

Historical Chronology Of Wine In The World, Brazil And Portugal

Beatriz Lúcia Salvador Bizotto¹, Elisabeth Pereira², Maria Emilia Camargo³,
Walter Priesnitz Filho⁴,

¹Facvest University Center - Unifacvest, Brazil

²university Of Aveiro, Portugal, Govcopp, Portugal

³federal University Of Santa Maria (Ufsm), Cnpq, Brazil, Govcopp, Portugal

⁴federal University Of Santa Maria (Ufsm), Brazil

Abstract:

The aim of this article was to establish a historical chronology of wine in the world, Brazil and Portugal. The methodology used was qualitative in terms of approach, exploratory in terms of objectives and bibliographical in terms of technical procedures. When it comes to agriculture, wine is one of the most important products. Many nations have a strong wine economy; in fact, wine is the most consumed natural drink in the world. Along with its medicinal values, wine has a long history and has many different varieties produced all over the world. Consumers have a variety of options when buying wine. Wine is made from grapes, which are the seeds of the vine plant. Different varieties of grapes grow in different countries, which is why wineries call them *varietas* or grape varieties. The wine industry employs thousands of people in rural areas where wine producers can find land for their vineyards. It has been observed that the main grape-growing countries include Italy, Spain, France and the United States. Finally, it is suggested that bibliometric studies be carried out on the subject, as well as the economic effects of wine production and commercialization.

Key Word: wine, chronology, Brazil, Portugal

Date of Submission: 10-12-2023

Date of Acceptance: 20-12-2023

I. Introduction

The process of internationalizing business is not new, it dates back to the time of the Phoenicians BC, who had the need to adopt strategies and even discover new continents, cultures and new products. That's when they discovered new lands, new cultures and new strategies. Market strategy has always been the epitome since the days of the caravels with their need and ambition to discover new markets and products. In this context, industry and product strength did not exist in the early days; everything was medieval. However, the strategies were well thought out, especially the strategies for new markets and products, MARTIN; CASTELLAR; MARTINS, 2004).

Therefore, starting from the point that strategies need to be established, they need to be defined. According to Proença (2018), strategies can be product, market or growth, which consists of how to obtain new markets. For global businesses to be effective, they need to be adapted to the requirements of each market. Using global strategies, such as processes, and the culture of each country, (DENILSON et al., 2012). The formation of strategies lies in the way in which managers base themselves on conceptions and analysis of their internal regulations, (SILVEIRA-MARTINS; TAVARES, 2014).

Due to global competition, companies need to expand their market strategies, one alternative is to explore emerging markets and countries, as well as creating local capacity links, (SÁ SILVA; SANDRE-PEREIRA; SALLES-COSTA, 2011) However, there are authors who point out that there are difficulties that companies must assess, as there may be a lack of resources abroad, and they must be imbued with their own resources if the need arises, without relying on external resources, (CUERVO-CAZURRA; MALONEY; MANRAKHAN, 2007).

In addition to strategies, organizations need to create their own competitive advantages, understand the specific determinants of competitive advantage and come up with innovative proposals, (BERLATO, SAUSSEN; GOMEZ, 2016). Since the opening up of markets in 1989 and the liberation of free competition in both the political and economic spheres, companies need to adopt a growth potential beyond their competitors, (SCHUH; GANSEMER, 2005). The business environment has been identified as an important contingency in strategic and operations management environments, (BOURANTA; PSOMAS; PANTOUVAKIS, 2017).

The internationalization of markets takes on a dominant character in the international economy, generating uniformity in economic, social, price and quality factors based on the competitive advantages of each company. Companies are influenced by these factors, including both service and industrial companies (PEREIRA; FERNANDES; DIZ 2011).

II. Methodology

With regard to the approach to the problem presented, the research was identified as qualitative, since it did not present statistical data, focusing on the processing of theoretical knowledge.

As for the objectives, according to (GIL, 1999) it is characterized as exploratory research, as it aims to provide greater familiarity with the problem with a view to making it explicit, involving in this specific case a bibliographic survey, to achieve the general objective of the research, which is to address the chronology of wine in the world, in Rio Grande do Sul, in the Serra Gaúcha region, in Portugal and in the Bairrada region (GIL, 1999).

As for the technical procedures, the method used involved bibliographical research, which according to (CERVO; BERVIAN, 1983), is research based on theoretical references published in documents, such as journal articles, theses, dissertations, books and material currently available on the Internet.

III. Results

Wine Chronology in World

The history of wine is long and rich, going back thousands of years. Here is a general chronology of wine in the world, highlighting some key events:

- Around 7000-6000 BC: The first archaeological evidence suggests wine production in the region of present-day Georgia.
- Around 4500 BC: Evidence of winemaking in ancient Egypt. The Egyptians considered wine an important part of their culture and religious ceremonies.
- Around 2000 B.C.: The Phoenicians began to spread vine growing and wine production throughout the Mediterranean.
- 1st century BC: Expansion of grape growing and wine production by the Romans throughout Europe.
- **Fifth century: **Wineries play a crucial role in the preservation and development of the winemaking tradition during the Middle Ages in Europe.
- 17th century: Development of the wine industry in France, with the creation of appellations of controlled origin.
- 18th century: Development of the wine industry in California, USA, with the arrival of missionaries and European settlers.
- 1855: Classification of Bordeaux wines during the Universal Exhibition in Paris, establishing a hierarchy of quality.
- 1861: The phylloxera plague hits vineyards in Europe, leading to the need to graft resistant American vines.
- 1970s: California begins to gain prominence on the world wine scene, especially with the wines of the Napa Valley.
- 1980s: The New World (countries outside Europe traditionally associated with wine production) gains increasing recognition. Australia, New Zealand, Chile and South Africa emerge as prominent producers.
- 1990s: Argentina stands out as a producer of high-quality wines, especially with the Malbec grape variety.
- 21st century: Continued growth of the wine industry in various parts of the world, with the emergence of new wine regions and an increasing emphasis on sustainability and organic practices (SILVEIRA-MARTINS; ELVIS; TAVARES, 2014).

Thus, it can be said that the beginnings that gave rise to wine were Greenland in the Middle East in the year 4000 BC, with Noah as its winemaker (PHILLIPS, 2002; SILVEIRA; ANTUNES; DIAS, 2012) In Egypt in 3000 BC (Phillips, 2002), it was used by kings and priests. In Greece, in the region of Italy, the Phoenicians were the winemakers in 2000 BC. By 400 BC there were already 91 varieties of vines and 40 types of wine (JOHNSON, 1999). In Rome, wine was introduced as a recreational activity in 200 BC (JOHNSON, 1999).

In ancient Egypt, wine became an important symbol of death and resurrection (PHILLIPS, 2002). In Portugal, wine emerged in the Middle Ages through colonizing expeditions, which were responsible for the spread of vines. In America, such as Mexico, the United States and the Spanish colony of South America, Christopher Columbus was the first to introduce wine in 1493 (CARRARO; SGOBBI, 2008). It wasn't until the middle of the 17th century that wine began to be stored in glass bottles sealed with cork stoppers.

Wine Chronology in Brazil

The chronology of wine in Brazil has a fascinating history that goes back to the colonial period, when the first vines were brought over by the Portuguese colonizers. The wine industry in Brazil has gone through several phases, faced challenges and experienced remarkable growth in recent decades. Below is a chronology highlighting key events in the history of wine in Brazil:

1500-1600: The First Vineyards in Brazil: The first grapevine seedlings were brought to Brazil by the Portuguese colonizers, led by Martim Afonso de Sousa, in the middle of the 16th century. The climatic and geographical conditions proved favorable to viticulture.

1600-1700: Expansion of viticulture: Viticulture expanded mainly in the south and southeast regions of Brazil during the colonial period. The Jesuits were important promoters of wine production, using it for sacramental purposes.

1800-1900: Decline in production: Throughout the 19th century, wine production in Brazil declined due to various factors, including pests, changes in the agricultural economy and competition with other crops.

1930: Rescue of viticulture: The Brazilian government, through President Getúlio Vargas, encouraged the revitalization of the wine industry as part of an effort to promote national agriculture. Investments were made in the Serra Gaúcha, in Rio Grande do Sul, a region that would become vital for wine production.

1970-1980: International recognition: The quality of Brazilian wines began to be recognized internationally during the 1970s and 1980s. The Serra Gaúcha region, in particular, gained prominence for its sparkling wines.

1990: Expansion of production: The 1990s witnessed a significant increase in wine production and consumption in Brazil. New wine-growing regions were explored, and the diversification of grape varieties also intensified. 2000s: Industry growth: Exports of Brazilian wine increased, and the industry began to gain worldwide recognition. The Serra Gaúcha region established itself as the main producer, but other areas, such as the São Francisco Valley and Campanha Gaúcha, also gained prominence.

2010s: Highlight for Fine and Organic Wines: Brazil began to stand out in the production of fine wines, especially varieties such as Cabernet Sauvignon and Merlot. In addition, there has been an increase in the production of organic and biodynamic wines, reflecting a global trend.

2020s: Innovations and Sustainability: The Brazilian wine industry continued to innovate, adopting sustainable practices and investing in winemaking technologies. The search for international recognition and the promotion of wine tourism have also intensified.

The chronology of viticulture and wine production in Brazil reflects a trajectory of ups and downs, with moments of resilience and growth. The industry is constantly evolving, seeking not only excellence in production, but also the promotion of wine culture on the national and international stage.

Wine Chronology in Rio Grande do Sul

The chronology of wine in Rio Grande do Sul, a Brazilian state known for its strong winemaking tradition, goes back centuries. Below is a brief chronology highlighting some important milestones in the history of wine in Rio Grande do Sul:

- 19th century:

1875: Italian immigration begins to have a significant impact on the region, bringing with it wine-growing traditions.

1876: The first winery in the state appears, the "Cave Antiga" in Bento Gonçalves.

- 20th century:

1930: Regulation of wine production in Brazil begins.

1970: Growth in production and expansion of grape-growing areas.

1988: Creation of the Vale dos Vinhedos Wine Region, recognized for the quality of its wines.

1998: Denomination of Origin (DO) certification begins for Serra Gaúcha wines.

- 21st century:

2002: The Campanha Gaúcha region is recognized as an Indication of Origin (IP).

2012: The Vale dos Vinhedos achieves the Denomination of Origin (DO).

2017: Brazil becomes the world's fifth largest market for Argentine wine, consolidating the importance of wine consumption in the country.

2020: Continued growth in the production of fine wines, sparkling wines and grape juices.

Over the years, Rio Grande do Sul has consolidated its position as Brazil's leading wine producer. The region has several nationally and internationally recognized wineries, contributing to the dissemination of wine culture and raising the quality of Brazilian wines. It's important to note that this is an overview, and many other events and advances have taken place over time, shaping the wine industry in the state.

Wine Chronology in Serra Gaúcha

The Serra Gaúcha region, located in the state of Rio Grande do Sul, is one of the most important areas for wine production in Brazil. Below is a chronology highlighting some key events in the history of wine in Serra Gaúcha.

1875: Italian Immigration - The year 1875 marks the beginning of Italian immigration to the Serra Gaúcha region. The immigrants brought with them their winemaking traditions and experience in viticulture.

1920s: Wine Cooperatives - During the 1920s, the first wine cooperatives were founded in the region, such as the Aurora Wine Cooperative in Bento Gonçalves. These cooperatives played a key role in organizing and strengthening the local wine industry.

1930s: Wine Education Institution - In 1932, the Technical School of Agriculture was founded, which later became the Faculty of Agronomy at the Federal University of Rio Grande do Sul (UFRGS). This institution played a crucial role in training viticulture and oenology professionals in the region.

1950-1960: Development of Family Winemaking - During the 1950s and 1960s, there was significant growth in family winemaking in the Serra Gaúcha. Many small family wineries were established, contributing to the diversification of wine production in the region.

1975: Recognition of the Indication of Origin - In 1975, the Serra Gaúcha region was officially recognized as an Indication of Origin for wines. This highlighted the quality and specificity of wine production in the area.

1980s: International prominence - In the 1980s and 1990s, Serra Gaúcha wines began to receive international recognition for their quality, especially sparkling wines.

1990s: Wine tourism on the rise - From the 1990s onwards, wine tourism became an increasingly popular activity in the region. Wineries opened their doors to visitors, offering experiences that combine wine tasting with the charm of the local landscapes.

2000s: Diversification and Investment - The 2000s saw continued diversification in wine production in the Serra Gaúcha, with experimentation in different grape varieties and winemaking styles. There have also been investments in technology and sustainable practices.

Today: National and International Recognition - Serra Gaúcha continues to be recognized nationally and internationally for its significant contribution to wine production in Brazil. The region is known for its high-quality red, white and, especially, sparkling wines.

The chronology of Serra Gaúcha reflects the remarkable progress of the wine industry in the region, from the early days of Italian immigration to the prominent position it currently occupies on the Brazilian wine scene. The commitment to quality, tradition and innovation has been a constant in the history of wine in this region.

Table 1. Shows a complete chronology of all the stages in the introduction of vineyards in Brazil and Rio Grande do Sul.

Ano	Cronologia histórica das primeiras videiras no Brasil
1532	The first vines were brought to Brazil by Martin Afonso de Souza. The <i>vitis vinifera</i> seedlings were planted in the captaincy of São Vicente in the south-east of the country, but the unfavorable climate and soil conditions prevented the experiment from going ahead
1551	A member of Martin Afonso de Souza's colonizing expedition, the young Bras Cubas insisted on growing vines, transferring his plantations from the coast to the Atlantic Plateau. In 1551, he succeeded in making the first Brazilian wine. His initiative, however, did not come to fruition.
1626	The arrival of the Jesuits in the Missions region boosted viticulture in southern Brazil. The introduction of vines in Rio Grande do Sul is credited to Father Roque Gonzales de Santa Cruz, who enlisted the help of Indians to make wine, an element of religious celebrations.
1640	The first guided tasting was held in Brazil, reported in the 1st Minutes of the São Paulo City Council. The intention is to standardize the wines sold in the country. The action was mainly aimed at producers in the Southeast, who persisted in growing grapes in unsuitable locations.
1732	Portuguese immigrants, mainly Azoreans, began to populate the coastal areas of Rio Grande do Sul, forming colonies in Rio Grande, Pelotas and Porto Alegre. They brought seedlings from the Azores and Madeira, but the plantations did not take off.
1789	Noticing the multiplication of wine-growing initiatives in Brazil, the Portuguese court banned grape growing in the country as a way of protecting its own production. The measure inhibited the commercialization of the beverage in the colony and restricted the activity to the domestic environment.
1808	The year the Portuguese crown moved to Brazil, with the arrival of the royal family, the ban on grape growing was overturned and wine habits took hold. The drink was incorporated into meals, social gatherings and numerous regional festivities.
1817	Manoel Macedo, a producer from the city of Rio Pardo, was a pioneer in the Gaúcho wine industry. In a period that lasted until 1835, he recorded the production of up to 45 barrels in a year, which earned him the first patent for the production of the drink in the country.
1824	The beginning of German colonization increased the number of immigrants interested in wine. At the same time, the Italian João Batista Orsi settled in the Serra Gaúcha and, with Dom Pedro I's concession to grow European grapes, became one of the precursors of the industry in the region.
1840	Through the hands of the Englishman Thomas Messiter, <i>Vitis Lambrusca</i> and <i>Vitis Bourquina</i> grapes of American origin were introduced to Rio Grande do Sul. More resistant to disease, they were planted on the islands of the Marinheiros, in Lagoa dos Patos, but soon spread throughout the state.
1860	The Isabel grape, one of the American varieties introduced to Rio Grande do Sul, quickly won the sympathy of farmers. There are records that, around 1860, it was already forming vineyards in the cities of Pelotas, Viamão, Gravataí, Montenegro and the municipalities of Vale dos Sinos.
1875	The big leap in national wine production came with the arrival of Italian immigrants. Bringing from their homeland the technical knowledge of making wine and the culture of consumption, they raised the quality of the drink and gave economic importance to the activity.
1881	The year of the oldest record of wine production in the Vale dos Vinhedos, in Rio Grande do Sul, with 500,000 liters produced in the town of Garibaldi. The figure appears in reports made in 1883 by the Italian Consul, Erico Perrod, after visiting the region.

1928	Faced with disorderly competition, fluctuating quality and the growing importance of the activity, the wine union was created as an attempt to organize the sector. The initiative was spearheaded by Osvaldo Aranha, then state secretary in the Getúlio Vargas government.
1929	Associationism was adopted by the farmers. Over a period of 10 years, 26 cooperatives were founded, some of which are still operating today. The model made small producers competitive and led to a situation of equilibrium, which was achieved in the following decade.
1951	The transfer of the George Auber winery from France to Brazil marks the beginning of a cycle. The interest of foreign companies in the country, which would be consolidated in the 1970s, led to new techniques in the vineyards and in the attempts to expand the areas where grapes were grown.
1990	The improvement of wineries, which throughout the 1980s was marked by the conversion of vineyards, gained momentum with the opening up of Brazil's economy. Access to different styles of wine and competition with imported wines led producers to increase quality.
2002	With viticulture consolidated in different regions from the south to the northeast of the country, each production area is investing in developing its own identity. The pioneer in this direction is the Vale dos Vinhedos, which was awarded an indication of origin in 2002.

Fonte: Sampietro, (2016) e www.ibravim.org.br/historia-do-vinho-no-brasil Available on 02/06/2017.

Chronology of wine in Portugal

The historical context is interesting for a simple overview of evolution and culture. Portugal was founded in 1143 by King Afonso Henrique, but it wasn't until the following century that Portugal delimited its borders, making it the oldest country in the world. In this way, it contributes to maintaining certain cultural activities. Its location is in the southwest of the Iberian Peninsula, close to the Atlantic Ocean. Its location near the Atlantic Ocean made it the first country to discover the route to the Atlantic, thus discovering the way to India, Brazil and China (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

At the same time, it put down roots on the east and west coasts of Africa, leaving the legacy of its Portuguese language everywhere, making its contribution to a new Europe. Portugal has a characteristic landscape, a mild climate, beautiful mountains and is full of medieval castles, churches, palaces and feudal houses that bear witness to a long history (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

The history of viticulture in Portugal can be traced back to a journey through the history of vineyards and wines in Portugal. Vines were first cultivated in the Tagus and Sado valleys around 2000 years BC by the Tartessians. The Phoenicians, around the 10th century BC, took advantage of the turtle trade, including wine. It is speculated that the Phoenician was the mastermind behind bringing the grapes that were introduced to Lusitania to Portugal (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

In the 7th century BC, the Greeks settled in the Iberian Peninsula and developed viticulture and the art of making wine. However, in the 4th century BC the Celts and the Iberians became one people, so it is likely that they introduced the technique of wine and cooperage. The Romanization of the peninsula contributed to the cultivation of the vine, with the introduction of new varieties and improved vine-growing techniques. It was in this century that vine cultivation developed, given the need to send wine to Rome, where consumption increased, and production did not meet demand, (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

With the spread of Christianity in the 6th and 7th centuries AD, wine therefore became essential and sacred, like the sacred act of communion. Between the 12th and 13th centuries, wine was the main export product. Wine became a staple food of medieval man and of importance to the feudal lords. The importance of wine went hand in hand with its relevance to religious ceremonies (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

Portuguese wines began to be recognized in northern Europe. In the 14th century, wine production began to develop and exports increased. In the 15th and 16th centuries, Portugal expanded and ships sailed to India with wine and other products to sell. At this time, the wines that were exported by ship served as ballasts on ships and caravels carrying products from Brazil and India. They remained for up to 6 months, vulnerable to the weather and adversities of the sea. It was this technique that gave rise to the term "aged wine" (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

In the 16th century, Lisbon was the largest wine consumption and distribution center in the empire. By the 17th century, wine had prestige, as there were artists and people who were influential with the kings who frequented Lisbon. In 1703, Portugal and England signed the Methuen Treaty, which established a partnership for the entry of Portuguese wines into England (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

In the 18th century, the Alto Douro region became famous for its Port wine. As a result, the region became the target of interest in wine culture throughout Europe, as well as England, but the quality of the wine was not a priority, but rather the quantity, as there was demand for export. It was necessary to create regulations for wine production. Thus, on September 10, 1756, the Companhia da Agricultura das vinhas do Alto Douro was created to demarcate the planted areas. In this way, the Douro region of Porto was the first officially demarcated region in the world of wine (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

Designations of origin were only created in 1907/1908 and demarcated wines such as Madeira, Moscatel de Setúbal, Carcavelos, Dão Colares and Vinho Verde were created. The Federation of Southern Wine Producers was created in 1933 with the aim of regulating the wine market. After the establishment of the Federation, the

National Wine Council (JVN) was created in 1937, and the Vine and Wine Institute in 1986 (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

With the aim of complying with regulations and enabling Portugal to meet the demands of the European Union market.

With the advent of the Federation and the Institute of Vine and Wine, the region acquired the concept of Designation of Origin, and created the classification of Regional Wine and with geographical indication, thus reinforcing the quality of wine in Portugal. Today, the region is recognized and protected throughout Portugal, with 33 Designations of Origin and 8 Geographical Indications (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

In the history of Portuguese viticulture, as in most European wine-growing countries, there have been fluctuations as a reaction to the markets. Thus, there have often been periods of uncontrolled expansion, causing prices to rise and thus production volumes, after which the market has led to corrections that have often generated serious crises, leading winegrowers into very difficult situations.

In Portugal, after the crises observed at the end of the 19th century and during the 20th century, culminating in the problems experienced in the 1960s and 1970s, there was a significant abandonment of the activity, resulting in the abandonment of large areas of vineyards or their replacement by other crops (NESSELHAUF; DEKER; FLEUCHAUS, 2017).

With Portugal's accession to the European Economic Community, mechanisms were created to encourage the cultivation of vines in less suitable locations, with the creation of legal and financial instruments that allowed and facilitated the replanting of large areas of vines in more convenient and more suitable zones and areas, (LADEIRA; DOS SANTOS, 2005).

Currently, with the approval of the new Common Market Organization for Agricultural Products (Single CMO) in the wine sector, the aim is to increase the competitiveness of EU wine producers and establish a wine regime that operates with clear, simple and effective rules that balance supply and demand, in order to preserve the best traditions of EU wine production, reinforcing the cultivation of vineyards in rural areas in an organized manner and with social and environmental responsibility, (LADEIRA; DOS SANTOS, 2005).

It can thus be seen that issues relating to wine-growing potential continue to be of particular importance, and it is worth highlighting the promotion of the wine-growing restructuring and reconversion measure, which has a direct influence on wine-growing potential and the production of quality wines, (LADEIRA; DOS SANTOS, 2005).

In 1756, the Marquis of Pombal established a Denomination of Origin (DOC), which included the classification of vineyards, the control of production and marketing, and other measures designed to protect Port wine produced in the demarcated Douro region. A production monitoring system was born. Most countries have similar wine classification and labeling systems. When the European Union (EU) came into being, it established rules applicable to its member states and harmonized its laws with the EU's responsible body, the European Commission.

In other words, these acronyms can be seen as a kind of "formula" that confers specific qualities and restrictions on the product. It is important to note that these abbreviations are not exclusive to wine; they are also used on a number of other products, all with the aim of safeguarding the distinctive attributes of the respective products. (Source: www.eniwine.com, accessed on 13/12/2023).

Thus, the history of wine in Portugal is rich and goes back centuries, being an integral part of the country's culture and tradition. Here is a timeline highlighting some of the main events in the evolution of wine production in Portugal:

Antiquity: Vineyards were introduced to the region that is now Portugal by the Phoenicians, Greeks and Romans during antiquity. Wine production was already an established practice in Roman times.

Middle Ages: During the Middle Ages, wine production in Portugal expanded, especially with the support of religious orders such as the Benedictine and Cistercian monks, who played a key role in viticulture.

15th century: Expansion with the Discoveries: With the Age of Discovery, the Portuguese explored new sea routes and established trade contacts with various regions. Wine became an important export product and production expanded to meet growing demand.

1756: Regulation of wine production: The Marquis of Pombal implemented a series of reforms, including the demarcation of the Port region in 1756. This was one of the first attempts to regulate and control the quality of wine production.

1830s: Phylloxera plague: The phylloxera plague hit the vineyards in Portugal, wreaking havoc on the wine industry. Many vineyards were destroyed, leading to a crisis in wine production that affected the whole of Europe.

20th Century: Revitalization of the Industry: Throughout the 20th century, the Portuguese wine industry underwent a revitalization, with a renewed focus on the quality of the wines. The country began to gain international recognition for its red and white wines, in addition to the well-established Port wine.

1986: Accession to the European Union - Portugal's accession to the European Union in 1986 brought investment and modernization to the wine industry. Wine regions such as the Alentejo and the Douro began to excel in producing high-quality wines.

Today: Diversity and Recognition: Today, Portugal is recognized as a diversified producer, with a wide variety of indigenous grapes. Wines such as Port, Vinho Verde, Alentejo and many others have gained international prominence, contributing to the country's reputation as a producer of quality wines.

Wine tourism and sustainability: In recent decades, wine tourism has become a significant part of the industry, with wineries opening their doors to visitors. In addition, there is an increased interest in and commitment to sustainable practices in viticulture.

The chronology of wine in Portugal highlights the resilience of the industry over the centuries, with periods of expansion, challenges and innovation. The diversity of wine regions and grape varieties contributes to the richness and uniqueness of Portuguese wines on the world stage.

Wine Chronology in Bairrada Region

The Bairrada region, located in central Portugal, has a long tradition of wine production. Here is a simplified chronology highlighting some of the main events in the history of wine in the Bairrada region:

18th century: Viticulture in the region begins to gain prominence.

19th century: Significant development of the wine industry. The Baga grape variety, which will become emblematic for the region, begins to be cultivated more extensively.

1930s: Founding of the Adega Cooperativa de Cantanhede, one of the first wine cooperatives in Portugal.

1950s: The region begins to organize itself and define its wine production practices. A highlight was the identification and protection of the Bairrada Denomination of Controlled Origin (DOC) in 1953.

1980s: Modernization of the wine industry, with the introduction of new technologies and oenological practices.

1990s: Bairrada seeks to diversify its range of wines, including sparkling wines, with growing international recognition for the region and its wines.

21st century: Continued technical improvement and an increase in the quality of Bairrada's wines. Greater emphasis on promoting wine tourism in the region.

2013: The region undergoes a review of wine production rules, aimed at adapting to market demands and trends.

2017: The diversity of grape varieties grown in the region is highlighted, including the Baga variety, which produces robust, long-aged reds.

2020: Bairrada continues to stand out in the production of quality red and sparkling wines, attracting the attention of connoisseurs and experts.

This chronology highlights some important moments in the history of wine in the Bairrada region, but it is important to note that wine development is a continuous process, with innovations and changes taking place over time.

IV. Final Considerations

The process of internationalizing business is not new, it dates back to the time of the Phoenicians BC, who had the need to adopt strategies and even discover new continents, cultures and new products. That's when they discovered new lands, new cultures and new strategies. The aim of this article was to establish a historical chronology of wine in the world, in Brazil and in Portugal.

Wine is enjoyed by people all over the world and is produced in several countries. The wine industry has a significant impact on the economy and cultural heritage of these countries. The main wine-producing countries are Italy, France, Spain, the USA and Argentina.

On the other hand, wine production can have positive environmental impacts. Firstly, wine production can support sustainable agricultural practices. In the US, some wineries have adopted organic and biodynamic farming practices. Secondly, wine production can promote biodiversity.

In Argentina, vineyards are often located in areas with high biodiversity, which helps protect local flora and fauna. Thirdly, wine production can mitigate the effects of climate change. Many wineries are adopting sustainable practices to reduce their carbon footprint.

Wine production is an important aspect of cultural heritage. Firstly, wine production has a long history in many regions. In Italy, winemaking dates back to the Etruscan civilization. Secondly, wine production is intertwined with local traditions and customs. In France, wine is often consumed during meals and is an important part of the country's culinary culture. Thirdly, wine production is a source of national pride. In Spain, wine is seen as a symbol of the country's cultural identity.

In addition, wine production can promote international cooperation. Firstly, wine production can facilitate cultural exchange and understanding. In Italy, wine is often used as a way of bringing people together and sharing traditions. Secondly, wine production can promote diplomatic relations. In France, wine is often

used as a diplomatic gift between countries. Thirdly, wine production can support international trade. In the USA, wine is an important export product and the industry supports many jobs in the export sector.

Wine production can have negative environmental impacts. Firstly, wine production requires large quantities of water. In Spain, water consumption for wine production is a significant problem. Secondly, wine production can contribute to soil erosion. In Argentina, soil erosion is a major problem due to the steep slopes where vineyards are often located. Thirdly, wine production can lead to chemical pollution. In Italy, the use of pesticides and herbicides has been a concern for many years.

In conclusion, wine production has both positive and negative impacts on the economy, cultural heritage, the environment and health. The main wine-producing countries must balance the economic benefits of the industry with its potential negative impacts. Sustainable practices and responsible consumption are important to ensure that the wine industry continues to thrive, while minimizing its negative effects. Finally, it is suggested that bibliometric studies be carried out on the subject, as well as the economic effects of wine production and commercialization.

References

- [1]. Berlato, Larissa Fontoura; Saussen, Fabiane; Gomez, Luiz Salomão Ribas. A Sustentabilidade Empresarial Como Vantagem Competitiva Em Branding. *Dapesquisa*, V. 11, N. 15, P. 024-041, 2016.
- [2]. Bouranta, Nancy; Psomas, Evangelos L.; Pantouvakis, Angelos. Identifying The Critical Determinants Of Tqm And Their Impact On Company Performance: Evidence From The Hotel Industry Of Greece. *The Tqm Journal*, V. 29, N. 1, P. 147-166, 2017.
- [3]. Carraro, Carlo; Sgobbi, Alessandra. Climate Change Impacts And Adaptation Strategies In Italy. *An Economic Assessment*. 2008.
- [4]. Cervo, A. L.; Bervian, P. A. Tipos De Pesquisa. *Cervo Al, Bervian Pa. Metodologia Científica*. São Paulo: Mc Graw-Hill, P. 53-59, 1983.
- [5]. Cuervo-Cazurra, Alvaro; Maloney, Mary M.; Manrakhian, Shalini. Causes Of The Difficulties In Internationalization. *Journal Of International Business Studies*, V. 38, P. 709-725, 2007.
- [6]. Da Silveira, Vanessa Monks; Antunes, Graziela Mota; Dias, Marcelo Fernandes Pacheco. Inovação Em Sistemas De Produção De Arroz Orgânico No Rio Grande Do Sul. *Revista De Administração Da Universidade Federal De Santa Maria*, V. 5, P. 715-728, 2012.
- [7]. Denison, Daniel Et Al. *Leading Culture Change In Global Organizations: Aligning Culture And Strategy*. John Wiley & Sons, 2012.
- [8]. Gil, Antônio Carlos. *Métodos E Técnicas De Pesquisa Social*. 5. Ed. São Paulo: Atlas, 1999.
- [9]. Johnson, Karen E.; Ma, Ping. *Understanding Language Teaching: Reasoning In Action*. Boston, Ma: Heinle & Heinle, 1999.
- [10]. Ladeira, Francisco Sergio Bernardes; Dos Santos, Marcilene. O Uso De Paleossolos E Perfis De Alteração Para A Identificação E Análise De Superfícies Geomórficas Regionais: O Caso Da Serra De Itaqueri (Sp). *Revista Brasileira De Geomorfologia*, V. 6, N. 2, 2005.
- [11]. Martín, André Roberto; Castellar, Sonia Maria Vanzella; Martins, Elvio Rodrigues. *Geografia: Geopolítica E Poder Mundial*. 2004.
- [12]. Nesselhauf, Lucas; Dekker, Johannes S.; Fleuchaus, Ruth. Information And Involvement: The Influence On The Acceptance Of Innovative Wine Packaging. *International Journal Of Wine Business Research*, V. 29, N. 3, P. 285-298, 2017.
- [13]. Pereira, Elisabeth T.; Fernandes, Antônio J.; Diz, Henrique Mm. Competitiveness And Industrial Evolution: The Case Of The Ceramics Industry. *Evolutionary And Institutional Economics Review*, V. 7, P. 333-354, 2011.
- [14]. Phillips, Peter Wb. Biotechnology In The Global Agri-Food System. *Trends In Biotechnology*, V. 20, N. 9, P. 376-381, 2002.
- [15]. Proença, César Manuel Veloso Ferreira. *The Role Of Viniportugal In The Internationalization Of Portuguese Wines*. 2018. Tese De Doutorado.
- [16]. Sá Silva, Suzana Patrícia De; Sandre-Pereira, Gilza; Salles-Costa, Rosana. Fatores Sociodemográficos E Atividade Física De Lazer Entre Homens E Mulheres De Duque De Caxias/Rj. *Ciência & Saúde Coletiva*, V. 16, N. 11, P. 4491-4501, 2011.
- [17]. Sampietro, Leidh Jeane. A Vitivinicultura Eo Desenvolvimento Do Enoturismo De Bituruna, Paraná. *Turydes: Revista Sobre Turismo Y Desarrollo Local Sostenible*, V. 10, N. 22, P. 18, 2017.
- [18]. Schuh, John H.; Gansmer-Topf, Ann. Finances And Retention. *College Student Retention: Formula For Student Success*, P. 277-293, 2005.