**Re-territorializing global value chains: ‘Winescapes’ and the political economy of value**

Understanding contemporary global value chains and the inequalities they engender requires an explicit engagement with processes of value creation, appropriation and redistribution and the different forms of power that underpin them. These dynamics take place through a variety of material, symbolic and experiential undertakings that combine tangible and intangible content. Value is not only embedded in the physical manifestations of convenience, taste, texture and intrinsic quality – but also through immaterial content, such as branding, singularity or geographic origin of products and the experiences they are connected to, such as gastronomic tourism.

This paper takes a critical look at contemporary GVCs through these processes. In the wine industry, ideational and performative processes are tightly embedded in the very material actions of growing grapes and making, trading, buying and drinking wine. They are also key in valuation related to imaginaries of terroir and nature, taste and aesthetics, sustainability and authenticity, and the supposed beauty of vineyards and wine tourism destinations. The production, trade and consumption of physical wine is thus deeply enmeshed in specific *winescapes* – actual territories and landscapes that can be visited -- but also wine-escapes, imaginaries of taste and belonging that allow us to ignore the possible human and natural exploitation involved in the production and distribution of wine.

Through the analysis of winescapes in South Africa and Italy, this paper explains how power is exercised in contemporary GVCs, by whom, and with what consequences for producers, workers and nature – both in the Global South and the Global North.