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Viniculture and Tourism in the New World of Wine: a literature review from the American continent

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Abstract. In the so-called New World of Wine, the wine industry, particularly in the American continent, has increased its presence in various socioeconomic areas through strategies adapted to market conditions. This literature review aims to identify research on viticulture and wine tourism in the New World of Wine and categorize them to indicate new lines of research and knowledge gaps. Given that the consumption and production of wine in the American continent were generated in European migrations and through the cultural mobility of food consumer goods, wine production systems have been consolidated in some emerging territories. However, the scientific production in this regard shows essential areas of opportunity.

Keywords: emerging territories, food and wine tourism, vitiviniculture.

1. INTRODUCTION

Wine production areas have opted for tourist activity to increase their development opportunities so that wine and gastronomy have played an essential role since the late 1980s [1,2]. This aspect is an opportunity for job creation, income generation in rural areas, as an engine for tourism development in inland destinations and promoting domestic wine consumption [3,4], coupled with the preservation of the territory's agri-food heritage [5] and the consolidation of networks for collective action [6].

Wine tourism is defined as the use of wineries as tourist attractions focused on wine [7], integrating tourism products, services, and events [8], and associated with a territory through its identity elements and know-how [9]. Its importance reflects a complex relationship between wineries, wine-growing regions, and consumers [10,11] to experience local culture [12].

Due to the increase in wine tourists [13], they strive to have competitive advantages against different market niches, creating brand loyalty and

improving consumer awareness. Numerous wineries depend on visitors [14], and this synergy can generate positive impacts throughout the region [15], promoting visits to museums and wineries, as well as tastings [16].

Wine production is frequently associated with the “Old World of Wine,” referring to European regions, mainly France, Italy, Spain, Portugal, and Germany. These countries have a historical depth in wine production [17,18,19], integrating for centuries territorial methods and resources for the improvement of viticulture, distinguishing itself by its commercial protectionism and conservatism [20].

Given the socioeconomic mobility towards the American continent, from the 16th century on, the so-called “New World of Wine” was emerging, which includes countries that were initially European colonies [21], particularly in Latin America, Australia, South Africa, New Zealand and the United States [18,22,23].

The wine producers of the New World of Wine are expanding towards the consolidated markets of wine consumption, through comparative advantages based on experimentation, development, and innovation, with a significant increase in the cultivation areas and the number of wineries [20].

Likewise, a frank development of the scientific literature on viticulture and wine tourism can be observed. However, it is scattered and does not provide a comprehensive analysis of tourism production and consumption of wine in emerging territories, which is why the development of this literature review is considered necessary.

2. METHODOLOGICAL APPROACH

This literature review was exploratory, focused on the American continent’s New World of Wine countries: Argentina, Brazil, Chile, the United States, and Mexico (Figure 1). The purpose was to identify the research areas that wine studies have focused on; the process included searching and analyzing scientific articles published from 2010 to 2020 in the chosen countries.

A systematic analysis was done on the Google Scholar, Scielo, Web of Science, and Scopus databases. The search was guided by the keywords: wine tourism, New World of Wine, wine and tourism, viticulture, viniculture. Considering that the American countries have an essential linguistic variation, studies in English, Spanish and Portuguese were considered. Two eligibility criteria were applied to identify the articles with the highest scientific quality (Figure 2). The first criterion excluded gray literature (thesis, conference presentations, conference communications, and research notes). The sec-

ond criterion excluded those publications whose results were limited in terms of constituting merely descriptive papers. It was intended that all the selected references allow us to discuss the scientific advance on the New World of Wine from a global perspective.

Based on selecting titles, abstracts, and keywords, 72 scientific documents were reviewed, including documents written in English, Spanish and Portuguese, scientifically recognized internationally. From the selected corpus of literature, a content analysis was carried out through the definition of thematic axes. Following the above, they were classified under the following categories: i) Public policies; ii) Wine tourism; iii) Marketing; iv) Heritage and culture; v) Sustainability and; vi) Consumption and consumers. A subsequent analysis was made in the five countries with oenological activities based on the categories mentioned above.

3. RESULTS AND DISCUSSIONS

The development of viticulture in emerging territories has led to greater integration of supply and demand in the consolidation of the enogastronomic experience [16,24,5]. The historical depth of the wine-growing countries of the New World of Wine is a fundamental aspect of territorial anchoring and construction of cultural identity. This aspect has played an essential role in consolidating the supply and demand of wines from emerging regions on national and international scales. From this, it is relevant to identify the evolution of the wine industries in each chosen country.

3.1 *The emergence of viticulture in the American continent*

The evolution in the historical and productive trajectories in emerging wine-producing countries has been crucial in developing an offer throughout the wine production chain. This fact has been framed in each chosen country based on the socioeconomic transformations over time, evidencing a consolidation in the wine industry.

3.1.1 Mexico

Mexican viticulture has its origins in colonial times, in the New Hispanic communities, when religious orders introduced and planted various varieties of vines in the country [25,26], positioning itself as the oldest producing country in America, whose cultivation dates back to 1528 [27]. Viticulture in Mexico had repercussions due to the prohibition of wine production in the

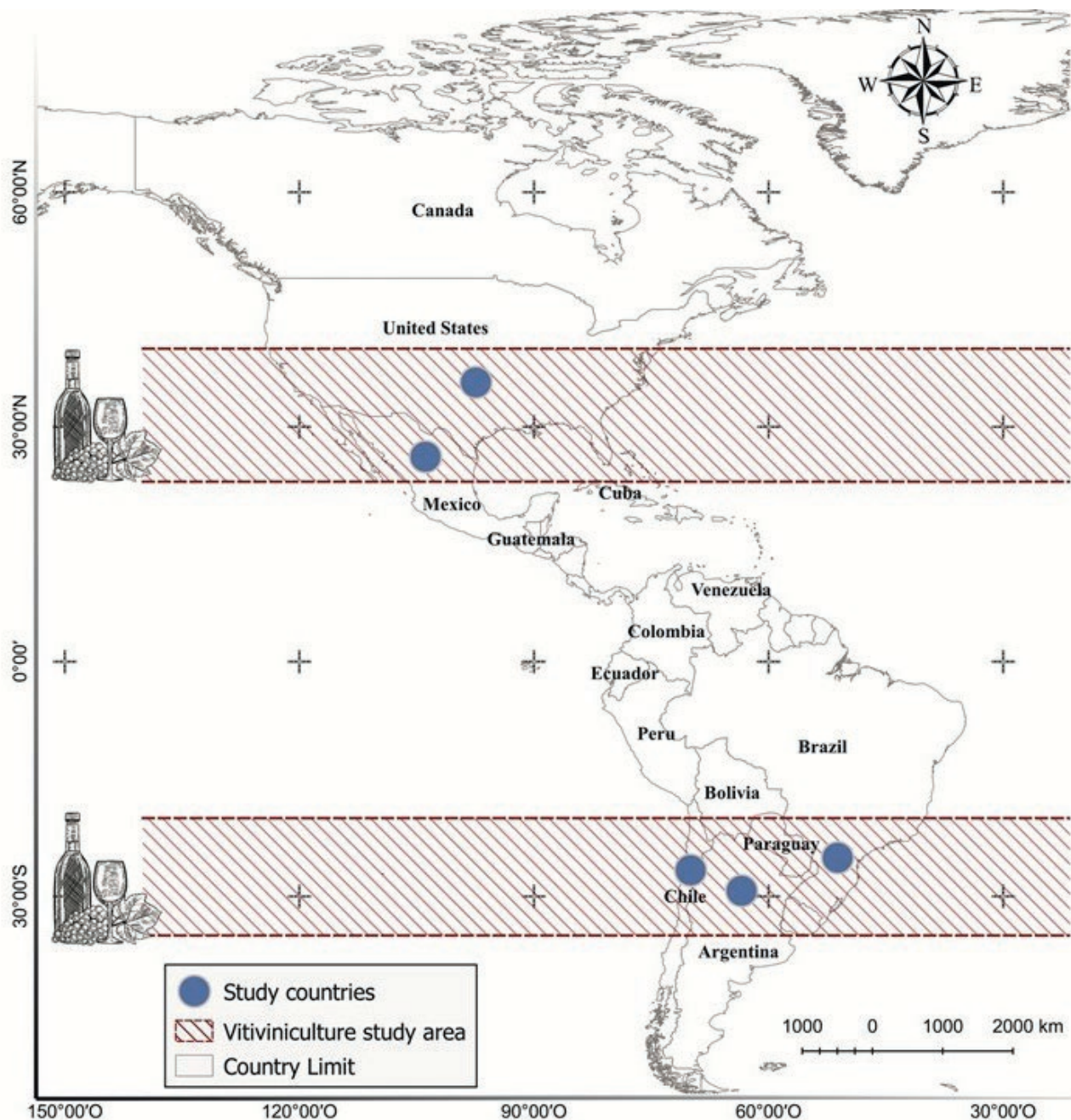


Figure 1. Geographical band of wine and countries of the New World of Wine in the American Continent. Source: Prepared by the authors.

Colony Era [26], which influenced the late development of the industry. By the 1980s, Mexico moved towards a neoliberal economic model that opened imports [26]. As an alternative for diversifying income, wine regions began to explore the possibility of incorporating wine tourism as of the 1990s, according to Novo et al. [28].

The wine-producing states and promoters of wine tourism in the country are Sonora, Zacatecas, and

Aguascalientes. However, there are three that generate the highest production in the country: Baja California (Valle de Guadalupe, Valle Ojos Negros, Valle Santo Tomás and Valle San Vicente), Coahuila (Valle de Parras), and Querétaro (Tequisquiapan, Bernal, and Cadereyta), which already they have established tourist routes with a social and economic value at the national level [29,30,31].

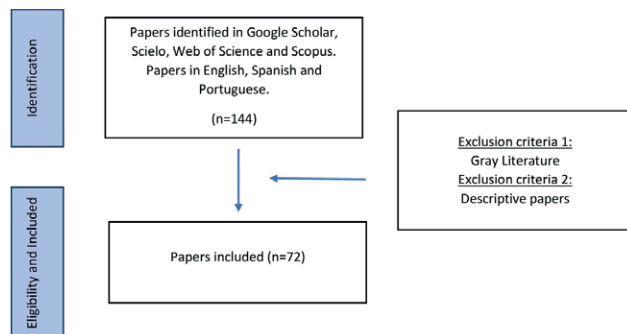


Figure 2: Research process and exclusion criteria. Source: Prepared by the authors.

3.1.2 United States

There are indications of the production of native grapes, such as Isabella (a hybrid of *Vitis labrusca* and *Vitis vinifera*), that were not initially used in the production of wines [32]. Formally, the production of wine in the United States is associated with the processes of Catholic evangelization by the Franciscan friar García de Zúñiga who began to prepare sacramental wines [33]. The first wine reported in the country dates from 1769 [34]. New York was the first wine-producing state, starting this industry in 1677, later California in 1960, followed by Oregon and Washington in 1970 [35].

Wine production in this country is distributed in 50 states [36,37]. The most iconic regions are the Napa Valley and Sonoma, in California [38] due to the production of quality wines and being one of the central wine-producing regions in the world [34]. California has established itself as the second most attractive destination for food and wine in the United States [39]. This wine-growing region has a leading role in the market, depending on the number of wineries and wine production [36].

3.1.3 Argentina

Viticulture began in the 16th century with the arrival of the first grapes from Spain and the Jesuits who produced wine for religious purposes, finding the Andes region ideal [40] late 19th and early 20th centuries. Argentine viticulture developed in a limited number of large estates, whose owners controlled the production and sale of wine, selling almost everything to regional and national markets [41,42]. In the 1990s, the impact of globalization on the Argentine wine industry began with reforms that transformed the production system to supply the national and international market [43,44].

3.1.4 Chile

The history of the origin of wine in Chile dates back to the 16th century [45]. Furthermore, it has undergone significant technological transformations since the 1980s, with a strengthening of exports in 1990, since it was only exported 7% of production [46,47]. This aspect benefited the wine market since the country had experienced a drop in domestic consumption due to economic and social situations [45].

It is currently one of the largest wine producers in Latin America [48] with 13 wine regions, the most characteristic being Colchagua, Casablanca, and Maule [49]; the last two with production mainly of Chilean Premium wines [47]. The wine tourism activity has been promoted since 1996 as an economical alternative, positioning it as the eighth wine-producing country in the world and the first among the countries of the New World of Wine [50].

3.1.5 Brazil

Wine production in Brazil is linked to European immigration [51], mainly from Italians who arrived in 1875 and established vineyards to produce table wine [52]. This situation makes wine a substantial social burden and culturally linked to history; therefore, Brazil is currently occupying the sixth position among the New World of Wine [53].

There are regions certified in wine production, such as: Pinto Bandeira, Monte Belo do Sul, Flores da Cunha, Urussanga and Vale dos Vinhedos (Serra Gaúcha) [54,55,56], the latter standing out for having 80% of the national wine production [57,58,59].

The Brazilian wine industry has a competitive advantage because many of its products have Geographical Indication (GI) [54]. Although Monticelli et al. [60] mention that it is an emerging country in the initial internationalization phase, the wine production is exported to Chile, Argentina, Portugal, and Italy [55].

3.2 Scientific production of wine in the American continent

Parallel to its historical evolution, the New World of Wine has gained scientific publications [61]. In this regard, Gómez et al. [23] indicate that the number of articles on these topics has increased since the mid-1990s in areas such as agriculture, geography, economics, and sociology. According to Bonn et al. [62], the global growth of wine production and consumption has consequences. Even though publications on wine are

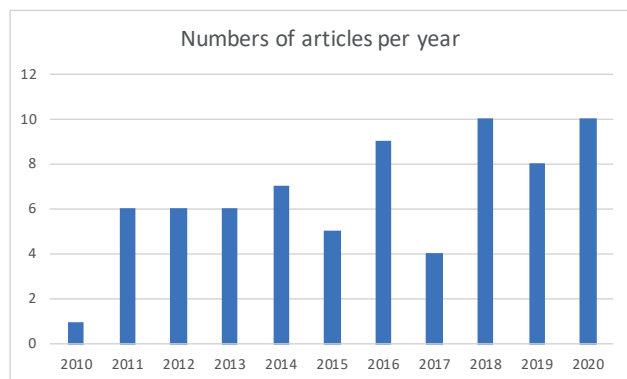


Figure 3. Numbers of articles per year (2010-2020). Source: Prepared by authors.

incipient in some emerging countries [28], scientific production has been consolidated in international indexed journals in recent years (Figure 3).

The scientific production analyzed (2010 to 2020) shows great differences concerning the generation of knowledge about wine among the American countries of the New World of Wine. The United States stands out ($n = 26$), followed by Brazil ($n = 16$); later Mexico ($n = 13$); Chile ($n = 11$) and finally Argentina ($n = 6$). These data are displayed because most of the publications from Latin American countries are in Spanish and Portuguese. Another fact that affects these figures is that monographic and descriptive works were not considered in countries with low scientific productivity, which lacked a strong analytical component and scientific rigor.

From this analysis, it is evident that the New World of Wine represents, at a global level, a *sui generis* object of study, which occupies a specific place within viticulture research. Therefore, the systematic analysis of the information allowed us to identify the diversity of topics in the emerging viticulture processes and their theoretical approaches (Table 1).

The above summary of publications shows that wine-producing countries have adapted to the supply and demand of the environment, whether national or international. They have developed dynamics of appropriation of the territory from alternative forms of production and marketing of wine. In this sense, it is observed that the wine-growing regions have opted for the consolidation of new markets. This situation results in the appropriation of viticulture in these territories that cause a socioeconomic transformation in the global sphere.

In this sense, the New World of Wine has undergone exogenous and endogenous transformations reflected in scientific production. The topics that have had the highest incidence are highlighted (Figure 4).

Of the studies included in the literature review, most are qualitative ($n = 44$), followed by those with a quantitative approach ($n = 23$) and a minority with a mixed analysis ($n = 5$).

Regarding the *heritage and culture* category, the studies are still incipient. European migrations in the American continent marked a reference in wine production and its territorial appropriation, although it has not been addressed in depth. In Chile and Brazil, these investigations have contributed to the knowledge of the wine regions' socioeconomic history and the development of the wine industry [9,87]. In the USA, it is emphasized that cultural service activities are related to wine production and benefit the development of wineries [88]. In an exploratory way, these studies can contribute to the progress of the viticultural regions of the New World of Wine to identify their territorial anchorage and the tradition around wine.

On the other hand, *the sustainability* category provides guidelines for the strengthening of viticulture. This fact is based on considering climate change at a global level [90]. Some authors [36] refer that a differentiation must be generated in the sustainable practices of the wineries. Identifying the adaptability of the viticultural practice from the study of pests, diseases, and stress of the vines [93]. The use of wastewater in grape cultivation has been imperative due to the constant water crisis [92] and the constant changes in land use for crops [42]. These aspects have been considered in Brazil and Chile to focus on sustainable management practices, increase competitiveness, and promote product certifications [89,91]. The increasing environmental degradation worldwide should be a point of analysis in wine production, not compromising natural resources.

Public policies in the New World of Wine should constitute a guiding axis due to the changes generated by globalization. This aspect implies that emerging wine markets strengthen programs in coordination with academic and government institutions under triple helix schemes [35,43]. This relationship between institutions should promote national and international cooperation in emerging countries [60]. To this end, the development of public policies that contribute to technical knowledge and the development of new winemaking practices [52], as well as the increase in wineries [64], should be stimulated. Espejel et al. [63] mention that public policies fail in some emerging countries such as Mexico due to a lack of statutes, ambiguous laws, and a complex relationship between buyers, producers, and the government. With this consideration, viticulture in the American countries would be strengthened, with which and action mechanisms for the consolidation, development, and interna-

Table 1. Summary of wine and tourism studies in the New World of Wine. Source: Prepared by authors.

Topic/Subtopic	Author(s)	Country
i. Public Policies		
Institutional structures	Lara [43]	Argentina
Institutions and wine promotion	Monticelli et al. [60]	Brazil
Development of the wine region	Fachinelli et al. [52]	Brazil
Public policies and viticulture	Espejel et al. [63]	Mexico
Relationship with institutions	Hira and Gabreldar [35]	USA
Wineries expansion policies	Yelvington et al. [64]	USA
ii. Wine tourism		
Wine Routes	Hojman and Hunter-Jones [65]; Schlüter and Norrild [40]; Rainer [44]; Zárate and Barragán [66]; Ramos et al. [67]	Argentina, Brazil, Chile, and Mexico
Wine tourism challenges and opportunities	Figueroa and Rotarou [50]	Chile
Wine tourism adoption	Torres et al. [68]	Chile
Wine tourism analysis	Kunc [69]	Chile
Tourism appropriation mechanisms	De Jesús-Contreras and Thomé-Ortiz [70]	Mexico
Tourism and territorial transformation	De Jesús-Contreras et al. [26]	Mexico
Wine tourism and territory	De Jesús-Contreras et al. [71]	Mexico
Wine tourism potential	Robles and Robles [72]	Mexico
Wine tourism as an emerging activity	Novo et al. [28]	Mexico
Influence of emotions on wine tourism	Pelegrín-Borondo et al. [21]	Mexico
Wine festivals	Hubbard et al. [33]; Sohn and Yuan [73]; Bruwer and Kelley [74]	USA
Wine tourist behavior	Quintal et al. [75]	USA
Wine tourism profile	Garibaldi et al. [39]	USA
Critical factors of wine tourism	Singh and Hsiung [76]	USA
Signposting and wine tourism	Byrd et al. [37]	USA
iii. Marketing		
Wine restructuring due to globalization	Rainer [41]	Argentina
Shared brands	Aparecida et al. [55]; Aparecida and De Moura [54]	Brazil
Wine internationalization	Carneiro et al. [57]; Dalmoro [51]; Felzensztein [47]	Brazil and Chile
Differentiation strategies	Pinto et al. [59]	Brazil
Social capital and competitiveness	Macke et al. [58]; Faccin et al. [77]; Sarturi et al. [78]	Brazil
Circular economy model	Sehnm et al. [56]	Brazil
Market orientation	Rojas-Méndez and Rod [79]	Chile
Differentiated global markets	Overton et al. [46]	Chile
Production of wines for export	Overton and Murray [45]	Chile
Marketing strategies	Duarte [80]; Felzensztein and Deans [49]; Torres and Kunc [48]	USA and Chile
Wine marketing	López and Sotelo [81]	Mexico
The perceived image of a wine destination	Bruwer et al. [82]	USA
The added value of wineries	Duarte [38]	USA
Wine cellars and the hospitality industry	Duarte [83]	USA
Wine business and philanthropy	Gilinsky et al. [84]	USA
Wine strategies and performance	Gilinsky et al. [85]	USA
Protection and hedonism of organic wines	Olsen et al. [86]	USA
Viticultural success factors	Hira and Swarts [34]	USA

Topic/Subtopic	Author(s)	Country
iv. Heritage and culture		
Using traditional methods	Lacoste et al. [87]	Argentina
Cultural identity	Lavandosky et al. [8]	Brazil
Cultural ecosystems	Winkler and Nicholas [88]	USA
v. Sustainability		
Land-use changes	Hafner and Rainer [42]	Argentina
Sustainable management in winemaking	Silva et al. [89]	Brazil
Geoviticultural systems	Bardin-Camparotto et al. [90]	Brazil
Certificates of sustainability of wines	Marola et al. [91]	Chile
Use of wastewater in viticulture	Mendoza-Espinoza et al. [92]	Mexico
Sustainability strategies	Gilinsky et al. [36]	USA
Winemaking practices	Nicholas and Durham [93]	USA
vi. Consumption and consumers		
Consumption motivations	De Oliveira et al. [53]	Brazil
Xenocentrism and consumption	Mueller et al. [94]	Brazil
Consumption preferences	Meraz-Ruiz [95]; Yue and Govindasamy [96]	Mexico and USA
Influence of emotions when buying wine	Meraz-Ruiz et al. [97]	Mexico
Consumption of eco-certified wines	Moscovici et al. [98]	USA
Choice and consumption of wines	Duarte and O'Neill [99]	USA
Consumption and consumers of muscadine grape	Duarte and O'Neill [100]	USA
Generation Z consumers	Thach et al. [101]	USA
Membership in a wine club	Bauman and Taylor [102]	USA

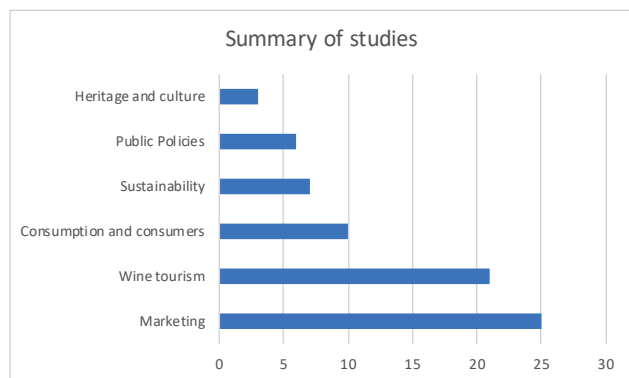


Figure 4. Summary of publications. Source: Prepared by authors.

tionalization of the wine industry of the New World of Wine would be established.

Another opportunity to investigate is *wine tourism* because it is an activity developed as a product diversification strategy. Few studies in countries such as Argentina, Chile, and Brazil in the academic field, although producing regions with routes are identified of wine whose potential for use is high [40,44,65,66,67]. In this sense, Mexico is the country that leads the publications on this subject. Although this may not reflect the countries' actual demand, California (United

States) maintains a leadership role [36]. Incorporating wine tourism into wine-producing regions represents a challenge, although it can contribute to the diversification of the economy [50]. In countries like Chile, support has been provided to establish wine routes [69], although some companies do not have action plans to invest in this initiative [68].

Other studies on wine tourism have been analyzed from the dynamics of territorial appropriation and transformation of the wine regions for their configuration as tourist scenarios [26,70,71,72]. These aspects are related to the emotions of the tourists and the perceived quality in the wineries visit [21,33,74]. Due to the increase of tourist activities in producing regions, studies have examined the enotourist profile and their behavior [39,73,75] and the loyalty towards visits to various wineries [33,76]. The consolidation of wine tourism represents excellent potential for its growth, although, in some wine-growing regions, the connectivity, infrastructure, and signaling are not adequate [28,37].

The synergy created between wine production and tourism has been the key to increasing production benefits [68]. Based on these findings, it is suspected that the producing regions have been able to consolidate a tourism demand by the new market demands, and therefore, it is advisable to strengthen studies on wine tourism in

emerging countries. This aspect represents a development opportunity for the producing regions.

Studies of *wine consumption and consumers* represent an opportunity in countries like the United States, Brazil, and Mexico. Argentina and Chile would have to consider more studies because the consumption scenario is not in sight. These studies are vital due to the need to study consumers to identify their habits and characteristics of the market. The findings in this category focus on establishing a cognitive structure of consumers based on values such as hedonism, stimulation, and care [53]. On the other hand, they focus on analyzing how wine consumers can pursue a social status from acquiring foreign products or brands as a symbol of cosmopolitanism [94]. For this reason, it is essential to strengthening studies on wine consumer profiles [102].

Due to the growing interest in consuming wine in recent decades [53], wine consumption studies have strengthened wineries' offers. Therefore, wine consumption preferences have consolidated the competitive strategies of wineries that have been approached from econometric perspectives and generational groups [95,96,101]. The increase in the direct sale of wine in wineries has established new forms of consumption, which have been approached from an economic perspective, although it is considered that the role of emotions also influences the purchase decision processes, and is an aspect that has not been studied in depth [97]. Another aspect that should be studied is the response to consumer attitudes focused on the consumption of wines with eco-certification [98]. In addition, it is necessary to expand knowledge to provide more information for wine consumption based on vine strains little known to the consumer [100].

As the New World of Wine is an emerging sector in viticulture, it is explained that studies focused on *marketing* are a potential topic for American countries. In the United States, Brazil and Chile, this topic represents the highest percentage of publications. It can be inferred that actions taken by the wine companies have been adapted to the demands of the market. In addition to this, these countries have opted for internationalization in promoting and marketing their products. On the other hand, there is a lack of publications on this item in Argentina and Mexico.

Studies carried out from marketing allow for an in-depth analysis of the influence generated by the wine sector on wine consumers and the strategies implemented towards international competitors [59]. These aspects have been approached from ethnographic methods to identify new market niches in the context of globalization and insertion in new markets [41,46,79]. An effort has also been made to identify the construction process-

es of the sectorial brands from the stakeholders' perspectives [54,55]. Another relevant finding is that the consolidation of wine clusters has made it possible to promote the production of wines from the territory [56,58,77]. Similarly, networks of winemakers have been consolidated to strengthen the internationalization processes of the wine industry [51].

Other studies have focused on understanding the consumer preferences of the new generations (millennials and generation Z) [47]. Based on market studies, it has been possible to adopt various production strategies with low-cost scales, product homogenization, production of products for export, and organic wines [45,86]. As well as marketing strategies based on the recognition of market opportunities [48]. In this regard, Felzenstein and Deans [49] indicate that some companies have already initiated cooperative processes in marketing activities to attract new customers and strengthen marketing aspects [49,85].

The perceived image of wine destinations has become a relevant research area for marketing since it strengthens activities such as wine tourism and wine consumption [82]. Leadership, terroir, entrepreneurial spirit, and how the wine regions' actions are communicated become a competitive advantage [34]. Another relevant finding in some studies [38,80] indicates that demand for products must be satisfied, considering those strains of vines that are not so well known and establishing mechanisms to promote them.

To consolidate the commercialization of wines, it has been proposed to have greater participation in fairs, wine events, and pairings [81] and look for alternatives in hotel companies to publicize new products [83]. In some countries, such as the USA, marketing actions have been focused on strengthening the motivations for visiting wineries based on charitable events and activities [84]. It is essential to consider that there is no government support for these actions in some emerging countries.

In general, the countries that make up the New World of Wine have consolidated their wine offering to compete globally. This fact has set a guideline in establishing quality standards, new territorial appropriations, penetration of new markets, and diversification in the production of vines and wine. In the American context, the theoretical and methodological perspectives around the wine industry have been adapted to the terroir, to the various scales of production (local, national, international), and new market trends.

Based on the literature review, it is realized that both the production of wine, its consumption, and its academic approach have advanced over the years. These

facts show that the importance of wine has been present from ancient civilizations to new generations. Therefore, there are challenges and opportunities in wine studies. Regarding sustainability, action mechanisms must be established to face climatic risks and design production strategies that are not aggressive with the environment.

Public policies will have to consider collaborative participation between various entities to regulate and strengthen the wine industry. On the other hand, heritage and culture studies can set precedents on the development and consolidation of wine regions in the countries of the American continent. This is for the European influence that it has from the processes of colonization and immigration. Regarding wine tourism studies, the challenge is to promote a more informed movement from a sustainable perspective and consider the different tourists who visit wine regions.

Marketing studies have led to better planning of the wine industry and will continue to strengthen due to the constant social changes that lead to perceptions and purchasing influences. Finally, consumers and consumer studies have to be addressed in greater depth since wine intake is increasing, and consumer preferences are dynamic and changing.

The various areas of knowledge selected show a growing interest in the emerging countries of the American continent. This fact is not isolated, since the selected countries are an essential reference in the New World of Wine, due to the growth of the wine industry, the expansion of the wine culture, the diversification of productive and leisure activities, as well as the consolidation of emerging markets with an international scope.

4. CONCLUSION AND IMPLICATIONS

Even though wine production is relatively recent in the American continent countries, compared with the countries of the Old World of Wine, the actions that have been undertaken regarding innovation and organization have generated great competitiveness that has been marginally studied. The countries with the highest scientific production in the Scopus and JCR indices are the United States and Brazil; both focused on wine markets in the American continent. These research areas mark a guideline in the influence of theoretical and empirical study that serves to reference countries such as Mexico, Chile, and Argentina.

In general, the American countries of the New World of Wine are betting on studies of wine markets, wine tourism, and consumption and consumers. This fact indicates that the need for global positioning implies

consolidating work networks that allow a flow of information and products. On the other hand, the strengthening of the wine-growing activity implies a change in the consumption and appropriation of wine production in some traditional societies that do not include it in their tastes and preferences. Studies on wine and wine tourism should, in the future, contemplate economic, commercial, and marketing aspects and strengthen cultural and sustainability aspects in the forms of production.

Based on differences in the countries' publications, it is observed that each country's social, economic, and educational characteristics derive from the publications' productivity. In this way, the main contribution of this review is to delineate future lines of research on wine and wine tourism from a thematic and geographical perspective. However, it is essential to emphasize that the analysis did not consider the economic and political asymmetries that determine the research capacity of the different countries studied.

One limitation in this literature review is that, due to its limited scope and descriptive nature, many of the works published in Spanish and Portuguese were not considered. A good amount of the scientific production of Chile, Mexico, Argentina, and Brazil are case studies with a limited analytical scope. To better understand the production and consumption of wine in emerging countries of the New World of Wine, research must be consolidated and strengthened with the highest standards of quality and scientific rigor.

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