

## 5. PROMOTION, FESTIVITIES AND THE VOICE OF THE PEOPLE

### 5.1 Publicity and parties

The pathway to consumer table is long, full of difficulties and its route requires qualification and patience. It is necessary to create some special attraction. Then that propaganda raises. The promotion is basically made through publicity, which is the art of exerting a psychological action on the public with the most diverse purposes, mainly commercial. Publicity uses the most varying means: posters, advertisements, texts, labels, etc. with the aim to turn the wine, origin, type, vintage, etc., known.



Wine advertising on stamp appendix

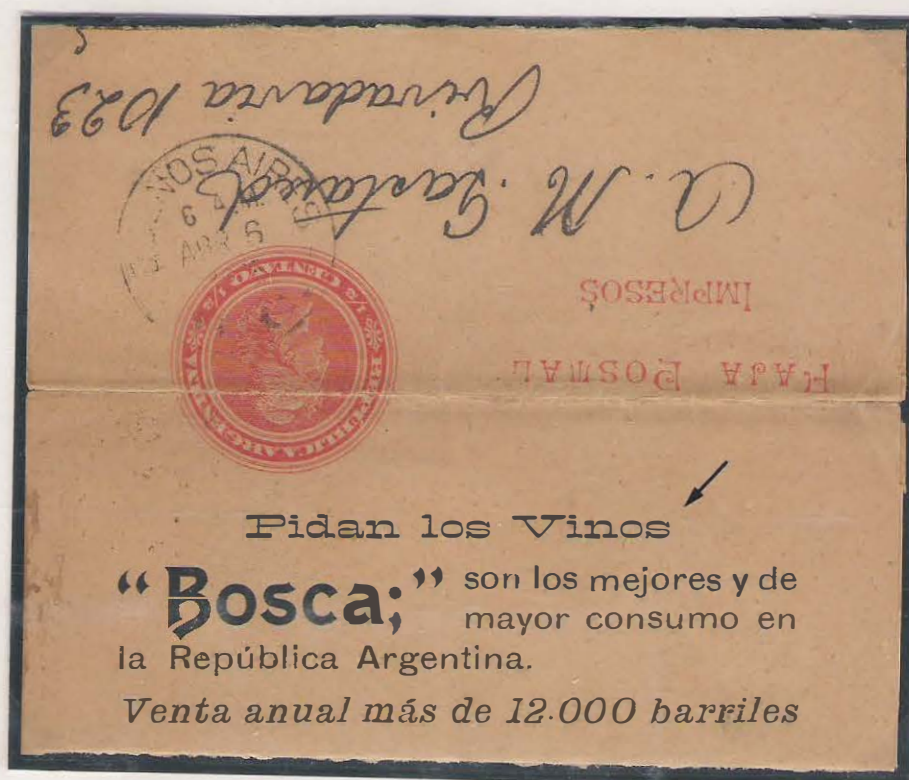


Postal stationery with a "Pedro Domecq" advertising




## 5.1 Publicity and parties

The means used to publicity are as varying as possible. The producers take hold of everything at their reach to turn their product well known and, thus, increase their marketing. Publicity that is given to wine is a significant factor in the accomplishment of great transactions.



Postal stationery with advertising on "Bosca" wines

<p><b>Nouvelle Découverte! Santé à tous!</b></p> <p><b>EAU PRINCESSE DE TABLE</b></p> <p>Source du Major des Montagnes du Harz</p> <p>Approuvée par l'Académie de Médecine française, en date du 29 juin 1886. Autorisée par Arrêté ministériel du 14 septembre, même année, et acceptée par les Académies étrangères.</p> <p><b>NE DÉCOMPOSANT PAS LE VIN</b></p> <p><b>SEIVE JEUNE, Seul Concessionnaire pour la France et ses Colonies.</b></p> <p>Dépôt général: 33, rue Stéphane, Paris. — Bureau: 5, rue des Gardes.</p>		
<p><b>Comptoir d'Importation</b></p> <p>REPRÉSENTATION DES PREMIÈRES MARQUES Liqueurs, Vins &amp; Spiritueux SPÉCIALITÉ CASSIS DE DIJON</p> <p>Avances sur tous Liquides</p> <p>S'adresser à la Direction: <b>60, Boulevard de Bercy</b></p>	<p><b>Enveloppe vendue 5 centimes</b></p> <p>31</p>	
<p><b>DICTIONNAIRE UNIVERSEL</b> <i>de CUISINE et d'HYGIÈNE</i></p> <p>MODIFICATION DE L'HOMME PAR L'ALIMENTATION</p> <p>Abonnement: 5 francs par mois 100 SÉRIES   2 VOLUMES   60 FRANCS</p> <p><b>J. FAVRE, 50, Rue Fabert, Paris</b></p>		<p><b>BROSSE-ÉCLAIR</b> <i>Cireur-Mécanique</i></p> <p>POUR CHAUSSURES ET HARNAIS</p> <p>Breveté S.G.D.G. en France et à l'étranger Indispensable aux Collèges, Séminaires, Hôtels, Châteaux, etc.</p> <p><b>Cirant 40 PAIRES</b> <b>de Chaussures à l'Heure</b></p> <p>La même machine effectue polissage, aiglage de couteaux POLISSOIRS divers pour Ustensiles.</p> <p><b>26, Rue du 4 Septembre, PARIS</b></p>

Envelope stationery with two advertisings on wines



## 5.1 Publicity and parties



Grape celebration, Caxias do Sul, Brazil

Baco, the God of Wine was famous for the great and endless celebrations he promoted, always abundant of good wines. Gods drink history joins tradition, folklore, habits and costumes, of each wine-producing region and, periodically, celebrations are promoted where wine is the main theme. Celebrations join the fairs that are mainly turned to business, promotions, publicity and product sales typical of each region.

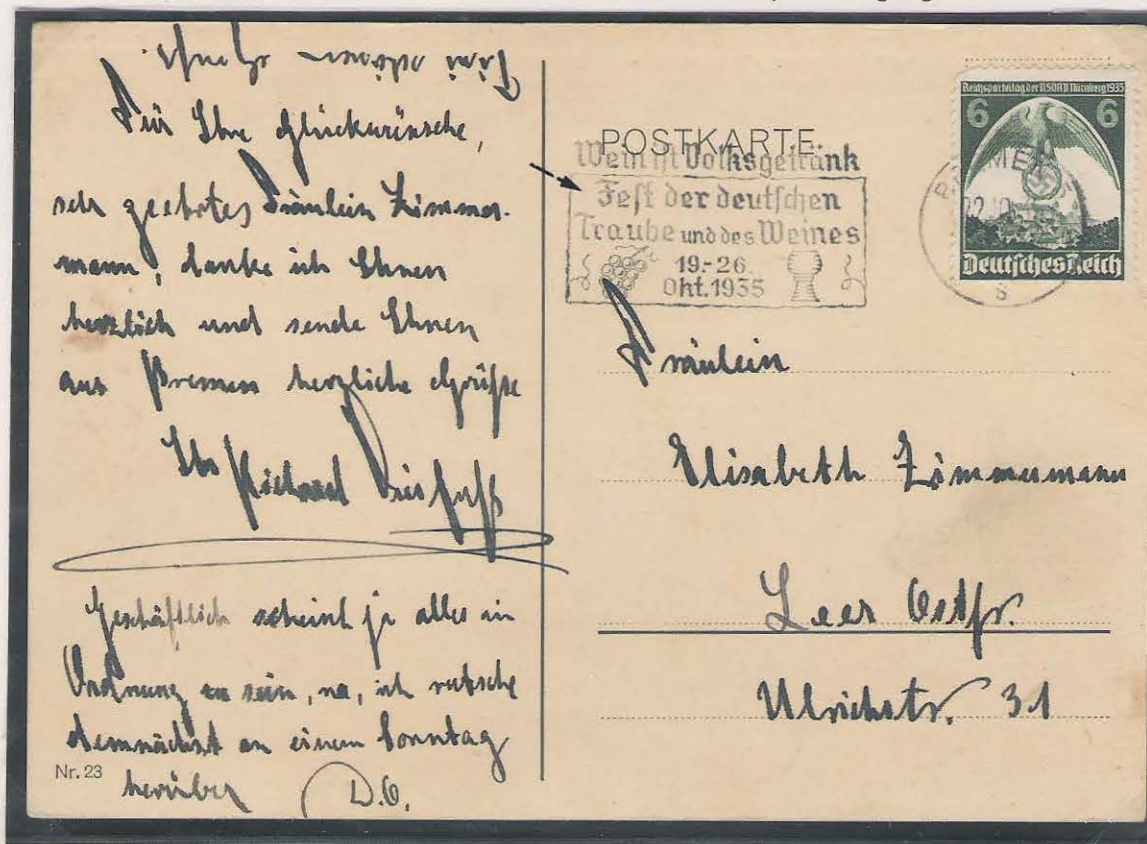


Misplaced perforation



## 5.1 Publicity and parties

Parties and fairs have been a trademark in wine-producing regions.



Carried out as a form to attract visitors and show their potentiality they have been considered traditional and are reedited at regular time intervals, calling the attention of all those directly interested in, as well as visitors from all over.





## 5.2 Exhibitions, fairs and congresses



Exhibitions have always a large section dedicated to wines. They can be local, national, and international. During their accomplishment several promotions are made. It is a great opportunity for the accomplishment of business, visiting and participation in searching improvement in knowledge and approaching to good wines.



Absender

(Vorwahl) (Rufnummer)

Elisabeth Scheible

Kielmeyerstr. 10

(Straße und Hausnummer oder Postfach)

7000 Stuttgart - 1

(Postleitzahl) (Ort)

INTERVITIS 86

Int. Ausstellung für Weinbau, Kellerwirtschaft, Abfüll- und Verpackungstechnik mit 52. Deutschem Weinbaukongress

Messe Stuttgart

28.5.-3.6.1986

DEUTSCHE BUNDESPOST 60

STUTTGART

7000

Postkarte

Lu Kullus

Preisrätzel

Postfach 528

(Straße und Hausnummer oder Postfach)

4010 Hilden

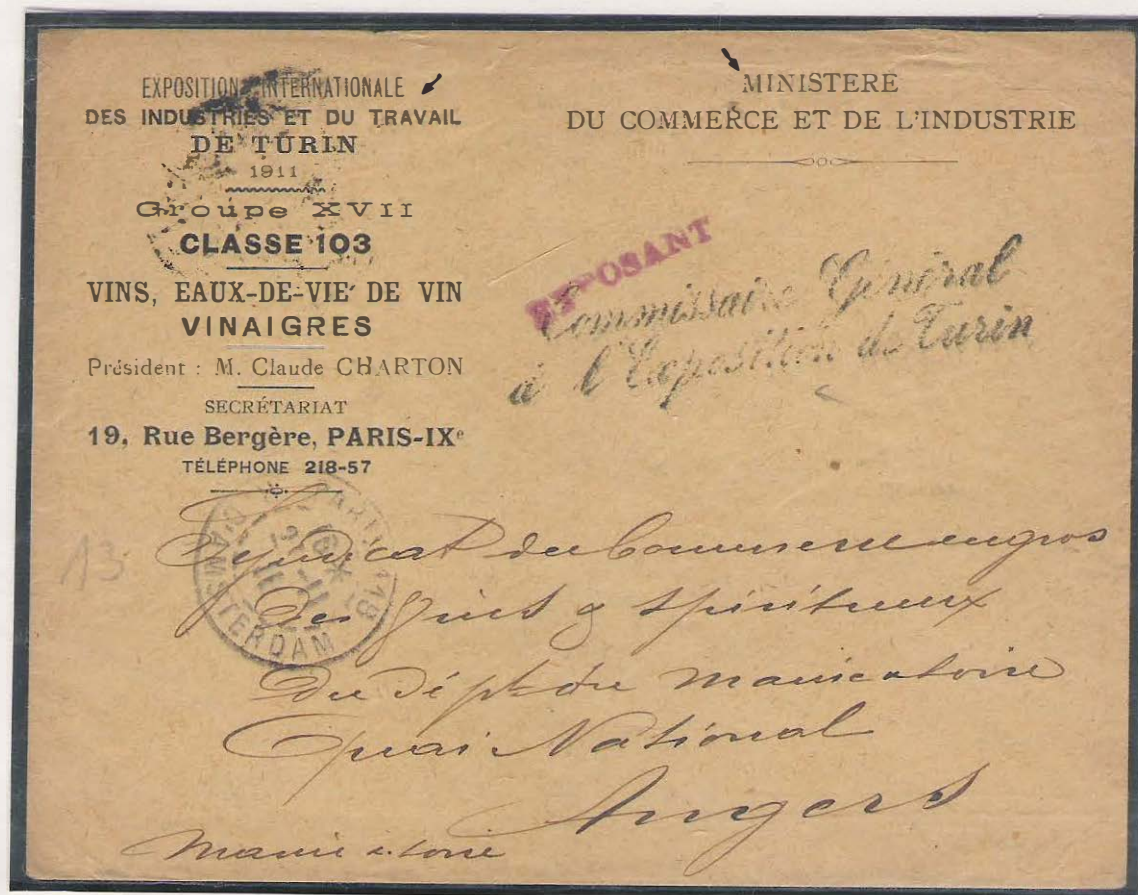
(Postleitzahl) (Bestimmungsort)

## 5.2 Exhibitions, fairs and congresses

Region population and all those interested in the celebrations and/or fair wait anxiously the date and its beginning. Such events provide entertainment, tourism, culture, besides being a resource of accomplishment of good negotiations. These events are very important for the governments.



Official correspondence of two exhibitions. Free franking





## 5.2 Exhibitions, fairs and congresses



Expositions have always the aim to show to the visitors the local production and, still promoting the meeting of the greatest names of world wine-production. On such occasions besides the wines, grape by-products and machinery developed are also showed to culture, harvest, and production improvement.



## 5.2 Exhibitions, fairs and congresses



1938 – Porto

Congresses on wine and wine-Production are solemn conferences and reunions of people or countries for the deliberation on subjects of their common interest or solution of international issues.



1939 – Koblenz



1938 - Lisbon



1974 – Rome



1967 – Würzburg



## 5.2 Exhibitions, fairs and congresses



Bordeaux



Istanbul, 1947



Mendoza, 1963

Each congress is turned to discussion and analyses of a predetermined subject, such as: "grape and wine", "wine and health", "valorization of viticulture", etc.



Bucharest, 1968



## 5.3 Social life



Cheers!

The satisfaction of a feeding necessity joined the necessity of a pleasure. Peynaud writes that "nutrition usually is prosaic, and the beverage, poetical; there are numerous songs <à boire>, and none <à manger>". It would be natural that the symbolic worth of bread joined that of water, the universal indispensable beverage to life. But, it did not happen: wine has occupied such place.



Večerní idyla domobranců.

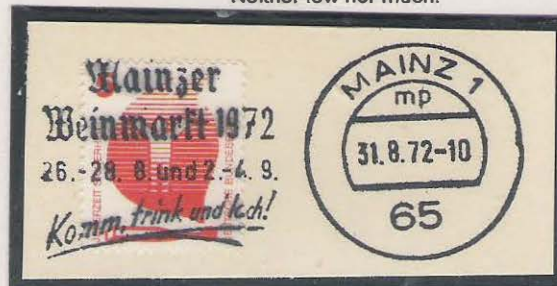
Man holding a bottle and bottle of wine as candle in a soldier room, depicted on a Feldpost card. Free franking



Inseparable friends!



Neither few nor much!



Come on, drink and smile!

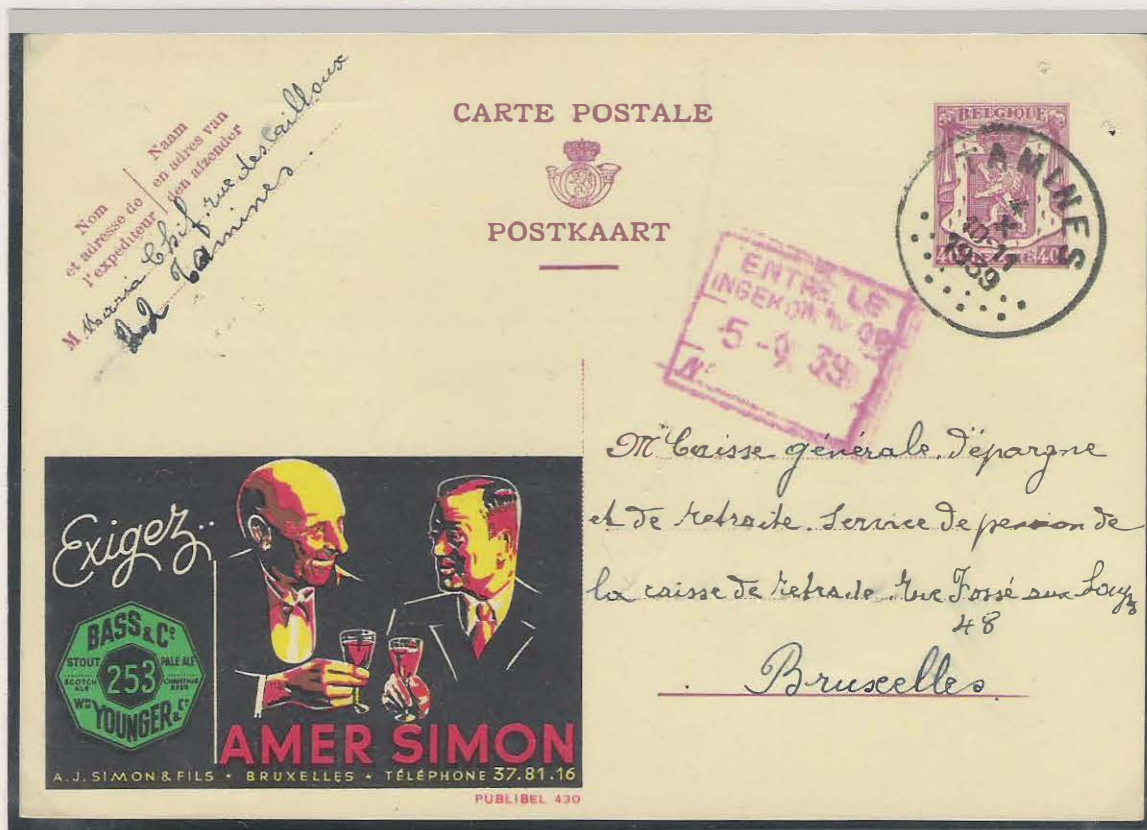


### 5.3 Social life

All the festive events that are worthy cannot dismiss a glass of a good wine. In social life, wine and life interweave in life experience and personal experience, not only feeding but also enriching man's spirit, culturally and humanely.



1863 – Secession War – Men sitting around table drinking captioned "Spirit of the South"



Tim, tim!



## 5.4 Patrons and artistic manifestations

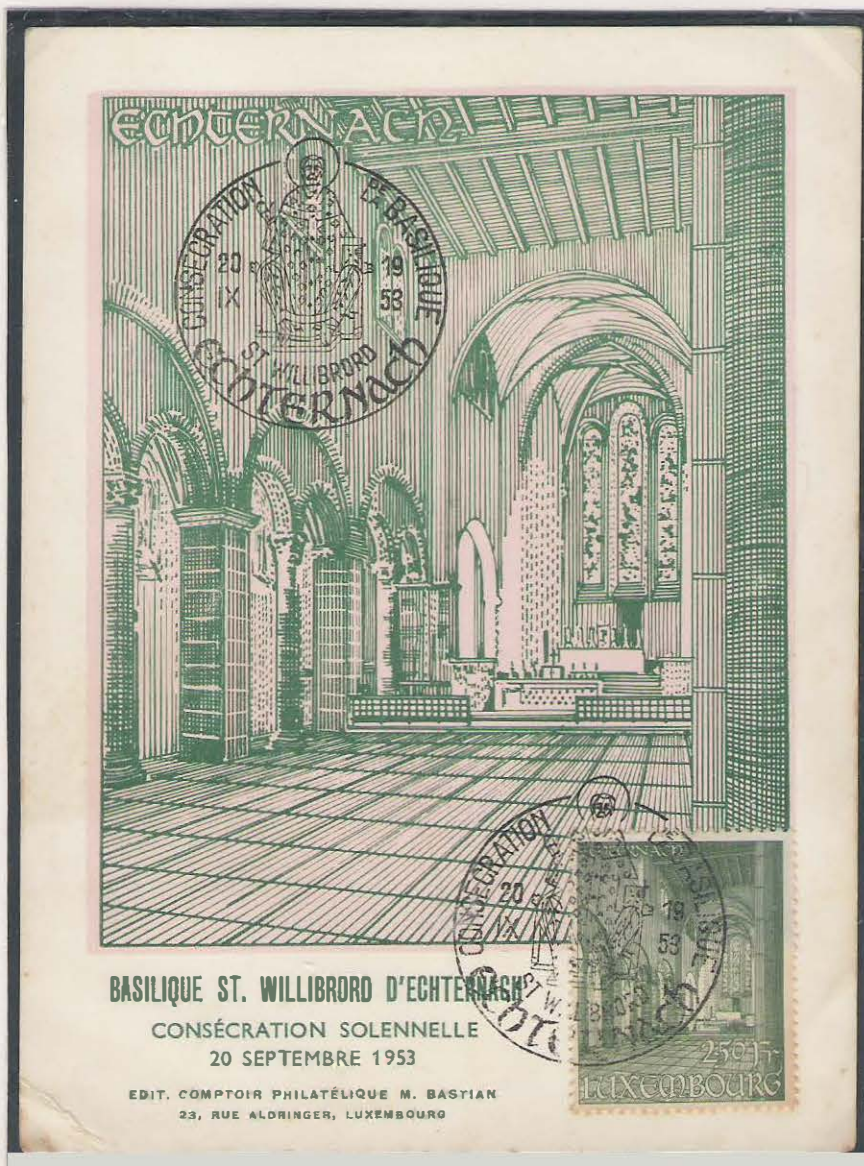


S. Théodule



S. Elisabeth

Many are the saints considered rural that the popular cults have transmitted until our days and that Church has officially recognized. They are venerated as patrons for the diverse agricultural categories. Thus, there are the agriculturist protector, patron of siestas, fruit-culture workers protector, and also, the protectors and patrons of wine-culture and wine.



S. Willibrord d'Echternach - Basilica



S. Florent



S. Willibrord

Each region venerates its patrons having celebrations or building churches and monuments in his honor.



S. Adalberto, the patron of Commons



## 5.4 Patrons and artistic manifestations



Grape depicted on a boutrint mosaic



Vine depicted on "The tapestry Apocalypse"

Wine has been with us since the beginning of civilization. It is the temperate, civilized, sacred, romantic mealtime beverage recommended in the Bible. Wine has been praised for centuries by statesmen, philosophers, poets, artists and painters.



"Green Still Life, 1914". Picasso

Wine is art. It's culture. It's the essence of civilisation and the art of living. That is why every piece of art has an objective and subjective portion. Wine and grape always took part of art. There are many artistic works that show a complex of images associated at grape and wine.



"Card players". Cézanne



"Young women selling grapes". Lingner



"Grapes and pomegranates". Chardin



## 5.4 Patrons and artistic manifestations

Fine arts are arts that worry about beauty and sublime representation. All gender artists through time largely portrayed wine and grape. Paintings with scenes that remind us wine are practically spread at all fine arts museums in the world.



"Gargantua"  
Rabelais



"Still Life"  
Joseph Kutter



"Auto-portrait"  
Rembrandt



"Vin Estate"  
Torrecuso



"Wine and art" depicted on the postmark