

# Wine Production In Northeast Bahia: A Comparative Study Between The Municipalities Of Mucugê And Casa Nova In The Light Of The Literature

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## Abstract:

**Introduction:** Market competition is a dynamic, transitory and oscillatory phenomenon, which changes based on influences linked to economic, behavioral, legal, technological and regulatory aspects. The research addresses the two wineries located in the Northeast of Bahia in the municipalities of Casa Nova and Mucugê. Wine, as one of the products that has been part of the trade for thousands of years, has followed the trends and market prerogatives according to the regulatory bodies. The objective of this research is to analyze, in the light of the literature, the types of strategies that the UVVA and Miolo wineries adopt to add distinctive value that make them permanent in the competitive market.

**Materials and Methods:** This research is bibliographical, analytical-comparative in nature, as it seeks to understand two variables under analysis in order to identify their similarities and differences. The scientific evidence that gave rise to this article was systematized through articles, books and dissertations found on Google Scholar. As a distinctive characteristic between the UVVA and Miolo wineries, the websites were analyzed to understand the types of products, types of offers, brands, awards and stories of each winery. Inclusion and exclusion criteria were applied to select the research sample.

**Results And Discussion:** The economic market *modus operandi* of small and large wine producers was analyzed in terms of brand and added value. Furthermore, it was presented how each winery carries out the value offers associated with wine tourism and the type of consumer profile that these proposals attract.

**Conclusion:** Wine tourism and the Geographical Indication recognition seal can protect small wine producers against predatory and unfair competition that affects market relations to ensure their development, recognition and market permanence through legal support, wine quality, terroir and wine tourism.

**Keyword:** Wine tourism; Predatory and unfair competition; Geographical Indication; Winery.

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## I. Introduction

Market competition is a dynamic phenomenon that changes based on influences linked to economic, behavioral, legal, technological, and regulatory aspects. Lima et. al (2022) expands on this idea by saying that the “armor” to face competition lies in the adoption of effective strategies aligned with an organization’s resources and know-how. This will make it possible to identify opportunities in the market to obtain competitive advantages.

In this manuscript, we will direct the market focus to wine production, understanding that this is one of the oldest products of humanity recorded in history that aggregates specific characteristics resulting from the environmental conditions of a given region, as well as its form of cultivation, production, and management. The origin of alcoholic beverages, according to Silva, Magalhães, and Pinheiro (2021, p.20), “is directly related to the remains discovered by archaeologists and, thus, we can state how long ago, in which region, and how they were produced. Basically, three types mark the history of alcoholic beverages: beer, wine and spirits”. In this context, wine has been part of commerce for thousands of years and, consequently, has followed the trends and prerogatives of the market according to the regulatory bodies.

In Brazil, CADE - Administrative Council for Economic Defense<sup>1</sup> is the entity responsible for investigating and taking action against practices that constitute violations of the economic order. Therefore, this autarchy has the mission of “guarding free competition in the market, being the entity responsible, within the scope of the Executive Branch, not only for investigating and deciding, in the final instance, on competition

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<sup>1</sup> Available at: <https://www.gov.br/pt-br/orgaos/conselho-administrativo-de-defesa-economica#:~:text=O%20Cade%20tem%20como%20miss%C3%A3o,a%20cultura%20da%20live%20concorr%C3%Aancia>. Accessed at: 28/10/2024.

matters, but also for fostering and disseminating the culture of free competition”. Therefore, it performs three functions: preventive, repressive and educational, governed by Law No. 12,529/2011, known as the Competition Defense Law.

Among small and large wine producers/suppliers there are common elements and characteristics that distinguish them in the market as a product offering. Some common aspects include: wine quality (cultivation, harvesting and winemaking methods); terroir (geographical and climatic characteristics that influence wine); Production Standards (national and international regulations for wine production); Wine Tourism (guided tours of wineries and caves with access to tastings) (Ferri; Nodari, 2023).

Among the characteristics that distinguish them, we can mention: Production Scale and Distribution Capacity (large – national and global; small – local and niche); Production approach (large – industrialized and automated; small – organic preserving traditional methods); Prices and market positioning (large – competitive prices with a position of quantity in retail; small – more expensive prices with a position of exclusivity/limited edition); Marketing (large – mass campaign to obtain contracts with large national and international distributors; small – word of mouth and social media); Product diversity (large – grape variety; small – grape specialty with unique method) (Andrade et al., 2023).

In addition to this, macroeconomic factors must also be taken into account, such as: inflation; interest rates; employment levels; and economic growth. These factors directly influence consumer behavior and companies' ability to compete. Among these variables, there are two types of competition that affect small wine producers: predatory competition and unfair competition.

Predatory competition is a type of market practice in which large companies use marketing advertising to offer prices well below the market for a long period in order to eliminate competition and acquire a dominant position. Small and medium-sized companies are the most vulnerable because they are unable to maintain the same supply for a long time, which can lead to bankruptcy or the deterritorialization of the company in that region (Eckert; Mecca; Borges, 2010). This invasive practice can lead to monopolization or oligopolization of the market, making it impossible to diversify products and innovate strategies that are attractive to consumers, harming healthy competition and ethical principles provided for in the Federal Constitution in articles 170<sup>2</sup> and 173<sup>3</sup>, paragraph 4, and in the Competition Defense Law No. 12,529/2011 in article 36<sup>4</sup>. Predatory competition is illegal in Brazil, but it is not punishable by law. Therefore, even though it affects healthy competition and significantly harms small and medium-sized producers, nothing prevents it from managing such practices.

Unfair competition is related to unethical and fraudulent business practices that violate the laws and regulations that ensure free competition. The following can be identified as unfair practices: copying competitors' brands or products; defaming other companies; using misleading advertising; social dumping (labor exploitation); economic dumping (selling products below cost to eliminate competitors) (Eckert; Mecca; Borges, 2010). All of the points listed jeopardize the quality of the product that the consumer will acquire due to the distortion of signals and prices adopted through anticompetitive practices, causing losses for companies that are competing honestly.

The nature of the unfair practice may be criminal, civil and administrative in nature, as provided for in the Industrial Property Law (Law No. 9,279/1996) in article 195<sup>5</sup>; the Law for the Defense of Competition (Law No. 12,529/2011)<sup>6</sup>; and the Consumer Defense Code (Law No. 8,078/1990) <sup>7</sup>.

The outline of the writings so far leads us to understand market competition as a dynamic, transitory and oscillatory phenomenon, highlighting wine producers (small and large), types of competition, laws and regulatory bodies. The case study we propose to develop draws a parallel with the interface (small and large wine producers) using two municipalities in Bahia as reference - Mucugê and Casa Nova, with the aim of analyzing the wineries (UVVA and Miolo). This leads us to the central question of this research: how does the

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<sup>2</sup> establishes the principles of the economic order, among which is free competition. In this sense, the State must ensure that the market functions in a fair and competitive manner, preventing abuses of economic power and practices that distort the business environment, such as predatory competition.

<sup>3</sup> explicitly mentions the repression of abuse of economic power aimed at market domination, elimination of competition and arbitrary increase in profits. This covers practices such as predatory competition.

<sup>4</sup> conduct that constitutes an infringement of the economic order is foreseen, and among them is the abuse of a dominant position and the adoption of practices that may harm free competition. Predatory competition is one of these infractions, especially when it involves the artificial reduction of prices with the aim of expelling competitors from the market.

<sup>5</sup> defines and punishes the practice of unfair competition, including counterfeiting of products, misuse of brands and other anti-competitive practices.

<sup>6</sup> establishes CADE - Administrative Council for Economic Defense to combat practices that may harm free competition, including unfair competition and abuse of economic power.

<sup>7</sup> establishes consumer protection and defense standards, and regulates consumer relations.

brand attribute, associated with wine production, generate market distinctions between the small and large producers of each winery?

The objective of this research is to analyze, in light of the literature, the types of strategies that the UVVA and Miolo wineries adopt to add distinctive value that makes them permanent in the competitive market. To this end, we outline the following paths: perform a descriptive mapping of the two wineries emphasizing the characteristics that define them as wine producers; compare the offer of 5 (five) brands common to both wineries, highlighting their attributes and attractive differentials; describe the results found with the aim of answering the question raised in this research.

## **II. Material And Methods**

This research is bibliographical, analytical-comparative in nature, as it seeks to understand two variables under analysis in order to identify their similarities and differences. The two phenomena under analysis are the UVVA wineries, located in the municipality of Mucugê - BA and Miolo, located in the municipality of Casa Nova - BA. The choice of wineries sought to consider the State of Bahia located in the Northeast region that converged with the intention of the research to compare the market challenges between small and large wine producers.

### **Data Collection Instrument**

The support of scientific evidence that gave rise to this article was systematized through articles, books and dissertations found in Google Scholar from the following descriptors: Wine Production in Northeast Bahia; Wine Tourism in Northeast Bahia; Predatory Competition in the Grape and Wine Market; Unfair Competition in the Grape and Wine Market; The Importance of Wines with Geographical Indication; Value Offering in Wine Production in Casa Nova – BA; Value Offering in Wine Production in Mucugê – BA. As a distinctive feature between the UVVA and MIOLO wineries, the following electronic addresses were analyzed: <https://vinicolauvva.com.br/loja-online/> and <https://www.miolo.com.br/> to understand the types of products, types of offers, brands, awards and stories of each winery.

### **Inclusion and Exclusion Criteria**

In the scientific evidence, articles, books and dissertations in their entirety that were fully related to the research descriptors were considered. A filter was applied only for articles delimiting a time frame between 2008 and 2024. In the search, a quantity of 167 articles were found that were exported to an electronic spreadsheet for selection considering: abstract; introduction and final considerations. After reading and selection, 66 articles that presented data most consistent with the research were considered. A more in-depth reading of the selected articles resulted in 29 articles that could be used in the construction of this paper. Books and dissertations were not included in this filter. The content available on the websites of the Miolo and UVVA wineries was also considered for checking and comparing distinctive elements.

Articles and books that were not consistent with the research theme, methodological clarity; completeness of the file; data that did not match the research objectives; information that was too generalist and that went beyond the focus of this research were excluded. Information on the websites related to Blogs; types of shipping; contacts and addresses was also disregarded.

### **Systematization and Analysis of Data**

After selecting the research sample, the construction of the article began in order to show: the distinctive characteristics between the Miolo and UVVA wineries; brand, types of offers and offer values; the type of immersive experience that each winery promotes; and the differences between small and large wine producers. The analysis was based on inference, intertwining the wineries in question with support from the literature and triggering illustrative tables to visualize the market conditions that each one offers in terms of the sale of products and services.

## **III. Result And Discussion**

Understanding the context in which small and large wine producers operate helps us understand the characteristics that make them distinctive. Therefore, since the research focuses on wineries located in two cities in the Northeast of Bahia, it is important to contextualize the characteristics of each of them.

The municipality of Mucugê – BA, is a prominent tourist destination in Chapada Diamantina, attracting visitors interested in ecotourism, history and culture. It is located in the central region of Bahia, within Chapada Diamantina, one of the most important tourist and natural areas in the state. Located at an average altitude of about 983 meters above sea level. The relief of the region is characterized by mountains, deep valleys, plateaus and rock formations, typical of Chapada Diamantina. The city is surrounded by a mountainous landscape, with cerrado vegetation and areas of caatinga. The climate is tropical at altitude, with mild

temperatures throughout the year, especially due to its elevation. Summers are hot and rainy, while winters are dry and can be cold, especially at night (Cezar, 2008).

The UVVA winery's grape plantation is a project that began in 2012 by a family of European immigrants with the aim of producing fine, high-end wines that, combined with wine tourism and haute cuisine, would definitively introduce the terroir of Chapada Diamantina - BA to the national and international map <sup>8</sup>.

Regarding the municipality of Casa Nova - BA, it is a city of significant agricultural importance, especially in the production of wines and irrigated fruits, benefiting from its strategic location in the São Francisco Valley. It is located on the banks of the São Francisco River, which plays a crucial role in agriculture and the region's water supply. The presence of the river is one of the factors that favors irrigation and the development of viticulture, an important economic activity for the city. The city is located at an average altitude of about 380 meters above sea level. The region's relief is characterized by alluvial plains close to the São Francisco River and higher areas, with semi-arid and rocky terrain. The climate is semi-arid, with scarce rainfall concentrated in a few months of the year. The city is known for its high temperatures and low relative humidity, which makes it necessary to use irrigation techniques for agriculture (Hernandes; Pedrozo, 2009).

The Miolo family has worked in winemaking since Giuseppe's arrival in Brazil in 1897. Upon arriving in Brazil, Giuseppe went to Bento Gonçalves, a municipality recently formed by Italian immigrants. The Miolo Wine Group, which manages the winery in Casa Nova, is one of the most important and renowned wine producers in Brazil, with vineyards in several regions of the country. The winery in Casa Nova – BA, is notable for producing wines and sparkling wines that stand out both in the national and international markets <sup>9</sup>.

In this brief context involving the cities and wineries, it is possible to distinguish elements inherent to the geographic area in which they are located. According to Spinola, Santos and De Souza (2023), in the municipality of Mucugê – BA, the main varieties of red grapes are: Cabernet Sauvignon, Malbec, Merlot, Petit Verdot, Syrah, Tempranillo. Main varieties of white grapes: Chardonnay, Sauvignon blanc. Because it is located in Chapada Diamantina in semi-arid or high-altitude tropical and intertropical zones, it is considered to produce tropical wines. UVVA wines have already featured in internationally respected awards such as Guia Descorchados, James Suckling, Decanter World Wine Awards, Challenge International du Vin, Vinalies Internationales and International Wine Challenge. In the municipality of Casa Nova, Bahia, the main grape varieties are: Syrah, Cabernet Sauvignon, Tempranillo, Tannat. The main white grape varieties are: Chardonnay, Sauvignon Blanc, Moscatel, Viognier. These varieties stand out due to the combination of a semi-arid climate and controlled management, which favors the production of high-quality grapes with unique characteristics in the terroir of the São Francisco Valley. Miolo is one of the pioneering wineries in the cultivation of wines in this region, helping to position Brazil as a producer of wines from tropical regions.

When discussing the economic market of small and large wine producers, it is crucial to establish the modus operandi of each of them so that we can compare them. In terms of brand and added value, the table below shows information about the same product changing the supplier.

**Frame 01:** comparison of brands and prices between UVVA and Miolo wineries

Mark	TYPE	ML	WINERY	
			UVVA VALUE PER UNIT	MIOLO VALUE PER UNIT
Cabernet Sauvignon	Red	750	R\$ 169,00	R\$ 66,90
Tempranillo	Red	750	R\$ 160,00	R\$ 66,90
Syrah	Red	750	R\$209,00	R\$ 66,90
Chardonnay	White	750	R\$ 143,00	R\$ 66,90
Sauvignon Blanc	White	750	R\$ 143,00	R\$ 66,90

**Source:** data taken from websites: <https://vinicolauvva.com.br/loja-online/>; <https://www.miolo.com.br/>  
Accessed at 30/10/2024.

When analyzing the data above, it is clear that the values added to one supplier are completely different from the other because they are linked to structural and economic differences. For Salvagni, Johansson and Cunha (2021), small wine producers find themselves competing in the same market as large companies that, in addition to having a high financial and structural capacity, have worldwide recognition resulting from awards, renowned terroirs and the perception of superior quality. Since small producers do not always contemplate this podium, the perception of prestige does not reach this evidence and, consequently, generates the focus on the price of the product so that it can remain competitive in the market and attract customers.

<sup>8</sup> Information available at: <https://vinicolauvva.com.br/sobre-a-vinicola-uvva/> Accessed at: 30/10/2024.

<sup>9</sup> Information available at: <https://institucional.miolo.com.br/o-grupo/#:~:text=Giuseppe%20Miolo%20chega%20ao%20Brasil&text=A%20hist%C3%B3ria%20da%20fam%C3%ADlia%20Miolo,dos%20vinhedos%2C%20chamado%20Lote%2043>. Accessed at: 30/10/2024.

In this context, it is important to mention the Geographical Indication - GI which, according to Vieira et. al (2019, p.175), presents “distinctive signs or symbols as instruments that allow the consumer to identify the origin of the product or service and, when applicable, characteristics or qualities resulting from this origin [...]”. Although the value to be protected by small wine producers is not the same as that of large producers, the GI guarantees a seal of quality that, regardless of whether it is a small or large producer, adds value to the brand, making it distinctive.

In Brazil, there are two distinctive types of Geographical Indication according to the Industrial Property Law - LPI No. 9,279/1996, articles 177 and 178, the Indication of Origin - IP and the Denomination of Origin - DO. The Indication of Origin - IP refers to the geographical name of a country, city, region or locality in its territory, which has become known as a center of extraction, production or manufacturing of a certain product or provision of a certain service. Denomination of Origin - DO refers to the geographical name of a country, city, region or locality in its territory, which designates a product or service whose qualities or characteristics are due exclusively or essentially to the geographical environment, including natural and human factors (Brazil, 1996). This seal of recognition allows the region to have greater visibility as a tourist attraction, generating new market dynamics in the area. For César et. al (2022), wine tourism is also the (re)discovery of the “local” as a counterpoint to the standardized “global”, as it seeks to value the specificities of places, communities and cultures associated with the tourist destination. Therefore, the GI seal accompanies this reputation that is gradually consolidated as unique in the region. In addition, with tourism, wine sales are encouraged, enabling the rise of the brand image and terroir, resulting in the increase of new market developments and the demand for products characteristic of the territory (Ferri; Nodari, 2023).

In relation to the wineries analyzed in this research, the offer of wine tourism is configured according to the purchasing power of each winery linked to its reputation. Below is a table detailing the offers of on-site visits in the mentioned regions.

**Frame 02: Visitation Offers at Wineries UVVA and MIOLO**

WINERY UVVA		WINERY MIOLO	
VISIT PACKAGES	PRICES AND ADVANTAGES	VISIT PACKAGES	PRICES AND ADVANTAGES
Harvest Immersion/ Complete Tour	<p>R\$: 1.500,00 per person. Maximum 12 people/Day.</p> <ul style="list-style-type: none"> <li>-Round-trip transfer between Mucugê and the Winery UVVA;</li> <li>- Welcome UVVA with Latitude coffee 13;</li> <li>- Presentation about the Winery and the terroir;                             <ul style="list-style-type: none"> <li>- Harvest Instructions;</li> <li>- Harvest in the vineyards;</li> </ul> </li> <li>- Participation in the initial stages of wine production;</li> <li>- Guided tour of the technical areas;                             <ul style="list-style-type: none"> <li>- Exclusive lunch amidst the vineyards;</li> </ul> </li> <li>- Afternoon coffee in the middle of the vineyards;                             <ul style="list-style-type: none"> <li>- Exclusive wine tasting;</li> <li>- Panama style hat souvenir;</li> <li>- Souvenir Apron;</li> </ul> </li> </ul>	The Wine Vapor	<p>Terranova Winery is part of the Vapor do Vinho wine tourism itinerary, a tour along the São Francisco River that departs from Juazeiro and explores the beauty of the region.</p> <p>For approximately two and a half hours of the tour, the boat stops at tourist sites in Rio and Lake Sobradinho, including onboard tastings of typical foods and Terranova wines and sparkling wines.</p> <p>Upon arriving at the winery, you will visit the vineyards and modern facilities of the region's pioneering company. Vapor do Vinho is a project that was born from a partnership between Bahiatursa and Vinícola Terranova (Miolo Wine Group), presenting the wonders of Bahia from a new perspective.</p> <p>The tour costs R\$ 220.00 per person, including road and river transfer with live music, visit to the Terranova winery with wine tasting, brandy, sparkling wine and lunch. Drinks on the boat are not included.</p>
UVVA Experience Complete Tour With Tasting	<p>R\$ 310.00 per person Maximum group of 8 people</p> <ul style="list-style-type: none"> <li>-The visit will be guided by a winemaker from the winery.</li> <li>-Presentation of the family and project history.                             <ul style="list-style-type: none"> <li>-Visit to the vineyards</li> </ul> </li> <li>-Technical explanation of the management of our terroir.</li> <li>-Visit to the winemaking area.</li> <li>-Technical explanation of our development process.                             <ul style="list-style-type: none"> <li>-Bottling line.</li> <li>-Basement (barrel room).</li> </ul> </li> </ul>	Terranova	<p>Certainly the Terranova project is Miolo's boldest, as developing a fine and sparkling wine project in a tropical region is a great challenge, given that there are still few studies of these regions at a global level, and there are also few regions with these characteristics.</p> <p>In addition to the São Francisco Valley, we currently only find this viticulture in some regions of India and Thailand. Our main challenge was to find the varieties that best adapt to this climate, and after almost two decades of studies and experiences we managed to find great potential for the region.</p>

	-Tasting of 4 wines. -Visit to the store.		as is the case of Moscatel Espumante and wines of the Syrah variety, for example, where they found in the São Francisco Valley its best Terroir.
Sincorá Enthusiast	R\$ 220,00 per person -Presentation of family history and the project. -Explanation of our terroir and management techniques. -Wine making process. -Bottling line. -Access to the cellar (barrel room). -Tasting of 2 wines. -Visit to the store.		Voucher for R\$: 30.00 – visit to the winery, vineyards and tasting.

**Source:** data taken from the website: <https://vinicolauvva.com.br/tours/experiencia-uvva/> e <https://institucional.miolo.com.br/enoturismo/#fale-conosco>. Accessed at 30/10/2024.

When analyzing the table above, it is notable how the offerings of experiences related to wine tourism are a distinctive attribute that wineries promote to create a more direct relationship with consumers, making them understand their expectations and preferences to promote new products and more effective marketing strategies.

Lima, Ribeiro and Nunes (2020, p.385) state that understanding “[...] what are the characteristics of these visitors, whether sociodemographic, socioeconomic, related to motivation, interest and knowledge of the sector or even perceptions about the experience, [...] derive public policies and business strategies from there”. The word wine tourism is a combination of the Greek words oínos (wine) and tourism. It is a tourist activity that involves the appreciation of wine and immersion in the culture and traditions of wine regions <sup>10</sup>.

This promotion of tourism that the UVVA and Miolo wineries foster, involving the tangible and intangible heritage of the region, promotes an immersion that can involve both beginner wine tourists and more experienced wine lovers, providing an experience that can create memories that connect the consumer to the brand. In addition, it is possible to see how the forms of access can be discordant, in terms of values, to enjoy immersive experiences. The fact that the UVVA winery has a more consolidated reputation in the market with national and international recognition as a producer of high-quality (premium) wines, adds an intangible value that attracts even more consumers.

However, each region has its own uniqueness and this notoriety is propagated when we educate consumers about the importance of terroir, winemaking practices, grape varieties, among other elements, to see how the production process occurs and the factors that influence the quality of the product. A more informed consumer tends to value the product more, the cultural tradition that accompanies it and the know-how that makes it unique.

The Miolo winery promotes an immersion focused on artisanal work, allowing visitors to taste limited edition wines and/or labels that are produced in small details so that they understand the difference between artisanal and large-scale production. By encouraging the appreciation of these practices (artisanal and sustainable), this movement contributes to strengthening the identity of the network of artisanal producers in Brazil, which can also lead to national and international market recognition.

The triad that characterizes wine tourism – the consumer (tourist), the destination and the offer, provides the opportunity to promote wine tourism that, in addition to involving an educational process on wine production, promotes sustainable management practices in favor of preserving the natural resources that each region has (Lima; Ribeiro; Nunes, 2020).

Thinking about small wine producers, this type of tourism can be and/or become a powerful marketing strategy, because by building this understanding in the visitor about the importance of preservation and sustainable management, cultural heritage, artisanal and agricultural practices of the region, there can be an awareness, motivated by the immersive experience, to value and encourage continuity in the form of production and personalization to foster new consumption experiences. Therefore, this type of strategy linked to the seal of recognition of the Geographical Indication, can protect small wine producers against predatory and unfair competition that affects market relations to ensure their development, recognition and market permanence.

<sup>10</sup> Taken from the Priberam online dictionary. Available at: <https://dicionario.priberam.org/enoturismo#:~:text=nome%20masculino,etimol%C3%B3gica:eno%2D%20+%20turismo>. Accessed at: 02/11/2024.



#### IV. Conclusion

The findings elucidated in this research highlighted some of the challenges that small wine producers face in order to remain active in the economic market. Competition is an inseparable phenomenon in the market; however, it was possible to analyze that both predatory and unfair competition significantly harm healthy competition.

The question raised in this research to understand how the brand attribute, associated with wine production, generates market distinctions between small and large producers of each winery, was answered by pointing out that the values to be protected between small and large wine producers are different and these particularities influence the modus operandi they exercise. Thus, even competing in the market facing the same tax conditions, the purpose, values with the clientele and the nature are different.

The objective of analyzing, in light of the literature, the types of strategies that the UVVA and Miolo wineries adopt to add distinctive value that make them permanent in the competitive market was achieved, because, when we highlight the developments that each winery adopts, we realize that they use different strategies to validate their reputation and/or offer different products and services.

This differentiation also ends up outlining a profile of the visiting public based on the access conditions that each of them fosters. However, the concern with the educational bias, in both wineries, based on wine tourism, leads us to consider that contextualizing the consumer about how the winery operates makes it possible to create a more consistent bond of loyalty associated with the brands. Each winery promotes different immersions, extolling its terroir, architecture, products, services and its production method.

Especially for small wine producers, by knowing the threats and market strategies that large producers adopt, it is possible to protect against competition: seeking legal support (through the Geographical Indication recognition seal); emphasizing the quality of the wine (cultivation management, harvesting and winemaking); terroir (the geographic and climatic characteristics of the region); wine tourism (elucidating the preservation and sustainable management, cultural heritage, artisanal and agricultural practices of the region). In addition to the elements mentioned, it is suggested that other research can expand the findings so far to find new outcomes that can ensure that small wine producers continue to practice in the market.

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