

**Dmytro Kochubey**

Candidate of Economic Sciences, Associate Professor,  
Associate Professor of the Department of Logistics and Trade Business  
State University of Trade and Economics  
Kyiv, Ukraine  
ORCID ID: 0000-0001-7188-1763

**Maryna Kotova**

Candidate of Economic Sciences, Associate Professor,  
Associate Professor of the Department of Logistics and Trade Business  
State University of Trade and Economics  
Kyiv, Ukraine  
ORCID ID: 0000-0001-6684-1177

**STRATEGIES OF LOGISTICS SERVICE IN WINE DISTRIBUTION SYSTEMS**

The article examines theoretical and applied aspects of logistics service formation in wine distribution systems. The study aims to develop a strategic approach to logistics service management, taking into account the movement of wine products from producer to final consumer. It is substantiated that under current conditions logistics service is not only a component of logistics activities, but also an important instrument for creating customer value and ensuring the competitiveness of wine supply chain participants. The specific features of service formation at the level of producers, distributors, logistics operators, retail enterprises, HoReCa, and e-commerce are identified. The main service requirements of supply chain participants and corresponding performance indicators are systematized. An original classification of logistics service strategies is proposed, including minimum, standard, differentiated, premium, and digital service strategies. A Service-Oriented Wine Distribution (SOWD) model is developed based on a three-level architecture comprising basic, enhanced, and premium service levels. For comprehensive assessment of logistics service, the Wine Logistics Service Index (WLSI) is proposed, incorporating operational, quality, temperature-control, and digital parameters of the distribution system. An example of applying the index to different distribution channels is presented. The relationship between the level of logistics service and the operational, economic, and market efficiency of distribution is substantiated. The practical significance of the results lies in the possibility of applying the proposed approaches by wine producers, distributors, logistics operators, and retail enterprises to select an appropriate service strategy, assess service levels, and improve the efficiency of wine supply chains.

**Keywords:** logistics service; wine distribution; supply chain; wine logistics; logistics service strategy; wine logistics service index; SOWD model; traceability; HoReCa; e-commerce.