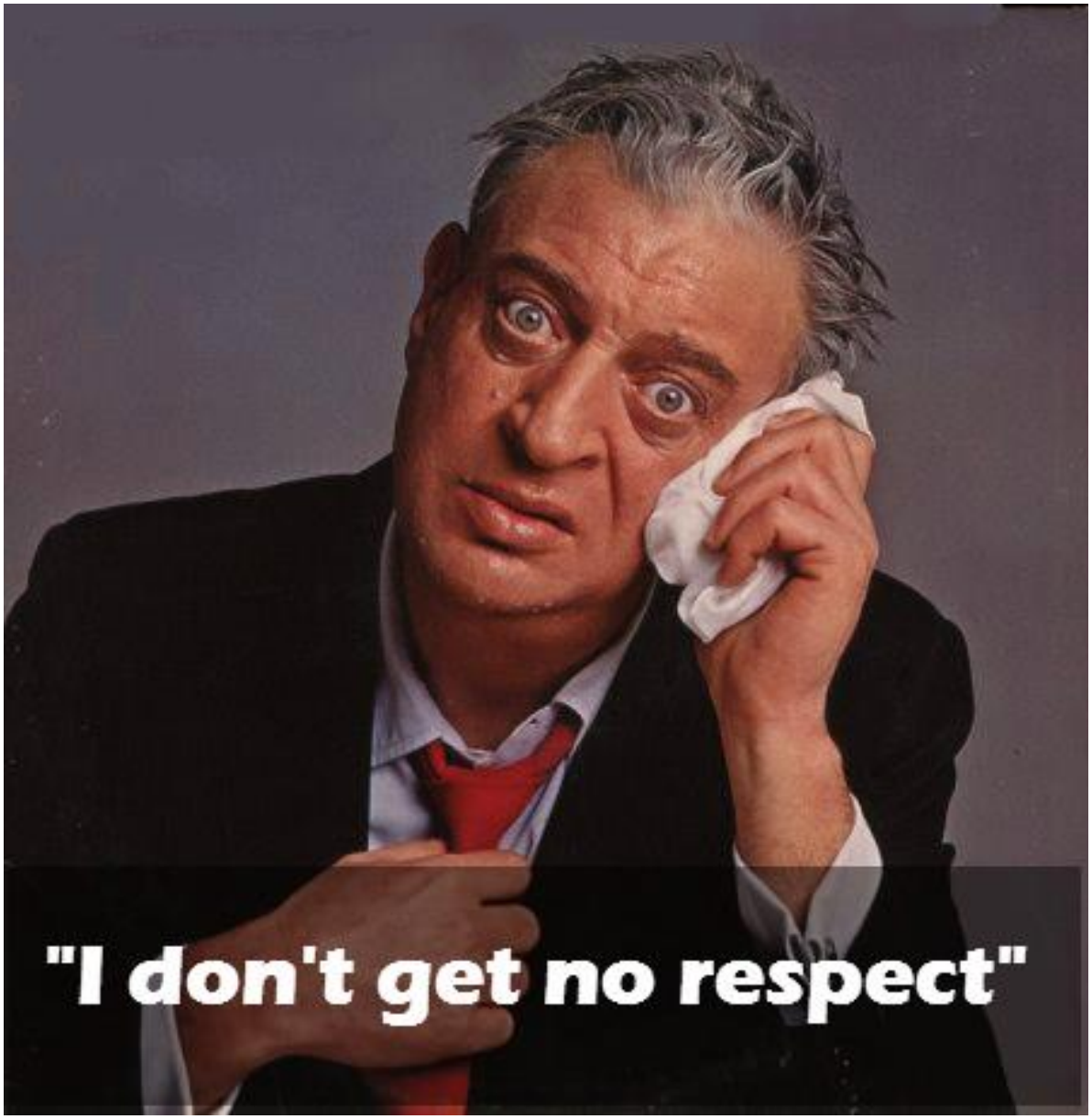

"I don't get no respect"

Secrets of the World's Most Respected Wine Regions

Mike Veseth

The Wine Economist & University of Puget Sound

INSIGHT

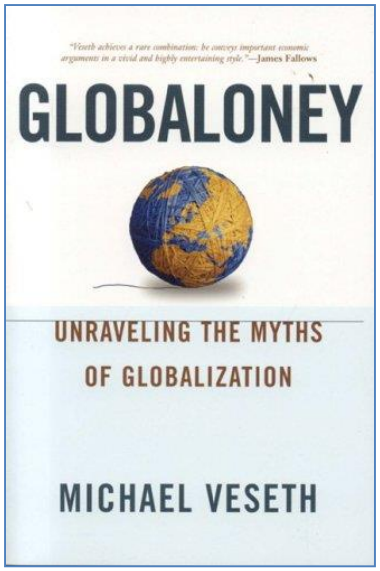
2015 ONTARIO GRAPE+WINE INDUSTRY

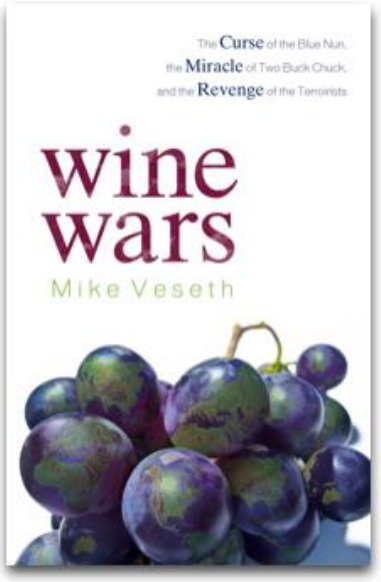
Insight 2015 Conference

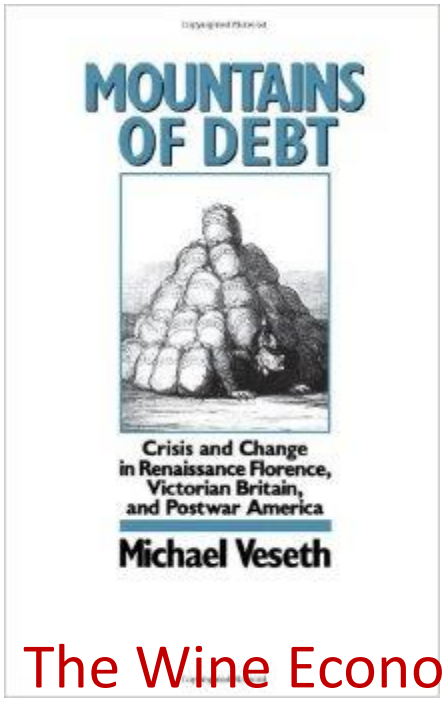
March 3, 2015

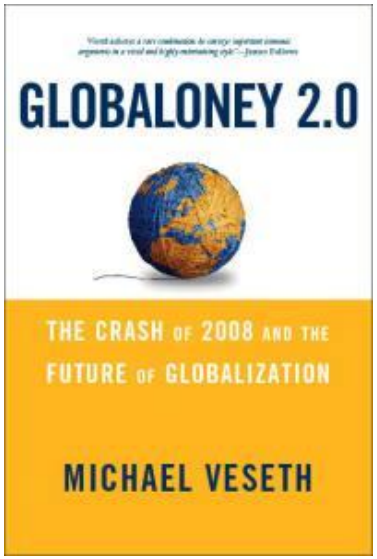
The Wine Economist

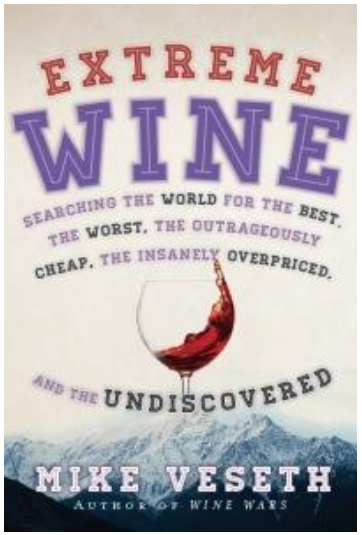
WineEconomist.com

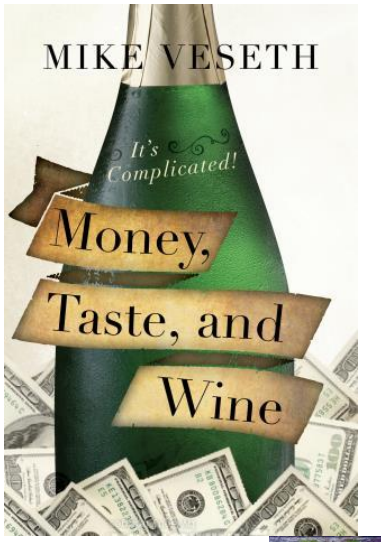












All Over the (Global Wine) Map

wine wars

Mike Veseth

The *Curse* of the Blue Nun

The *Miracle* of Two Buck Chuck and

The *Revenge* of the Terroirists

The First Global Wine Brand?

The Wine Economist

Nasty Habits

An Embarrassment of Riches

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The Miracle of Two Buck Chuck

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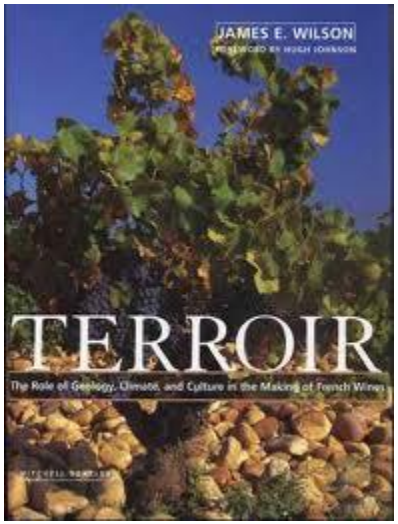
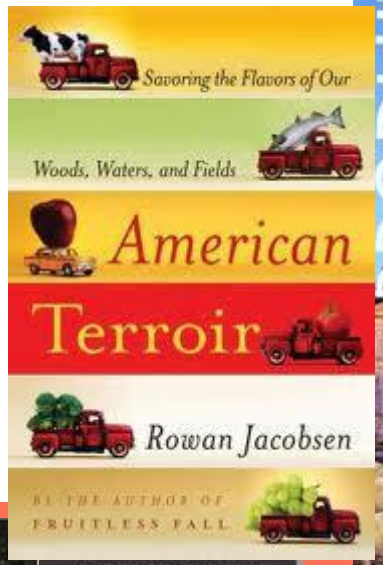
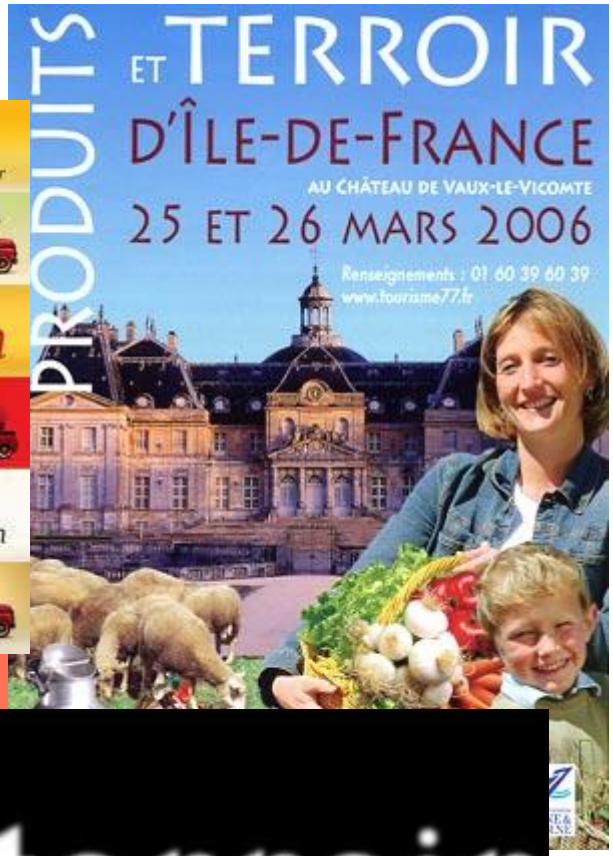
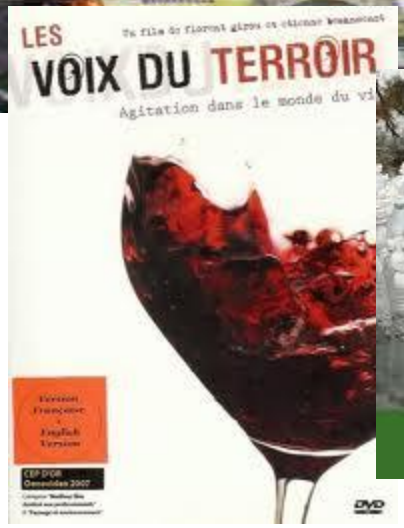
Revenge of the Terroirists









My Grape Expectations

The Curse of the Blue Nun

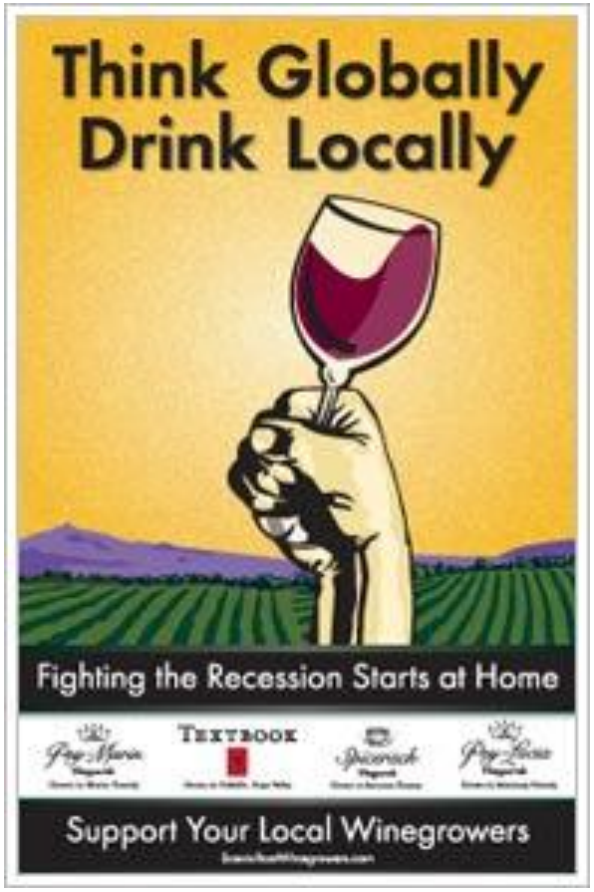
The Miracle of Two Buck Chuck

The Revenge of the Terroirists

The Wine Economist

The Challenge: Respect

Lessons for Ontario Wine?



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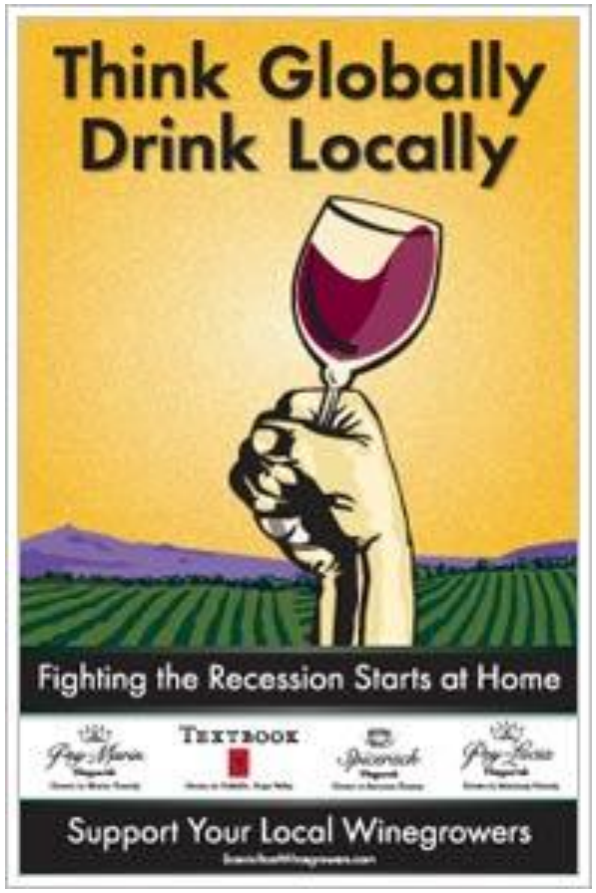
The Road Ahead

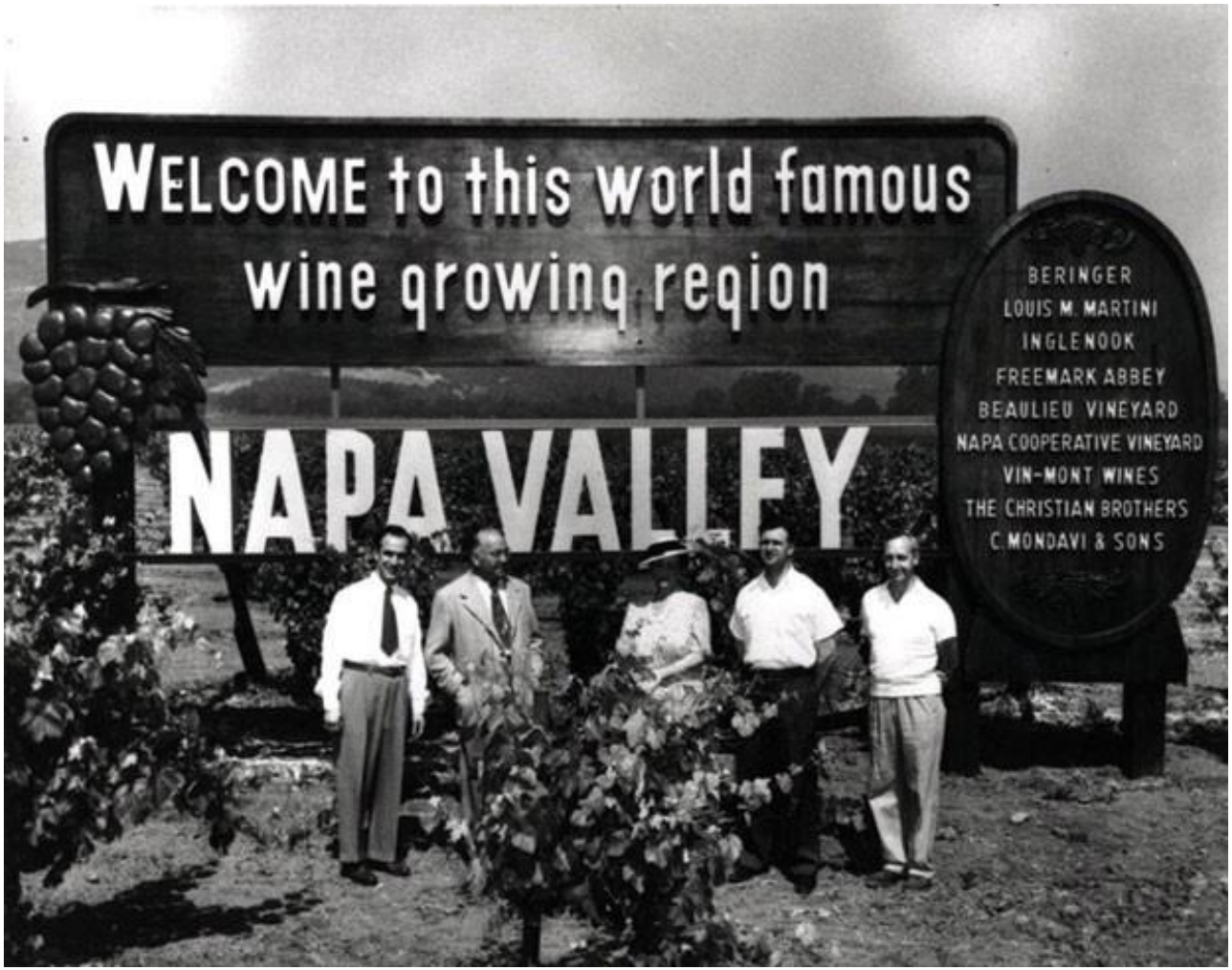


Secrets of the Top World's Top 5 Most Respected Wine Regions

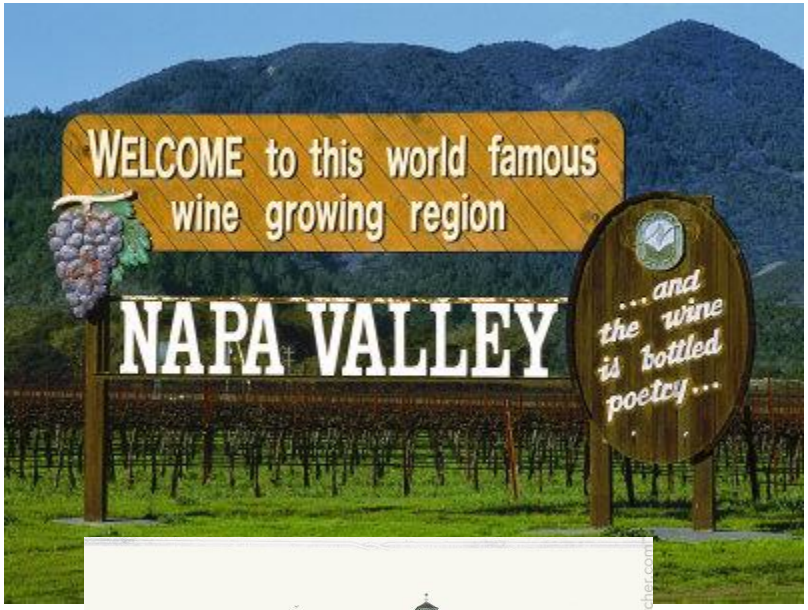
Catch a Rising Star Case Study

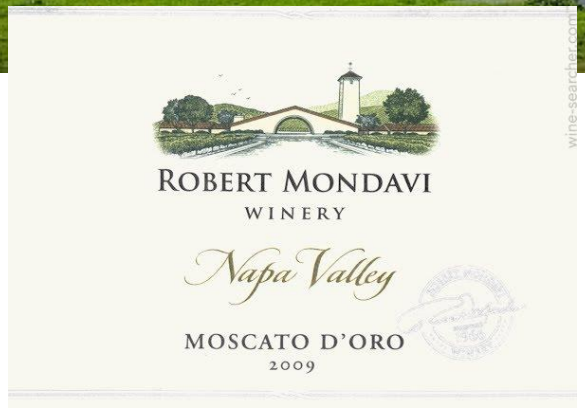
Learning the Right (Not the Wrong) Lessons

#5 Napa Valley



Brand Napa Valley





The Birth of the Brand: Inglenook

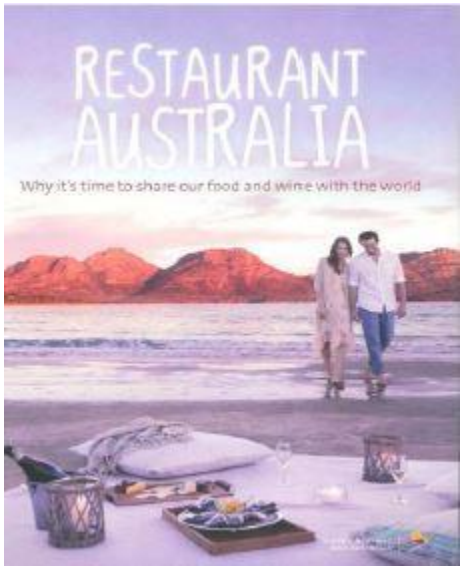
You are your Brand: Mondavi

Convincing Sceptics: Good Housekeeping Seal of Approval

The Wine Economist

#4 Tuscany

Under the Tuscan Sun



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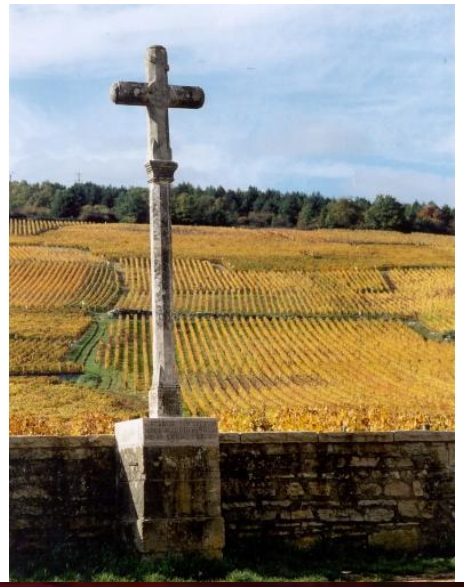
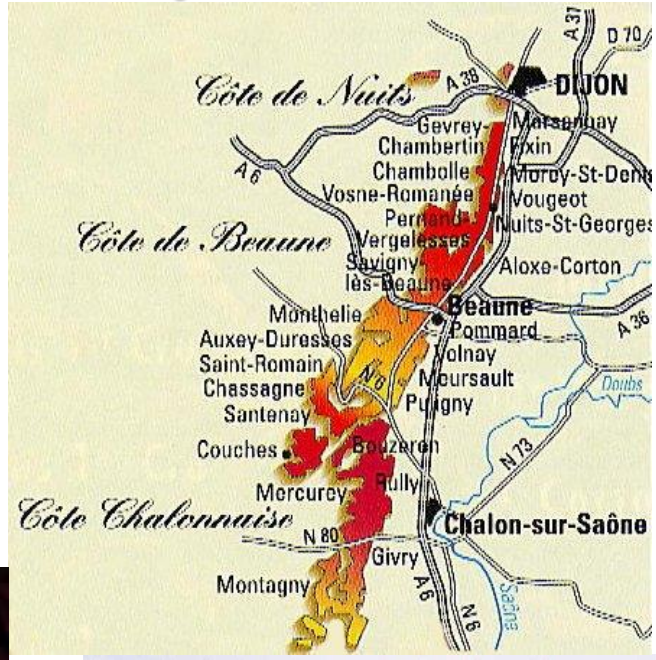
It's not [just] about the wine

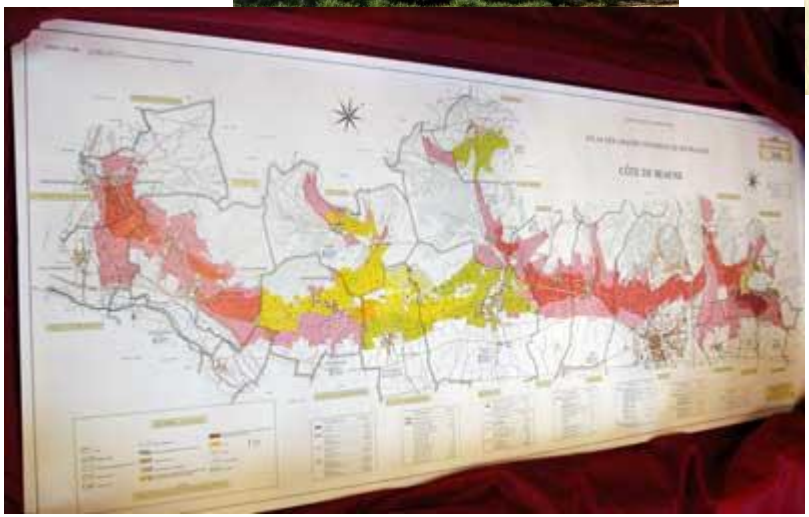
Wine + Food
Wine + Culture
Wine + Style
Wine + Tourism
Wine + Romance

Italy Envy in Oz

#3 Burgundy







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The Triumph of Terroir

Terroir = Mystical + Obvious

Signature Variety versus Taste of Place

50 Shades of Grape

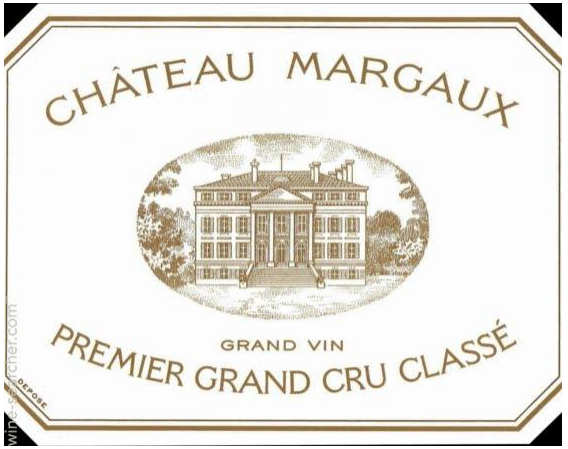
Wine as a Religious Experience?

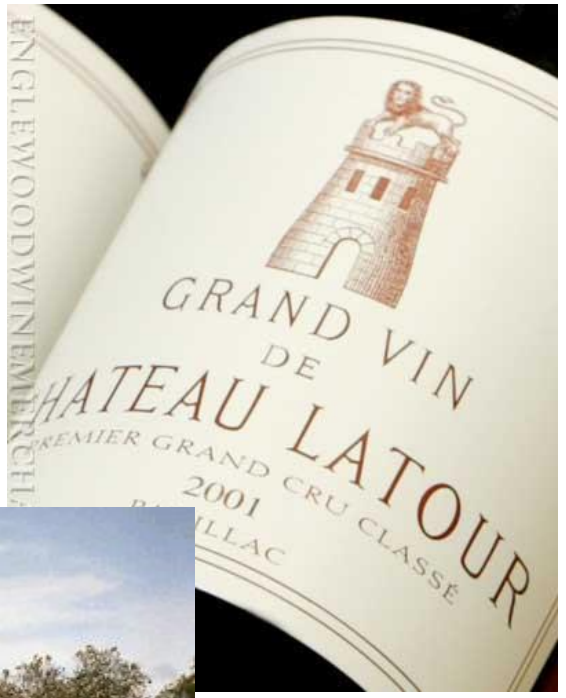
#2 Bordeaux

Vins rouges classés

Premiers crûs

Seconds crûs





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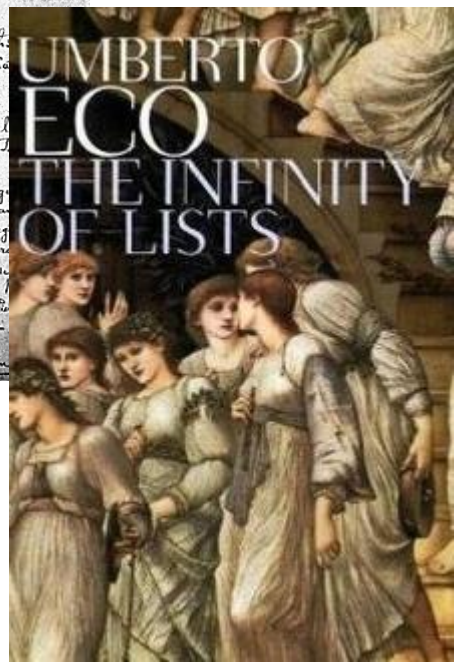
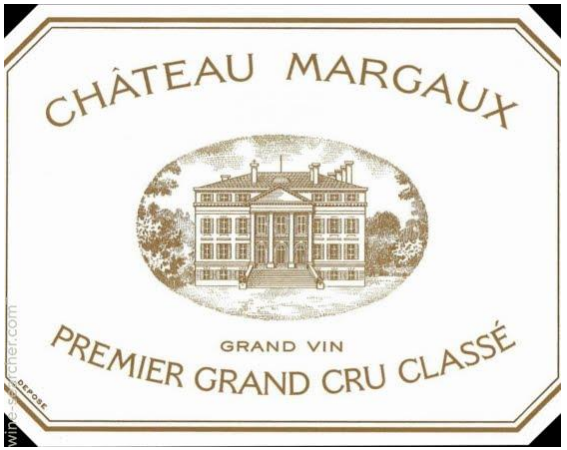
Everyone Loves a Winner



1855 and All That

The Power of Lists

Is Parker Passé?



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#1 Champagne

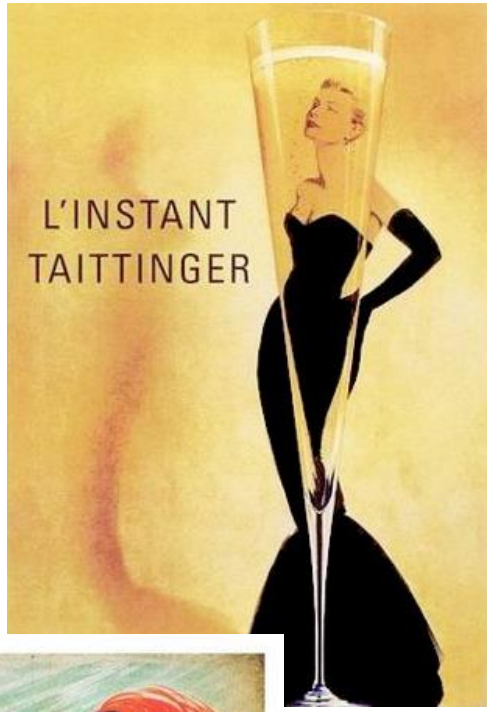

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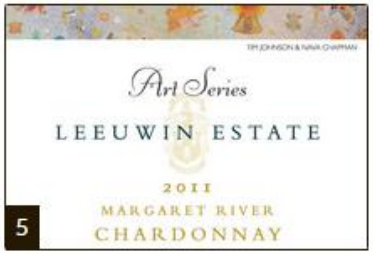
Image Isn't Everything, but …

LVMH: Luxury Lifestyle Brands

The power of celebrity

It's not about how the wine tastes!

Portugal Revisited



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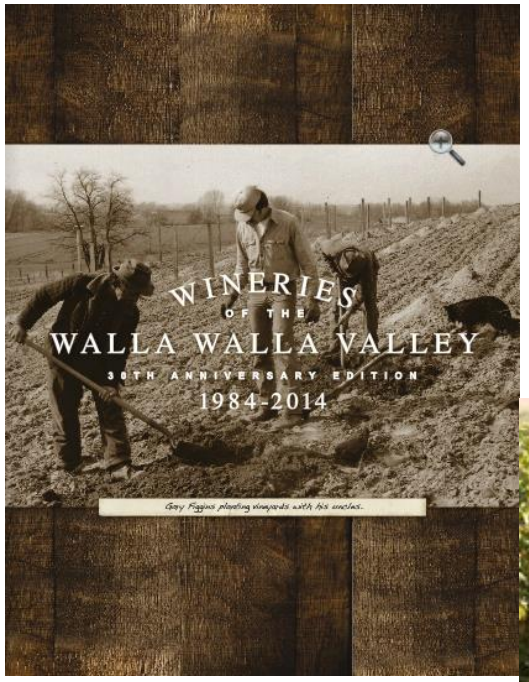
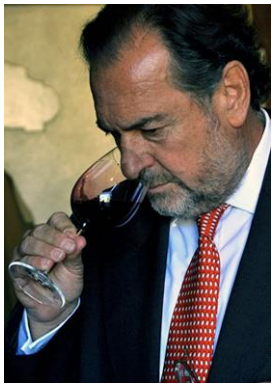
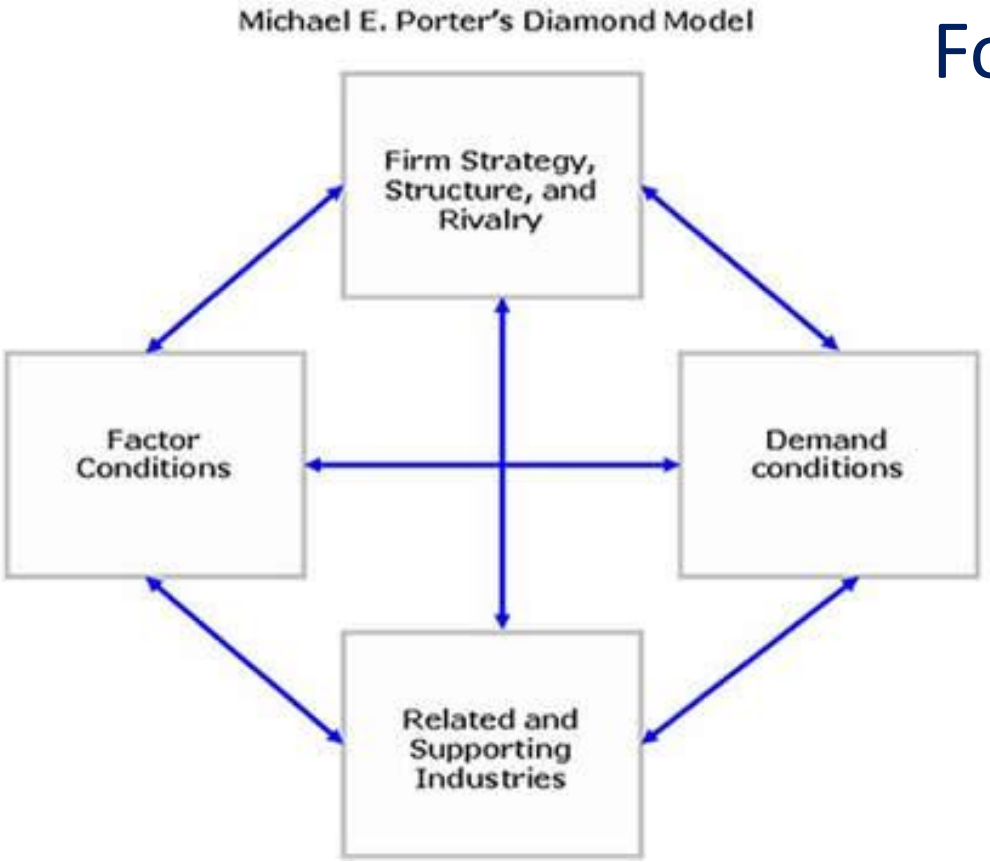
Rising Star Walla Walla





Creating a Critical Mass



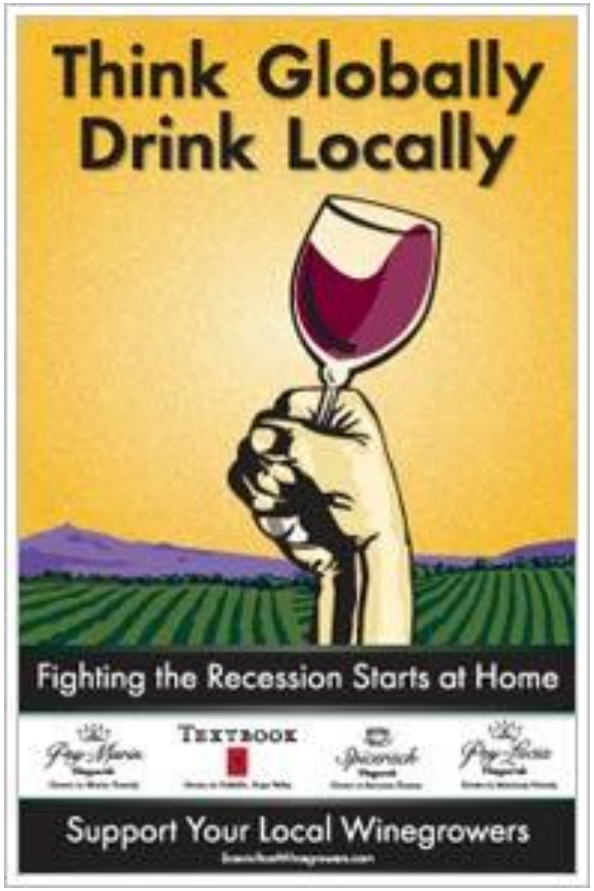
Four Elements of Success

Land, People, Culture, History

Porter's Diamond

The Fifth Element?

Lessons for Ontario Wine?



There's no silver bullet?
#5 You are your brand, but
#4 It's not just wine and
#3 It's not just dirt or variety
#2 Everyone loves a winner, but
#1 Image isn't everything
Critical mass paradox
Is Ontario a special case?
You don't get respect … you earn it

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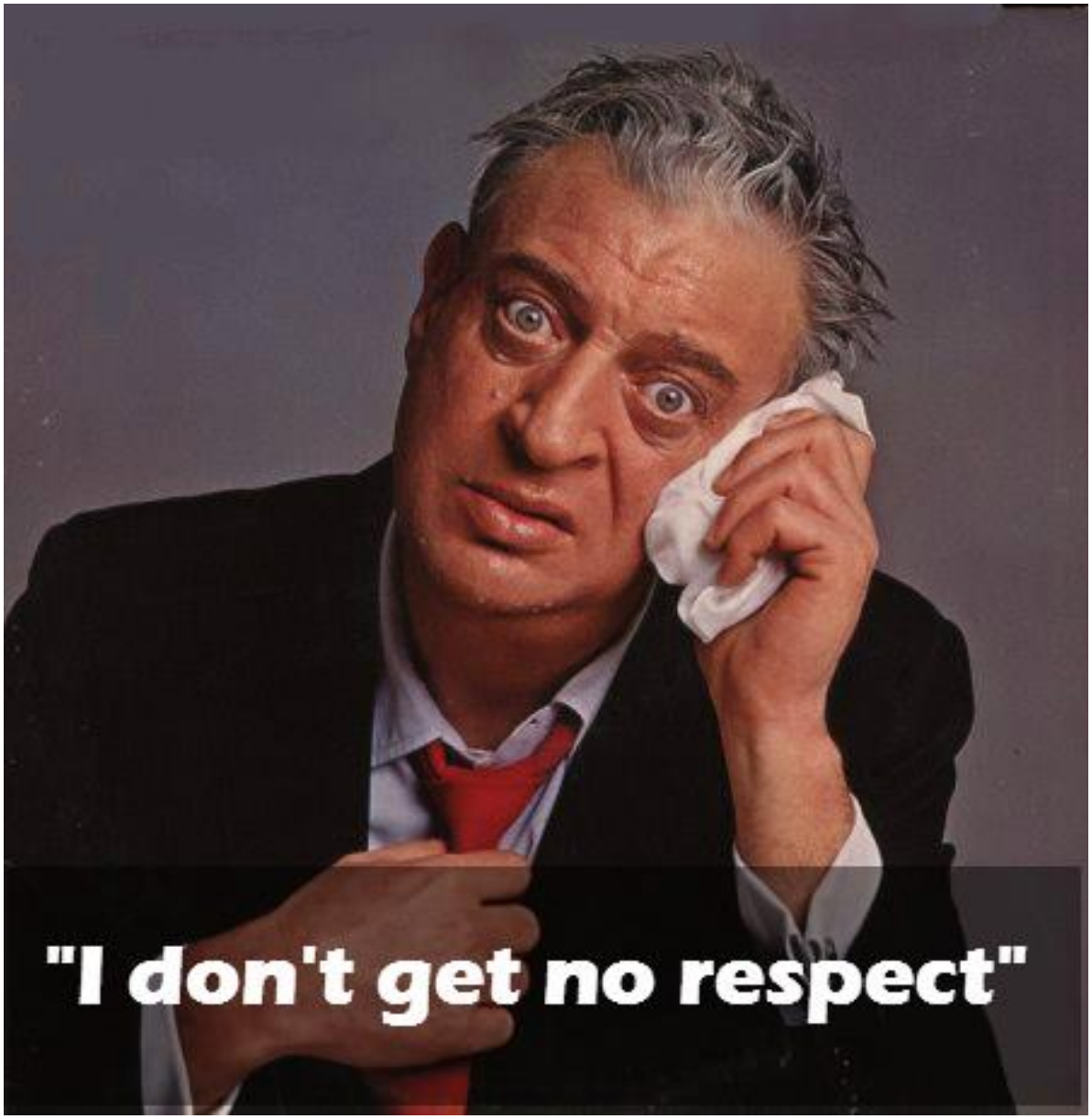
"I don't get no respect"