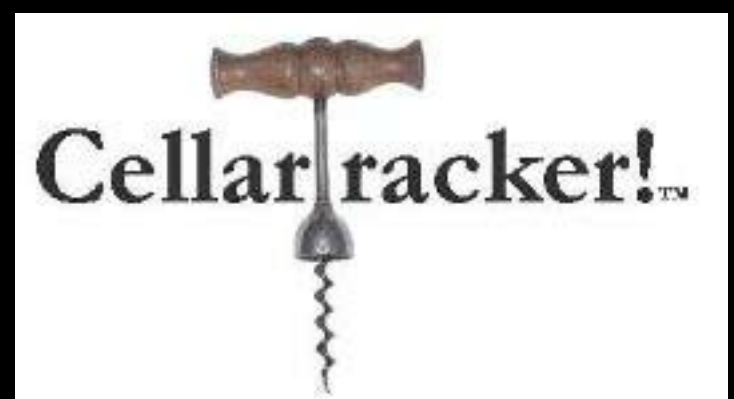


Scoring Wine

Wine Spectator



Decanter



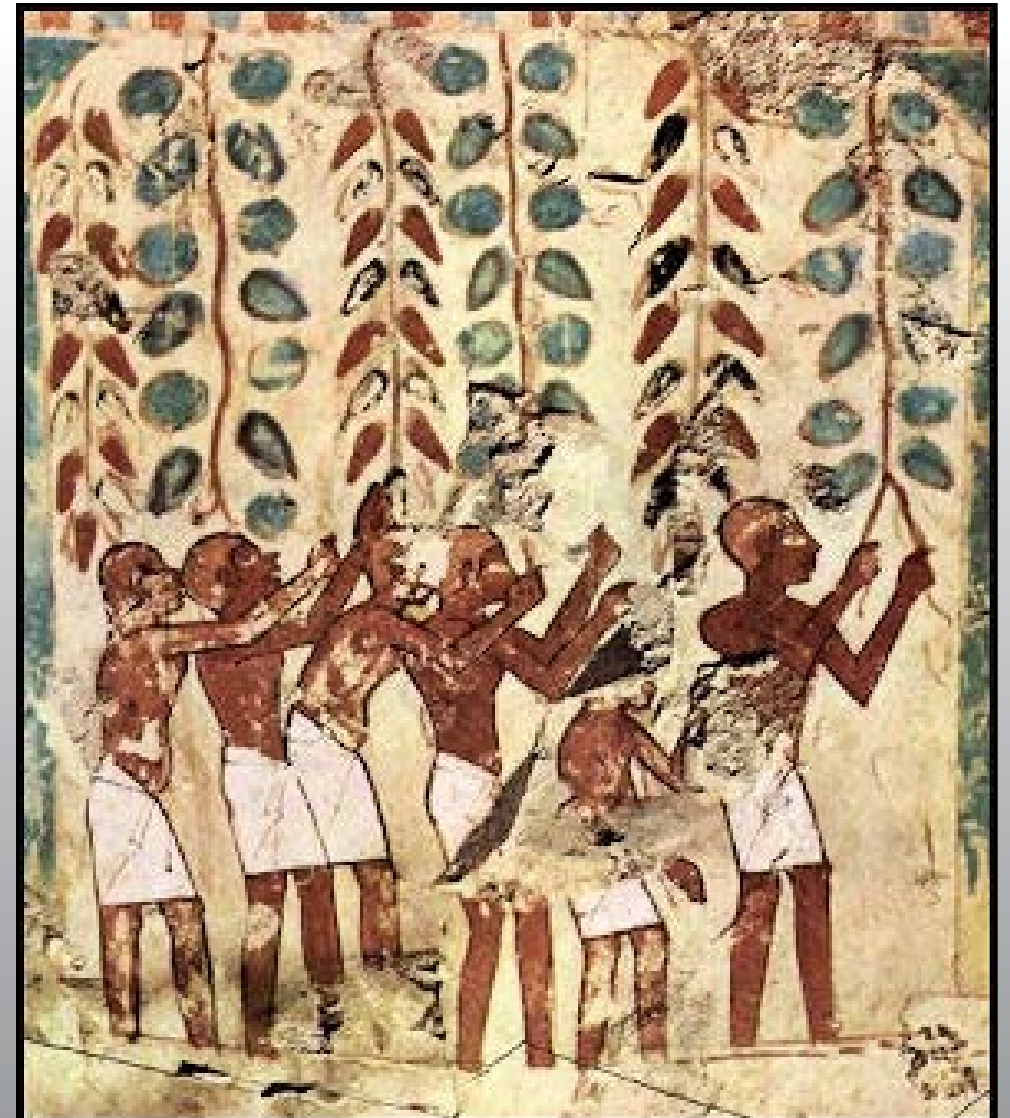
History

Wine ratings technically go back to ancient times

Wine ratings are written descriptions of wine

Wine writing goes back in antiquity as far back as people producing wine and having a written language

Egyptian hieroglyphs depicted wine production as early as 3000BC



<http://factsanddetails.com/world.php?itemid=1507&catid=56&subcatid=362>

Lyrical poet Alkman 1st to mention a wine's name 700BC; probably from Georgia

The Greek writer Theophrastus wrote about Greek wine production from ancient Greece in 300bc

Aristotle wrote about wine, as sweet grape beverages... maybe non alcoholic



<http://imgonline.wordpress.com/2012/04/09/405marble.jpg>

The Roman writer Pliny the Elder wrote about regions and grapes.

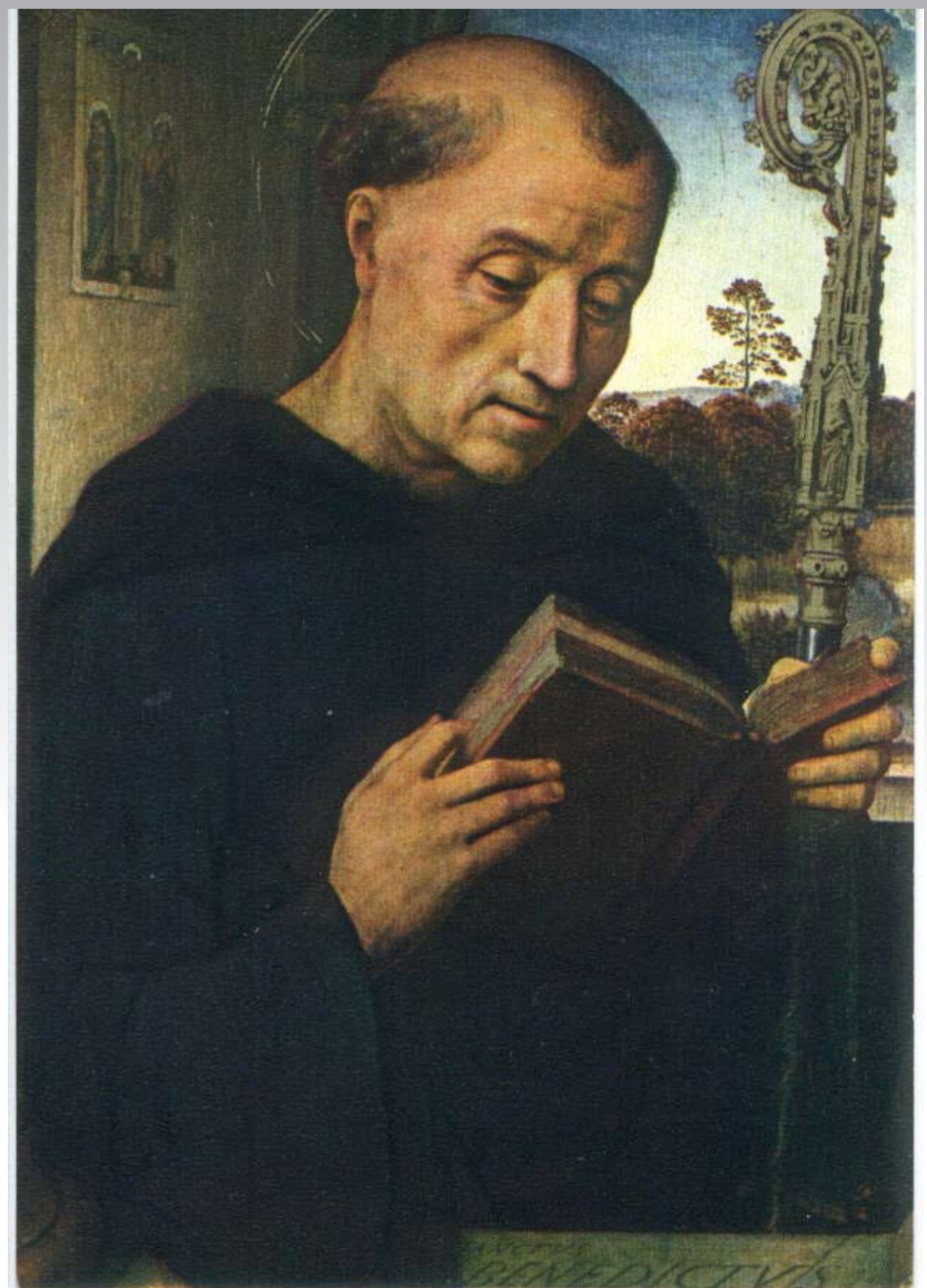
His writings were important in providing historians necessary information on history of wine.

Medieval ages the Benedict and Cistercian monks had vineyards throughout France; Champagne, Burgundy & Bordeaux. They wrote about wine

13th century AD Jofroi of Waterford, catalogued all the known wines of Europe

The modern era, Thomas Jefferson wrote about his favorites

And everyone else with a pen began to write



Original Score cards

1935 Professor William Cruess proposes three different 100 point card systems

Basic purpose was to find wines free of faults

M.A. Amerine and A.J. Winkler developed a 100-point scorecard to provide more objective evaluations of wine by “freeing the tasters of preconceived ideals.”

1935-1959 100 point system

appearance 10

color 10

odors 15

volatile acidity 10

total acidity 10

dryness 8

body 6

taste 15

smoothness and astringency 10

and general quality 8.

Wines usually scored between 70-79 points

UC DAVIS

20 point system

Appearance (2 points) -

2 points if it is brilliant, with no dullness, murkiness, or particles of sediment.

1 point if it is clear, but not flashing with light reflections

0 pts If full or cloudy it gets.

Color (2 points) -

White wines are varying shades of yellow, gold, straw.

Flaws are any amber tones, indicating oxidation.

Rosé can be a true pink, tinged with deeper red or orange.

Violet tints, brown tints of amber or deep red are faults.

Red wines depends greatly upon the grape variety.

Pinot Noir may be light enough to verge on transparency.

Cabernet or Zinfandel will be deep red.

Newer or younger wines will often have blue-purple edges, as older wines will show bronze edges.

Aroma and Bouquet (4 points).

Aroma is the sensory impression arising from the palate

Bouquet is fragrance detected by the nose.

The intensity may be light, medium, or high.

Negative factors are odors that can be described as alcoholic, excessively woody, moldy or corked.

Volatile Acidity (2 points) -

Does the wine smell of vinegar? If not, it rates 2 points.

A slight vinegar smell will rate 1 point.

If it smells of vinegar it rates 0.

Total Acidity (2 points) -

The zing felt around the edges of the tongue
if low, the wine is flat, flabby or soapy.
It can be too high with unpleasant sharpness.

Sweetness/sugar (1 point) -

Sugar and total acidity go together.
Overly set for the wine's type is a fault, as is overly dry.

Body (1 point) -

This is the wine's viscous nature identified as mouth-feel, also
the binges, or alcoholic strength.

Flavor (2 points) -

The flavor should correspond with the bouquet and aroma,
being clean, fruity, full or balanced.
It should not be metallic, steamy, or alien in character.

Astringency (2 points) -

Tannins give a wine astringency (or bitterness)
Younger wines will be rougher than older wines.
The ideal is mellow softness, velvet, roundness.
A young wine is not discounted for a natural tannin.

General Quality (2 points) -

The only category for subjective appraisal,
adjusting the score on the basis of the wine's total
performance.

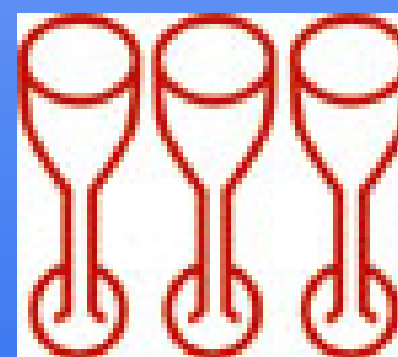
5 Point & 3 Point Systems

**Wall Street
Journal**

Decanter

OK		Decanter Award
Good		highly recommended
Very Good		recommended
Delicious		quite good
Delicious!		acceptable

Gambero Rosso



Three glasses = “extraordinary wines”.

Two red glasses = a wine which was selected as a candidate for three glasses

This feature was introduced in the 2002

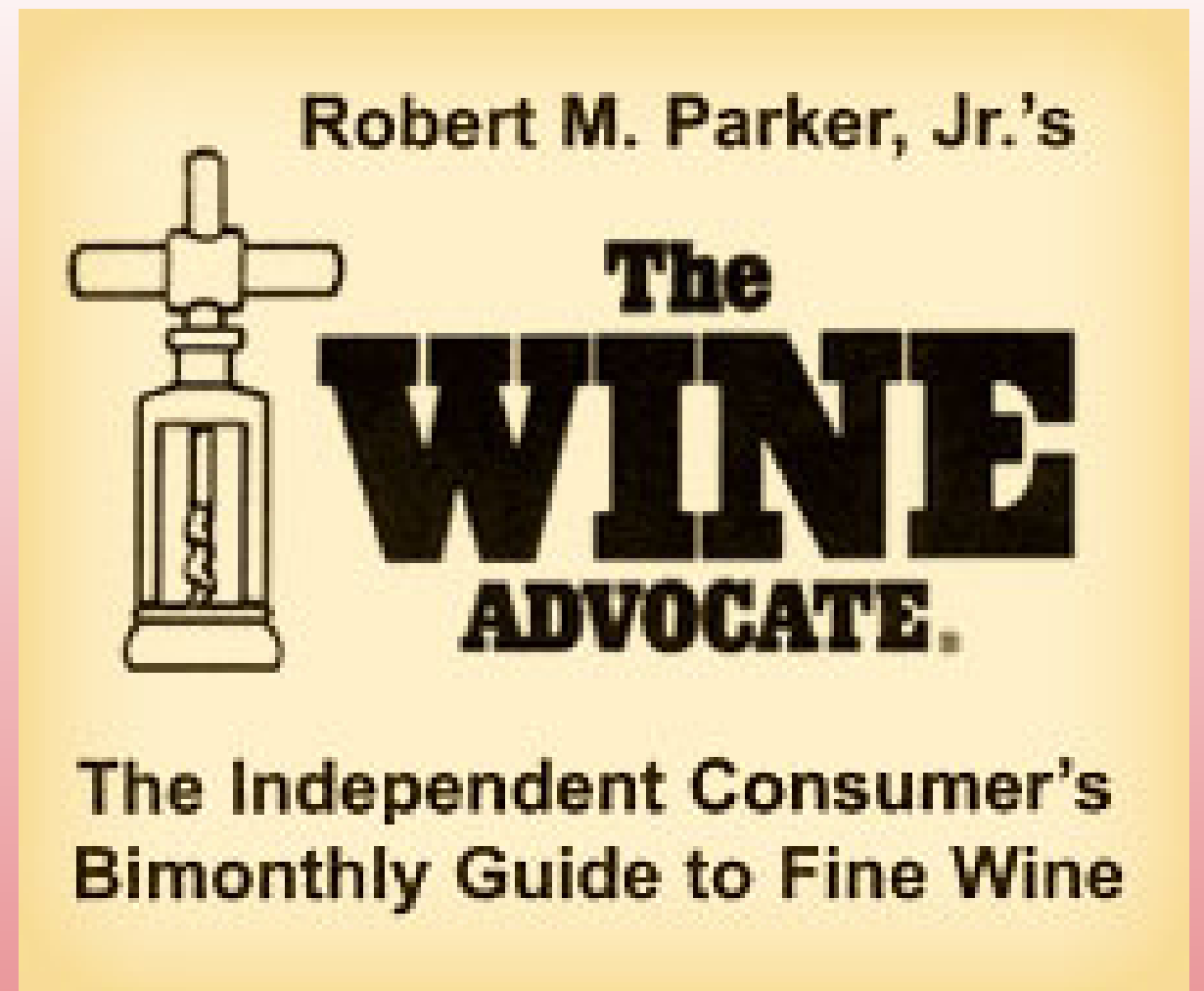
Two glasses = “very good wines”.

One glass = “good wines”.

Robert Parker Jr.

Robert Parker was a lawyer and wine lover who started to write about wine

His intention was to create a consumer friendly publication that would assist consumers in buying wine, similar to Ralph Nader's Consumer Report



Up to this point, wine critics were usually involved with the wine trade and this created a conflict of interest for bias ratings

Parker started the Wine Advocate in 1978 which featured ratings of wines based on 100 point system similar to the classic grading of A-F

When Parker rated the 1982 Bordeaux vintage as superb, he received much attention.

Other critics had disagreed with him saying that the vintage was low of acid and too ripe.

The Wine Advocate went on to be one of the most influential publications in the world.

Throughout the years Parker has received much criticism because of his inflated ego, ripe palate and *Parkerization* of wine.

That being said his scoring system has influenced many other publications and critics

Parker has scored 224 wines at 100 points

Oldest Wine: 1811 (d'Yquem)

Least Expensive Wine (Listed Price): \$59.00—1995 Chateau La Graviere Tirecul Vendange Tardive Cuvee Madame

Most Expensive Wine (Listed Price) \$57,666—1811 Chateau d'Yquem

Winery With Most Wines Rated 100: Chapoutier (13)

Wine Rated 100 Points Most Often: Guigal Cote Rotie la Mouline (9 Different Vintages)

Vintage With Most 100 Point Wines: 2007 (27 Wines)

100 point system

COLOR 5 points
AROMA 15 points
FLAVOR AND FINISH 20 points
AGING POTENTIAL 10 points

96-100:

An extraordinary wine of profound and complex character displaying all the attributes expected of a classic wine of its variety. Wines of this caliber are worth a special effort to find, purchase, and consume.

90 - 95:

An outstanding wine of exceptional complexity and character. In short, these are terrific wines.

80 - 89:

A barely above average to very good wine displaying various degrees of finesse and flavor as well as character with no noticeable flaws.

70 - 79:

An average wine with little distinction except that it is a soundly made. In essence, a straightforward, innocuous wine.

60 - 69:

A below average wine containing noticeable deficiencies, such as excessive acidity and/or tannin, an absence of flavor, or possibly dirty aromas or flavors.

50 - 59:

A wine deemed to be unacceptable.

The Wine Spectator

The Wine Spectator began in San Diego on the streets of Ocean Beach as a tabloid newspaper in 1976

It's owner was Bob Morrissey, a major in the US army and a columnist for the San Diego Evening Tribune.

Marvin Shanken, a New York publisher purchased the publication in 1979

In 1981 it began it's Restaurant Awards which increased publication

The publication offers ratings of wine based on the 100 pt system

The yearly "Top 100" lists the best wines released that year based on price, availability and quality



It's wine critics are James Molesworth, Kim Marcus, Bruce Sanderson, Harvey Steiman, James Laube and from 1981 to 2010, James Suckling

The Spector has come under criticism for its Restaurant Awards program, where it raises \$1 million in entry fees

Some feel as though the ratings are bought with advertising

Wine Spectator tasters review wines on the following 100-point scale:

95-100 Classic: a great wine

90-94 Outstanding: a wine of superior character and style

85-89 Very good: a wine with special qualities

80-84 Good: a solid, well-made wine

75-79 Mediocre: a drinkable wine that may have minor flaws

50-74 Not recommended

Decanter

Decanter is a London based publication, founded in 1975 by Colin Parnell and Tony Lord.

The two previously worked for Wine and Spirits, a trade magazine.

Decanter was to be a new magazine for the consumer.

The rating system used in decanter was the **5 star system based on a 20 point rating system**

The magazine has a more Old World focus than the Spectator.

Some of its most important features are the Man/Woman of the year issue and the Decanter World Wine Awards

The Competition is judged by Masters of Wine and Master Sommeliers. They rate wines of a certain type and price. The rating take terroir into account.

The competition is chaired by Steven Spurre, who hosted the Paris Tasting of 1976.



DECANTER MAGAZINE RATING SYSTEM

5 Stars - Outstanding Quality
4 Stars - Highly Recommended
3 Stars - Recommended
2 Stars - Quite Good
1 Star - Acceptable

Decanter is moving to the 100 pt system with
3 tasters for each wine.

Still based on 20 point system.

The scores will be an average of the three tasters

The scores of each taster will be posted so that
consumers can identify with one's palate.

To this date Jancis Robinson uses the 20 point system

The UC Davis 20 point System was used to help winemakers
improve wines

It is less subjective than Wine Spectator and Wine Advocate

Cellar Tracker

As technology evolves the rating system is slowly moving away from the major publications

Sites like Yelp have allowed other innovators to create platforms for the general public to give their two sense

Eric LeVine, from Seattle created Cellar Tracker in 2004

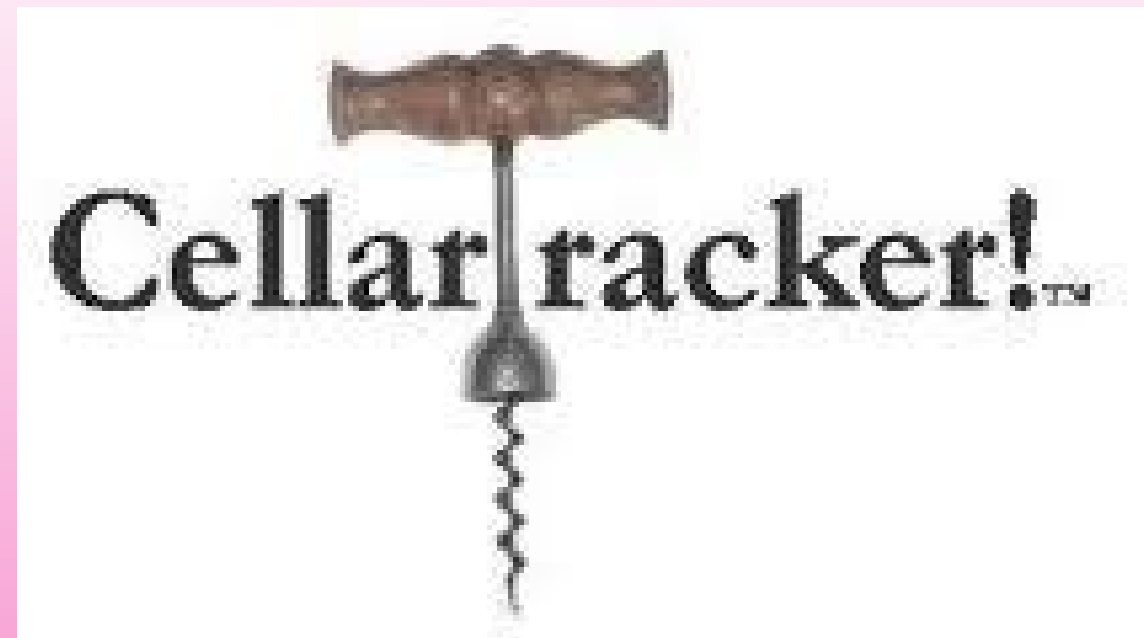
Cellar Tracker has grown expodentially

It allows consumers to post their tasting notes on line

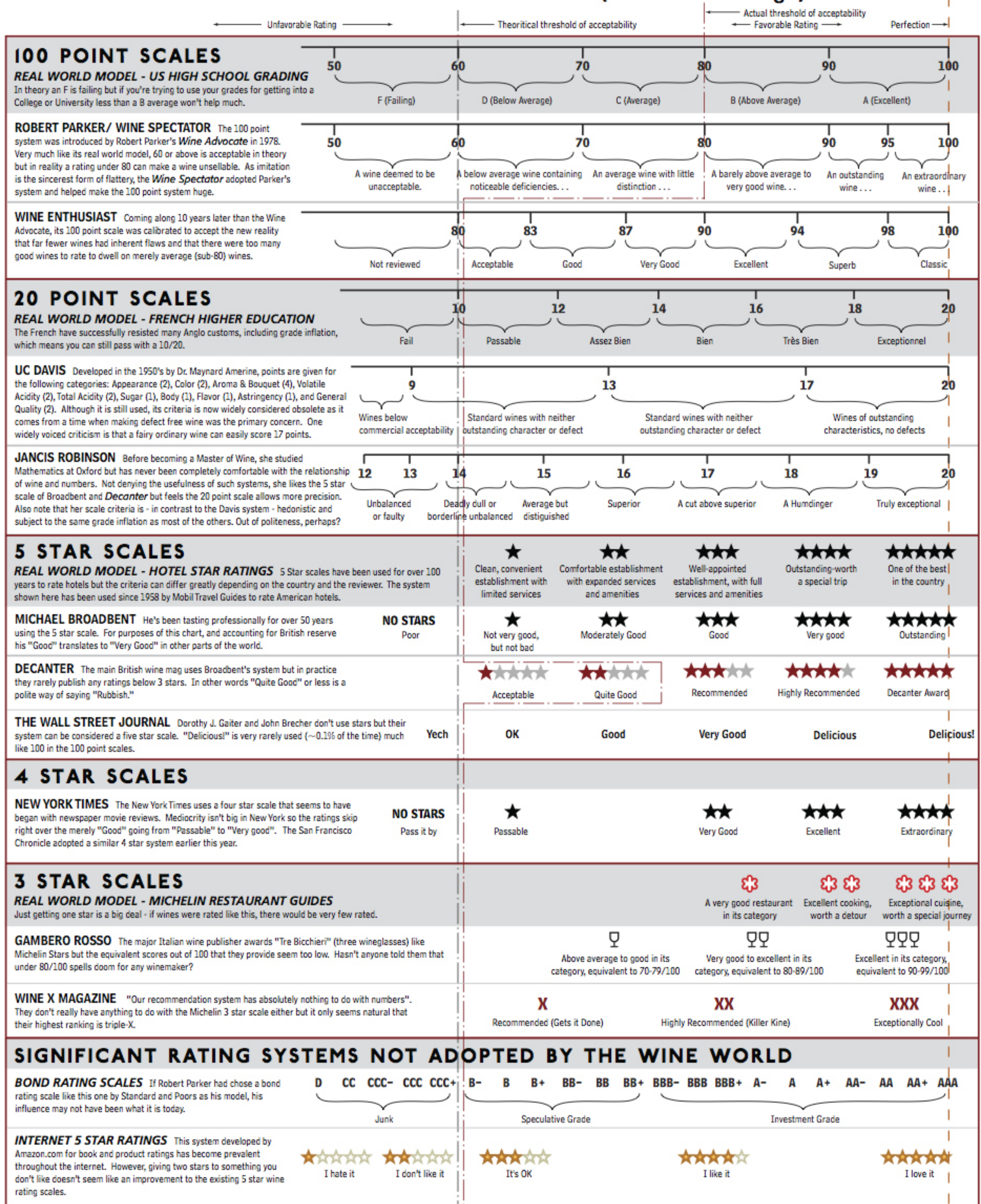
The scores are comprised of critics and general public.

The final score is comprised of all.

To this day Parker and Wine Spectator are not on Cellar Tracker



HOW WE RATE **WINES** *(and other things)*



Evaluating Wine

APPEARANCE:

- Are there faults? Cloudy, Murky, Dull, Bright, Brilliant.

COLOR:

- Whites can have an Amber color, reds turn orange.
- Is the color brilliant or dull. Does the color suit the variety?

AROMA:

- Is the wine clean? Corked, Tainted?
- Does it have fruit aromas, Earth, Floral or Spices?

FLAVOR:

- Does the wine mimic the nose?
- Are there any flavors not present on the nose?

TANNIN:

- Do the tannins reflect the age and grape?
- Are the tannins green or ripe?

ACIDITY:

- Does the acidity reflect the grape variety?
- Is the acidity overly acidic or balanced?

FINISH:

- Is the finish short, medium or long?
- How long does the wine last on your palate?

OVERALL IMPRESSION:

- Was the wine pleasing? Was it Balanced?

Controversy

PARKERIZATION

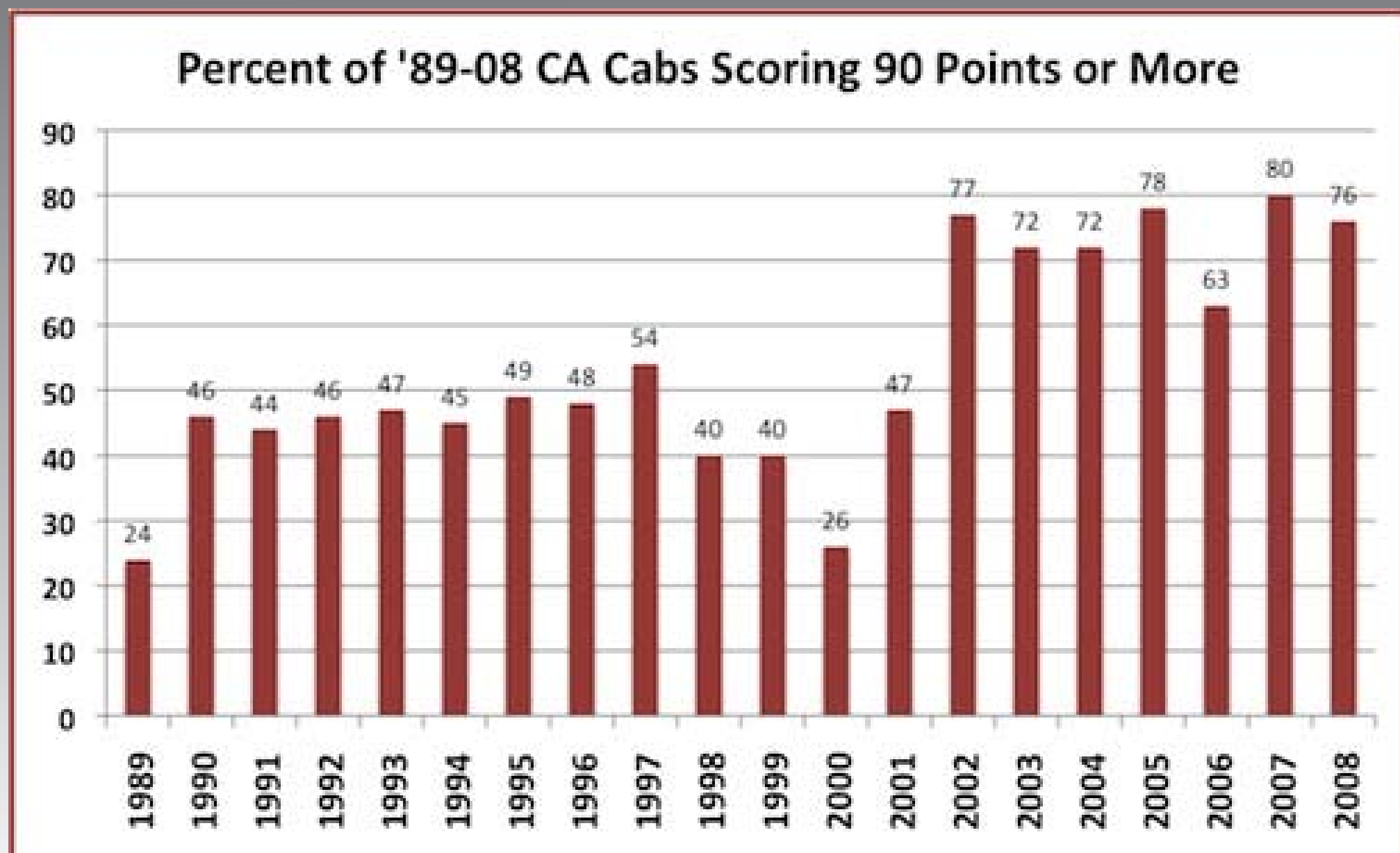
After 2002 a substansial increase in over 90 point Cabs

Are wine makers making wines for Robert Parker?

Did Robert Parker's Palalte change?

Do Higher points mean more readers?

Are wineries buying ratings?



<http://fermentation.typepad.com/fermentation/2011/11/robert-parker-and-the-odd-case-of-the-2002-vintage.html>

Do they really rate wines? Or do they just make up ratings to be able to print publications?

A winemaker told me a story about his wine receiving a score for a wine they did not make.



<http://www.lomejordelvinoderioja.com/noticias/Miller-catara-para-Robert/noticia/1546.html>

Are Wine Ratings bought?

Paying to taste.

The Jay Miller and Pablo Campo Controversy



Wine Spectator has been said to sell ratings to advertisers and wineries close to the Magazine.

Restaurant awards are paid entries. Fake restaurants won awards.

One restaurant had a wine list of only wines rated below 90 pts by WS and still won

How accurate are they?

Statistical study showed that judges are usually ± 5 points when re-tasting the same wine blind

That is a difference between a wine scoring 95 or 85 points

Parker says he is always within 3 points when re-tasting the same wine blind.

One of the markers for scoring is how long the wine will age.

Can some one really tell how long the wine will age?



WINE COMPETITIONS

A study by a Paso Robles winery:
sent the same wine to a wine competition under
three different labels.

Two of the identical samples were rejected,
“one with the comment ‘undrinkable.’ “
The third bottle was awarded a double gold medal.

Inconstency from one competition to the next.

Study shows that wines have a statistical 9% chance
of winning gold

Mr. Cabral of Williams-Selyem says:

“wine ratings are influenced by uncontrolled factors such as the
time of day, the number of hours since the taster last ate and
the other wines in the lineup”



**DON'T RELY ON
RATINGS...HAVE FUN
READING THEM.**

**BUY WHAT YOU
LIKE!**

“Drink wine every day,
at lunch and dinner,
and the rest will take care
of itself.”

-food critic Waverly Root

20 point wines and the 100 point system

20 pt score	100 pt score	Rating	Medal
20	100	Outstanding	Gold
19.75	99	Outstanding	Gold
19.5	98	Outstanding	Gold
19.25	97	Outstanding	Gold
19	96	Outstanding	Gold
18.75	95+	Outstanding	Gold
18.5	95	Outstanding	Gold
18.25	94	Highly recommended	Silver
18	93	Highly recommended	Silver
17.75	92	Highly recommended	Silver
17.5	91	Highly recommended	Silver
17.25	90+	Highly recommended	Silver
17	90	Highly recommended	Silver
16.75	89	Recommended	Bronze
16.5	88	Recommended	Bronze
16.25	87	Recommended	Bronze
16	86	Recommended	Bronze
15.75	85+	Recommended	Bronze
15.5	85	Recommended	Bronze
15.25	84	Recommended	Commended
15	83	Recommended	Commended
14.75	82	Fair	Commended
14.5	81	Fair	Commended

Our Score Card

Wine Name Vintage Price							
		Sauv Blanc 1	Sauv Blanc 2	Sauv Blanc 3	CAB 4	CAB 5	CAB 6
Appearance	0-2						
Cloudy, dull, murky, brilliant							
Color	0-2						
amber/orange-yellow/ruby							
Aroma	0-4						
taint-fruit, floral, wood, bottle							
Flavors	0-4						
off-mimics nose/adds flavors							
Tannin	0-2						
astringent green-dry/rounded							
Acidity	0-2						
non-mouthwatering							
Finish	0-2						
short-medium-long							
Overall	0-2						
overall impression-subjective							
TOTAL							
100 Point Rating							