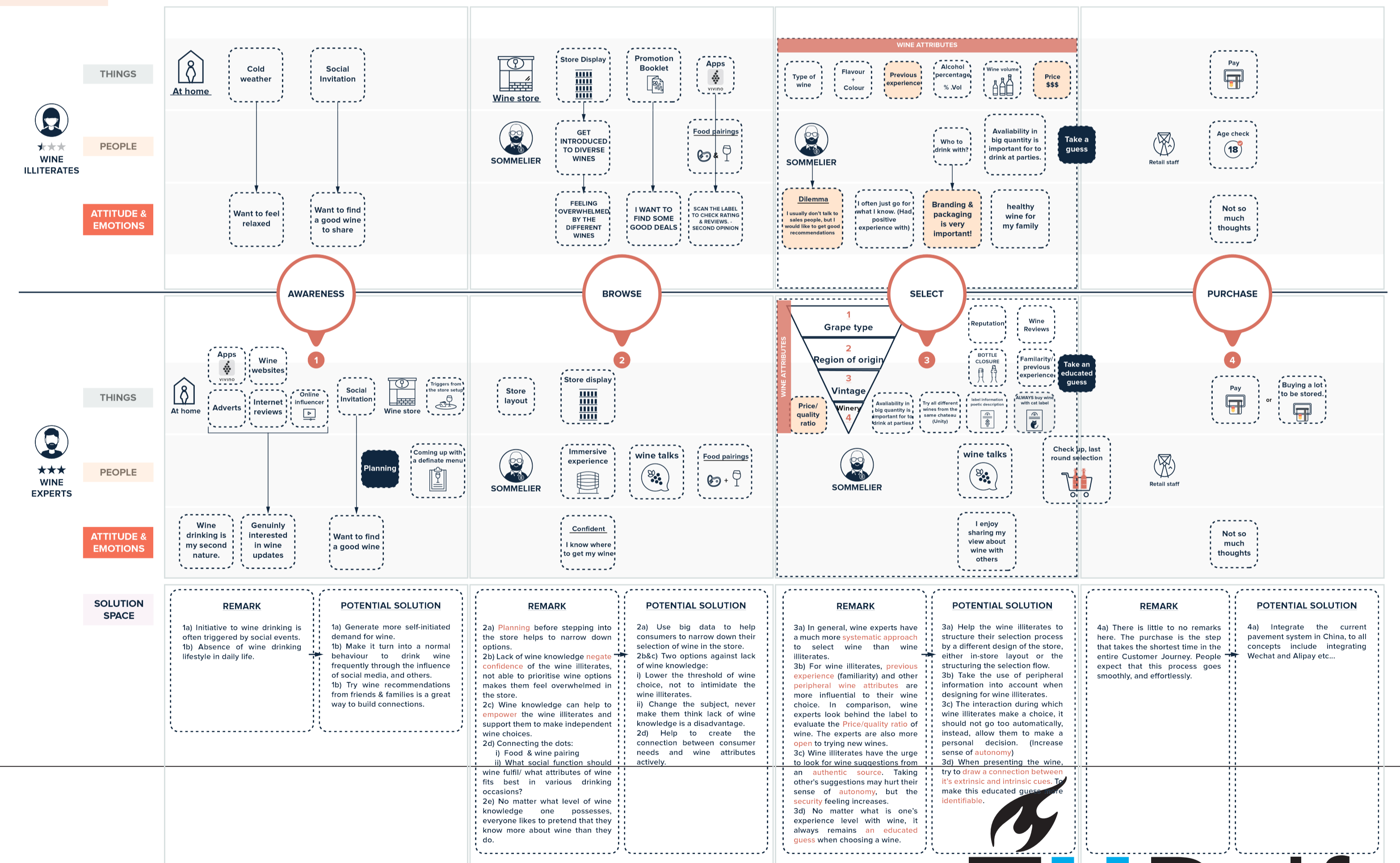
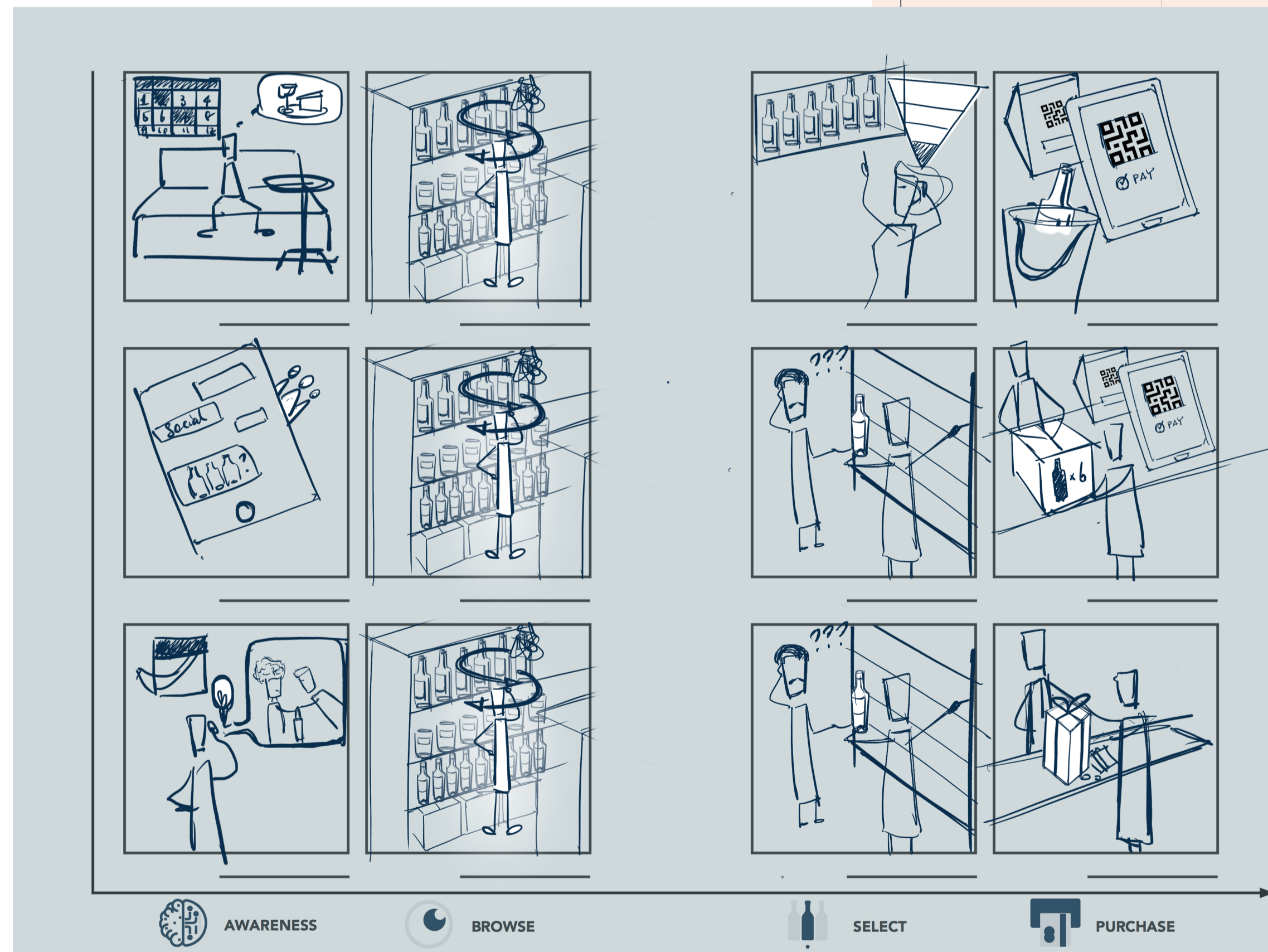
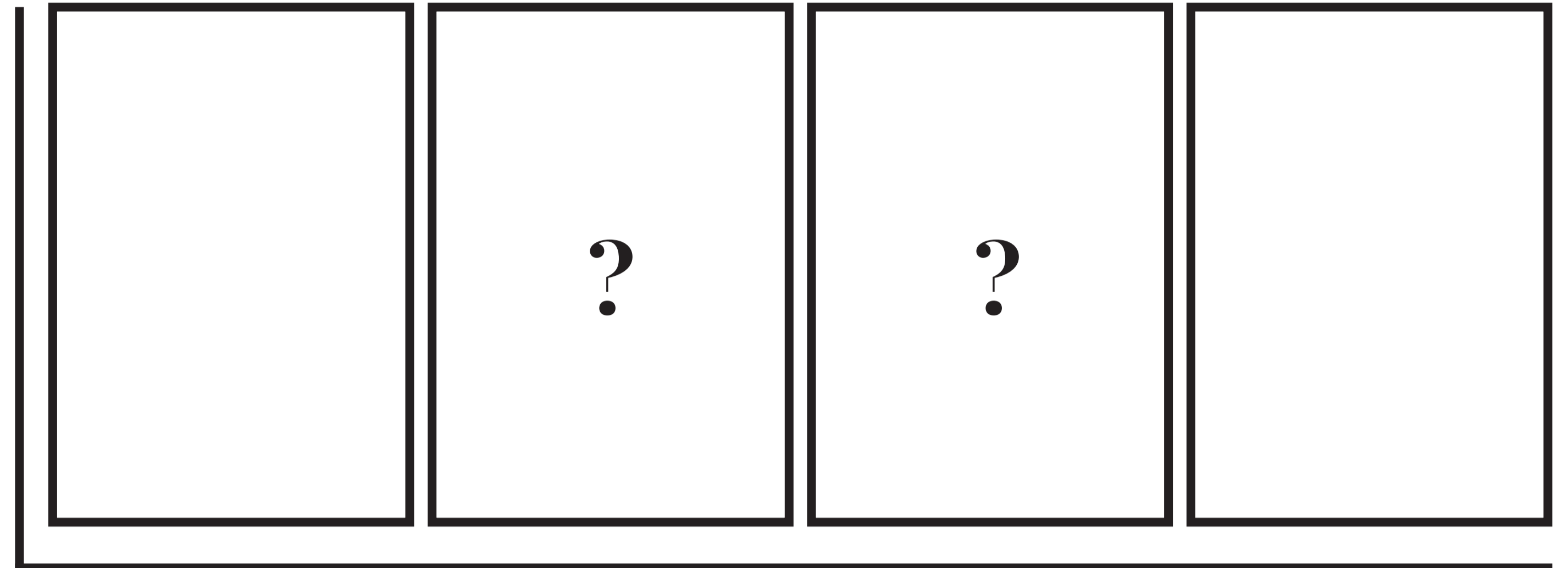
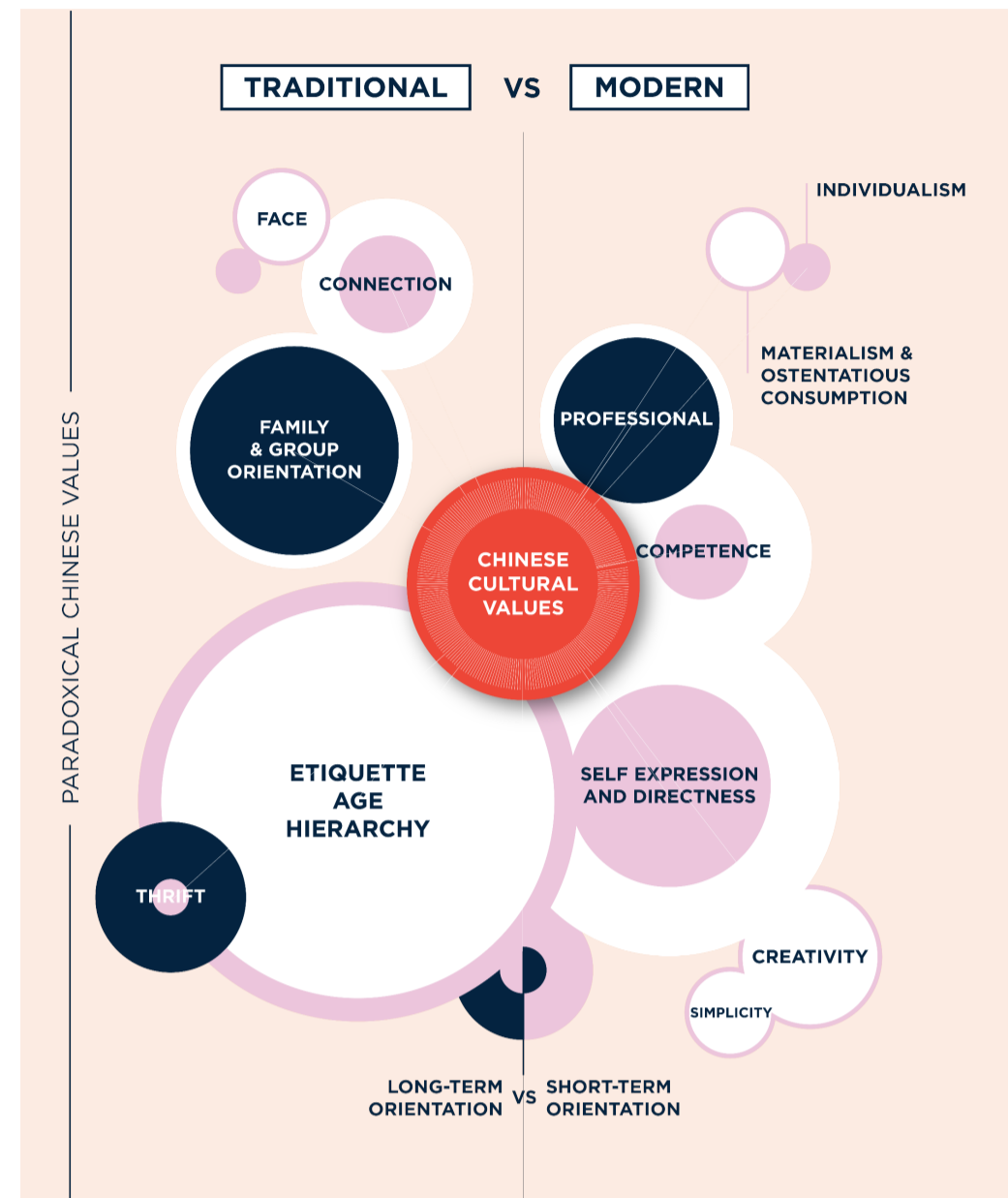


# Redefining wine retail experiences for Chinese Wine Illiterates

Culturally Based Wine Illiterates, (abbreviated as CBWI), are defined as the wine drinkers who lack the knowledge, skills and behaviour related to wine. This theory was deduced from the food literacy theory by Vidgen, & Gallegos (2014). Due to the absence of drinking context, and the high barrier to entry in getting to know wine, their confidence in various wine-related practices is affected negatively, hence it becomes more difficult when choosing a wine to consume.



Zixian Bao  
Redefining wine retail experiences for Chinese Wine Illiterates  
21 September 2018  
Design for Interaction

Committee  
Dr. R.R.R. van der Vorst  
Dr. R. Bendor