

Classiques Garnier

- [Journals](#)
- [Economy, Management and Society](#)
- [Food systems](#)

2016, n° 1



Systèmes alimentaires / Food Systems



Direct distribution and value creation: the case of wine sales

- **Publication type:** Journal article
- **Journal:** [Systèmes alimentaires / Food Systems](#)
[2016, n° 1](#)
[. varia](#)
- **Authors:** Lapassouse-Madrid (Catherine), Krémer (Florence)
- **Abstract:** This article is interested in the creation of value through a strategy of direct distribution for small agrifood businesses. Faced with the producer's difficulty in thinking of an effective way to distribute, the notion of "business model" is used as a framework to give structure to the contributions from channel theory and evaluate a distribution strategy. Based on the case of two winemakers, empirical analysis sheds light on how they choose to distribute.
- **Pages:** 97 to 119
- **Journal:** [Food systems](#)
- **CLIL theme:** 3306 -- SCIENCES ÉCONOMIQUES -- Économie de la mondialisation et du développement
- **EAN:** 9782406068631
- **ISBN:** 978-2-406-06863-1
- **ISSN:** 2555-0411
- **DOI:** [10.15122/isbn.978-2-406-06863-1.p.0097](#)
- **Publisher:** Classiques Garnier
- **Online publication:** 05-25-2017
- **Periodicity:** Annual
- **Language:** French
- **Keyword:** Marketing, distribution, business models, wine
- [Display online](#)