



Abstract

Algeria, once known as the fourth largest wine exporter, now still sustains its economic wine industry despite its major Islam identity. With the legacy of French wine, the interchangeable relationship between France and Algeria remained an important element in shaping Algeria's identity in developing its wine industry. Studies have shown a shift of French policies periodically as France faces challenges within image, economic development, and dominance within the colonial sphere. This has consequently influenced Algeria's wine identity and development as it faces obstacles in creating, competing, and sustaining its winery. It is further affected by its internal dilemma that stands between maintaining its Islam identity and prevailing economy in wine exports. This research analyzed the influence of French colonisation in shaping Algeria's response to this dilemma, hence questioning the creation of Algeria's possible hybrid identity.

Keywords: *France, Algeria, postcolonial, identity, Islam, wine*