



"I don't get no respect"



Secrets of the World's Most Respected Wine Regions



Mike Veseth

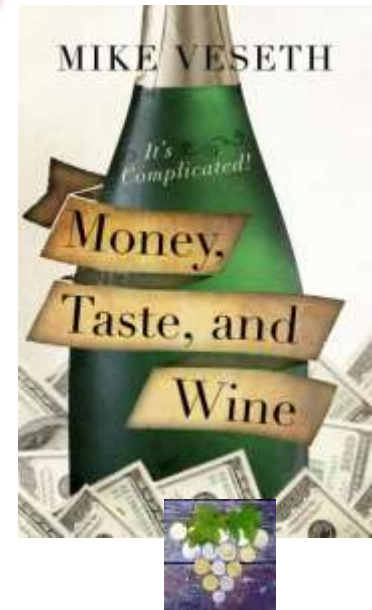
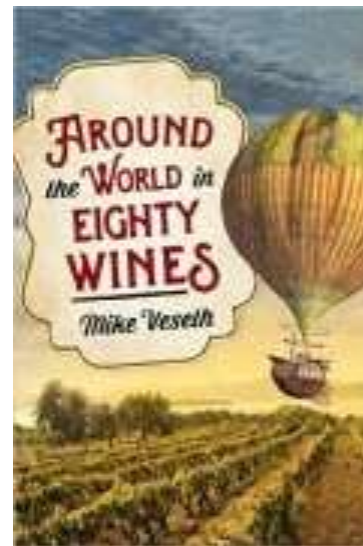
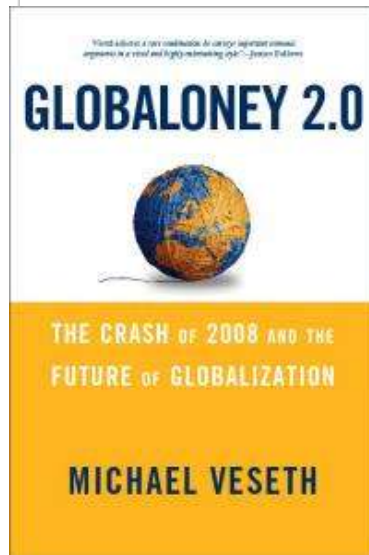
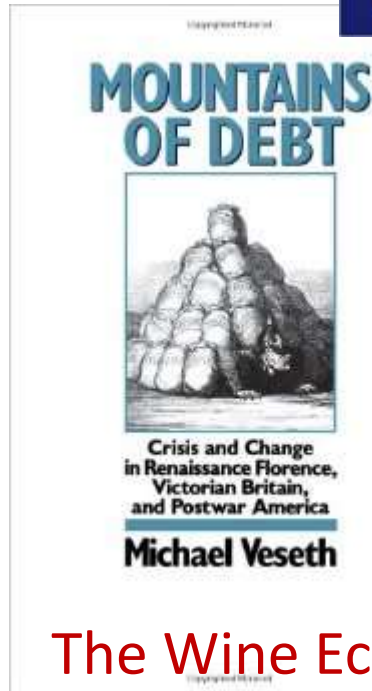
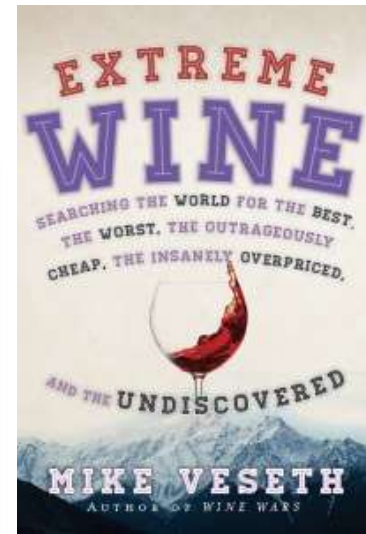
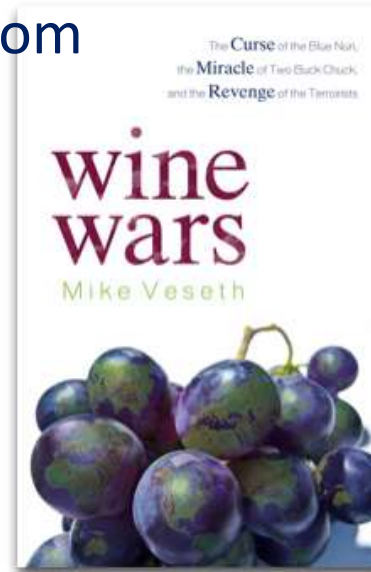
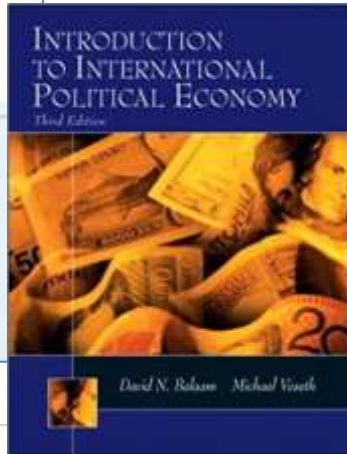
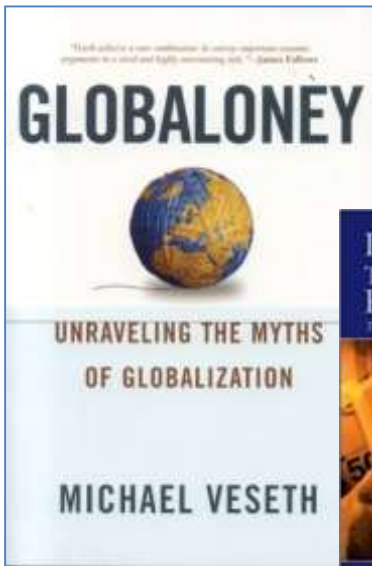
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All Over the (Global Wine) Map



The Challenge: Respect



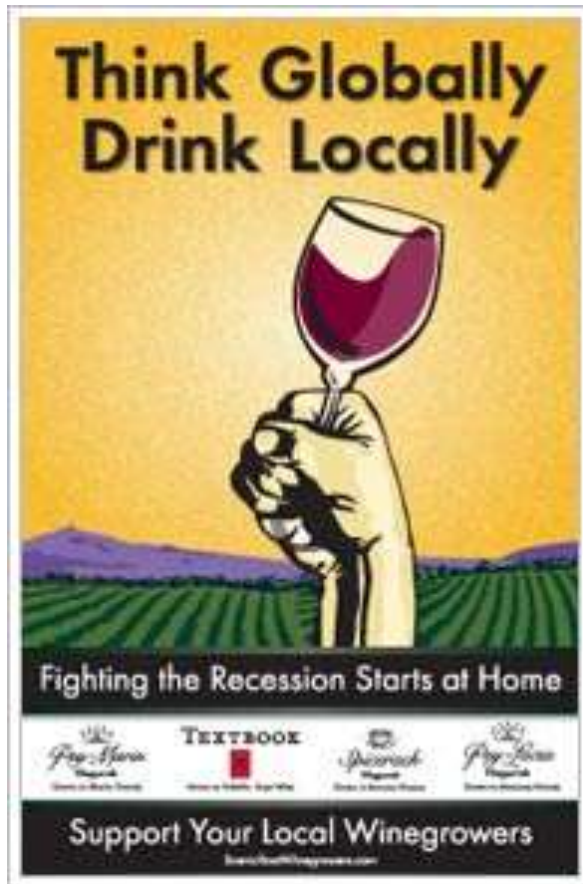
The Wine Economist



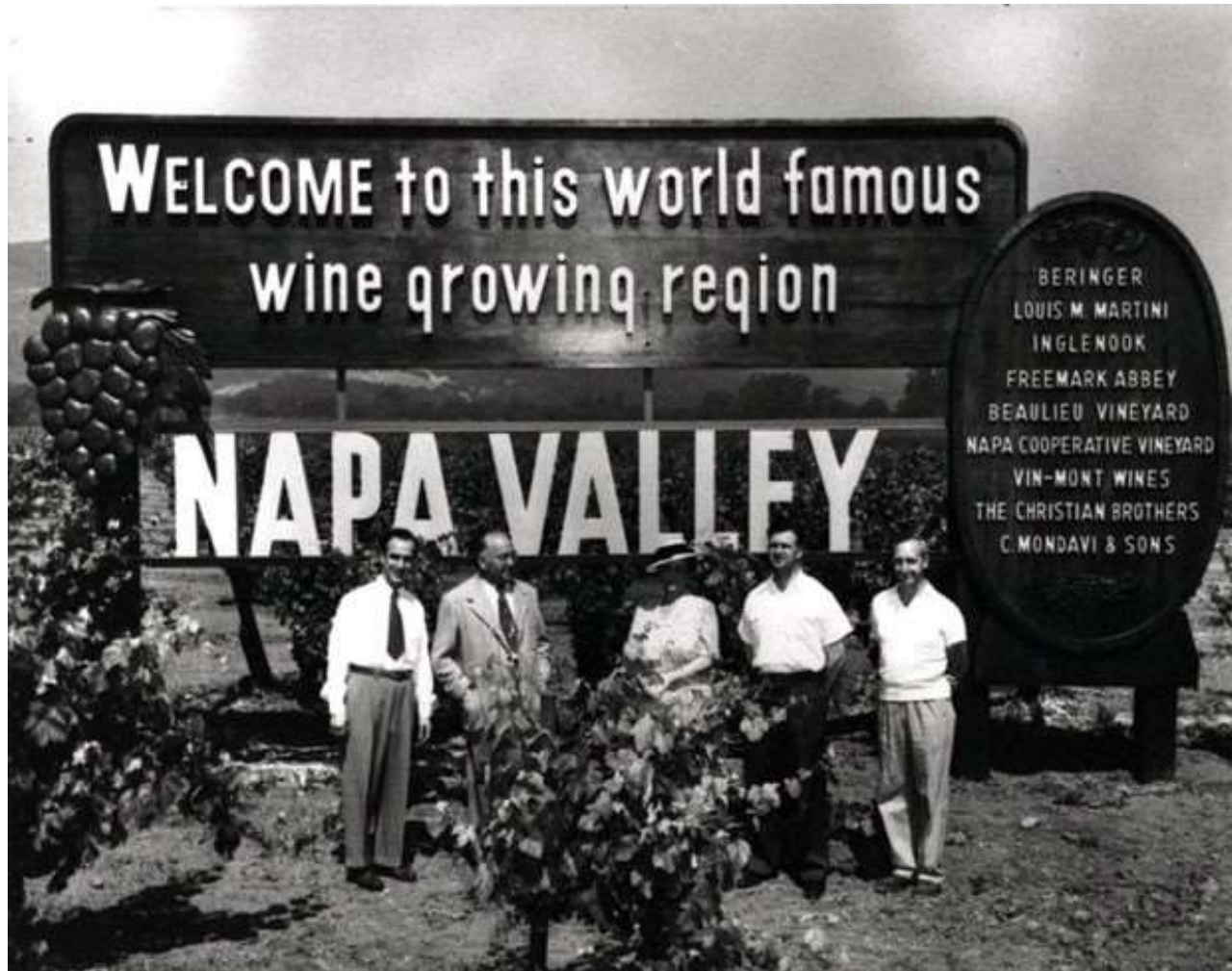
The Road Ahead

Secrets of the Top World's Top
5 Most Respected Wine
Regions

Learning the Right (Not the
Wrong) Lessons



#5 Napa Valley



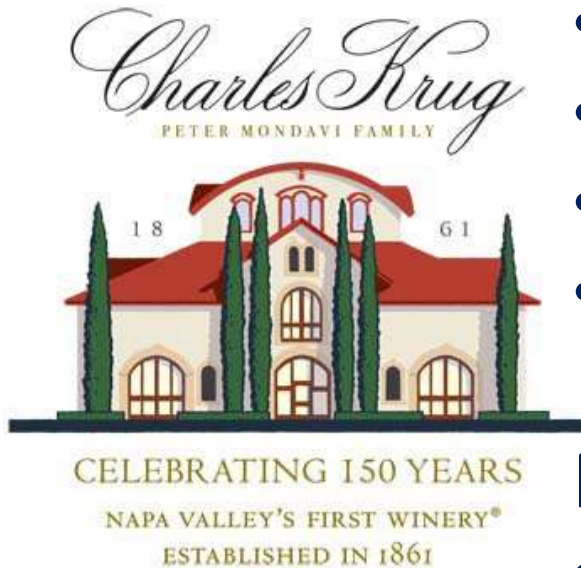
Napa Valley's Small World



The Napa Valley Appellation and its Sub-Appellations



Napa Valley by the Numbers



Napa Valley is a small wine region

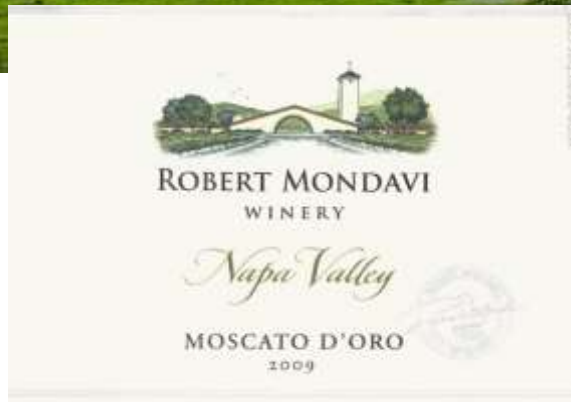
- 45,000 vineyard acres
- 4% of California vineyards
- 1/8th the size of Bordeaux
- About 400 wineries (over 4000 in California)

Napa Valley is a young wine region

- Charles Krug 1861
- Robert Mondavi 1966



Brand Napa Valley



The Birth of the Brand:
Inglenook

You are your Brand:
Mondavi

Wine Tourists as Brand
Ambassadors



A Wine Tourism Machine



Economic Impact of Napa Valley Tourism 2016

\$1.9 billion total visitor spending
3.5 million visitors
13,000 tourism-related jobs

Source: Destination Analysts report for Visit Napa Valley



On an Typical Day in Napa Valley ...



Almost 17,000 visitors
They spend \$5.26 million
On peak days ... it's crazy!



The vast majority of these visitors
are drawn to Napa Valley by wine-
related interests and activities

Source: Destination Analysts report for Visit Napa Valley



#4 Tuscany



Under the Tuscan Sun



It's not [just] about the wine

Wine + Food

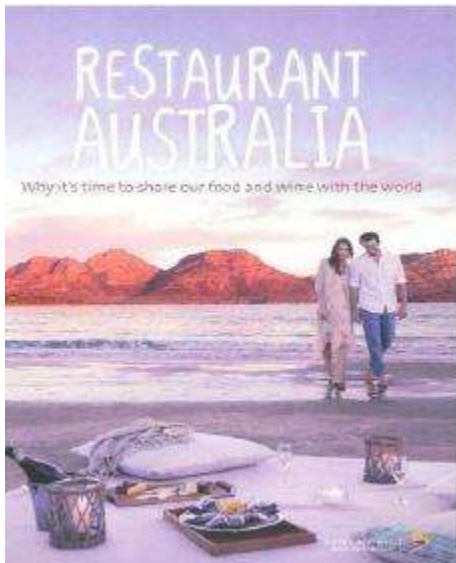
Wine + Culture

Wine + Style

Wine + Tourism

Wine + Romance

Italy Envy in Oz



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#3 Burgundy



Burgundy: The Triumph of Terroir



Signature Variety vs
Terroir?

Typically French?
Terroir = Mystical +
Obvious

Wine as a Religious
Experience?



#2 Bordeaux

Vins rouges classés au 1^{er} et 2^e rang de la Grande

Cru	Commune	Propriétaire
Premiers Crus		
Chateau Lafite	Pauillac	Sir James Scott B. & Co.
Chateau Margaux	Margaux	Agnard
Chateau Latour	Pauillac	de Beaucourt
St. Julien	Pessac (Bordeaux)	de Courtonne
		de Biers
		Enginot-Larrieu
Secondes Crus		
M. Coustans	Pauillac	Baron F. de Rothschild
Rouquié	St. Julien	Comtesse de Lastigues
Leville	Margaux	Vignerot
Viviers Dufort	St. Julien	Marquis de Las Cases
Ducan Laroche	Margaux	Baron de Lamoignon
Lascombes	St. Julien	Baron de Lamoignon
Branche	Margaux	Baron de Lamoignon
Fichet-Lagardol	St. Julien	Baron de Lamoignon
Ducan de Lamoignon	St. Julien	Baron de Lamoignon
Les Bouteilleries	St. Julien	Baron de Lamoignon
M. Coustans	St. Julien	Baron de Lamoignon



Everyone Loves a Winner

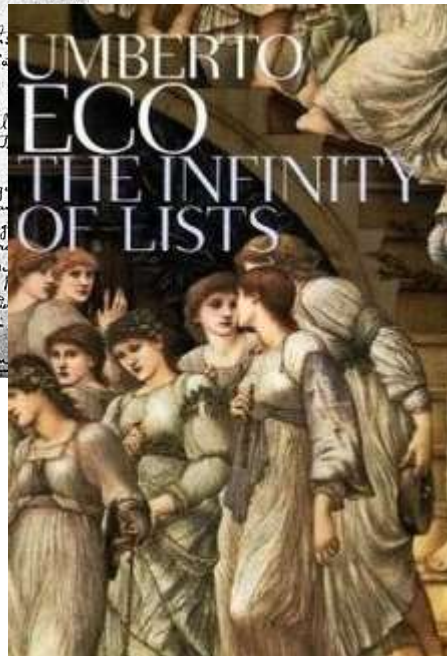
1855 and All That

The Pernicious Power of Lists

Is Parker Passé?

Vins rouges classés au Salon de 1855

Cru	Communes	Propriétaires
Premiers Crus		
Château Lafite	Pauillac	Baron de Rothschild
Château Margaux	Margaux	Marquis de Lagrange
Château Latour	Pauillac	Comte de Bonnauld
Haut Brion	Pessac (Bordeaux)	Duc de Bordeaux
Seconds Crus		
Mouton	Pauillac	Comte de Bonnauld
Rousselle	Margaux	Comte de Bonnauld
Lesclapart	Margaux	Comte de Bonnauld
Beaumont	Margaux	Comte de Bonnauld
Château de Pez	Margaux	Comte de Bonnauld
Château de Fieffé	Margaux	Comte de Bonnauld
Château de Giscours	Margaux	Comte de Bonnauld
Château de Lamoignon	Margaux	Comte de Bonnauld
Château de Malesherbes	Margaux	Comte de Bonnauld
Château de Rauzan	Margaux	Comte de Bonnauld
Château de Ségur	Margaux	Comte de Bonnauld
Château de Soussignan	Margaux	Comte de Bonnauld
Château de Valentin	Margaux	Comte de Bonnauld
Château de Vieux	Margaux	Comte de Bonnauld



#1 Champagne

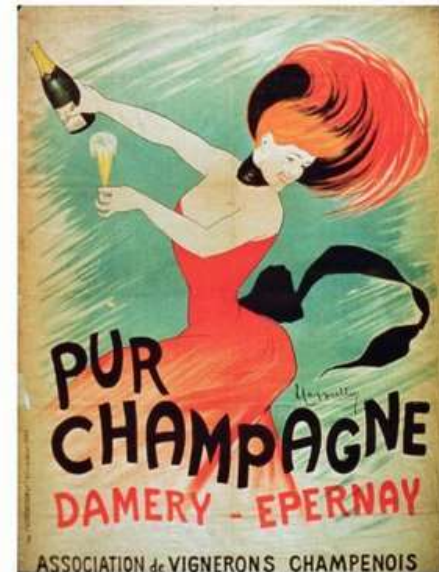
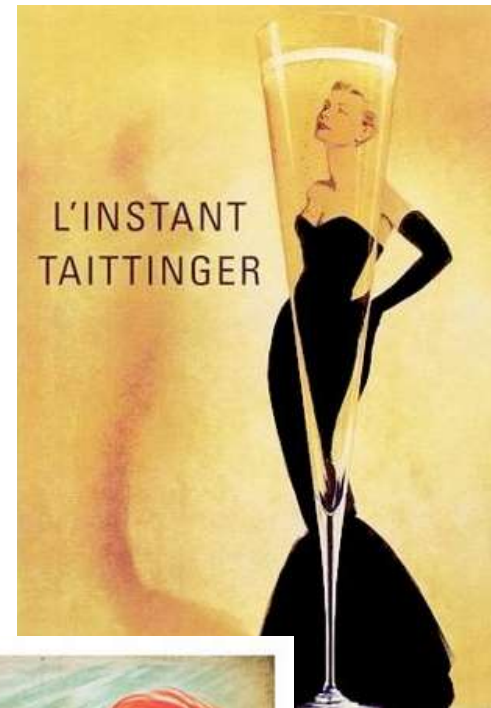


Image Isn't Everything, but ...

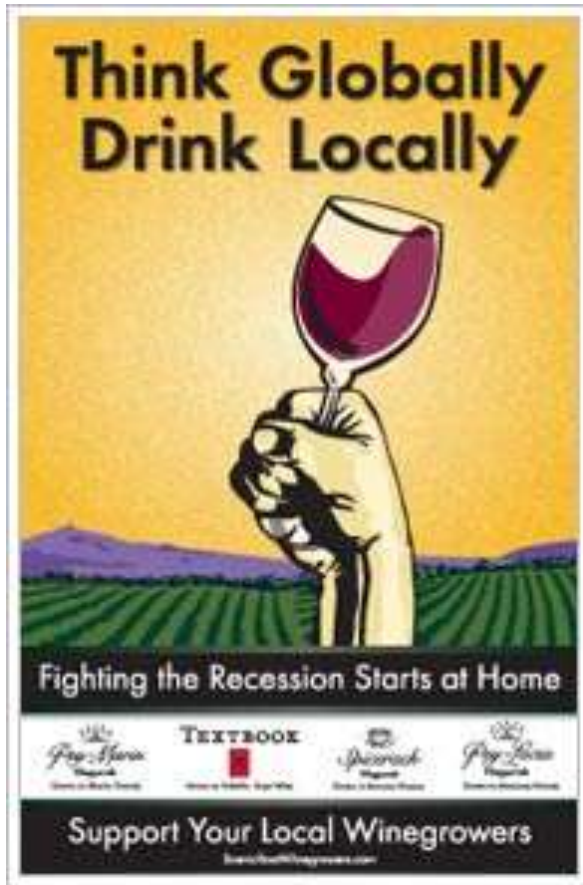
LVMH: Luxury Lifestyle Brands
The power of celebrity
It's not about how the wine tastes!



Portugal Revisited



Lessons for Colorado Wine?



- There's no silver bullet!
- #5 You are your brand
- #4 It's not *just* wine and
- #3 It's not just dirt or variety
- #2 Everyone loves a winner
- #1 Image isn't everything, but ...

You don't get respect ... you earn it



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