



Call for Papers for Special Issue

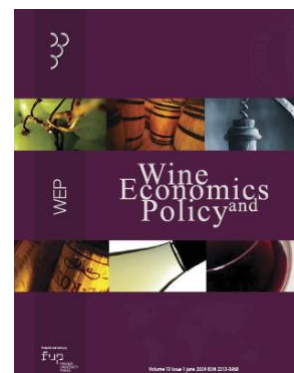
TRANSFORMING WINE VALUE CHAINS – ADAPTING TO A CHANGING WORLD

Guest Editors

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The Journal – Wine Economics and Policy is an international, interdisciplinary journal currently run by University of Florence. Studies and research applied to the wine sector, as well as the management skills needed for the competitive development of wine companies, require an increasing international approach. The mission of this journal is to bring together academic researchers and business professionals interested in the economics and politics of wine around the world and bring about a worldwide opinion on the current issues that the wine sector faces. The main areas of interest of the journal pertain to all the economic aspects of agricultural and biological sciences in the wine sector, from the efficiency of wine companies to the competitiveness of products on the markets.



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Scope of the Special Issue

The global wine industry is at a crossroads. Once buoyed by rising global demand, the sector is now grappling with a widespread and persistent decline in wine consumption, especially among younger generations and in traditional consumer markets. This structural shift, compounded by the escalating effects of climate change, economic uncertainty, evolving regulatory frameworks, and technological disruption, is reshaping how value is created, distributed, and captured throughout wine value chains.

This special issue seeks to explore how wine value chains are transforming in response to this rapidly changing landscape. We welcome contributions that analyze how wine producers, distributors, and retailers, across geographies and scales, are adapting their strategies and operations to remain viable and competitive.

We are especially interested in policy-relevant research that provides insights into how governments, institutions, and industry actors -including wineries themselves- can design and implement effective responses to current and future challenges. Papers should ideally offer implications for the design of public policy, regulatory instruments, business model innovation, or industry-wide initiatives to support the resilience, competitiveness, and sustainability of the wine sector.

We particularly welcome contributions that link macro-level developments (e.g., trade, climate policy, consumer regulation) to firm-level strategies (e.g., diversification, branding, digital transformation, sustainable production), and that propose actionable recommendations across the value chain. We invite



theoretical and empirical contributions, including case studies, comparative analyses, and methodological innovations, that examine how wine value chains can better navigate these transitions. Both global and local perspectives are welcome.

Topics of Interest

We encourage submissions addressing, but not limited to, the following themes:

1. Climate Change and Sustainability in Wine Value Chains

- Effects of climate change on viticulture and wine supply chains
- Adaptation and mitigation strategies across production, processing, and distribution
- Integration of circular economy and regenerative agriculture practices
- Certification schemes and sustainability standards as tools for value chain transformation
- Emission reduction and carbon accounting across wine value chains

2. Digital Transformation and Technological Innovation

- Applications of AI, big data, and precision technologies in vineyard and cellar management
- Blockchain, IoT, and smart contracts for traceability and transparency
- E-commerce, digital marketing, and the rise of direct-to-consumer (DTC) models
- Smart logistics and automated distribution systems
- The role of digital platforms in reshaping consumer behavior and supply chain coordination

3. Market Shifts, Consumption Trends, and Value Chain Reconfiguration

- Responses to declining wine consumption and changing consumer preferences
- Localization vs. globalization in sourcing, branding, and distribution
- Shortened and circular value chains: local wines for local markets
- Collaborative innovation across chain actors: from grape to glass
- Packaging innovations (e.g., canned wine, kegs, refillable bottles) and implications for logistics and marketing

4. Policy, Trade, and Institutional Dimensions

- National and regional policy frameworks supporting wine sector transformation
- Labor shortages, demographic change, and the restructuring of vineyard and cellar workforces
- Trade disruptions, geopolitical tensions, and the future of global wine exports
- The role of public-private partnerships and innovation ecosystems
- Regulation of sustainability labeling, carbon disclosures, and environmental claims



Special Issue Workshops

Selected papers will be invited to participate in one of two workshops: Perth, Australia (July 8, 2026) or Milan, Italy (October 20, 2026). These events will provide an opportunity for authors to receive in-depth feedback and engage with other contributors, policymakers, and industry stakeholders. Limited funding will be available to support travel and accommodation costs for participants who require it.

Submission Guidelines

We welcome original research articles, conceptual papers, and policy-oriented studies that focus on the transformation of **wine value chains**. Contributions should offer new insights into how wine businesses and stakeholders are adapting to modern challenges and how value is added across the chain.

All submissions will undergo a standard but accelerated journal peer-review process <https://journals.fupress.net/reviewers/what-is-peer-review/>

Manuscripts must be submitted electronically through the journal's online submission system <https://oaj.fupress.net/index.php/wep/login>

All full papers submitted to this special issue should follow the submission guidelines, available on the journal's website <https://oaj.fupress.net/index.php/wep/about/submissions>

In the submission process, please, indicate the title of the special issue (TRANSFORMING WINE VALUE CHAINS – ADAPTING TO A CHANGING WORLD) on the title page, in order to get your paper addressed to guest editors.

Deadline for submissions: **February 28th, 2026.**