Title
UNCORKING INNOVATION - AI AND THE WINE INDUSTRY

I want to submit an abstract for:
Conference Presentation

Corresponding Author
Linda Piggott-Vijeh

E-Mail Corresponding Author
lindavijeh@hotmail.com

Affiliation
Service Matters

Keywords
Artificial Intelligence; personalised marketing; fraud prevention; climate change; AI algorithms; disease prediction; market trends;

Research Question
What are the implications for growers, producers and consumers when considering the impact of AI on the future of the wine industry?

Methods
The quantifiable element comprised of a range of evidence sourced from published works, in addition to social and media broadcasts across the industry sector and beyond.

Results
In considering the influence of AI on attitudes and behaviours, there is a lack of consensus. Evidence suggests that endorsements and supporting data are promoted by those with vested interests.

Abstract
UNCORKING INNOVATION - AI AND THE WINE INDUSTRY
ABSTRACT
Purpose
The purpose of this study was to consider the impact of Artificial Intelligence (AI) in relation to the wine industry in its widest context.
Methodology
The quantifiable element comprised of a range of evidence sourced from published works, in addition to social and media broadcasts across the industry sector and beyond.
Findings
Whilst there are proponents of the technological progress that AI is seen to support, amongst many in the industry there remain doubts; AI has recently been the subject of much speculation and suspicion, not least in relation to the veracity of the information being disseminated.
Those for whom the traditional approach towards producing wine, as a result of well-honed skills, knowledge, and an in-depth understanding of the terroir, are reluctant to accept the extensive intervention of AI; it removes producers one step further from their consumers.
Significance
AI is here to stay and, whilst galloping ahead, intruding unsolicited into all areas of our lives, it is still in its infancy...
and the backlash has begun.

Introduction
Technological advance cannot be ignored. Throughout history innovations have been met with initial suspicion; the use of glass for bottling, sulphur dioxide, stainless steel fermentation, screw tops (in use since 1964, and still not entirely accepted by all wine enthusiasts), to give just a few examples. In the digital age we cannot escape progress, but as with most new concepts there are wrinkles to iron out. In the case of AI, concern largely focuses on the ability to circulate fake news and misinformation to influence our behaviour. As a consumer, I have been especially interested in this aspect of the process.

Context
This exploration has focused on a combination of all areas of the industry; viniculture, viticulture, important wine regions, labelling, promotion, sales, consumer preferences, wine service and food pairing.

Research Question
What are the implications for growers, producers and consumers when considering the impact of AI on the future of the wine industry?

Data Collection

Results

In considering influence of AI on the attitudes and behaviours of devotees, there exists a lack of consensus. What became evident from those sources most readily accessible, is that endorsements and supporting data relating to the value of AI are promoted by those with vested interests in its future success.

Findings
First-hand reports of the success achieved through the use of AI are limited and there is a lack consistency in the evidence provided to firmly establish the benefit to businesses; financial or otherwise. However, the results demonstrate that stability in a falling market, and the opportunity to gain more in-depth and targeted knowledge, are key elements in maintaining market share at a time of intense competition. As a food and wine professional and marketeer with almost 40 years’ experience, I have found that the key to success is the collaboration between winemaker and consumer to provide better wine, at the right price, in the right place, at the right time; and a willingness to invest and innovate. But, this does not exist in isolation. There must be a link between the time and effort taken and the rewards gained by all parties as a result.

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