

ROMANIAN WINE MARKET AND TRADITIONS

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Abstract

The wine sector is important for the present Romanian economy and has millennial origins in our country. Proving the previous statement, the paper presents the evolution of wine production, by consumption categories and types of colors, obtained in Romania and the analysis of the foreign trade in the category of wines, for the period 2013-present. The data available for 2018 indicated that, of the total production of noble wines (3,369.9 thousand hl), by consumption categories, the highest percentage was held by other wines (without PDO / PGI) - 55%, and by types of colors white wines achieved the largest amount (2,189.7 thousand hl). Moldova Hills represent the most important wine region of Romania, due to the amount of wines obtained here. Complementary to the economic analysis, we also introduced aspects of Romanian traditions related to wine. For the present paper, we took and analyzed data from reference works and sites like Faostat, ITC, NIS and MADR.

Key words: noble wines, Romania, traditions related to wine, wine production

INTRODUCTION

Why one more paper on wine? By the fact that the vine was one of the first plants cultivated by peoples that preceded remarkable ancient civilizations and that later, from these civilizations (Sumerian, Egyptian, Carthaginian, Greek) date historical sources (bas-reliefs, funerary paintings, tablets) which describe the technique of vine cultivation and wine production (according to [15]), it is attested that the virtues of the *bahica* liqueur have been appreciated since its obtaining. And the Daco-Getae, well-known grain producers, animal breeders, engaged also in apiculture and fishing, intensively cultivated vines [10] and valued wine, which they consumed in ox horns, jugs and other vessels. during the ceremonies – on our lands wine has been mentioned since the time of Burebista (82 BC - 44 BC), the king who is said to have even ordered the burning of vineyards due to the fact that wine proved to be a stronger fighter than his soldiers when they consumed him in military campaigns. The poet Ovid (43 BC - 17 AD) also recorded in the works written in Tomis about the importance of the vine in the Dobrogea area [1].

To the historical and cultural argument, we associate the medical one and, of course, the economic one, determinant for the present paper.

Consumed in moderation, wine brings health benefits, positively influencing the functioning of the digestive, circulatory and nervous systems, reducing depression, stress, delaying aging through the intake of minerals, vitamins, antioxidants (resveratrol is listed among the most effective natural antioxidants, rated as 4 -5 times stronger than beta-carotene and tens of times stronger than Vitamin E and Vitamin C).

Consumers' preferences (past and present) for this drink support the continuity of the national vine & wine sector and generate jobs, incomes and raw materials for the food industry [21]. Therefore, the main purpose of the study is to analyze, starting with 2013, the situation of wine production in Romania distributed by wine-growing areas, consumption categories and types of colors, the place that our country has from this point of view worldwide and in the EU, Romania's quantitative and value imports and exports of noble wines, wine consumption, while the secondary purpose, complementary to the economic analysis, is to familiarize readers

with Romanian traditions and symbolism relative to wine. The EU itself has recognized the importance of the wine sector in preserving the identity of rural areas, through traditions and by providing jobs for locals in wine-growing areas (most of them without any other economic prospects) and limiting the soil erosion on the versants where the vines are grown. According to The European Landscape Convention, to these are added the conservation of landscapes and their added value by the view of the growing vines [5].

MATERIALS AND METHODS

This paper focused on capturing the main aspects related to the wine production and capitalization sector in Romania, starting with 2013. The paper analyzed several indicators specific to the aforementioned sector, such as: wine production; imports and exports of both value and quantity of wine; average annual wine consumption. Also in this paper, an analysis of the segment related to noble wines in Romania was performed. The data presented and analyzed were taken from various specialized sites, such as: Faostat, ITC, NIS and MADR. In order to elaborate this paper, a series of specialized materials with a rich informational content were studied. Representative data were graphically illustrated in the “Results and Discussions” section.

Considering the transdisciplinary approach, a cognitive approach profitable for both authors and readers, (in this paper too) we opened the economic perspective to the socio-historical “platform” that hosts it, selecting aspects related to wine from the generous and millennial Romanian living traditions and Christian symbolism – appealing to readings and their intellectual processing (analysis, synthesis, comparison, etc.) for this direction of our study.

RESULTS AND DISCUSSIONS

We structure this section into two complementary parts, the first one with economic profile (I), and the second one dedicated to traditions related to wine (II).

I. Economic analysis

According to statistical data taken from Faostat [11], the wine ranked 9th in the world, in the top of most produced commodities, in terms of production (average for 1993-2018) with 27,314,142.38 tones, after beer of barley, sugar raw centrifugal, molasses, cottonseed, oil palm and oil soybean.

Worldwide, wine production (average for 1993-2018) was concentrated on the European continent, which held first place (Figure 1), with 18,121,392.85 tones (66.3% of the world total) and was followed by Americas with 5,261,982.65 tones (19.3% of the world total). For the other continents the wine production obtained represented less than 10%, as follows: Asia (1,699,873.35 tones); Oceania (1,196,677.96 tones) and Africa (1,034,215.69 tones) with the smallest amount (Fig. 1).

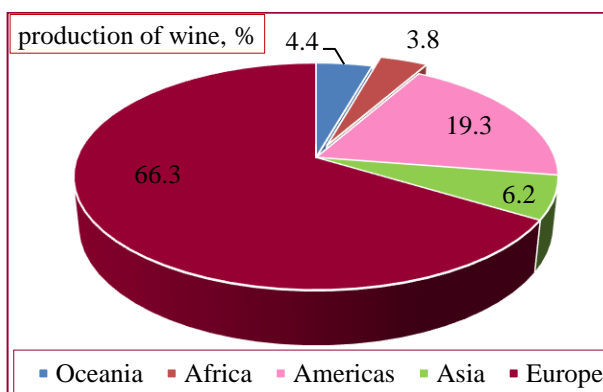


Fig. 1. Distribution of wine production worldwide (%)
 Source: [11], 2021.

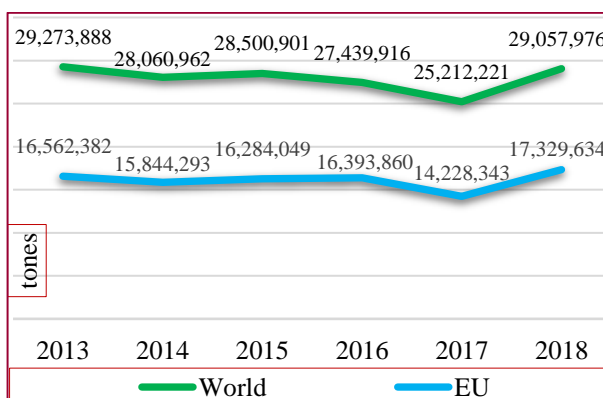


Fig.2. Dynamics of wine production worldwide and in the EU-28, in the period 2013-2018 (tones)
 Source: [11], 2021, own interpretation.

Among the top 5 producers of wine worldwide, for the period 1993-2018, were: France (5,053,664.27 tones); Italy (4,946,011.23 tones), Spain (3,493,831.19

tones, United States of America (2,486,006.81 tones) and Argentina (1,417,152.92 tones) [11]. From the data presented it is easy to see that the first 3 places were occupied by E.U. states.

Wine production worldwide, but also, at EU-28 level, between 2013 and 2018, registered variations from year to year (Figure 2). In 2018, worldwide wine production registered an insignificant decrease of only 0.74% compared to 2013. In contrast to the global

situation, in the EU-28, in 2018, there was an increase of 4.63% compared to 2013.

For the EU-28, wine was on the 3rd place in the top most produced commodities in terms of production (average for 1993-2018), 16,953,207.54 tones, after beer of barley and sugar raw centrifugal [11].

In 2018, the major EU wine-producing states were, in order: Italy (5,414,983 tons); France (4,888,791 tons); Spain (4,440,000 tons) and UK (2,384,006 tones) (Figure 3).

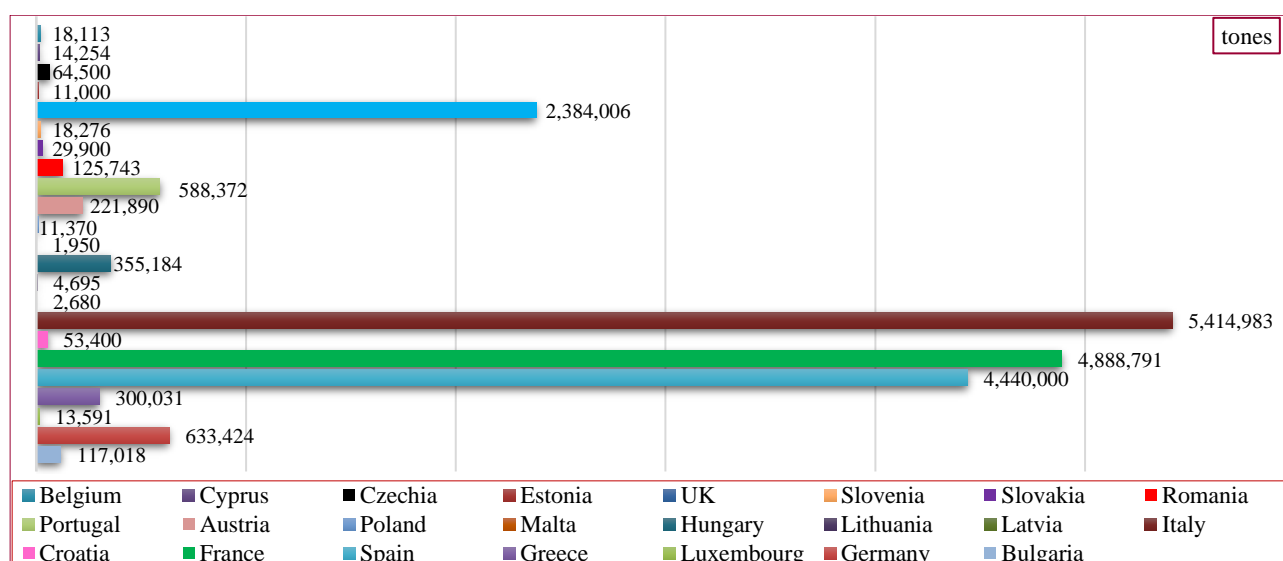


Fig.3. EU-28 wine production in 2018 (tonnes)

Source: [11], 2021, own interpretation.

As mentioned previously by the authors in the article Production of wine grapes and cultural traditions related to vine in Romanian, 2020, the major grape growers for wine in the EU - 28 were: Spain (923.71 thousand ha); France (745.39 thousand ha) and Italy (629.21 thousand ha). As regards the production of wine grapes, the following situation was recorded in the same year: Italy was first (7,485.53 thousand tonnes); followed by Spain (6,673.48 thousand tonnes) and France (6,232.74 thousand tonnes). In both rankings Romania ranked fifth, with 166.46 thousand ha, respectively 1,069.17 thousand tons [6].

It is necessary to specify an important aspect regarding Romania's position in the ranking of producers for the category "Wine Grapes" and the category "Wine" at European Union level: although Romania holds an important position, both among the top wine grape producers and, in the top wine producers, as

production it is at a significant distance from the first ranked countries, because it has not been able to make the most of its wine potential in the analyzed period.

In Romania, total wine production registered a decrease for the period under review. From the data presented it is noted that there was a decrease of 1.00% in 2018 compared to 2013 (Figure 4).

The smallest amount of wine was obtained in 2016 (3,303.7 thousand hl). A sharp decline has manifested from 2014 to 2016, and from 2017 wine production began to increase. From the data presented it is found that a maximum production was reached in 2013 (5,113.3 thousand hl), which could not be reached again during the analyzed period.

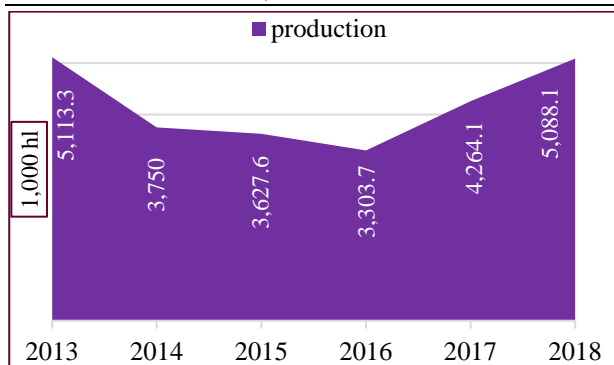


Fig. 4. Dynamics of total wine production in Romania for the period 2013-2018 (1,000 hl)
 Source: [19], 2021, own interpretation.

Wine production obtained in 2018 placed Romania 13th in the world ranking [12]. Depending on the variety, vineyard and year of harvest, the wines are characterized as follows: current consumption (with alcoholic strength of 8 - 10,5°) and high quality (alcoholic strength > 10,5°). According to specialized materials, wines of high quality are classified as: wines with a controlled designation of origin (PDO) and PGI wines. Other types of produced wines are: sparkling wines (produced by traditional process of fermentation in bottles); sparkling wines (impregnated with carbon dioxide); aromatized wines (especially vermouths) and Brandy type alcoholic beverages (called "vinarsuri") [24]. According to Law no. 164/June 24, 2015 for vine and wine in the system of common organization of wine market, the wine for current consumption changed its name from table wine to varietal wine [14].

From the point of view of the sugar content, the wines can be: white dry wines (with sugar ≤ 4 g/l), semi-dry (sugar 4 - 12 g/l), semi-sweet (sugar 12 - 50 g/l) and sweet > 50 g/l); red wines (generally dry), aromatic wines, usually made as semi-sweet and sweet wines [24].

Of the total production of 5,088.1 thousand hl of wine (Figure 4), 1,718.2 thousand hl (34%) represented wine from inter-specific hybrids, and 66% (3,369.9 thousand hl) were noble wines (Figure 5).

In the present paper, the analysis of the segment related to the noble wines obtained in Romania was imposed. Regarding the classification by consumption categories for

noble wines, the following were registered: the highest quantity (1,839.5 thousand hl), representing 55%, was obtained from other wines (without PDO / PGI); followed by wines with PDO (1,114.3 thousand hl) - 33%, and wines with PGI (265.6 thousand hl) - 8%. The lowest amount was achieved in the Varietal wines category (150.5 thousand hl), with 4%.

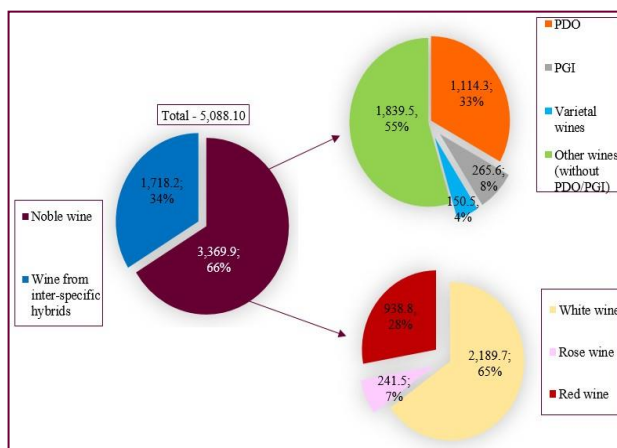


Fig. 5. Wine production in Romania, by consumption categories and types of colors, in 2018 (1,000 hl)
 Source: [19], 2021, own interpretation.

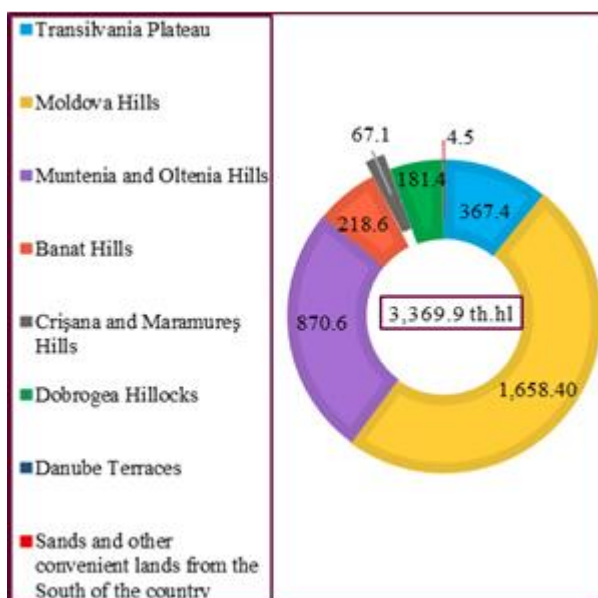


Fig. 6. Wine production in Romania, distributed by wine-growing areas, in 2018 (1,000 hl)
 Source: [19], 2021, own interpretation.

From the data presented regarding the production of noble wines from Romania, depending on the color, the following situation was highlighted: white wines, the largest quantity (2,189.7 thousand hl, respectively 65% of the total production), red

wines (938.8 thousand hl, respectively 28% of the total) and rose wines, the smallest quantity (241.5 thousand hl, respectively 7% of the total).

As mentioned in the article *Production of wine grapes and cultural traditions related to vine in Romania, 2020*, Romania has 8 wine regions, 37 vineyards and wine centers [6]. The distribution of noble wine production by these regions was as presented in Figure 6.

Corresponding to the largest vineyard area [9] - holding almost 70,000 ha - the most productive was the Region Moldova Hills, where 49.21% of the total production of noble

wines was obtained (1,658.4 thousand hl). In the other wine regions, the following quantities were obtained: 870.6 thousand hl (25.83%) - Muntenia and Oltenia Hills; 367.4 thousand hl (10.90%) - Transylvania Plateau; 218.6 thousand hl i.e. (6.49%) - Banat Hills; 181.4 thousand hl (5.38%) - Dobrogea Hillocks. Smaller productions were also registered for the 'Noble wines' categories, such as: 67.1 thousand hl (1.99%) - Crişana and Maramureş Hills; 4.5 thousand hl (0.13%) - Sands and other convenient lands from the South of the country and 1.9 thousand hl (0.07%) - Danube Terraces.

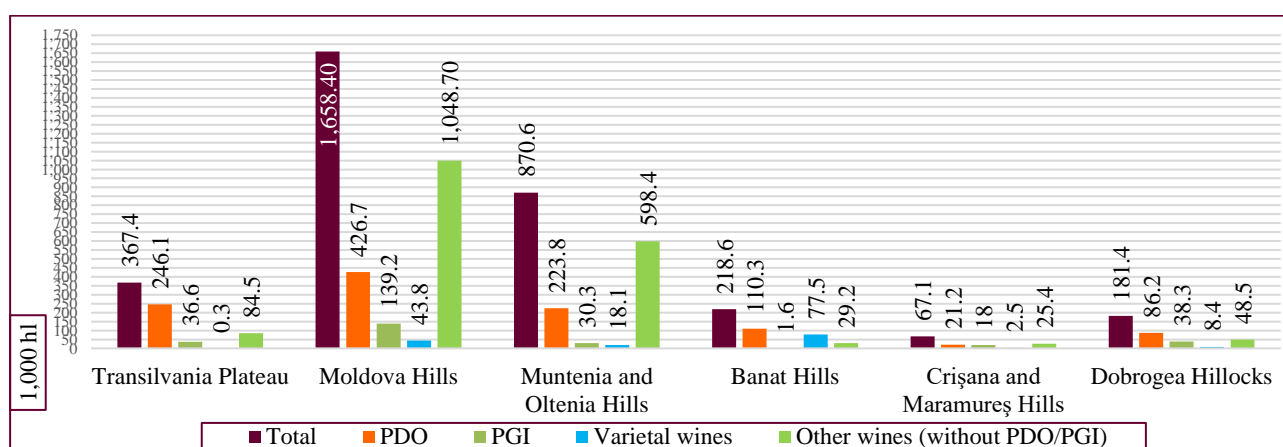


Fig. 7. Production of wine from noble varieties by quality categories and wine-growing regions, in 2018 (1,000 hl)
 Source: [19], 2021, own interpretation.

Figure 7 shows the production of noble wine obtained in the main wine-growing regions, by quality categories. Thus, in the Transylvania Plateau, 66.98% of the production was represented by wines with PDO. Other Regions where PDO wines had the highest share were: Banat Hills (50.46%) and Dobrogea Hillocks (47.52%). In the other wine-growing regions, the highest share was recorded by other wines (without PDO/PGI): Moldova Hills (63.24%); Muntenia and Oltenia Hills (68.73%) and Crişana and Maramureş Hills (37.85%).

It should be mentioned that in the Wine Region - Sands and other convenient lands from the South of the country the 4.5 thousand hl obtained are from the category other wines (without PDO/PGI), and on the Danube Terraces of the 1.9 thousand hl obtained, 89.47% represented PGI wines.

In conclusion, the Regions with the highest PDO and PGI wine productions are:

-Moldova Hills (426.7 thousand hl) PDO wines and 139.2 thousand hl PGI wines; - Transylvania Plateau (246.1 thousand hl) PDO wines and 36.6 thousand hl PGI wines.

Varietal wines are produced in larger quantities in the Banat Hills regions (77.5 thousand hl) and Moldova Hills (43.8 thousand hl), and other wines (without PDO/PGI) in the regions Moldova Hills (1,048.7 thousand hl) and Muntenia and Oltenia Hills (598.4 thousand hl).

Figure 8 presents the production of noble wine obtained in the main wine-growing regions, by types of color.

In all regions white wines predominate, but the highest quantities were obtained in the Moldova Hills (1,189.1 thousand hl) and Muntenia and Oltenia Hills (384.4 thousand hl). Rose wines in larger quantities were produced in the Regions: Muntenia and Oltenia Hills (132.1 thousand hl) and Banat Hills (37.4 thousand hl). The major regions

producing red wines are: Moldova Hills (435.5 thousand hl) and Muntenia and Oltenia hills (354 thousand hl).

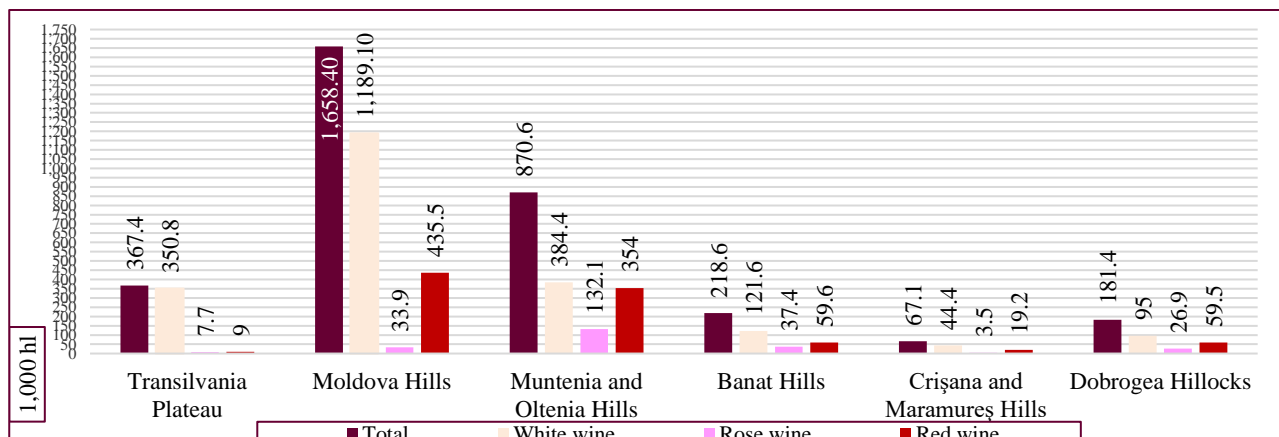


Fig. 8. Production of wine from noble varieties, by types of color and wine-growing regions, in 2018 (1,000 hl)
 Source: [19], 2021, own interpretation.

In the main wine-growing regions (in terms of the quantities of wine produced) the share of wines obtained, by color, was as follows:
 -Moldova Hills - white wines (71.7%), rose wines (2.0%) and red wines (26.3%);
 -Muntenia and Oltenia Hills - white wines

(44.2%), rose wines (15.2%) and red wines (40.6%)

-Transilvania Plateau - white wines (95.5%), rose wines (2.1%) and red wines (2.4%).

Romania has numerous wineries, distributed throughout the country, as shown in Figure 9.

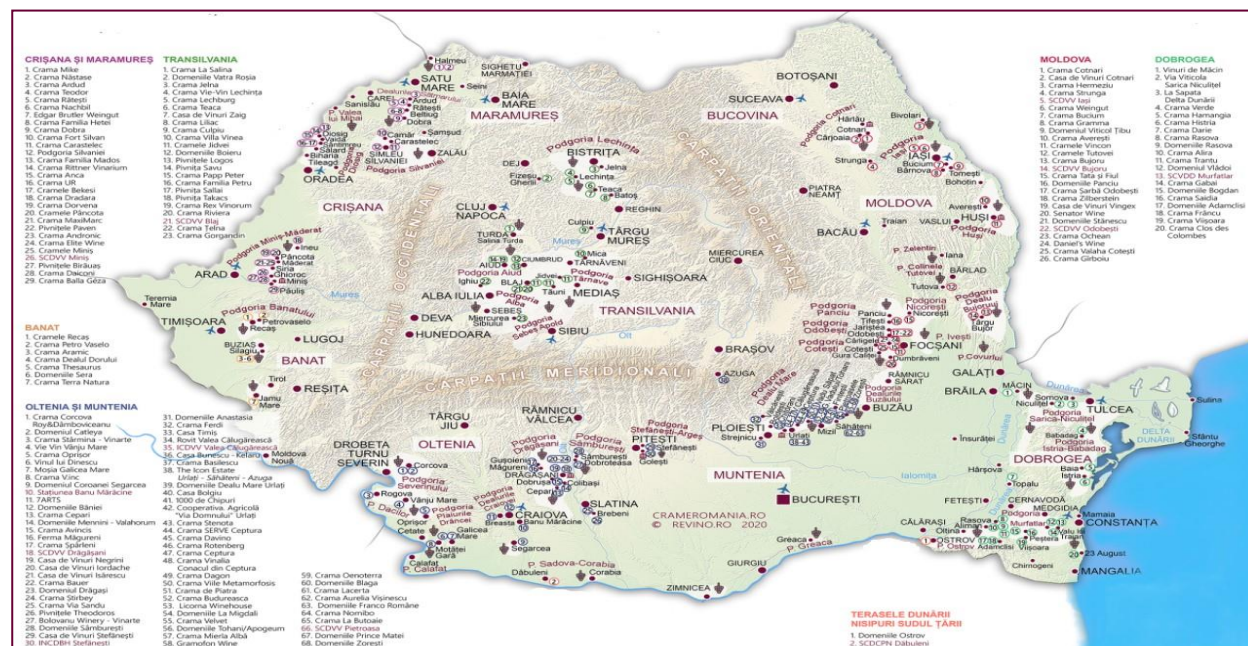


Fig. 9. Map of Romanian wineries, by historical regions
 Source: [7], 2021.

From the classification made on the historical regions of the country, we notice that Oltenia and Muntenia Region, which occupies a large part of the south of the country has 69 wineries, followed by Crișana and Maramureș Region - 26 wineries, and Moldova Region -

23 wineries. The smallest number is found in the Danube Terraces and in the Sands and other convenient lands from the South of the country, where only 2 wineries are mentioned. The quality of Romanian wines is known and appreciated worldwide, which has directly and

unequivocally contributed to the awarding of numerous medals obtained in specific international competitions. It is necessary to mention some of the most famous wines and the places where they were established: Galbena de Odobești is the symbol of Odobești Vineyard; Panciu Vineyard was profiled on obtaining dry white wines, used for sparkling wines; Dealu Mare is famous especially for its red wines; Jidvei's company is the largest producer of white wines in the country; the old Cotnari Vineyard (mentioned in 1450) was identified with Grasa de Cotnari; and Murfatlar is especially appreciated for sweet and semi-sweet wines [3].

It is worth mentioning the "academic" wines obtained at the Didactic Research and Development Station for Viticulture and Pomiculture Pietroasa - Istrița, Branch of the University of Agronomic Sciences and Veterinary Medicine in Bucharest.

The activity of the development sector, which also includes the wine farm, was appreciated at important wine competitions in the country and abroad, where Busuioaca de Bohotin, Tămâioasa românească, Grasa de Cotnari, Merlot, Fetească Neagră, Cabernet Sauvignon and the dry white wine resulted from Aromatic White 2019, won gold and silver medals [23].

The ranking by counties, corresponding to the turnover achieved on the wine market for 2019 is presented in Table 1. Alba County was on the first place, with a turnover of 279.9 million. Lei (16.0%). In this county, there are 4 of the most important vineyards in Transylvania.

Table 1. Ranking of counties according to the turnover achieved on the wine market, in 2019

Specification	Turnover (lei)	% of the T.O
Alba County	279.9 mil.	16.0%
Vrancea County	260.3 mil.	14.8%
Prahova County	243.6 mil.	13.9%
Timiș County	243.0 mil.	13.9%
Bucharest	193.8 mil.	11.0%

Source: [17], 2021.

The companies placed in the Top 5 local wine producers together achieved almost 54% of the sector's profit in 2019 (Table 2). From the presented data, the leader of the ranking is

represented by "Cramele Recas" with 199 million lei turnover and a market share of 11.3%. At the opposite pole of the ranking is "Zarea S.A." with a market share of 5.7% [17].

Table 2. Top 5 local wine producers in 2019

Specification	% of market share
Recaș Wineries	11.3%
Jidvei S.R.L. Alba Branch	10.9%
Cotnari S.A.	8.2%
Ceptura Vineyard S.R.L.	5.8%
Zarea S.A.	5.7%

Source: [17], 2021.

Romania's quantitative and value imports for the "Wine" category fluctuated during the period under analysis (Figure 10). In 2014, the lowest quantitative imports of wine related to Romania were registered (34.1 thousand tons) and also the lowest value of imports of 33.2 million. Euro. In 2018, the quantitative imports of wine increased, by 5.4%, compared to 2013. Value imports increased by 64.7% in 2018, compared to 2013.

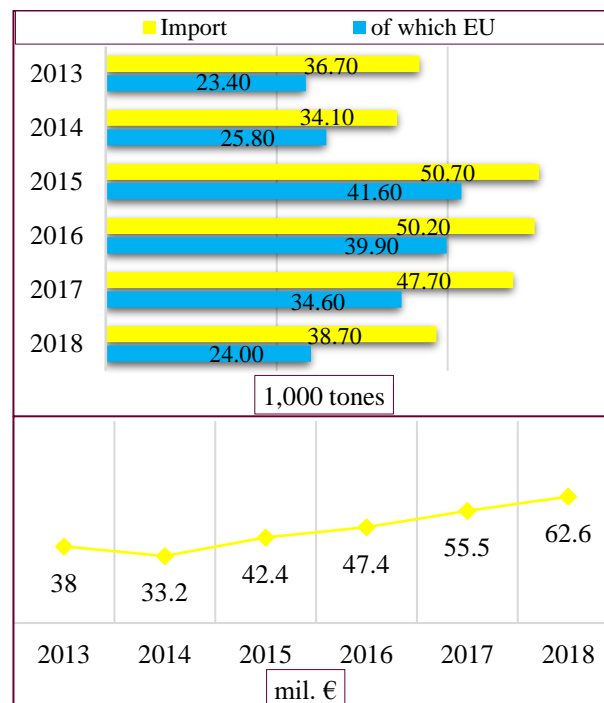


Fig. 10. Quantitative and value imports of wine for Romania in the period 2013-2018

Source: [19], 2021, own interpretation.

From the statistical data presented and analyzed it can be seen that the value imports far exceeded the quantitative imports of wine

for the same period, resulting in the fact that the prices for wine on the international market increased significantly. It is necessary to specify a significant aspect, namely that over 50% of Romania's wine imports come from European Union countries.

According to the published statistical data, Romania, in 2018, was ranked 38th in the ranking of wine importers worldwide [16].

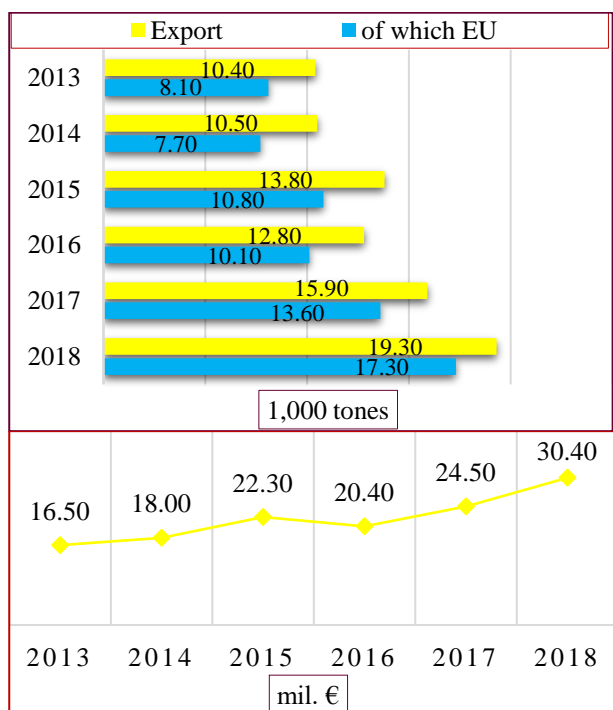


Fig. 11. Quantitative and value exports of wine from Romania in the period 2013-2018
 Source: [19], 2021, own interpretation.

Romania is not a major exporter of wine [16], being ranked 33rd in the top wine exporters worldwide for 2018 (Figure 11).

Quantitative wine exports increased by 85.6% in 2018, compared to 2013, from 10.4 thousand tons to 19.3 thousand tons. It is noted that more than 50% of the exported wine was destined for EU Member States. In terms of value, exports increased in 2018 by 84.2%, compared to 2013.

In Romania, wine consumers are interested on the one hand, with local wines, and on the other hand, with imported wines. During the analyzed period, the average annual wine consumption at national level varied, reaching a minimum in 2016 (18 liters / inhabitant), and a maximum consumption of 23.8 l / inhabitant (2018). From the presented data it is observed that the average annual

consumption for wine increased in Romania, by 9.7% in 2018, compared to 2013. Wine consumption is influenced by several factors, among which we mention: consumer preferences; the wine offer on the market; price level; consumer incomes, etc. Romania was ranked 13th worldwide in terms of wine consumption, with 4.5 million hl, in 2018, while the world consumption was of 246 million hl. In the European Union, Romania ranked seventh in the list of wine consumers [12]. From the data presented above, we can draw an obvious conclusion, namely, in Romania wine is appreciated and consumed by the population.

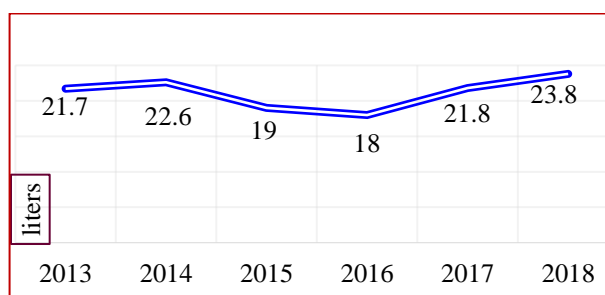


Fig.12. Average annual consumption of wine and wine products per inhabitant (l)
 Source: [20], 2021, own interpretation.

It is necessary to remember that Romanian consumers prefer also other alcoholic beverages besides wine. Consumer preferences for alcoholic beverages differ depending on several factors. One criterion that underlies the consumption of beverages is the environment of residence. According to a survey conducted online by Profit.ro, in urban areas, wine ranked 2nd in the preferences of Romanians, after beer. Wine consumption was associated with holidays (58%), birthdays (35.2%), tastings (24.3%) and socializing in the city (17.7%). This survey showed that wine is considered an elegant drink, for socializing, for seduction and gastronomy [22].

After the accession to the EU, a series of transformations appeared in the Romanian wine sector, due to the National Support Program in the wine-growing sector. With a financial allocation of EUR 47.7 million per year, the Program is a support for wine producers, who can access funds for: the promotion of wines in Member States and in

third countries; restructuring and conversion of vineyards; harvest insurance; investments; by-product distillation [19].

For the development of the wine sector, Romania will have to make better use of the new type of tourism, wine tourism and to introduce in this circuit, other areas, besides the well-known Dealu Mare vineyard [2].

Also, the increase of wine sales can be done through a better promotion, a pronounced emphasis on quality and a good rapport quality-price [18].

Another opportunity for Romania would be the production of organic wines and the entry on this market, which registers an increasing trend at European and worldwide level [8].

II. On Romanian Wine Traditions and Symbolism

For Romanians, the month of September (called in folklore *Vinițel* or *Vinimeriu* from the Romanian word *vin* for the English *wine*) is the month of wine as it is the time to pick the vines and squeeze the grapes for wine; these activities go on on October, while in November the wine ferments and clears in barrels. Vitiviniculture is intertwined with the history of the Romanians and of the traditional Romanian village, the folk calendar recording relative agricultural works, traditions, customs and legends that we partially mentioned within the work *Production of wine grapes and cultural traditions related to vine in Romania* [6]:

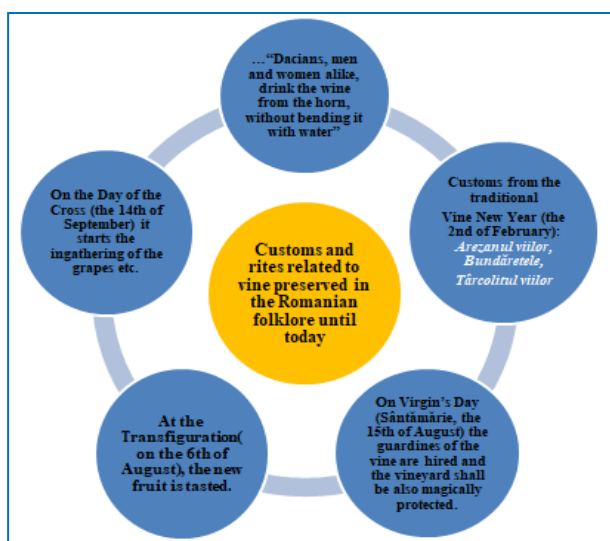


Fig. 13. Customs and rites related to vine preserved in the Romanian folklore until today
Source: own interpretation

We forward approach this theme on two directions:

- Romanian folk aspects related to wine;
- the symbolism of wine together with the properties/sorts of liturgical wine in Christian-Orthodoxy, which is the major religious cult of the Romanians.

Romanian folk aspects related to wine:

- **The legend (probably of Dacian origin) of the power-giving wine** narrates that an emperor, dissatisfied with the negative impact of drunkenness on his subjects, ordered the destruction of the vineyards. His descendant, on the hunt, chases a bear to the hut of a hermit “old as Father Noah”, who, hearing the noise, comes out and without fear begins to pull the bear by its ears. The emperor's astonishment does not stop when the old man confesses that he cultivates vineyards, makes and consumes wine - and, as a result, the new emperor restores viti-viniculture but also introduces the measure for consumers: “drink only as much as to be strong enough to grab a bear by ears” (according to Butură apud [15], p.110).

- **The ritual drunkenness on the day of Măcinici.** On the 9th of March, the Christian feast of the Holy 40 Martyrs of Sevastia overlapped with the beginning of the traditional agricultural year and generated the feast of the Martyrs (*Măcinicii* in Romanian) when men, each according to “own forces”, drink or taste or let themselves be sprinkled with wine from 40 (or 44) glasses, wine that symbolizes the blood of these martyrs and which, in popular belief, turns over the years into blood and labor power for the consumer [15], p.78.

- **The inn as a mundane micro-universe.** Animated all the time as a shelter and tavern for hikers of all ranks, the inn offered accommodation, had stables for animals, often even workshops for repairing carts and, last but not least, wine cellars. The Moldavian space with its rich fruit of the vineyards is memorably immortalized in the collection of stories written by an well-known Romanian author and entitled *Hanu Ancuței* (Ancuța's Inn), in which this famous inn is described as a fortress that hosts travelers feasted with Moldavian wine drunk from a new pot of red

clay: "Such walls like a fortress, such a lattice, such a cellar, such a wine in another place is impossible. And also unmatched are the sweetness, the good cheer, and the black eyes of Ancuța, the innkeeper lady". (Sadoveanu apud Ghinoiu, p.343)

The Christian-Orthodox symbolism of wine (wine put together with the prosphora within the cult) rejoins three major converging meanings: life, the whole creation and the union of the believers in the Church [4]. More, the essential properties of the **liturgical wine** are to be made from grapes (preferably from chemically untreated vines), to have a preferably sweet taste, to have a natural smell, not to be vinegared and / or mixed with other drinks or additives - the most suitable being therefore the red wine, pure and sweet.

Examples of liturgical wine: in Orthodox Churches such as the Greek or Russian, the use of special, clean, very sweet and strong red wines, such as Roussos and Mavrodafni, with the specification "nama", became widespread; in Bessarabia it is produced a wine with a quality similar to the Greek ones called Kagor with the specification "pastoral" is produced; you can also use the Carmel Jewish wine with the specification "for Passover" intended for the ritual meal of Easter – or similar wines (an advantage of these wines is that, being very strong, the proportion usually recognized when mixed with water 2/3 wine and 1/3 water can be reversed, 1/3 wine and 2/3 water). As liturgical wine can be also used some Romanian wines such as the local variety Busuioacă de Bohotin (although it does not have the sweetness and the strength of the above wines) or artisanal wine, made in the household, if it meets the conditions listed above [4].

CONCLUSIONS

Following the analysis of the wine production and capitalization sector at national level, the following can be deduced:

- In 2013, the largest wine production was achieved, of 5,113.3 thousand hl;
- In 2018, there was a decrease in wine production by 1.00, compared to 2013;

-Romania, in 2018, positioned itself in the top of wine producers worldwide on the 13th place;

-At national level, wines for current consumption and wines of superior quality are produced;

-High quality wines are of two categories - 1) wines with controlled denomination of origin (PDO); 2) PGI wines;

-In 2018, in the Moldova Hills Region, the highest production of noble wines was achieved (1,658.4 thousand hl), representing 49.21% of the total of this wine category;

-In 2019, Alba county ranked first in the top of counties according to the turnover achieved on the wine market, with 279.9 million Lei (representing 16.0% of the total);

-The largest quantitative imports for the "Wine" category were registered in 2015 (50.70 thousand tons);

-In 2018, the value imports for the "Wine" category increased by 64.7%, compared to 2015;

-Quantitative wine imports are higher than wine exports for the entire period under analysis;

-The largest quantitative wine exports were made in 2018 (19.30 thousand tons);

-In 2018, the most significant value exports for the "Wine" category were registered, namely, of 30.40 million euros;

-The highest average annual consumption of wine and wine products was in 2018 (23.8 l / inhabitant);

-In Romania, producers in the wine sector can benefit from financial support through the "National Support Program" in the wine-growing sector 2019 - 2023.

In order to increase the competitiveness of the wine sector in the medium and long term, it is aimed on the one hand, the increase of wine production, and on the other hand, the increase of wine exports with PDO / PGI.

Referring to wine traditions and symbolism, the Romanians kept through their history and spirituality precious folk believes, rituals, legends - somehow proving that, as wine improves with age, they can also improve themselves with (a proper quality and measure of) wine.

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