

Sulla Vineyards Harvard Case Solution & Analysis



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Origin of Vineyards

- Many origins
- Mostly originated in the *Mediterranean* (when people learned to cultivate olive and vine)
- The earliest evidence of cultivation of grapes (or wine, in general) were from *4000 and 3000 B.C. from the Persian Gulf* and *6000 B.C. in the ancient Middle East*.





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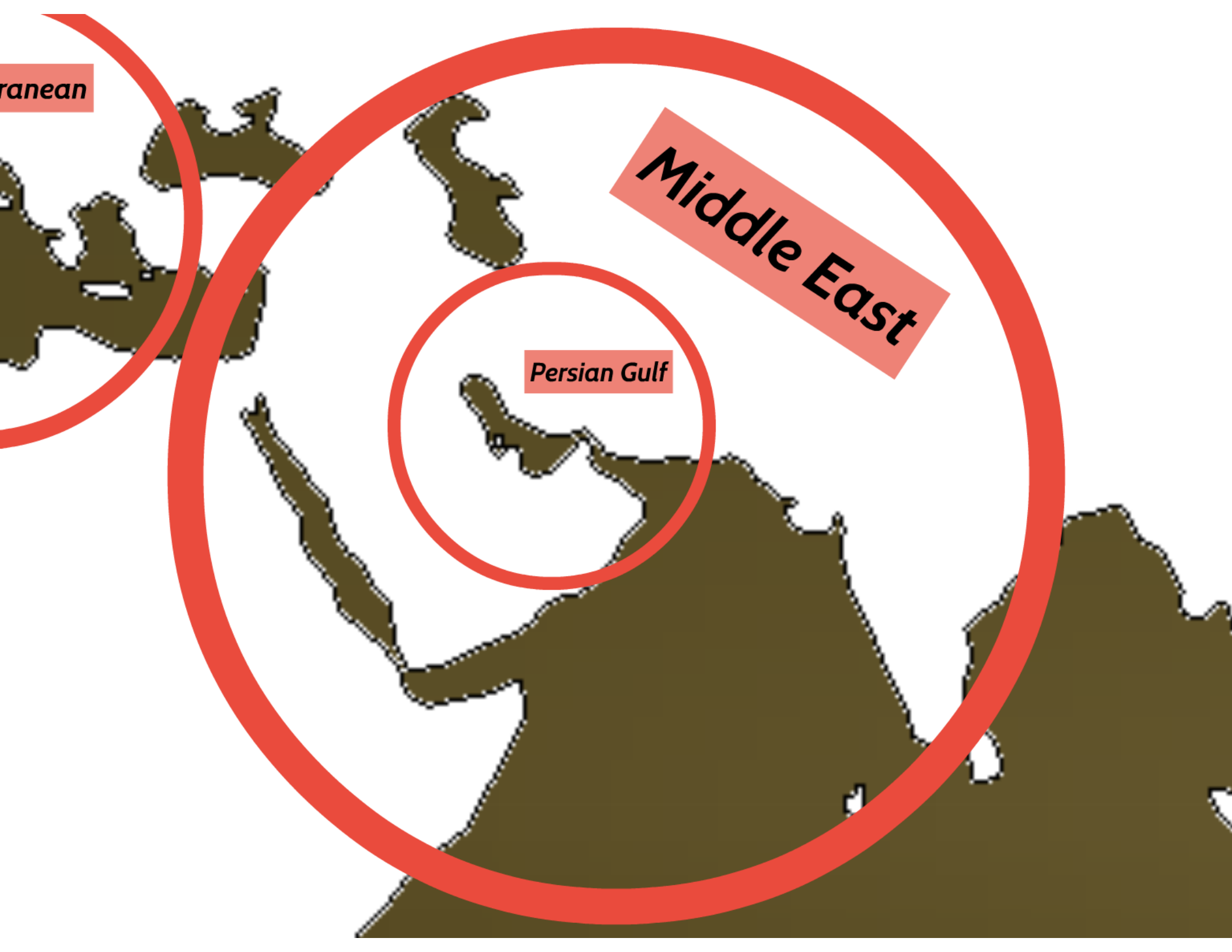
A stylized map of the Mediterranean region, showing the landmasses in a dark olive green color against a white background. The map is pixelated. A large, thick red circle is drawn around the central part of the map, and a thick red line curves from the bottom right towards the circle. A semi-transparent red rectangular box is positioned over the top part of the circle, containing the text "The Mediterranean".

The Mediterranean

anean

Middle East

Persian Gulf



A stylized map of the Persian Gulf region. The landmasses are depicted in a dark olive green color with a pixelated or dithered border. A large, thick red circle is superimposed over the map, centered on the Persian Gulf. Within this circle, there is a light red rectangular box containing the text "Persian Gulf" in a bold, italicized, black serif font. The background of the map is white.

Persian Gulf

What are Vineyards?

- (Encyclopedia definition): land on which cultivation of the grape-known as viticulture-takes place.
- The primary purpose of vineyards is for the production of wine, but in the New World, it is serves many purposes (eating grapes, grape juice, dried grapes, raisins)



Vineyards and Wine in Italian Culture

- Wine is so important in Italian culture. Many festivals/traditions are based on wine-making or wine, in general.
- It is common in many countries to have a distinctive type of food in each region within the country. Italy does the same-with wine!

Importance of Vineyards in Italy

- In Ancient Times, Italy was known as the "land of wine."
- Many acres were (and are!) dedicated to cultivating grapes.
- The western civilization's first globally traded product is wine, mostly produced by Italy.
- Italian culture are mostly related to wine-making; many traditions are connected to the cultivation of vineyards.
- Very common for people to think of "Italy" once the topic of vineyards are brought up.