

THE WINE PRODUCT

1. Wine as a bundle of characteristics
 - a. Sensory characteristics
 - b. Non-sensory characteristics
2. Wine as differentiated good
 - a. Class of products
 - b. Common set of characteristics
 - c. Quantity of characteristics
3. Wine as an experience good
 - a. Search good
 - b. Experience good
4. Wine quality
 - a. Concept and measurement of quality
 - b. Objective quality
 - c. Subjective quality
5. Wine Critics, descriptions, and scores
 - a. Useful information?
 - b. Wine descriptions
 - c. Wine Scores
 - i. Robert Parker's quality scores
 - ii. Consistency
 - iii. Preferences

Quality Example

Automobile Characteristics

	<u>Engine Size</u>	<u>Fuel Economy</u>
Auto A	3 liters	15 mpg
Auto B	2 liters	25 mpg

Objective Quality:

Auto A:	$3(10) + 15(2) = 60$
Auto B:	$2(10) + 25(2) = 70$

Subjective Quality:

Auto A:	$3(\$10,000) + 15(\$500) = \$37,500$
Auto B:	$2(\$10,000) + 25(\$500) = \$32,500$

Quote from Karen MacNeil's book, *The Wine Bible*:

One of the most insidious myths in American wine culture is that a wine is good if you like it. Liking a wine has nothing to do with whether it is good..... You can separate your liking of something from its quality.

Wine Spectator description of a particular Cabernet Sauvignon product:

A syrupy, chewy, extracted wine that has flavors of kirsch, black licorice, blackberry jam, mocha, hazelnut, and toffee. Ends with chewy, grainy tannins that give the flavors traction.