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Exploring consumers' perception and willingness to pay for "Non-Added Sulphite" wines through experimental auctions: a case study in Italy and Spain

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TITLE: Exploring consumers' perception and willingness to pay for "Non-Added Sulphite" wines through experimental auctions: a case study in Italy and Spain**AUTHORS:** Mario Amato^a, Petjon Ballco^b, Belinda López-Galán^c, Tiziana De Magistris^d, Fabio Verneau^e**AFFILIATIONS:**^aCONTACT AUTHOR. University of Naples Federico II, Department of Political Science, via Rodinò 22, 80138 Naples, Italy; email: mario.amato2@unina.it; telephone: +390812539063^bCentro de Investigación y Tecnología Agroalimentaria de Aragón (CITA), Av. Montañana, 930, 50059 Zaragoza, Spain; email: pballco@aragon.es^cCentro de Investigación y Tecnología Agroalimentaria de Aragón (CITA), Av. Montañana, 930, 50059 Zaragoza, Spain; email: blopezga@aragon.es^dCentro de Investigación y Tecnología Agroalimentaria de Aragón (CITA) Av. Montañana, 930, 50059 Zaragoza, Spain; email: tmagistris@aragon.es^eUniversity of Naples Federico II, Department of Political Science, via Rodinò 22, 80138 Naples, Italy; email: verneau@unina.it**1 Introduction**

Within the wine markets, consumer behaviour and preferences have been affected with deep structural changes towards higher quality wines, healthier production processes and new ways of tourism (Bregoli et al., 2016). Although it is proven that a moderate wine consumption promotes health benefits such as improving glucose tolerance, insulin sensitivity and hepatic steatosis (Rosenzweig et al., 2017), other discussions related to sulphur and its organic compounds seem to abound in both scientific literature and wine speeches (Laganà et al., 2017; Machado et al., 2009; Vecchio et al., 2017). Wine is not treated with sulphur but, at best, with sulphur dioxide (SO₂), which originates from sulphur combustion. A reaction with liquids creates sulphurous acid, which is partially present as its salts, called sulphites. The terms sulphur dioxide, SO₂, sulfuric acid and sulphites are interchangeable in common usage, while the trivial definition "sulphur" does not reflect in a proper way the chemical. The anti-microbial, antioxidant and preservative effects of sulphites were already known and used in the wine making areas of central Europe since at least the middle ages. Sulphites are formed naturally during the fermentation phase (Chengchu, Ruiying, and Yi-Cheng, 2006), and common quantities around 30-90 parts per million (ppm) are also added throughout the production phase (Burgstahler and Robinson, 1997) to prevent spoilage and enhance

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