

Chapter 2

The World History of Wine Queens

Abstract The oldest information about a kind of personification of “wine queen” goes back to the 14th century to the Madonna of the Grapes or *Traubenmadonna*. Later the autumn customs of vine growing areas were frequently associated with women, beauty and the initiation before the marriage. The first formal awards of a wine queen title happened in the USA in the beginning of the 20th century, followed by Germany, France, Brazil, Argentina and other big exporters of wine in 1930'. And so the wine queen selections splashed to other Central European countries, like Austria, Hungary, Slovenia and Slovakia, and to Asia.

Keywords Wine queen • Wine king • Wine • Tourism • Europe • Americas • Asia • Wine rituals • Religion • Wine marketing

The commercial importance of grapes and wine began with associations of wine with religious rites in the Near-East. From its humble origins grape production has developed into the world's most important fresh fruit crop. Wine has an archaeological record dating back more than 75 thousand years. The earliest suspected wine residues come from the early to mid-fifth millennium B.C. from northern Iran. The first evidence of intentional winemaking appeared in the representations of Egyptian wine presses some 5000 years ago. Wine making was discovered or evolved in southern Caucasia. This region includes parts of present-day northwestern Turkey, northern Iraq, Azerbaijan, and Georgia. Grapevine domestication also may have occurred independently in Spain. From Caucasia grape growing and winemaking spread to Palestine, Syria, Egypt and Mesopotamia. From this base wine consumption, and its socio-religious connections, spread winemaking around the Mediterranean. In more recent times, European exploration and colonization has spread grapevine cultivation in most of the temperate climatic regions of the globe. The area planted under grapevines in 2002 was estimated in about 7.9 million hectares and went down from a maximum of 10.2 million in the late 1970s. Approximately 66 % of the production was fermented into wine. The use varies from country to country, often depending on physical and politico-religious (wine prohibition) dictates of the region. Despite its world importance, vines only cover about 0.5 % of agriculture land and its produce

constitutes 0.4 % of global household expenditure. Grape production is largely restricted to climatic regions similar to those of the indigenous range of *Vitis Vinifera*. This zone approximates the area between 10 and 20 °C annual isotherms. Grape culture is further largely restricted to regions characterized by Mediterranean-type climates. Extensions into cooler, warmer, or the more moist environs are possible when local conditions modify the climate or viticultural¹ practice compensates for less than ideal conditions. Commercial production even occurs in subtropical regions, where severe pruning stimulates nearly year-round vine growth. In Europe, where 61 % of the world's vineyards are located, about 77 % of the crop is fermented into wine (Jackson 2008: 1–5).

2.1 Europe

The oldest information about a kind of personification of “wine queen” goes back to the 14th century to the festivity of the Assumption of the Virgin Mary (15.8.), when Madonna of the Grapes (in German *Traubenmadonna*) was elected in St. Valentine's church in the Rheingau, in one of the thirteen designated German wine regions. Of course, this religious depiction is only symbolically linked to wine queens and has nothing to do with contemporary wine queens. The Holy Mary is the patron of the Catholic Church, as well as the restaurant owners, chefs, furriers, cloth makers, potters, sailors, gingerbread bakers, silk workers and vinegar brewer. Many centuries ago, she was selected as the most desirable patron saint of the winery in the Rheingau and she was worshiped as the Madonna of the Grapes. She stands at the top of all the wine saints and enjoys the special confidence of the wine growers. In the wine regions of Germany, Austria and South Tyrol she is seen as the protector of grapes and wine and is drawn with an infant Jezus in her arms and grapes in hand. Sometimes her statue is wrapped with vine leaves, if it's standing in the outdoor chapel. The grape is since ancient times a symbol of fertility and motherhood, it symbolizes the blood shed on the cross, infant Jesus is the symbol of the Incarnation.

Even if there is no direct link between the wine queens and the Madonna of the Grapes, we can understand the symbolic connection through the attempts of the arrangers of the wine queen events. Fundamentally, the wine queens enhance the recognizability of wines, they promote wines, they also continue the old, and create new rituals connected with wine. Women in the role of wine queens, with their manifestations and ritual ceremonies, have come out from the background of a largely male industry, where they had been obliged traditionally to remain on the side, although they acted as a crucial labor's role.

In the traditional German wine regions autumn customs of the second half of the 19th century were frequently associated with women, beauty and the initiation before the marriage. Examples of these customs were Autumn Queens (*Herbstköniginnen*),

¹ Viniculture is the cultivation of grapesvines for wine; viticulture is the cultivation of the vine.

Autumn Brides and Autumn Grooms (*Herbstbraut, Herbstbräutigam*), or decorating girls with the last grapes. At the same time Flowers of Vinodol (*Ružice Vinodola*) were documented in Croatia.

In the recession year 1929 when beer was more expensive than wine, the consumption of the wineries was higher than their revenues. At the start of the 1930s the wine consumption in Germany was 3 l per capita per year. At the same time the French drank 153, Italians 118, Austrians 16 and Egyptians 9.8 l per capita per year. Over 200 wine festivals were renowned in Germany at that time, but they lacked a brilliant action, a high point of the celebrations. A group of wine lovers founded that they urgently need a queen. This is how the idea of a wine queen was born. There were no statutes or other patterns available. Thus, they thought that the prettiest girl at the annual fair in the city Neustadt an der Weinstraße should be elected to the Wine Queen. In 1931, the five most beautiful girls from the hall were put in front of a newspaper publisher and he chose the most beautiful one by his judgement. Ironically, the first wine queen became a resident of Pirmasens, which is known as the city where vine does not flourish. For a young woman who in 1931 became a wine queen, the organizers claimed that this is the first wine queen in the world (Junglas 2008: 8; Ramšak 2013). So the selection of wine queens in Germany, in the region Pfalz, which was enough wine conscious and enterprising, though not the greatest wine-growing and most known, began in 1931. Then the Pfalz district wine queens were elected all thirties and with wartime interruptions all the fortieth year. The Pfalz region wine queen unofficially represented the wine of her province and she slowly became a symbol of all German viticulture. Other German wine regions didn't longer stand aside. In 1949, the Pfalz district wine queen was elected according to the tradition and became also the first German Wine Queen (*Deutsche Weinkönigin*). When the Germans recognized that the institute of the wine queen can be useful, they addressed the matter in German, that is to say, severe and careful way, and with an incredible attention to detail. From 1950 onwards, each of the thirteen German wine regions elects its regional wine queen. In 1956, the German Wine Queen won three companions, wine princesses (*Weinprinzessinnen*), i.e. those girls who have been immediately after the Queen by the number of points. Conditions for the selection of the Queen have been specified. It was essential, however, that the young woman was unmarried, professionally engaged in the wine, and that she was from a winemaking family. Later, these thirteen finalists each grappled for the title of the German Wine Queen on the German-wide festival of wine in Neustadt an der Weinstraße, where it all began and where is so today. Every year on the second weekend in October they choose the German Wine Queen out of the finalists. The German Wine Queen as well as the Wine Queens of other regions or wine areas is respected person. The German Wine Queen is an institution that regularly attends the highest state protocol events, as well as the wide variety of national delegations take her on official visits. Afterward, the fashion of the Wine Queen's selection splashed from Germany to other Central European countries, like Austria, Hungary, Slovenia, and Slovakia (Ramšak 2013).

In Germany, where the wine production is higher than the consumption, the title the Queen of German mulled wine (*Deutsche Glühweinkönigin*) was invented in

Trier in 2009. Her mission has been to eliminate bad reputation of mulled wine, both white and red. For this mission the queen has a two-year term, which was shortened to one year in 2011. Activities of the Queen of mulled wine are limited to four weeks before Christmas, when the Trier Christmas Market takes place (Reichert 2009).

German Wine queens are well documented by the sociologist and wine journalist Junglas (2008), who has researched cultural history, catalogued biographies of the German Wine Queens from 1949 to 2008, entertaining stories from the royal wine world and German wine market in all thirteen wine areas. His book is full of anecdotes, photos and memories, attempting to show German wine industry from the charming side.

Austrian wine queen (*Die Österreichische Weinkönigin* or *Bundesweinkönigin*), like in Germany represents wines and vineyards. Selection is alternately running since 1971 in two provinces in Burgenland and in Lower Austria.

The Luxembourg Wine Queen (*Lëtzebuurger Wäikinnigin*) is chosen from 1950. Every year in September she is crowned at the grape and wine festival (*Luxembourg Drauwen- a Wäifest*; German *Trauben- und Weinfest*; French *Fête du Raisin et du Vin*) in Grevenmacher. Distinctiveness of the Luxembourg Wine Queen is that she must undergo a four-year learning period at her royal predecessor.

The Wine harvest queen of Spain (*Reina de la Vendimia*) in Requena, Valencia, in the east of the country is chosen from 1948. In 1949 the Spaniards began to publish the magazine *El Trullo* arising a few times a year on the feast of harvest, in which they present the queens. In 1962 it was succeeded by a museum exhibition at the Museum of wine, today's *Museo de la Fiesta de la Vendimia*, the Museum of the feast of the harvest (Fiesta de la Vendimia Requena 2012). The queens of the harvest are also chosen in the other Spanish wine-producing places, for example in Jerez in southern Andalusia.

French winemakers have started to promote their wines in 1933. The first feast of French wines with a selection of wine queens was in the eastern French region of Burgundy in Mâcon en Bourgogne, in 1933. Then it was moved to other wine-producing regions in France: in Bordeaux, Reims, in Alsatian Colmar and then in Angers in the lowlands of western France, with agricultural industries, such as viticulture and fruit growing. In 1937 the Queen of French wines (*Reine des Vins de France*) was crowned in Angers. She was a seventeen-year-peasant girl who was initially not really much interested in the selection. The wine queen candidates from the wine-growing regions were driven 10 km in the parade with fifteen decorated carts. Before the Palace of Justice, the President of the Republic Albert Lebrun awarded the title of queen of wine, and then the procession continued on the banks of the river Maine and ended with dancing. During the next year, and all the way to the new selection in Avignon a young French wine queen received a number of gifts (Bertoldi 2012). In addition, besides the French national title for the Wine Queen, there are other, regional, linked in particular to the wine-producing areas. The most notable is the title of the Wine Queen of Alsace (*Reine des vins d'Alsace*), which is awarded since 1954 in Colmar in Burgundy, and the selection of the wine queen in the canton of Nuits-Saint-Georges since 2001.

After independence in 1991 Slovene winemakers started to emphasize their identity by creating various honorary wine institutions, which in some other wine

regions go back to the early 20th century. The first local wine queen—Queen of Teran²—was crowned in 1979 in former Yugoslavia and after that the other local titles were given elsewhere. In 1995, the coronation of the first Wine Queen of Slovenia was held in Vipava upon the foreign, mostly German and Austrian models. In Ljutomer, where the first Slovene Wine Growing society was founded in 1872, the Wine Queen of Ljutomer was crowned in 1986; in Svečina the first Wine Queen of Svečina was crowned in 1987. In the same period other winemakers in certain districts or in wine growing areas also crowned their queens, princesses and kings. In 1992, Novo mesto granted a title to the Cviček (see footnote 2) King for the first time; the town of Maribor won the title of Queen of Maribor Wine Growing Region in 1996; the titles of Wine Queen of Radgona-Kapela Hills, Princess of Cviček and Ambassador of Cviček were awarded in 1999; since 2005 Ptuj has its Wine Queen of Ptuj; from 2006 to 2008 there was the Queen of Zelén (see footnote 2) Wine and in 2009 she was renamed to Vipava Wine Queen; since 2008 the new titles were awarded to the Wine Queen of Slovene Istria, the Wine Queen of Metliška Črna (see footnote 2); the Wine Queen of Kog; and the Wine Queen of Cerkljenjak (Ramšak 2014). In addition to these titles the award Cider Girl title was added in 2011. The outpouring of wine queens could also be associated with the Act Restricting the Use of Alcohol from 2003, which had limited advertising and sales of alcoholic beverages. Can we make a parallel between the restriction and prohibition of alcohol with the growing interest and developing involvement in wine queens? Equally we can determine from the Table 2.1 and the history of wine queens in the United States, where they became very popular just in the time of prohibiting the manufacture, storage, transportation and sale in the 1920s.

The award of the honorary title of the Wine Queen takes place also in *Croatia*. The inaugural selection of the Queen of the Wine or Wine Queen of Zagreb County has been granted since 2003. Candidates must satisfy professional requirements and pass an examination before an expert commission. The first selection of Wine Queens of the Republic of Croatia was in 2006. Selections of wine queens are also held in other counties such as in Krapina-Zagorje (since 2007) and Sisak-Moslavina (since 2009). In Croatia, the appointment of queens is accompanied by a special ceremony with the participation of many winemakers and growers, Minister for Agriculture and friends of the candidate. In Croatia, in the 19th century, there were similar selections, though not for the wine queens, but for the Flowers of Vinodol wine-producing area (*Ružice Vinodola*). The last such selection was in Novi Vinodolski in 1880, just before the invasion of phylloxera and Peronopora, which contributed to the collapse of viticulture in the area. Limited data is preserved about this selection. But in the 20th century on the foundation of tradition became known a legend of the Turkish kidnapping of one of the “flowers” and one of the selected “flowers” and a description of the vineyard location where the ritual took place. In 2004 the selection of the Flowers of Vinodol was restored. The difference between the selections from the 19th century and today is the fact that in one case it was enough that the young ladies were young and

² Recognised traditional denomination.

Table 2.1 Timeline with the emersion of the first national wine queens (or the first wine queens of the region)

19th century	Croatia <i>Ružice Vinodola</i> ?—1880			
1920s	California <i>Grape Day Queen</i> 1923			
1930s	Germany <i>Deutsche Weinkönigin</i> 1931 (1949)	France <i>Reine des Vins de France</i> 1933	Brazil <i>Rainha da Festa da Uva</i> 1933	Argentina <i>Reina Nacional de la Vendimia</i> 1936
1940s	Spain <i>Reina de la Vendimia</i> 1948			
1950s	California <i>Vintage Queen</i> 1950	Luxemburg <i>Lëtzebuurger Wäikinnigin</i> 1950		
1960s				
1970s	Austria <i>Weinkönigin</i> 1971	Slovenija <i>Vinska kraljica</i> (1979) 1995		
1980s				
1990s				
2000s	Slovakia <i>Kráľovná vína</i> 2003	Hrvaška <i>Vinska kraljica</i> (2003) 2006	Germany <i>Deutsche Glühweinkönigin</i> 2009	
2010s	India <i>The Wine Queen of India</i> 2013			

The emergence of the first wine queens coincides with the mass production of wine when the supply exceeded the demand and this has resulted in a need for new wine marketing. *Source* Ramšak 2015

beautiful, and that they could harvest grapes as quick as possible. Then, the best “flower” was brought into the city, all topped with vine leaves and accompanied by music. Today they must be familiar with the viticultural and enological theory, tasting skills of assessment and recognition of wines and compete in the night harvest, barefoot pressing of the grapes, grape stuffing with a plunger, wearing water in tall wooden tubs carried on the shoulders, make the fruit juice, etc. (Vinska kraljica 2012; Ružica 2012; Deranja 2012).

Slovakian wines are barely known abroad as the Slovaks produce only 0.3 % of the total quantity of wine in Europe, for the most part they consume, but some of

it they export. Wine makers are well organized and they set up several events (e.g. A selection of wine queens, competition for the best sommelier and winemaker). A country's wine-growing areas border to Austria's wine-producing region, where a diverse range of wine events is well-developed. (Protner et al. 2006: 252–253) The title Wine Queen of Slovak Republic (*Kráľovná vína Slovenskej republiky*) is awarded since 2003. Initially, the award was declared as a separate activity, but after it came under the auspices of the Association of Winegrowers and Winemakers of Pezinok (*Združenie pezinských vinohradníkov a vinárov*). The specialty of Slovak selection is that it is also open to minor candidates (from 16 to 25 years), who at the regional, national or international level represent the wine and traditions of the Little Carpathians region. Young ladies must pass the test of viticulture and enology, practical skills (e.g. tastings), but must also be familiar with the songs, dances and cuisine from the wine region (*Kráľovná vína* 2013). There is also a regional Little Carpatian Museum in Pezinok near Bratislava with a strong accent on viticulture, grape growing and wine from this viticulture region.

2.2 Americas

From the documents about the cultural history of wine queens it is not evident that in the early wine queens' crowning there were any connections between European and American wine-producers. Nevertheless, there were several waves of economic and political migrants coming from Europe to United States in the 20th century and it's possible that they have brought some knowledge and exchanged the experiences about it.

In Escondido, the Southern *California* valley, the Grape Day started in 1908 as a way to celebrate grape harvest and promote the city. Celebration of grapes was a symbol of the agricultural abundance of the region. In 1913 the first Grape Day Queen in the festival's parade was selected. The Grape Day attracted thousands of guests who could see the valley, farms, a grand parade, and entertainment while eating grapes. It was huge in the 1920s, '30s and '40s, with trains bringing people north from San Diego for the event. It was second in size only to Pasadena's Rose Parade. The community festival wasn't complete without crowning a queen, and in Grape Day's original heyday the honor was given to silent film star Agnes Ayres in 1923. During World War II, from 1942 to 1946, the Grape Day festivities and parade were cancelled, and the polio epidemic of 1948 led to no celebration that year, either. The Grape Day started to wane after World War II. It was neither war nor pestilence that spelled the near-demise of Grape Day and its festivals in 1950. When water became available, citrus and avocados replaced grapes, and many of the vineyards became housing sites during the construction boom of the 1950s. The final original Grape Day Festival was held in 1950. The Grape Day was revived in 1996 by the local history center (Jones Berk and Covey 2010; Breier 2011). Elsewhere in the 1950s and 1960s, wine queens reigned over the California vineyards. Each October, at the California State fair in Sacramento, a Vintage queen was chosen during the National Wine Week. For seven days, the newly crowned Vintage Queen would take her

position as wine's goodwill ambassador, making appearances at vintage festivals, attending dinners and proclaiming the excellence of California wines (Caputo 2007).

Another United States area, with a long story of wine industry starting back to the 19th century, is Ohio River Valley to the Lake Erie islands. In Sandusky, *Ohio*, at the Ohio Grape Festival with 75,000 visitors, Ohio Grape Festival Queen is selected since 1940. At the annual Little Italy Festival in Clinton, Indiana, A Little Italy Festival Queen of Grapes has been crowned since 1966, as well as Re (King) and Regina (Queen) (Little Italy Festival Town 2012; Ohio Grape Festival 2011).

In the Canadian province, *Ontario*, there is a Niagara Grape and Wine Festival, which draws up to 100,000 tourists. Since 2001, a reward for top quality wines, wine promotion and wine industry are awarded to a Grape King. The title is not exclusively for men, women can obtain it, too, though it's a rare occasion (so far only one woman in 2010 won this title) and it doesn't give them a title with a feminine gender. They are not wine queens, only wine kings (Grape Growers of Ontario 2015).

In the grape growing *South American* countries, such as Argentina, Chile, Peru and Brazil, they select the National Queen of the Harvest (*Reina Nacional de la Vendimia*) and the Queen of the Grapes (*Rainha da Festa da Uva*) at the national festive harvesting (*Fiesta de la Vendimia*). In Brazil, in the city of Caxias do Sul, they select the Queen of Grapes (*Rainha da Festa da Uva*) on the national feast of grapes since 1933. The early beginnings of awarding the queenly wine titles and the wine marketing in South America, goes back to the 30s of the 20th century. This is not surprising, as the South American countries are one of the largest wine exporters in the southern hemisphere (Argentina, Australia, South Africa, Chile, Brazil), but not necessarily the greatest consumers of wine (in Brazil, for instance, annual wine consumption per person are less than 2 l, but it's growing, especially in the middle class). In Brazil, in the area of Rio Grande do Sul, Portuguese Jesuits started with viticulture in the 17th century, but the wine knowledge, which led to the popularity of Brazilian wines, has been brought by the Italian migrants in the late 19th century (Maresch 2011; A História das Rainhas 2012; Fiesta de la Vendimia Requena 2012; Naudascher 2012).

Famous wine crowning events take place in the Argentine Mendoza since 1936, although the first harvest celebrations are known from the 17th century. Events at the end of February or early March, when is autumn in the southern hemisphere, is attended by 200,000 spectators. Queen of the harvest becomes the most beautiful woman of all submitted. They are driven by the special carriages in Mendoza, accompanied by a man dressed as a cow herder (*Gaacho*) and dancers from different Argentine provinces and other Latin American countries. Unlike other European countries, the queen of the harvest in Mendoza was also chosen during World War II.

2.3 Asia

In Asia, the ways of wine marketing and wine queens were mostly imported from Europe. The advertising of wine with female figures, for example, belongs to the early 20th century. Japanese poster for red Akadama Port Wine allegedly from 1907

is the first known marketing example where the wine was advertised by a half-naked woman. This poster, which propagated European wine and made it Japanese, is one of the most striking examples of advertising in Japan. In the poster's picture there is a woman of Caucasian appearance, which does not seem very Japanese, she is lascivious-sensual, has a half-open mouth, partly showing her teeth, and having a glass of red wine in hand (Berndt 2008: 334–342; Wade and Sharp 2011: 164).

One of the top 10 wine importing companies in *India* imported also the crowning of the wine queens. Their owners, who studied and worked abroad, in Europe and United States of America, and had a solid head for business, hoped to break Indian stereotypes associated with drinking wine.³ They added their wine importing business a new value with a festival India Grape Harvest (2013–), which is a home to the Annual Wine Queen Pageant, the brand ambassador for the Indian wine industry. India Grape Harvest celebrates the beginning of the harvest of the grape season in February in India's grapes and wine capital Vinchur, Nashik, in western India with westernized style fashion and beauty contest. Its original objective is to promote fresh grapes, grape processing, raisins, Indian wines, wine tourism, food pairing, cooking with wine, wine and art and wine accessories. Different performances, such as the wine tasting, exhibition of wines from India's top wineries, grape stomping, vineyard visits, moonlight harvesting, live rock music bands, helicopter rides, camping, barbeque and other gourmet food, skating, cycling, are parallel events to the most glamorous show of all, crowning of The Wine Queen Of India.

References

- A História das Rainhas (2012) Princesas e Embaixatrizes. Retrieved 12 Dec 2012 from http://www.festanacionaldauva.com.br/2012/Soberanas_e_Embaixatrizes/Historia/
- Berndt J (2008) Nationality naked? The female nude in Japanese oil painting and posters (1890–1920s). In: Croissant D et al (eds) *Performing “nation”: gender politics in literature, theatre, and the visual arts of China and Japan 1890–1940*. Koninklijke Brill NV, Leiden, pp 307–346
- Bertoldi S (2012) Une reine et un président pour la fête des Vins de France. Retrieved 18 Dec 2012 from <http://www.angers.fr/decouvrir-angers/histoire-d-angers/chroniques-historiques/pour-s-informer/une-reine-et-un-president-pour-la-fete-des-vins-de-france/index.html>
- Breier M (2011) Small-town charm returns in Grape Day Festival. The San Diego Union-Tribune, 8. 9. Retrieved 8 Aug 2012 from <http://www.4sd.signonsandiego.com/news/2011/sep/08/small-town-charm-returns-grape-day-fest/?ap&page=1#article>
- Burke J (2012) India's much-trumpeted wine boom fails to bear fruit. *Guardian* 4(5):2012
- Caputo T (2007) Wine Queens. *Wine X Mag* 2(3):32

³ India is resistant to wine drinking. Its 1.2 billion inhabitants drank an average of two teaspoons each—0.01 l—of wine in 2009 (while British drank 22.7 l and French 45.2 l). There is little imported wine, and only ultra rich Indians can buy it. Grape wine isn't really popular in India for the same reason continental food isn't—they just not please the Indian taste. There is a lot of hot and spicy food, so Indians prefer a sweet wine, which is repellent to the most of international consumers—the fact that producers and marketers continue to neglect. Meanwhile, Indians continue to drink whisky, rum, beer, and local brew (Burke 2012).

- Deranja F (2012) Ružica Vinodola: Izbor princeze vinograda (The flower of Vinodol. Selection of the princess of vineyard). Novilist.hr, 18. 8. Retrieved 14 Sept 2012 from <http://www.novilist.hr/Vijesti/Regija/Crikvenica-Novi-Vinodolski/Ruzica-Vinodola-Izbor-princeze-vinograda>
- Fiesta de la Vendimia Requena (2012) Historia. Retrieved 17 Dec 2012 from <http://www.fiestavendimiarequena.com/>
- Grape Growers of Ontario (2015) History. Retrieved 25 Jan 2015 from <http://www.grapegrowersofontario.com/history>
- Jackson RS (2008) Wine science. Principles and applications, 3rd edn. Elsevier, Amsterdam
- Jones Berk L, Covey SA (2010) Escondido grape day festivals. Arcadia Publishing, Mount Pleasant, South Carolina
- Junglas W (2008) 60 Jahre Deutsche Weinköniginnen. Frankfurt am Main, Societas-Verlag
- Kráľovná vína (2013) Retrieved 2 Jan 2013 from <http://www.pezinok.sk/index.php?yggid=378>
- Little Italy Festival Town (2012) Retrieved 28 Aug 2012 from <http://www.littleitalyfestival.org/history/queen-of-grapes/>
- Maresch P (2011) Brazilian wines on the rise. Rio Times 8(2):2011
- Naudascher M (2012) Festa da Uva, Caxias do Sul Wine Fest. Rio Times 7(2):2012
- Ohio Grape Festival Held in Sandusky, 1940 (2011) Sandusky Library Archive Research Center, 20. 9. 2011. Retrieved 28 Aug 2012 from <http://sanduskyhistory.blogspot.com/2011/09/ohio-grape-festival-held-in-sandusky.html>
- Protner B, Protner J, Ravnikar B (2006) Gastronomija in turizem na Slovaškem (Gastronomy and tourism in Slovakia). In: Strategije razvoja gastronomije Slovenije (Development strategy of Slovene gastronomy). Univerza v Mariboru, Center za interdisciplinarne in multidisciplinarnе raziskave in študije, Slovenska turistična organizacija, Maribor, pp 250–267
- Ramšak M (2013) Vinske kraljice v risu promocije in lepotnih tekmovanj (Wine Queens within the magic circle of promotion and beauty pageants). Glasnik Slovenskega etnološkega društva 53(1–2):79–87
- Ramšak M (2014) Wine Queens: individual and cultural brand management process. Revista de etnografie și folclor (J Ethnography Folklore) 1–2:46–63
- Reichert B (2009) Erste deutsche Glühweinkönigin gewählt. Merkur-online.de, 24. 11. Retrieved 10 Jan 2013 from <http://www.merkur-online.de/nachrichten/deutschland/erste-deutsche-gluehweinkoenigin-gewaehlt-538611.html>
- Ružica V (2012) Vinopedia (The flower of Vinodol). Retrieved 13 Sept 2012 from http://vinopedia.hr/wiki/index.php?title=Ru%C5%BEica_Vinodola
- Vinska kraljica (Wine Queen) (2012) Vinopedia. Retrieved 13 Sept 2012 from http://vinopedia.hr/wiki/index.php?title=vinska_kraljica
- Wade L, Sharp G (2011) Selling sex. In: Lester P, Susan R (eds) Images that injure: pictorial stereotypes in the media. Praeger, Westport, pp 163–172

Wine Queens

Understanding the Role of Women in Wine Marketing

Ramšak, M.

2015, XIII, 49 p. 3 illus., Softcover

ISBN: 978-3-319-16660-5