



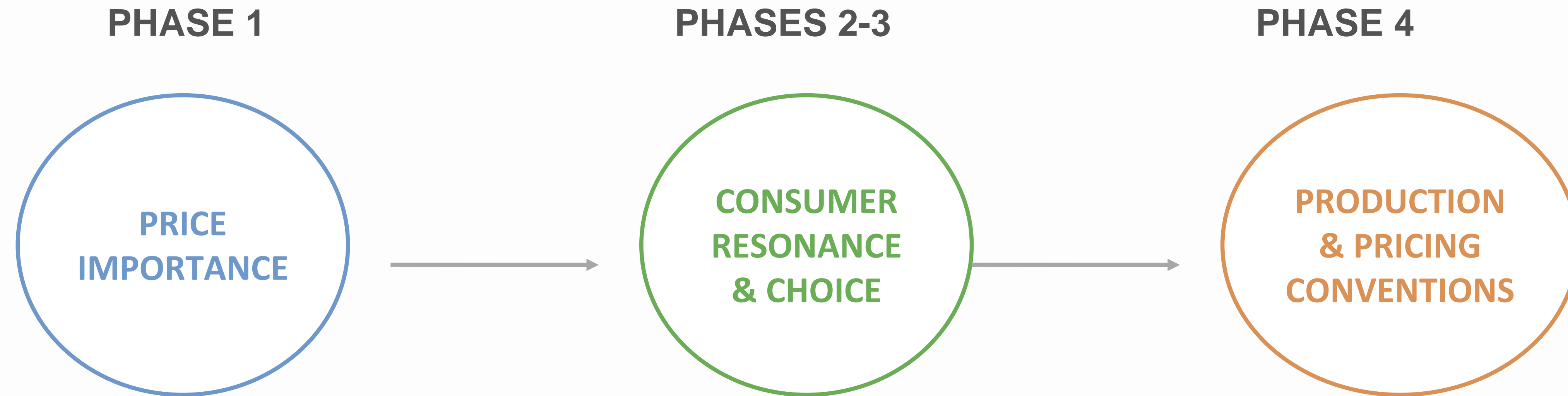
Graduate School  
*of* **BUSINESS**  
UNIVERSITY OF CAPE TOWN

# SA CHENIN BLANC: TRANSITIONING FROM WORKHORSE TO CINDERELLA CATEGORY THROUGH OLD VINES

**Jonathan Steyn**

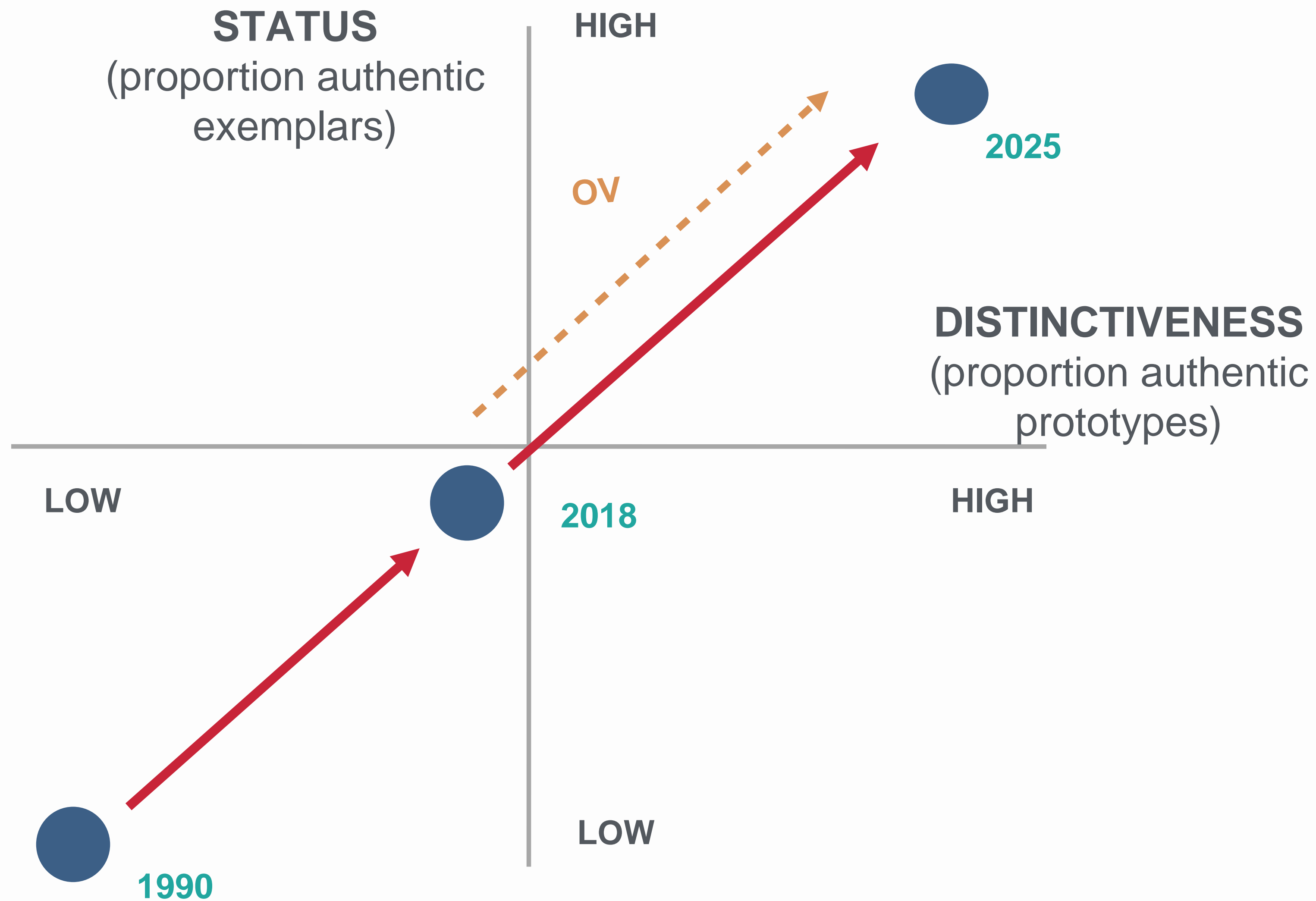


## Unlocking market value for SA's old vine resource?

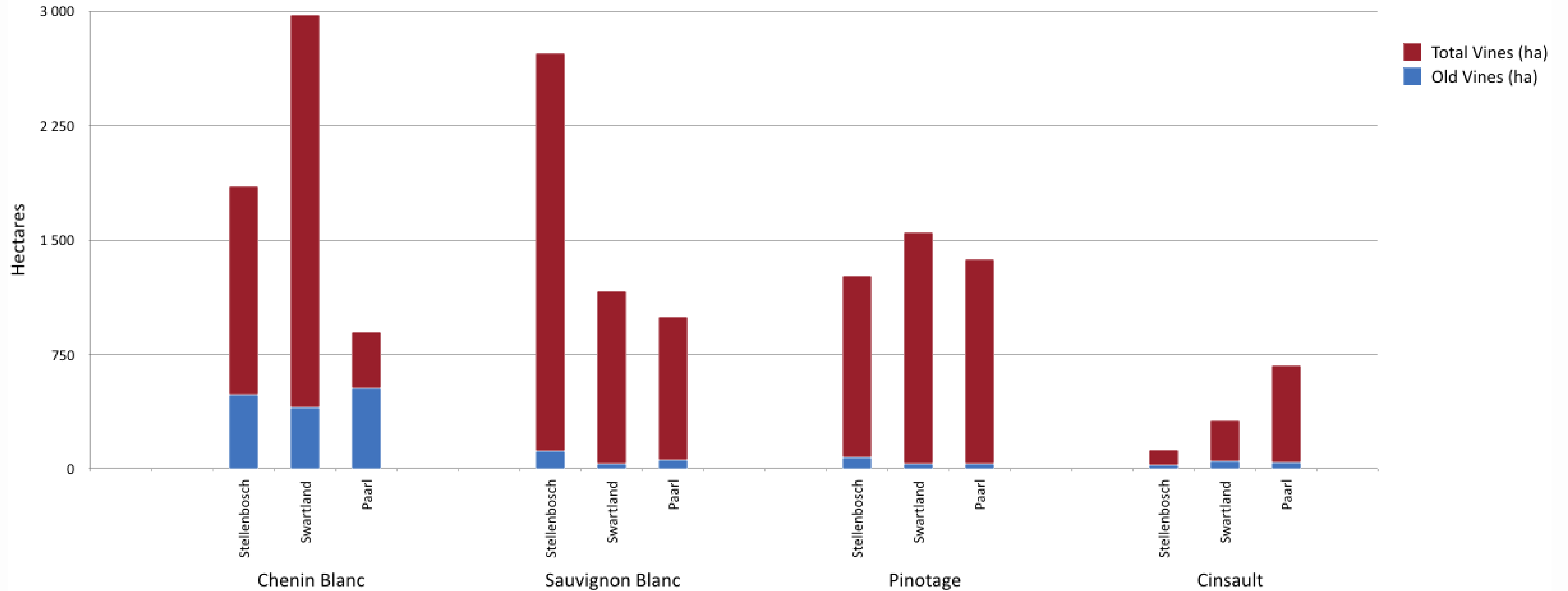


## VALUE CHAIN PROFILE

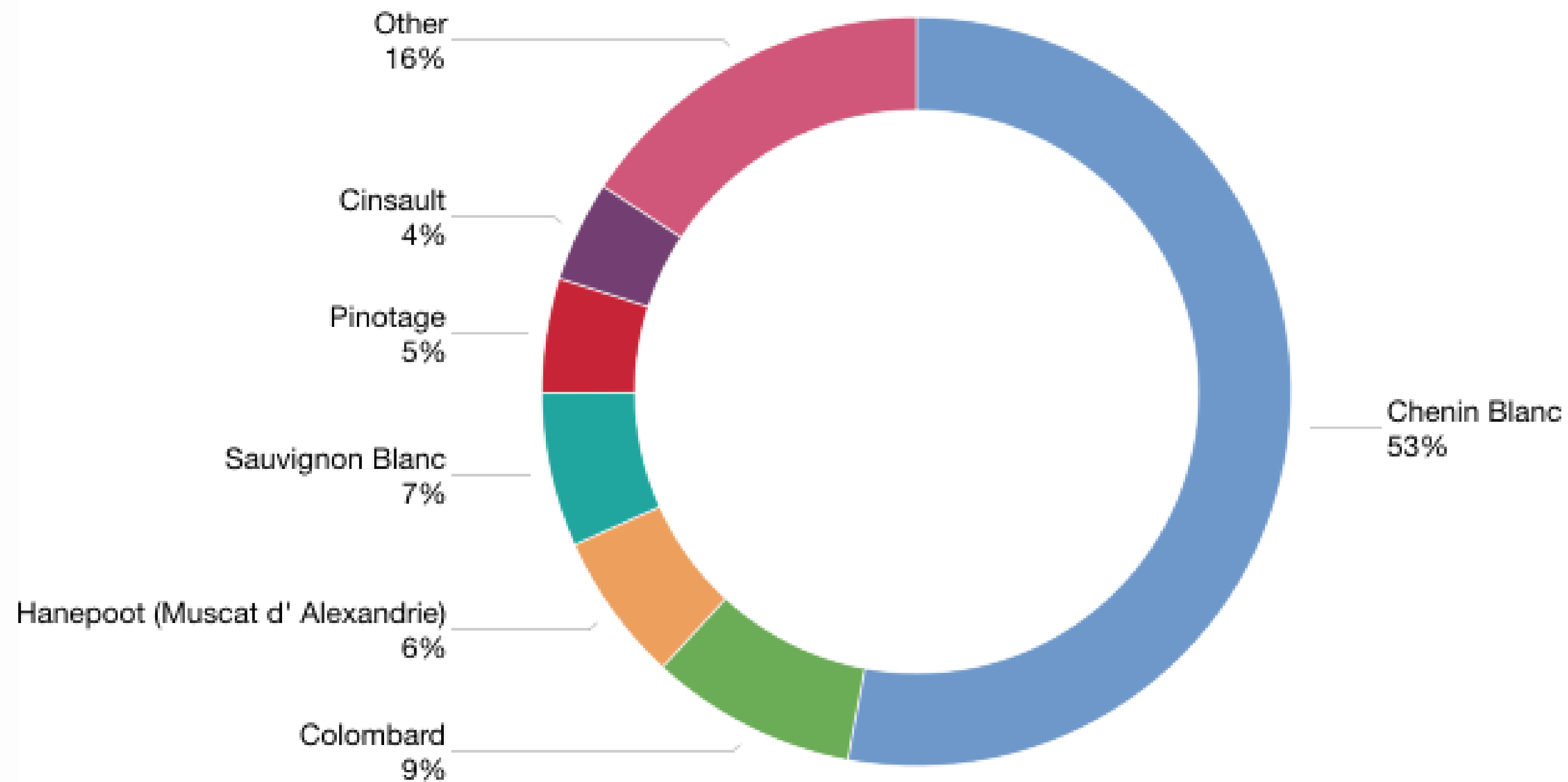
# SA CHENIN TRAJECTORY



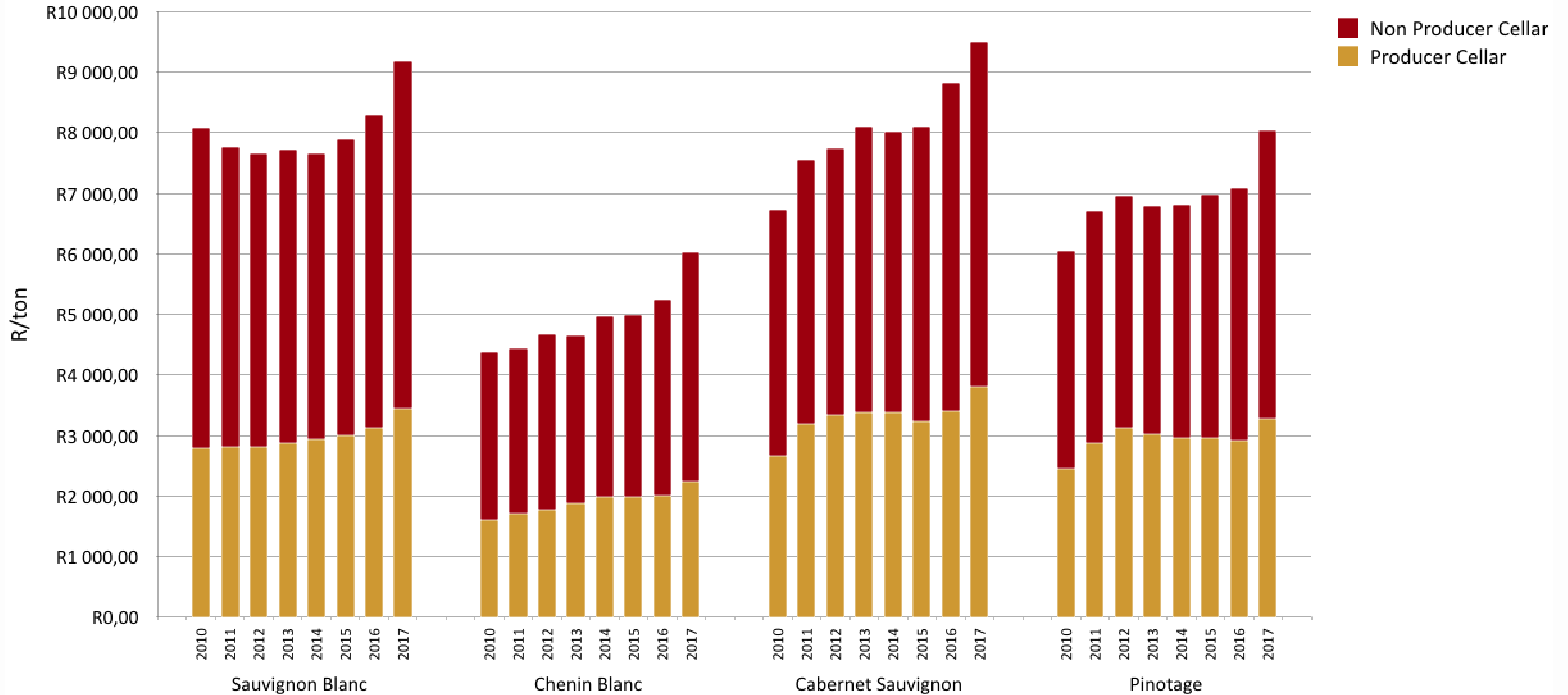
# OLD VINE PLANTINGS IN SOUTH AFRICA



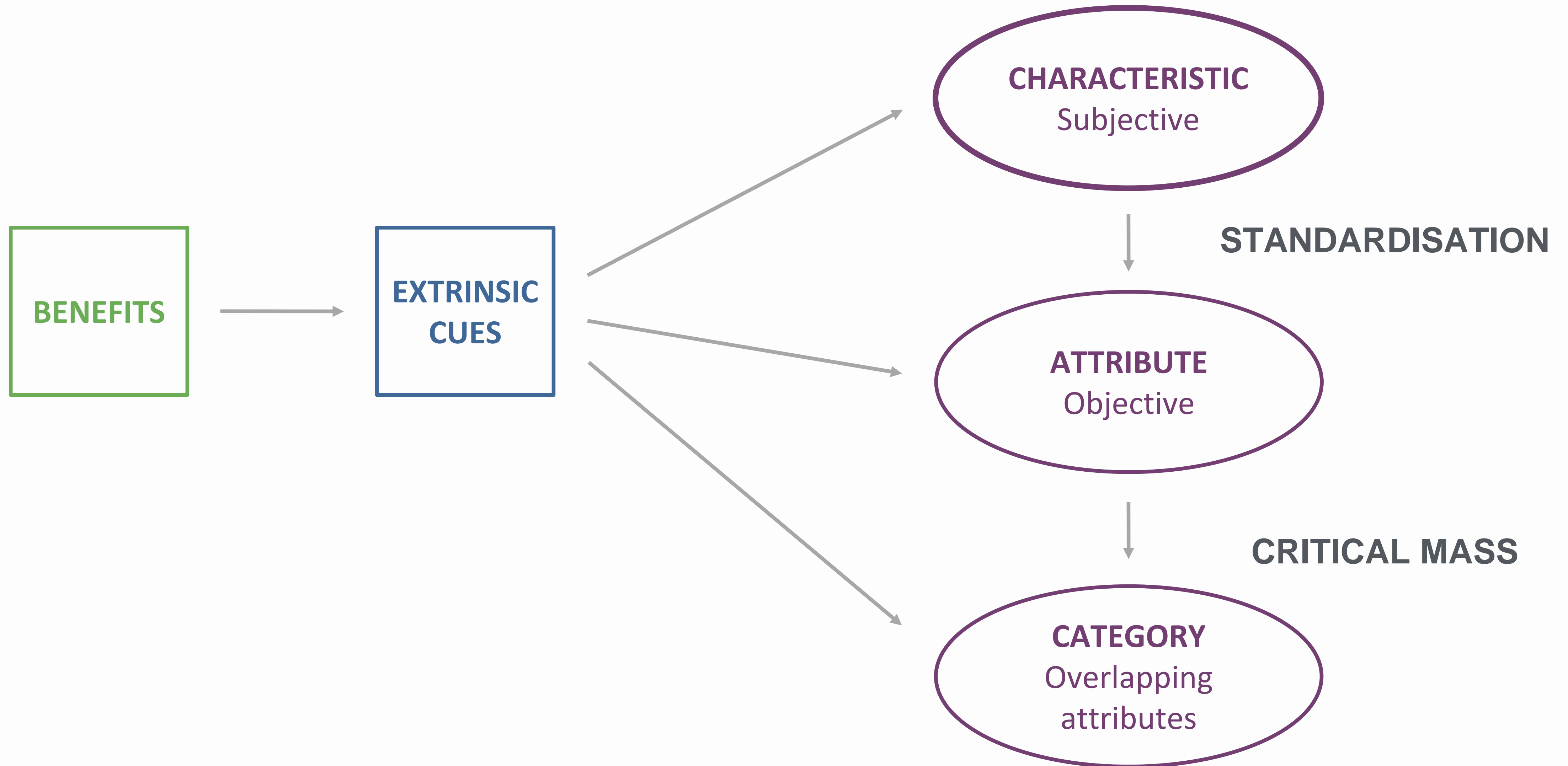
# OLD VINE VARIETALS IN SOUTH AFRICA



# AVERAGE GRAPE PRICES



# CHARACTERISTIC - CATEGORY





# PRICE IMPORTANCE

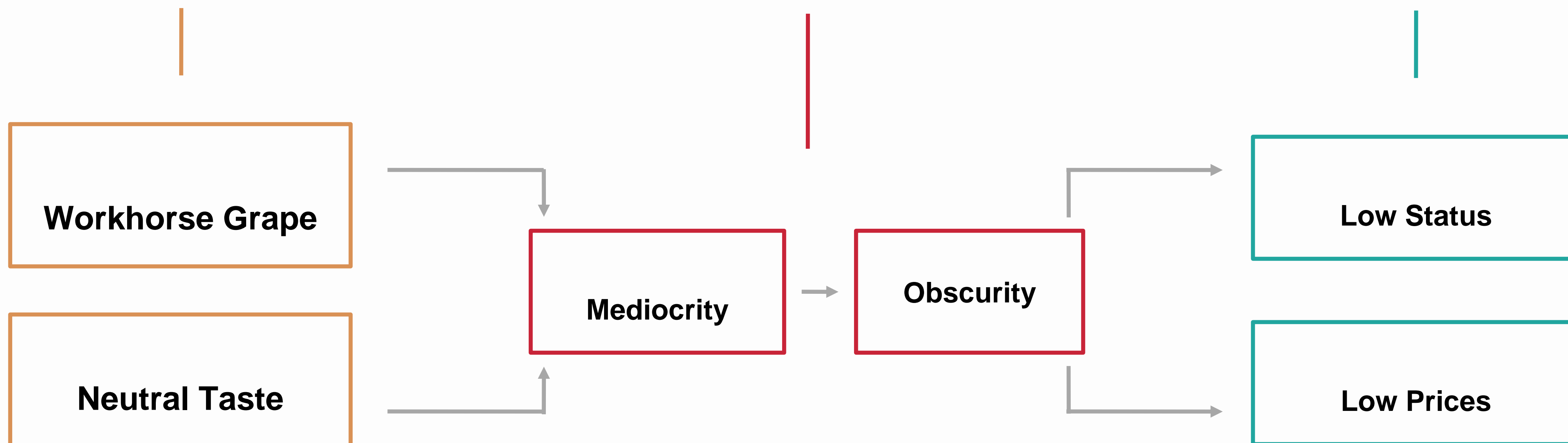


# MEDIA ANALYSIS: LOW STATUS REASONS

## COMMODYNG

## DOUBTING

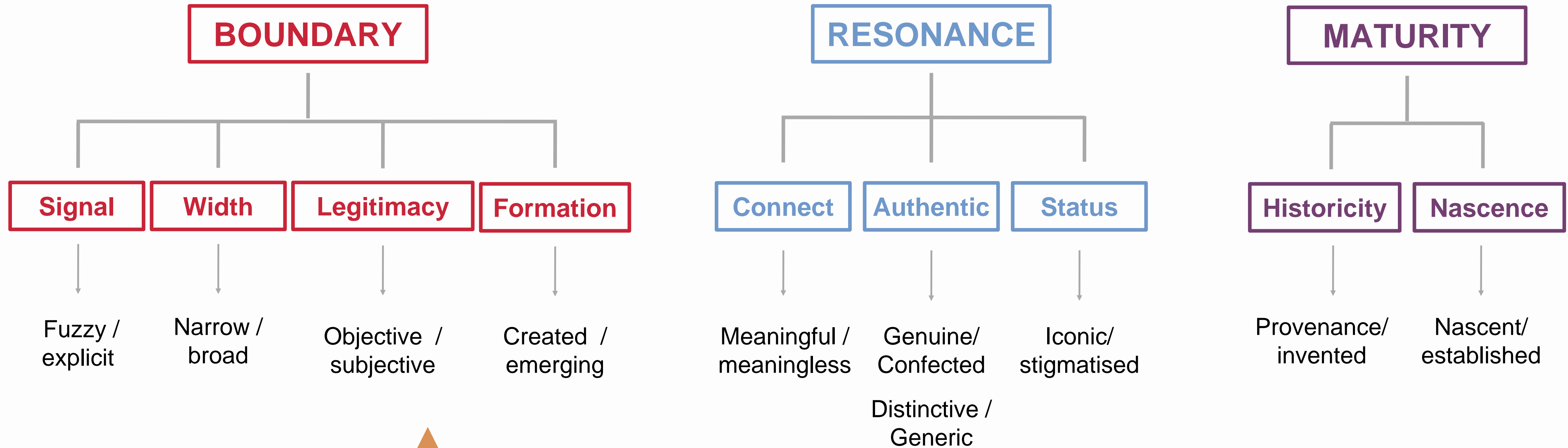
## DISCOUNTING



# CONCEPTUAL FRAMEWORK



ELEVATION OF STATUS AND VALUE



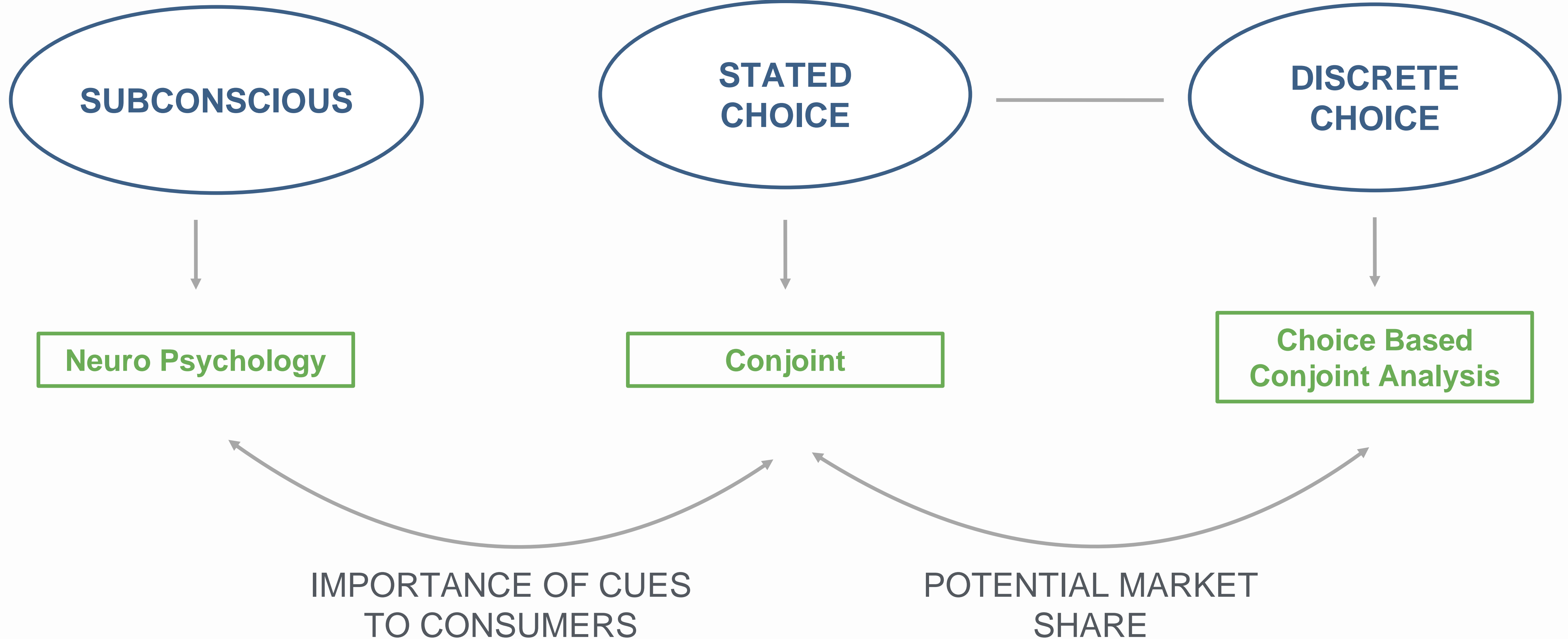
OLD VINE REINTERPRETS CHENIN BLANC CATEGORY



# CONSUMER RESPONSE

IMPLICIT RESPONSE

EXPLICIT RESPONSE



# CONSUMER RESONANCE

