

Subsection - 2.3 Viticulture and vinification

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THE POPULATION CONSUMPTION OF WINES AND ALCOHOLIC BEVERAGES IN THE REPUBLIC OF MOLDOVA

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Currently, the consumer has the possibility to purchase the already existing products or the improved and fortified ones. The consumption of wine and alcoholic beverages in the Republic of Moldova Currently, the food systems of the Republic of Moldova face numerous challenges. The objective of this study is to highlight the attitude of consumers in the Republic of Moldova regarding the wines and alcoholic beverages. Data collection was carried out between November -December 2022, on a sample of 270 people between 18 and 70 years old, studying the opinion through a printed and an electronic form. The results showed that 31.7% prefer white wines, another 21.7% red and 34% do not care about the color of the wine consumed. Regarding the preferences regarding the residual sugar content in the consumed drinks, for 42% the preferred wines are the dry ones and only 10% prefer the semi-sweet assortment, contrary to the reverse trend of Romanian consumers. The presence of wine brands such as: *Rara Neagră*, *Feteasca Regală*, *Viorica*, *Pastoral*, *Cabernet Sauvignon*, *Chardonnay* and *Muscat* in their product assortments is recommended to wine producers and traders. Most respondents (93%) prefer local wines from Purcari, Cricova, Mileștii Mici and Acorex wineries. In the opinion of both sellers and buyers, the Purcari brand is the leader on the local market, but there are also brands from the Călărași, Vinăria din Vale, Vitis-Hîncești, Imperial Vin, Maurt, Vismos, Bardar, Cascad, Aroma, Ialoveni, Cojusna, etc. These consumer preferences should be considered especially by sellers, while for producers, these trends highlight successful producers in the local market who serve a good example for the rest of the wine producers. Another aspect describes is that the glass bottle for 89% of the respondents remained the most suitable packaging for a good wine. The preferred stopper are cork ones with a weight of 82%, and the preferred packaging volume is 0.75 l, followed by PET bottles with a nominal volume of 1.5 l and for Bag in Box packaging of 2 ÷ 5 l. Dynamically, 86.7% of respondents would prefer to find details about the product and 72% about the producer and distributor on the wine packaging label. A considerable share of respondents would prefer information on the warranty period (45%), gastronomic recommendations (33%) and the harvest year, production technology, alcohol content for a total of 20%.

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