2016

The total quantity of bulk wine sold during the period 2011-2016 through licensed shops was 38569,4 hl, 21564,72 hl of which being white wine, while the rest of 17005,68 hl being red/rosé.

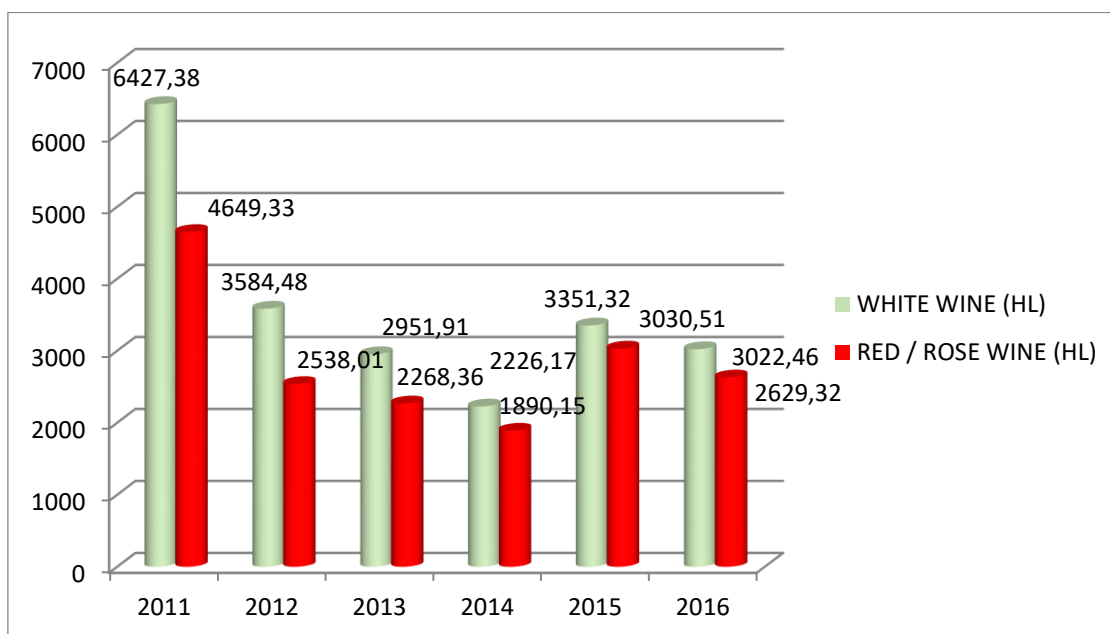


Fig. 3 The placement of quantities of bulk white and red/rose wine sold during the period 2011-2016

The percentage quantities of sold white wine were higher than those of red/rose wine, each year.

In 2011 and 2012 the quantity of sold white wine represented 58% of total sold wine quantities, but it started to decrease during the following years. 2015 has marked the lowest percentage, 52,51% white wine sold, which meant a quantity of 3351,32 hl of white wine compared to the total of 3030,51 hl red/rose wine.

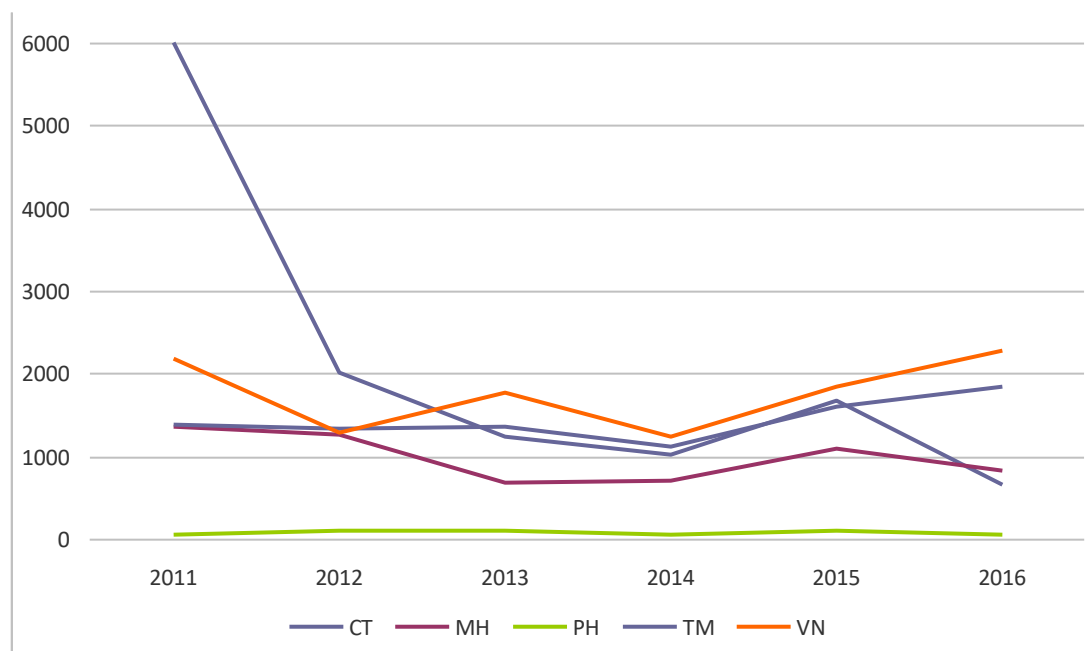
**Table 2**

**Current number, county, quantity of bulk wine sold during the period 2011-2016, total per county**

Current Number	County	Quantity of bulk wine sold during the period 2011-2016 (hl)						Total per county (hl)
		2011	2012	2013	2014	2015	2016	
1.	BZ	-	-	-	-	62,50	-	<b>62,50</b>
2.	CT	6008,74	2011,67	1246,30	1023,13	1679,23	645,05	<b>12614,12</b>
3.	IS	100,25	-	-	-	-	-	<b>100,25</b>
4.	MH	1366,92	1266,65	674,01	694,64	1081,15	814,53	<b>5897,9</b>
5.	OT	-	-	-	-	-	19,8	<b>19,8</b>
6.	PH	53,60	87,80	98,91	56,28	97,70	46,53	<b>440,82</b>
7.	TL	-	130,83	48,3	-	-	-	<b>179,13</b>
8.	TM	1370,59	1339,84	1362,5	1114,12	1609,57	1840,33	<b>8636,95</b>
9.	VL	-	-	24,35	-	-	-	<b>24,35</b>
10.	VN	2176,61	1285,70	1765,90	1228,15	1851,68	2285,54	<b>10593,58</b>
	<b>TOTAL</b>	<b>11076,71</b>	<b>6122,49</b>	<b>5220,27</b>	<b>4116,32</b>	<b>6381,83</b>	<b>5651,78</b>	<b>38569,4</b>

Although the pace of bulk wine sales from Constanta slowed down a lot each year, the biggest quantity shipped to Dolj in 2011-2016, coming from Constanta, in 12614,12hl, which takes up 32,79% of the total bulk wine sold.

Vrancea county, the first county to provide bulk wine in order to be sold in Dolj county, is the second county in the hierarchy of providing counties.



**Fig. 4 The evolution of sales coming from the first 5 counties that provided bulk wine in Dolj during the period 2011-2016**

As you can see in figure 3, the bulk wine sales, coming from 7 providers in Vrancea county, during the period 2011-2012, were placed between 2285,54-1228,15 hl.

Vrancea county sent 10593,58 hl of bulk wine from 7 providers to Dolj county, during the period 2011-2016.

The third bulk wine supplier in Dolj county is Timis County. Wine sold in Timis county comes from a single economic operator and is marketed within the Dolj county in two authorized premises owned by a single operator. After relatively constant sales in the period 2011-2013, when the sales average was 1357.64 hl and a decrease of 243.52 hl from this in 2014, in the years 2015 and 2016 wine sales increased considerably by 251,93 hl in 2015 and 482.69 hl in 2016 compared to the average of 2011-2013.

Mehedinți county, through two wine suppliers, sold in Dolj County, during the period 2011-2016, the quantity of 5897.9 hl bulk wine, being on the fourth place in the hierarchy of the counties supplying bulk wine.

Prahova County marketed in Dolj County bulk wine from a single supplier. Sales amounting to 440.82 hl represent 1.14% of the total quantity of wine marketed in Dolj County during the period 2011-2016.

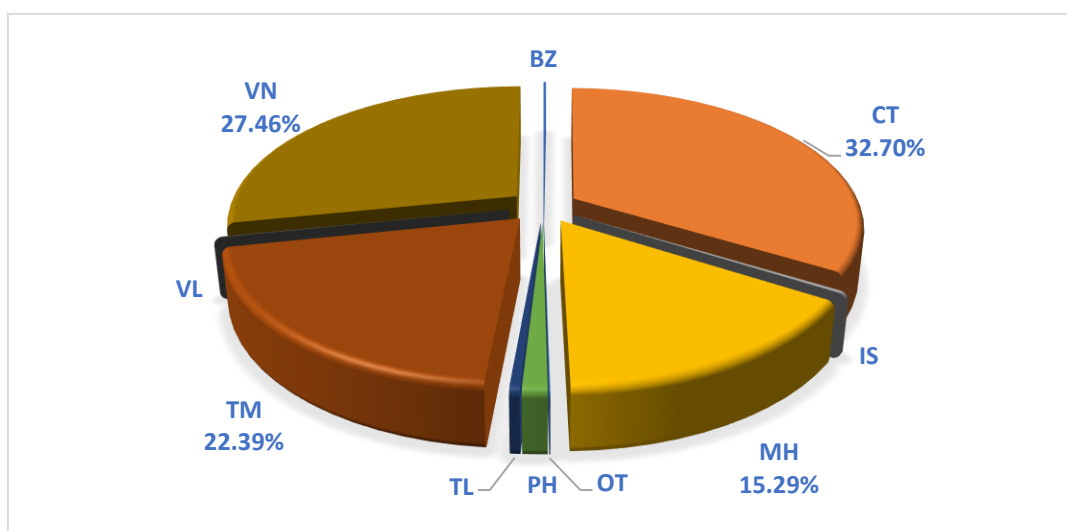


Fig. 5 Percentage shares of the amount of bulk wine marketed from other counties during the period 2011-2016

This study showed that 60,16% of total wine marketing in Dolj during the period 2011-2016 came from 2 providing counties: Constanta and Vrancea.

In some years there were economic operators from Dolj that authorised spaces for selling bulk wine from providers from Buzau, Iasi, Olt, Tulcea and Valcea, but the sells were very small, making up 1,015% from the total market of bulk wine during the period 2011-2016.

### CONCLUSIONS

From 2011 to 2016, Dolj county commercialized wines provided by economic agents from 10 counties, yet 97.8% of the total quantity of 38569,4 hl wine commercialized, supplied from other counties, was provided by economic agents from 4 counties: Constanta, Vrancea, Timis and Mehedinți

Wine sales from 5 counties, respectively: Buzau, Iasi, Olt, Tulcea and Valcea have summed up a 1,015% of the total wine sales registered from 2011 to 2016.

The biggest quantity of white, red or roze bulk wine, respectively 11076,71 hl was commercialized in Dolj county in the year 2011 via 41 authorized spaces.

Bulk wine sells through a specialized shop showed an unprecedented grow in 2011 thanks to an expensive marketing campaign that has been deployed throughout the

country by an important wine supplier from Constanta county, as well as due to the record number of authorized spaces destined for bulk wine sellings that year, respectively 23.

In the years 2012 to 2014 bulk wine sales declined considerably, the year 2014 being the year with the least bulk wine quantity commercialized, respectively 4116,32 hl.

In 2015 the bulk wine trade from other counties registered a significant increase of 2265,51 hl, after which in 2016, the commercialization decreased by 730,05 hl (11.43%).

The study also highlighted that white wine had sales higher than red / rose wine in all years, but it was noted that the percentage difference between the two categories started declining each year starting 2013. The smallest difference was registered in 2015, when the commercialized white wine accounted for 52,76% of the total quantity of wine commercialized from other counties, this being 6381,83 hl.

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