

# What Makes Oregon Wine Unique?

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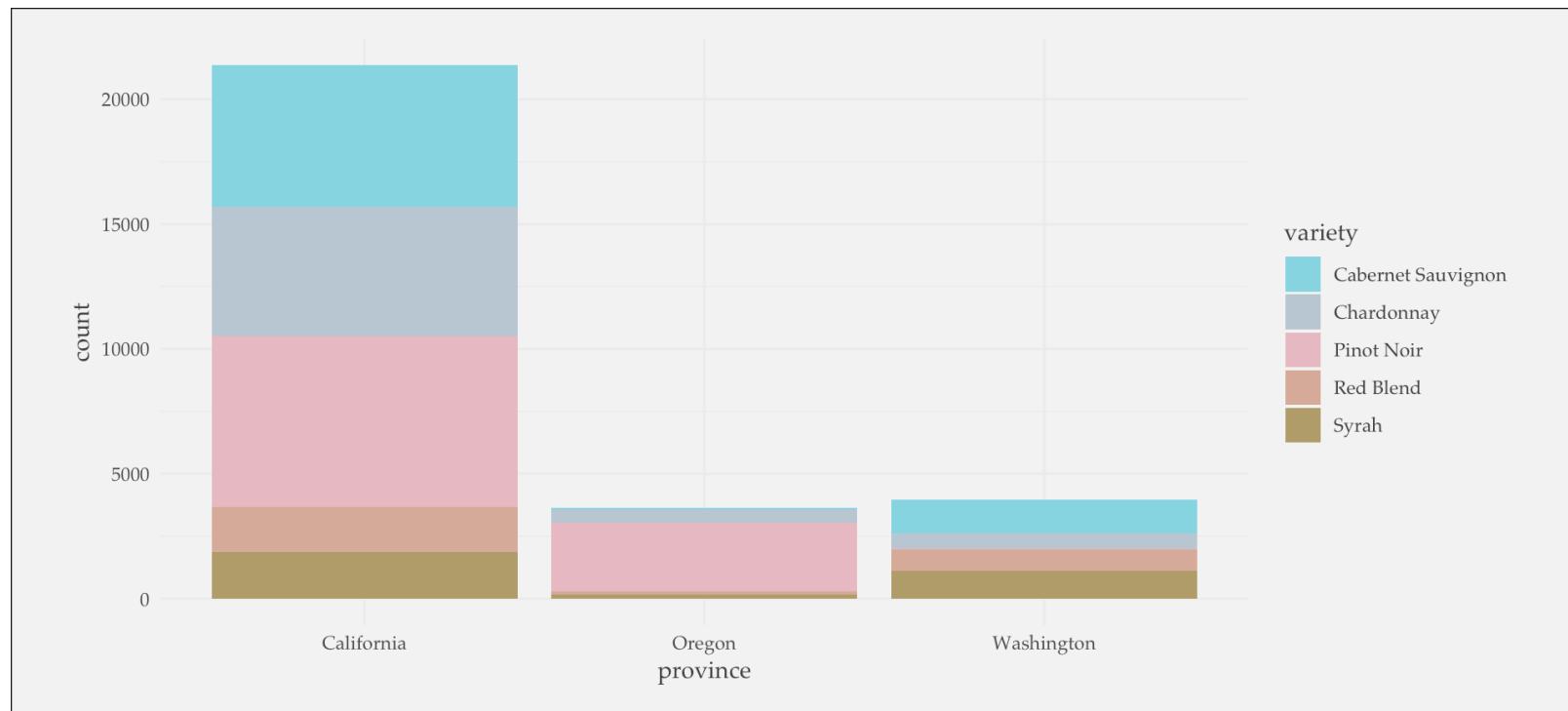
04/16/2020

# Pinot Noir !!!

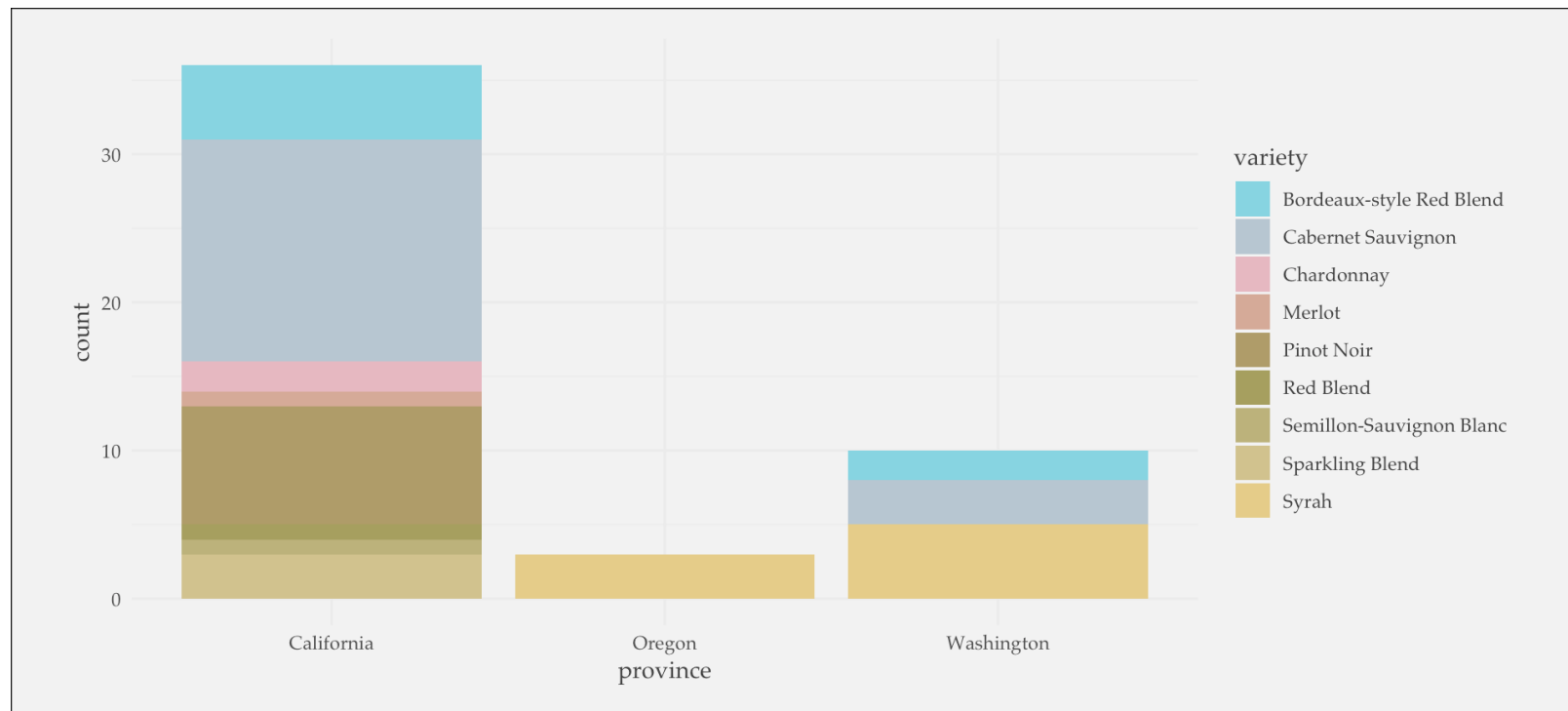
Right??

But wait ...is there evidence?

# Top 5 wine varieties on the west coast



# Wines at 98 points or higher on the west coast



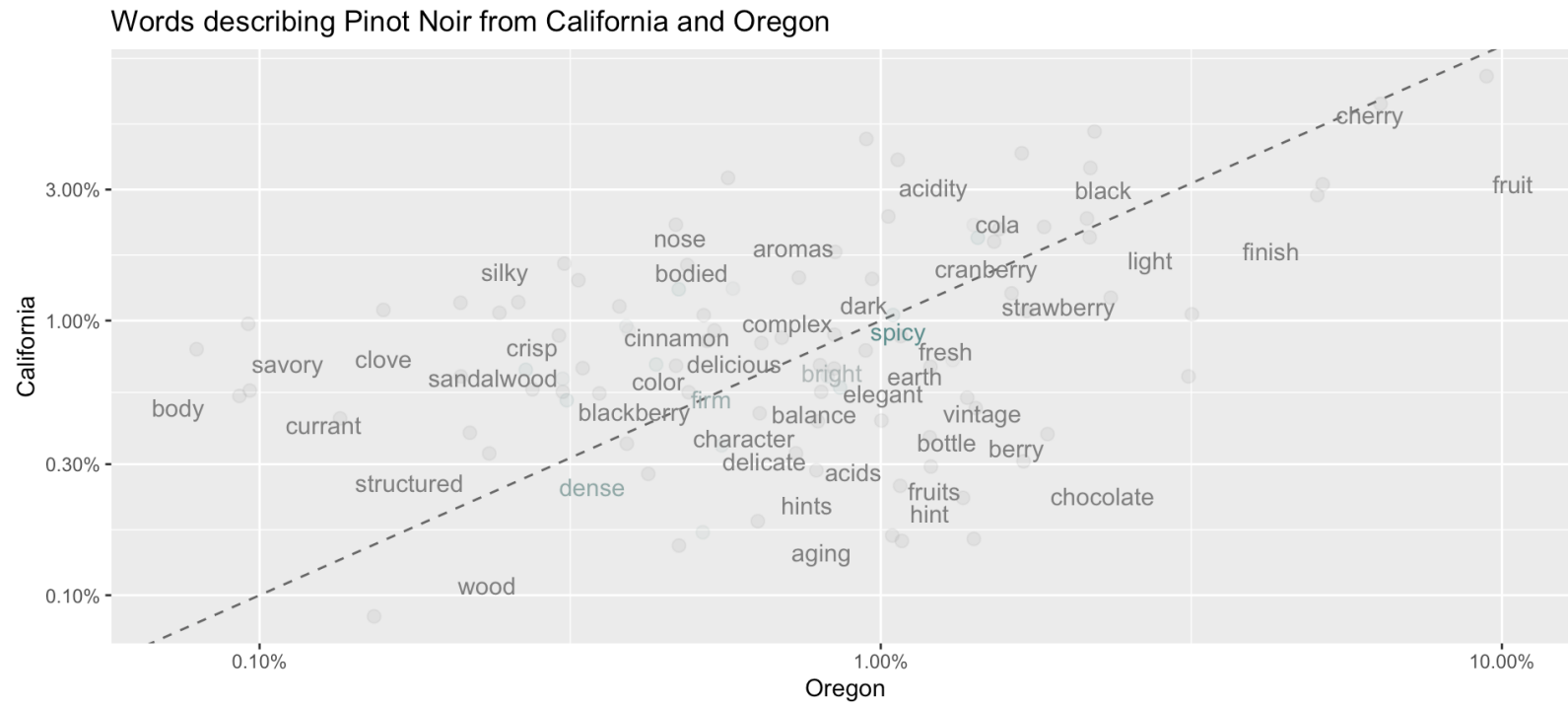
# Oregon's Top wines

winery	variety	points	price
Cayuse	Syrah	99	75
Cayuse	Syrah	99	75
Cayuse	Syrah	98	75
Cayuse	Cabernet Sauvignon	97	90
Cayuse	Syrah	97	85
Cayuse	Cabernet Sauvignon	97	80
Ken Wright	Pinot Noir	97	65

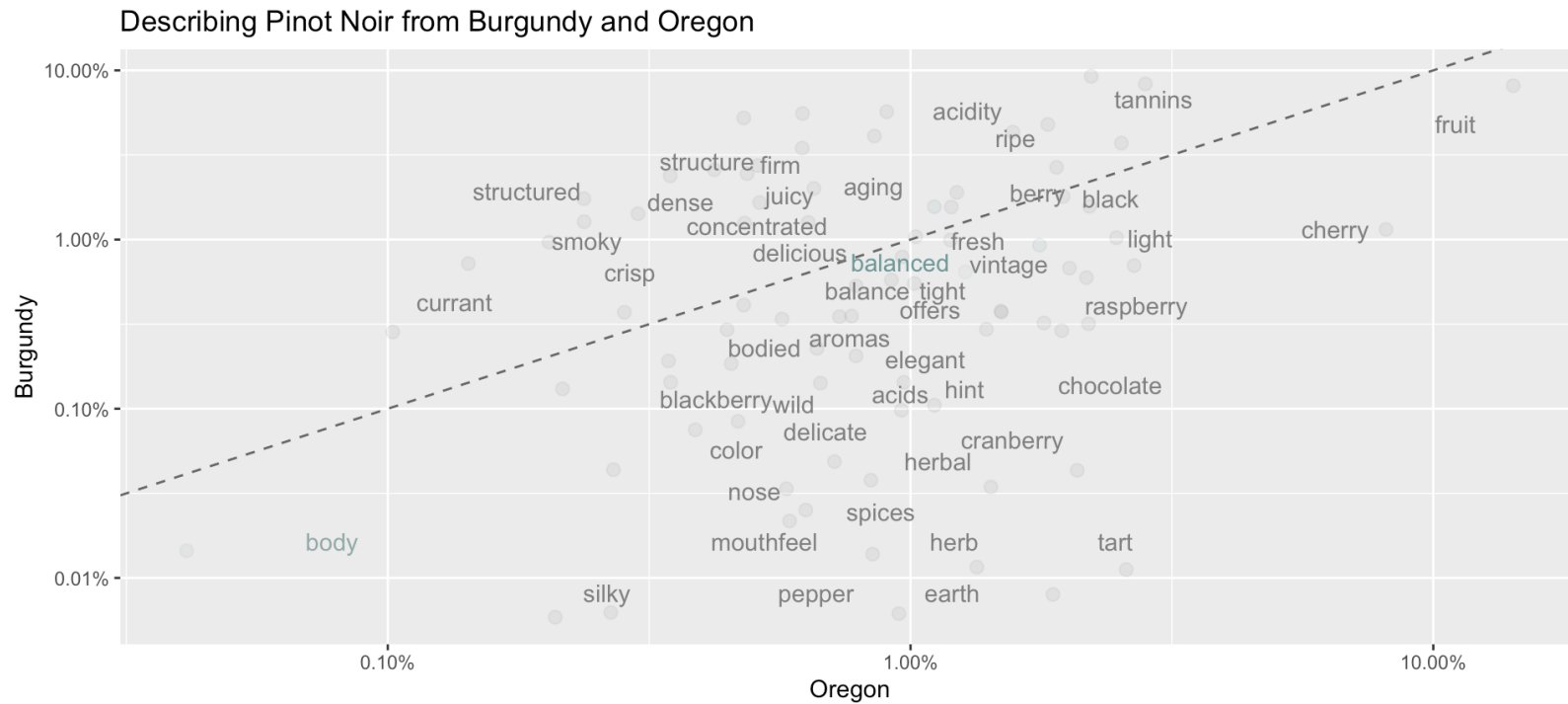
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**So what really makes us unique?**

# Different from California Pinot...

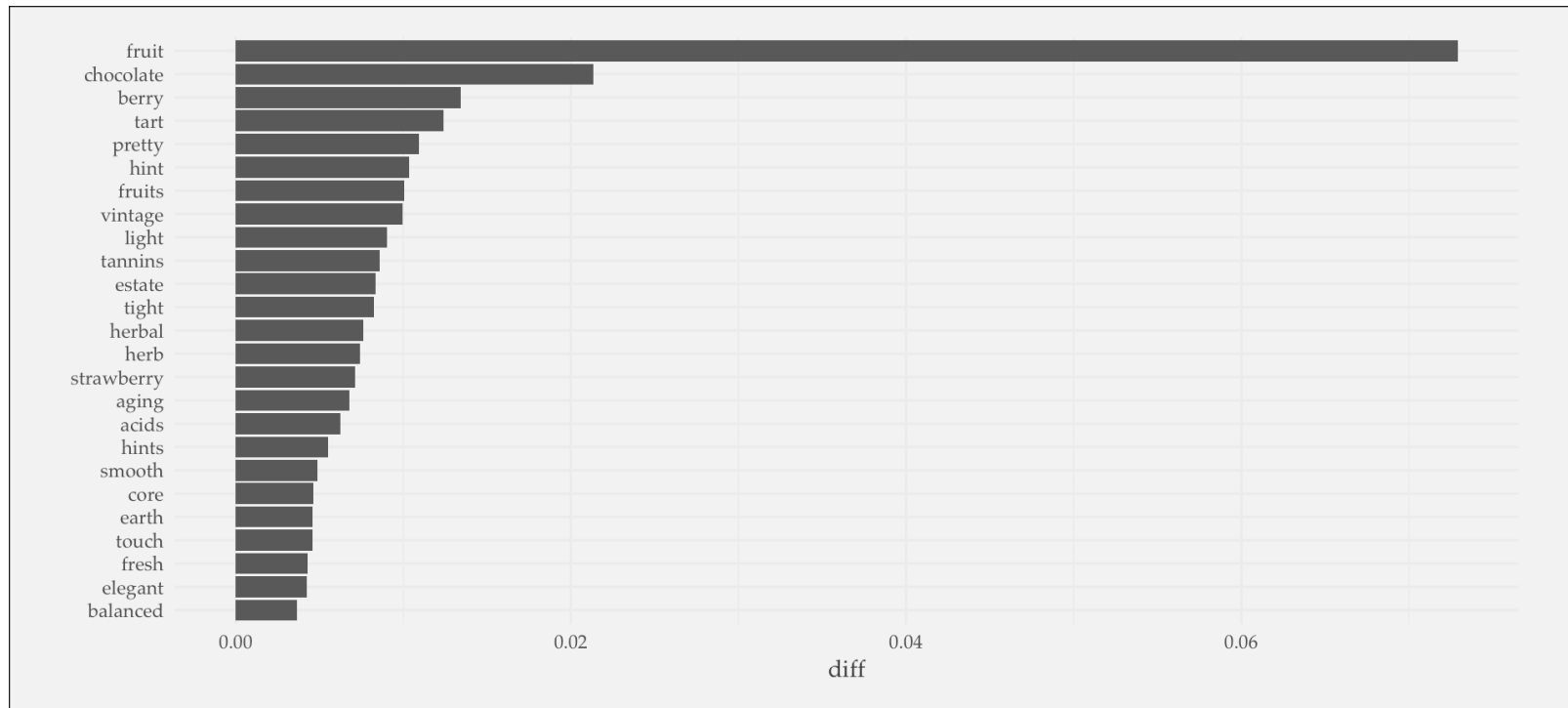


# Different from French Burgundy

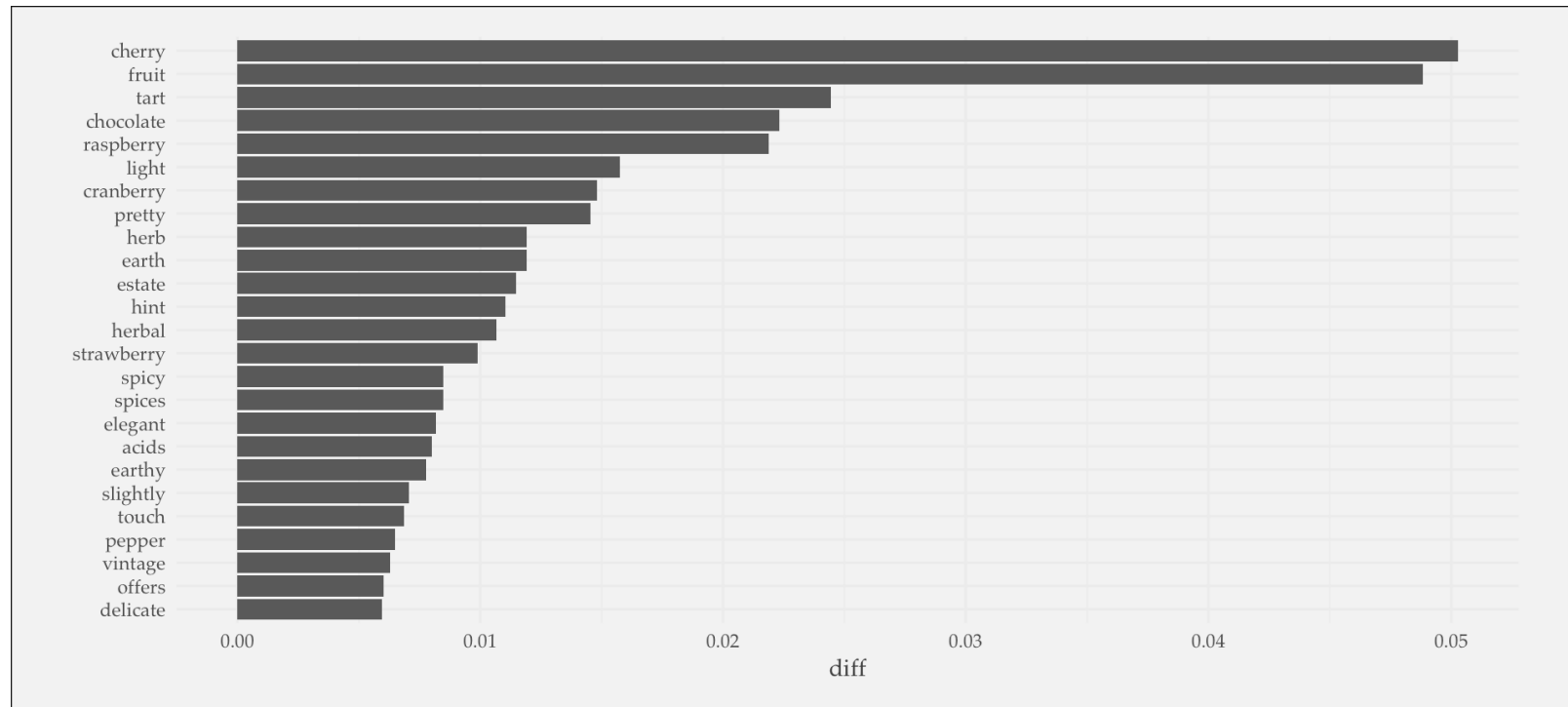




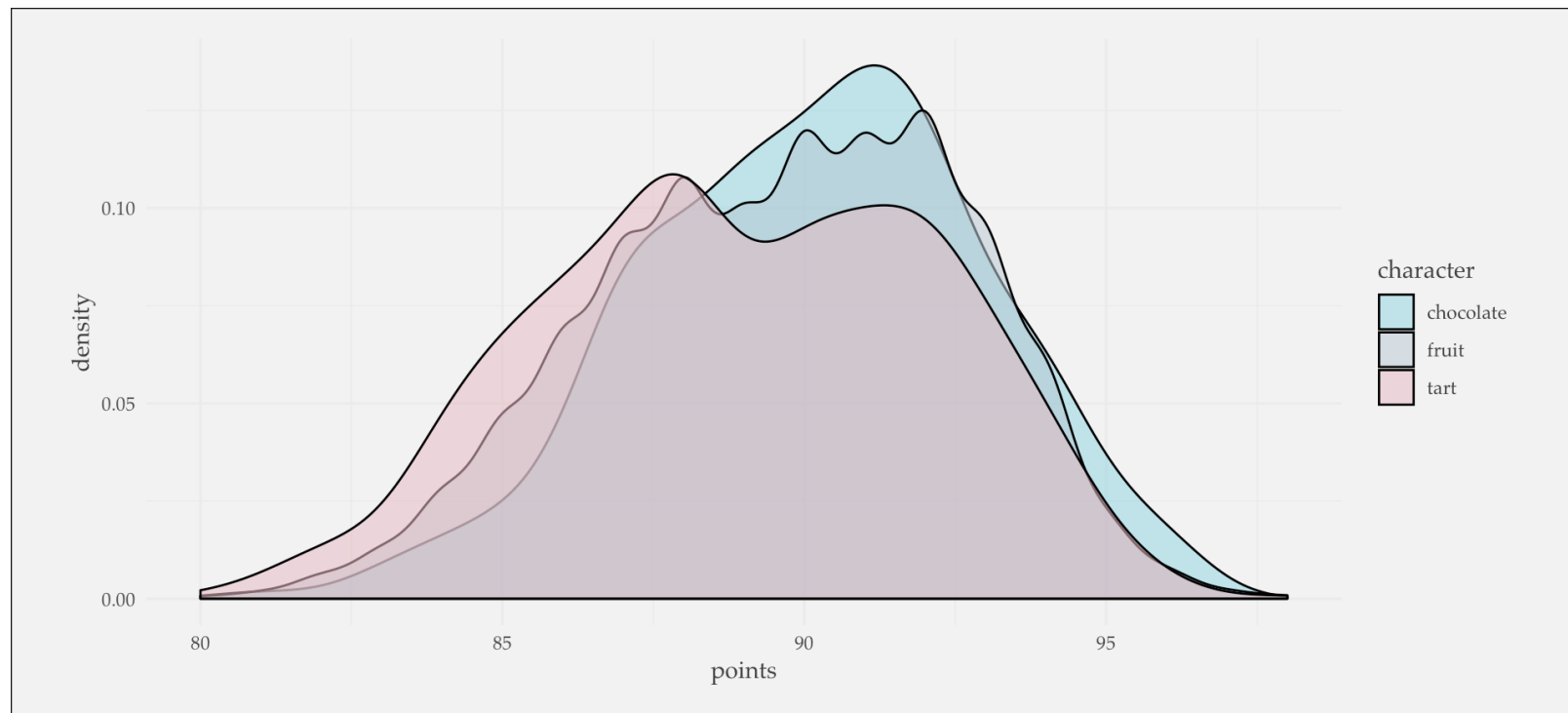
# Unique Oregon pinot descriptors (compared to California)



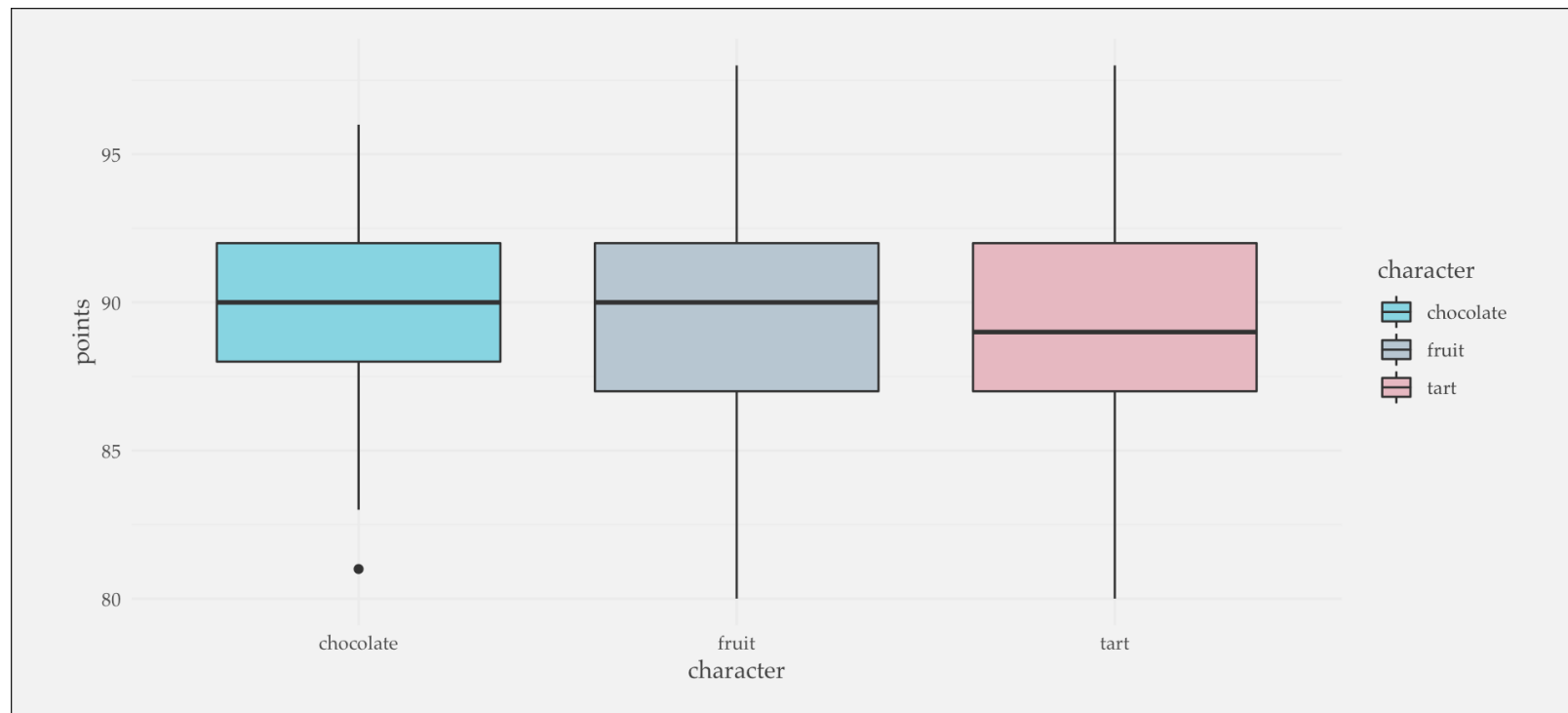
# Unique Oregon pinot descriptors (compared to Burgundy)



# Rating oregon flavors



# A different view...



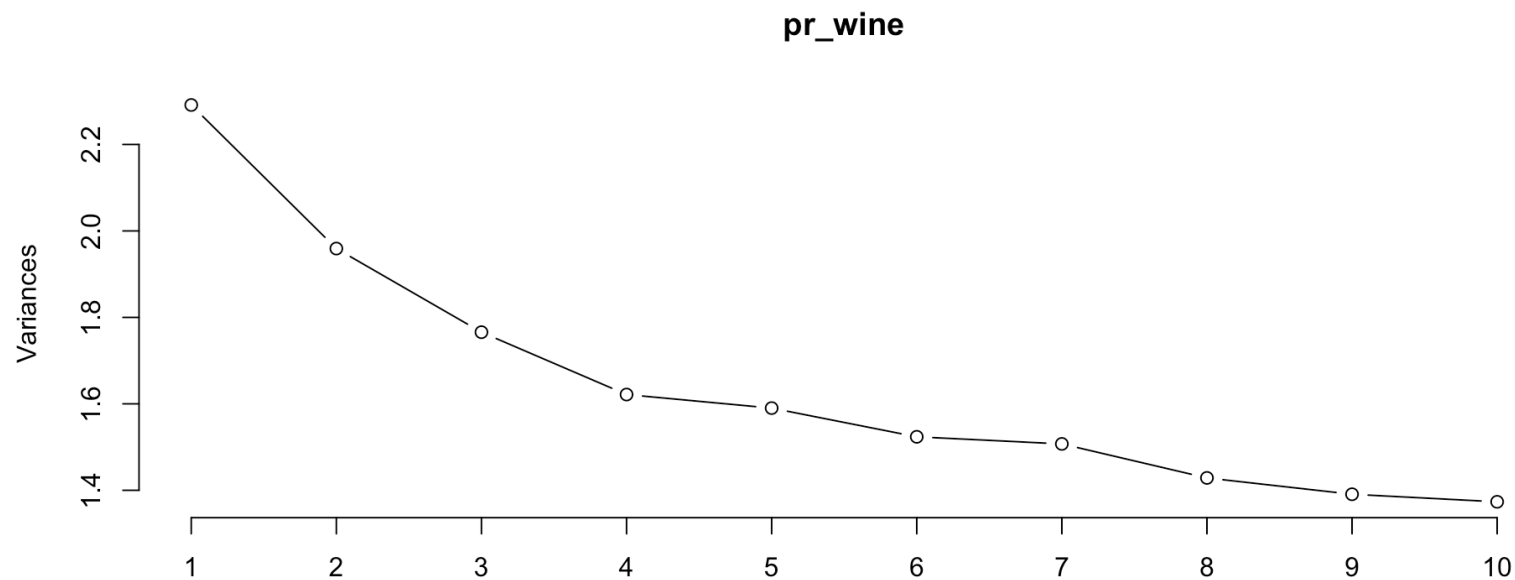
# Words with highest prices from Oregon Pinots

word	avg_points	avg_price
dense	92.29231	57.83077
savory	91.09524	56.66667
clove	90.46667	55.46667
currant	90.33333	54.91667
spices	90.92357	54.13376
complexity	91.00885	54.08850
dark	91.19101	53.19663
complex	91.52985	53.03731
sandalwood	90.66667	52.60000
structure	91.13699	52.49315

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# Maybe some of these terms hang together?

Let's run a principle component analysis.



# Principle Component 1

word	PC1
black	0.3896876
dark	0.2941987
cherry	0.2828796
tart	-0.2704984
cranberry	-0.2359813

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# Principle Component 2

word	PC2
rose	-0.2886524
fruit	0.2863733
cranberry	0.2227294
raspberries	-0.2220672
elegant	-0.2146210

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# Principle Component 3

word	PC3
fruits	-0.2884160
cherry	0.2872082
fruit	0.2832806
earthy	-0.2642548
herbal	-0.2484019

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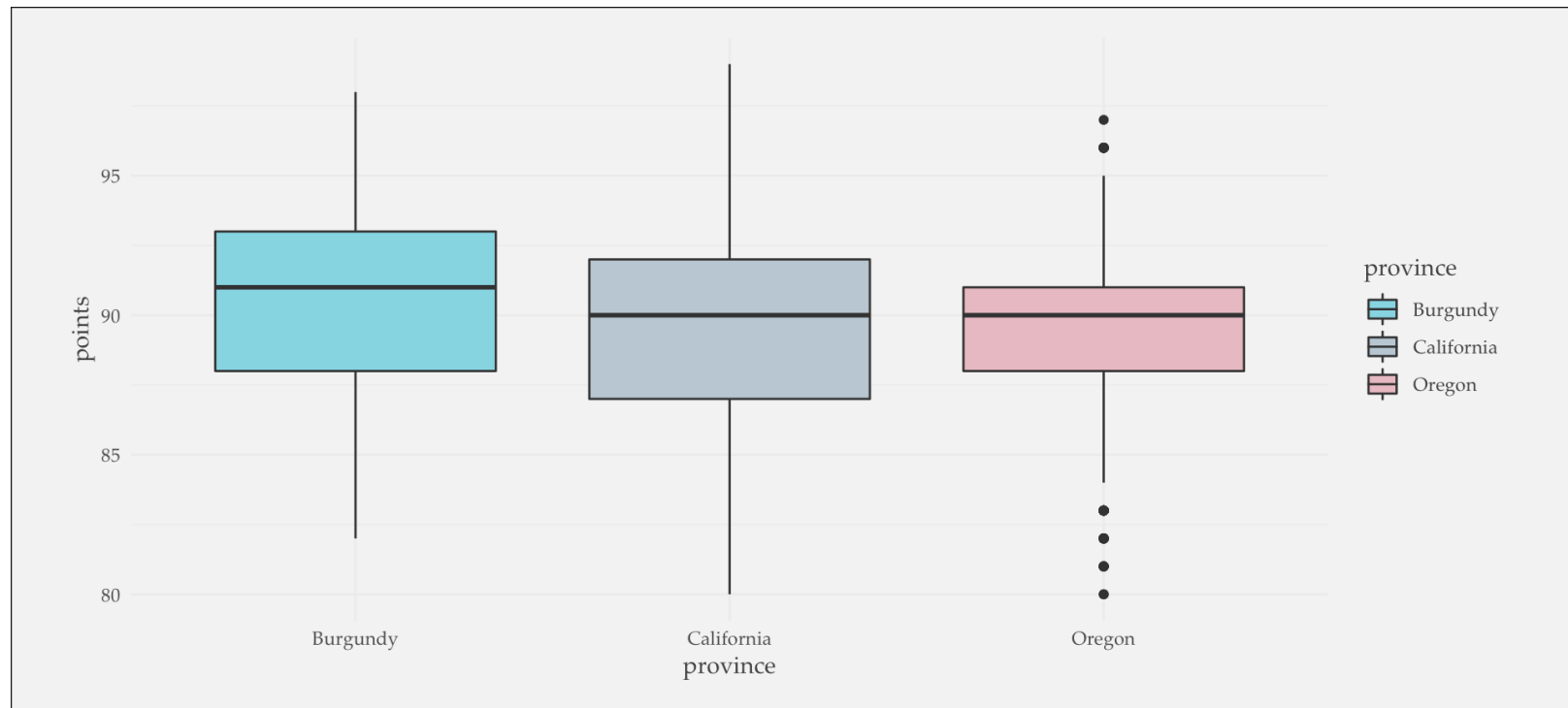
# Principle Component 4

word	PC4
smooth	-0.2685517
herb	0.2555363
earth	0.2078206
dried	0.1896823
fruits	-0.1853882

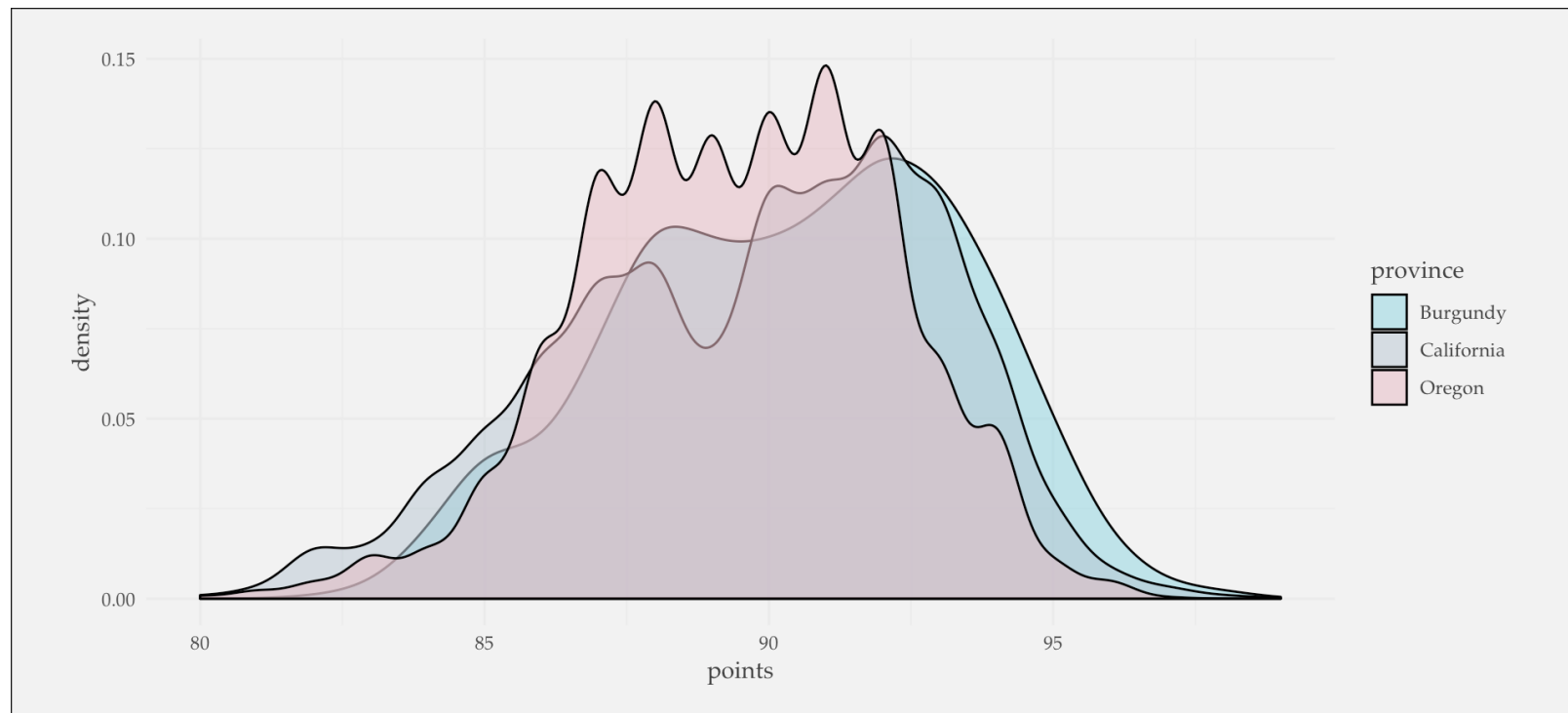
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**Beyond words...**

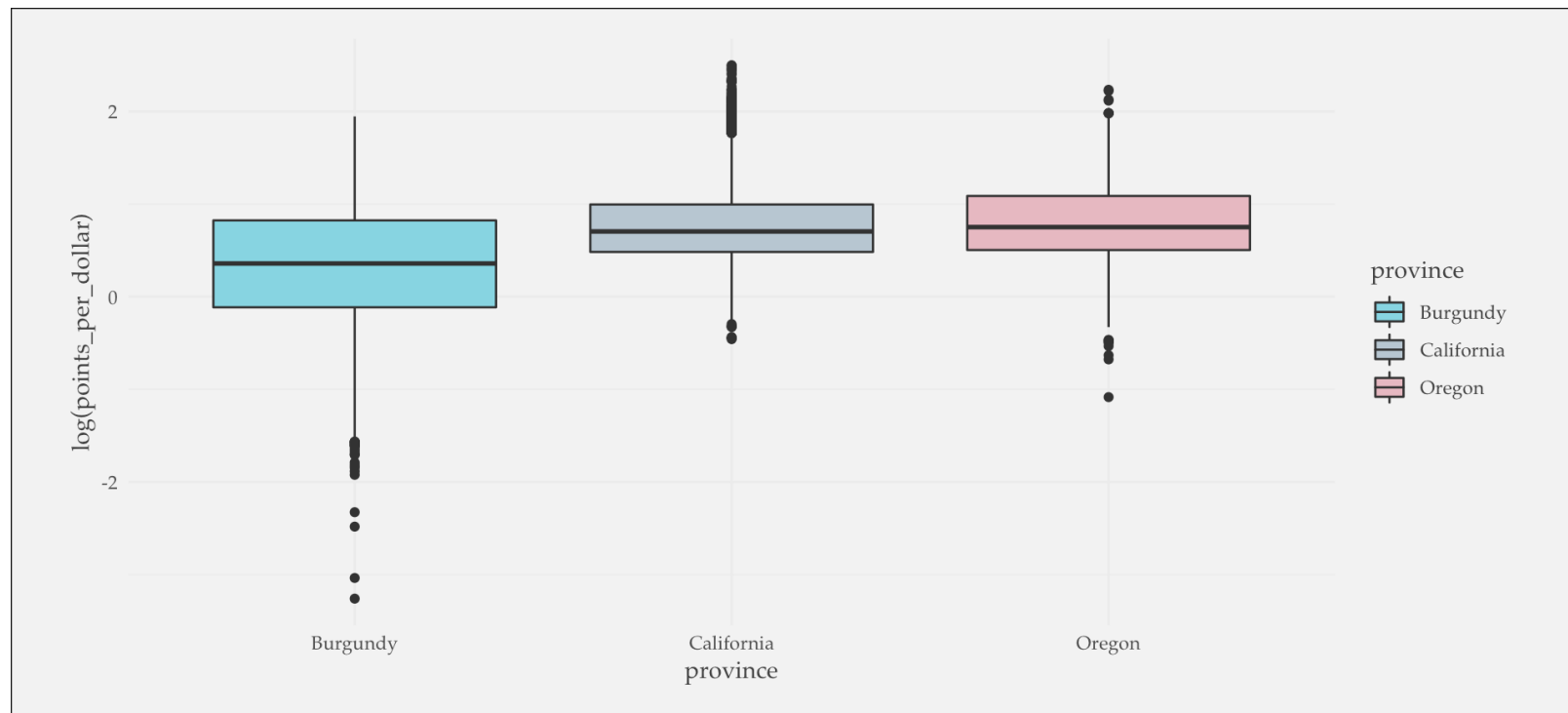
# Variation in points by province



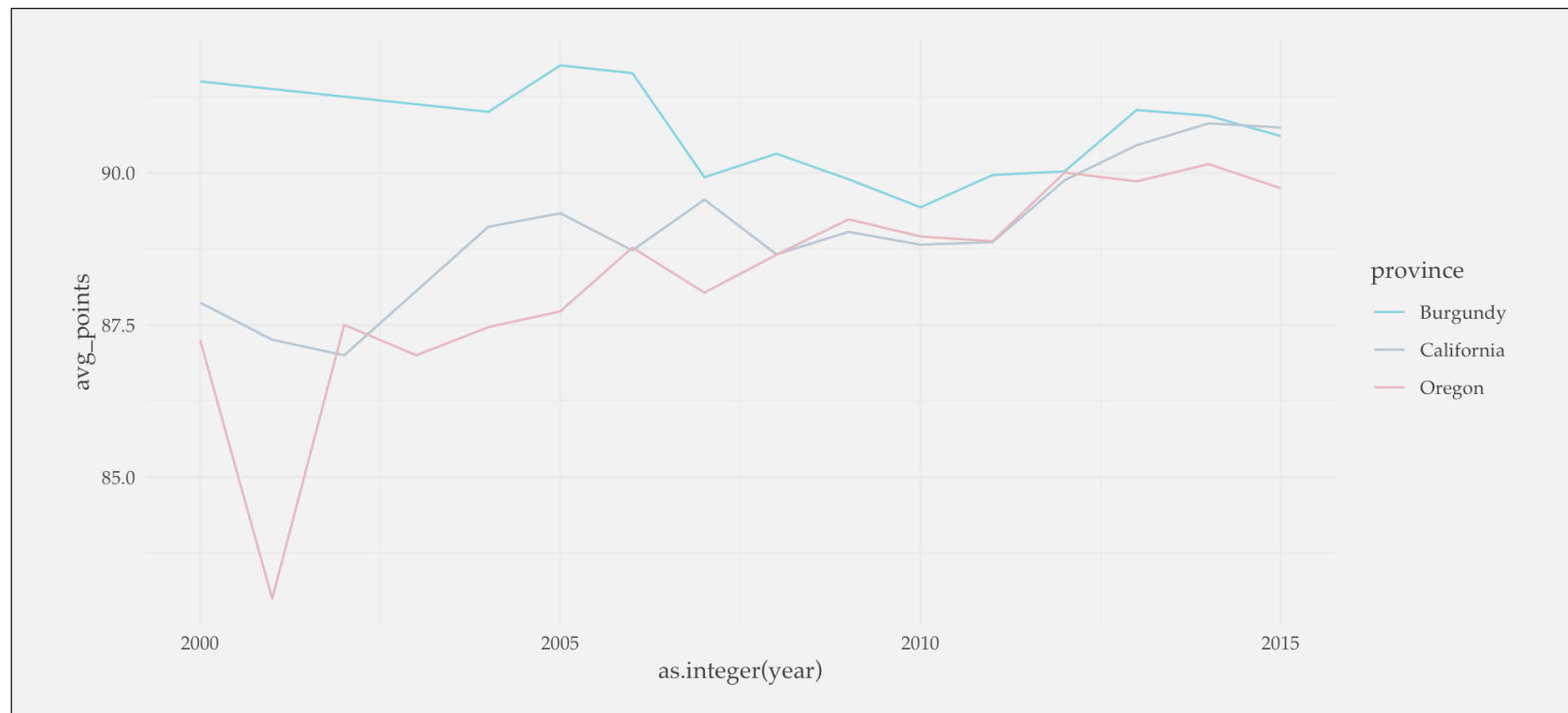
# More consistent Pinots



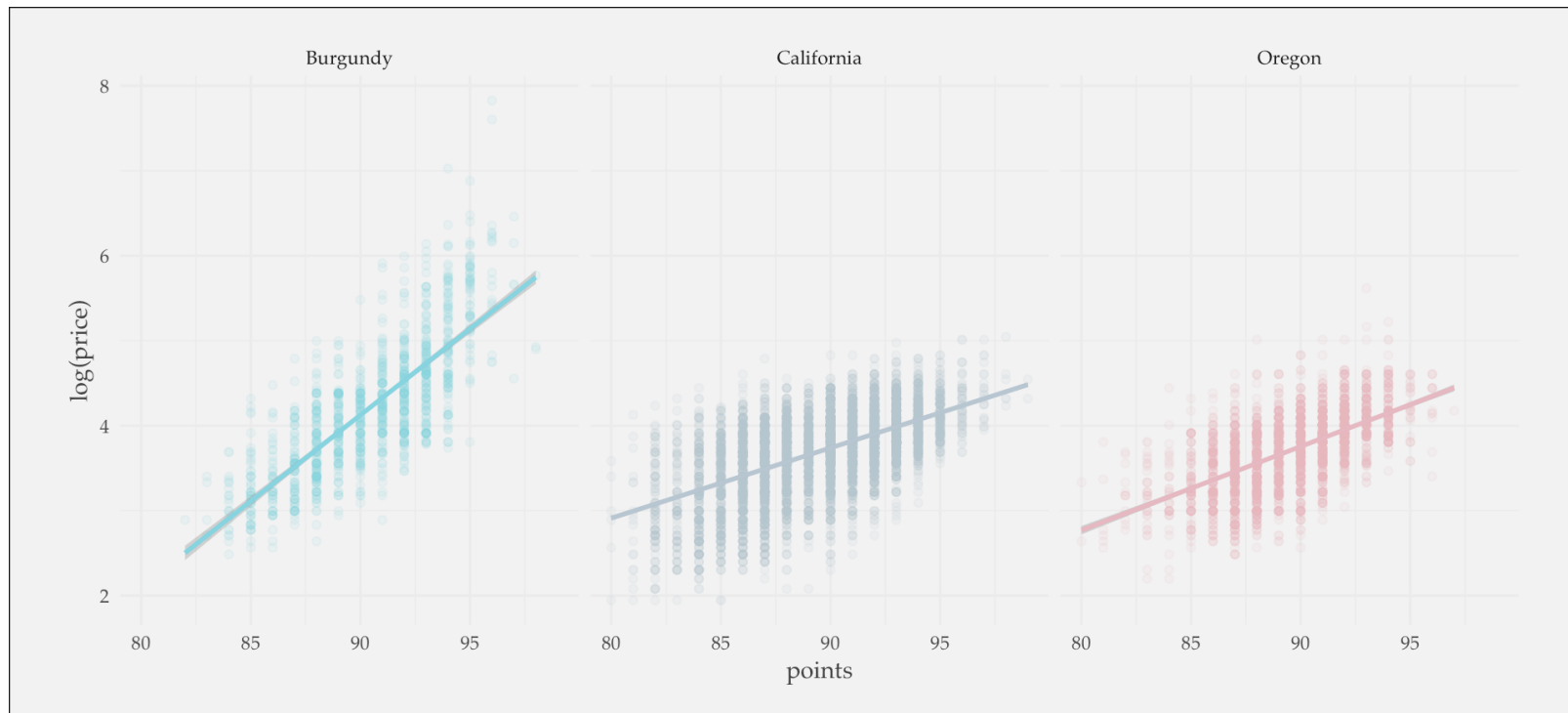
# Generally more for your money



# Average points per year for Pinot Noir



# Points per \$\$ for Pinot Noir





# More pricing power than California

Increases in points affect wines from the different regions differently.

- For **Burgundy**, a 1 point ratings increase leads to a **22.47%** increase in price.
- For **California**, a 1 point ratings increase leads to a **8.62%** increase in price.
- For **Oregon**, a 1 point ratings increase leads to a **10.35%** increase in price.

# Pricing power by flavor

- For Oregon Pinots with notes of **fruit**, a 1 point ratings increase leads to a **10.03%** increase in price.
- For Oregon Pinots with notes of **chocolate**, a 1 point ratings increase leads to a **11.52%** increase in price.
- For Oregon Pinots with notes of **tart**, a 1 point ratings increase leads to a **9.25%** increase in price.

# Pricing power by type of berry

- For Oregon Pinots with notes of **cherry**, a 1 point ratings increase leads to a **11.45%** increase in price.
- For Oregon Pinots with notes of **blackberry**, a 1 point ratings increase leads to a **11.75%** increase in price.
- For Oregon Pinots with notes of **strawberry**, a 1 point ratings increase leads to a **10.4%** increase in price.

# Summary

Oregon Pinot Noir...

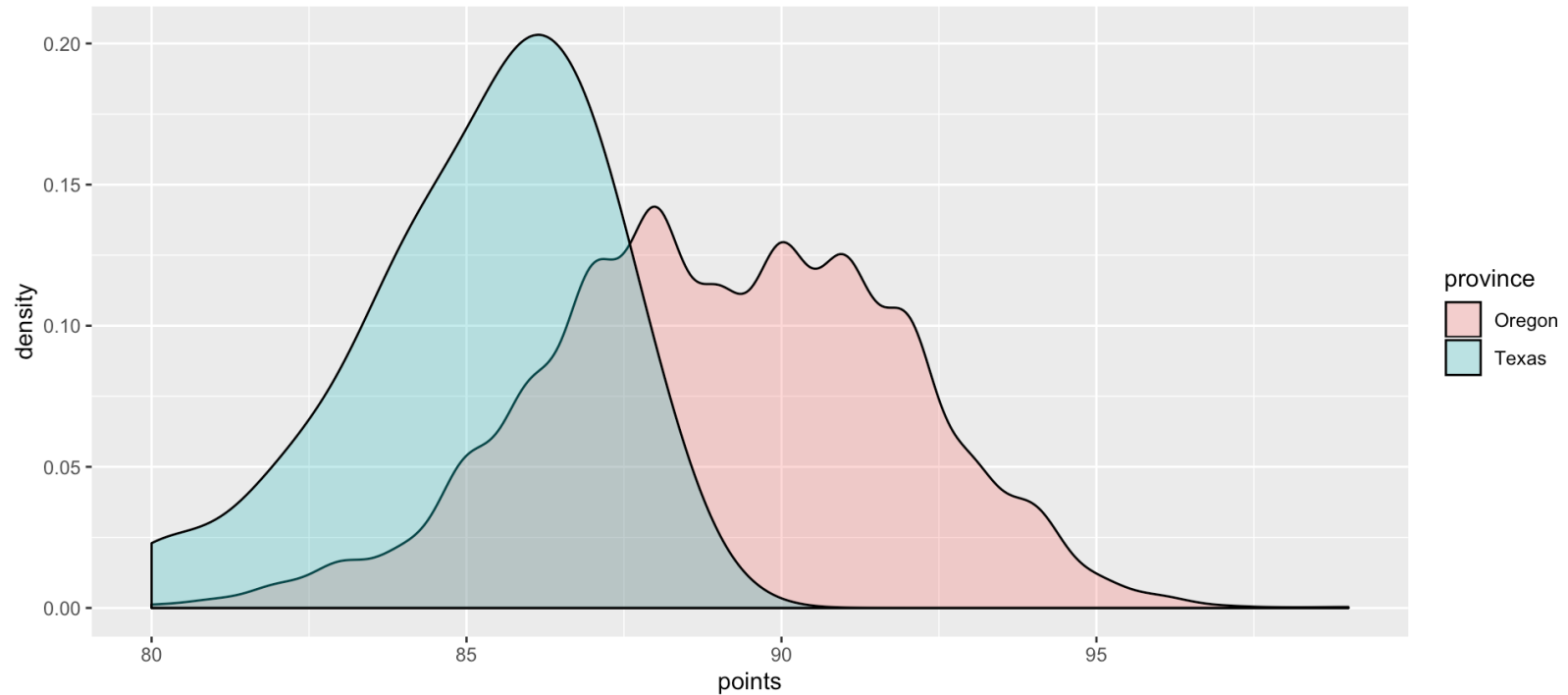
1. Is fruit forward, with hints of chocolate and berries
2. Has lower overall variance in quality
3. Has been rising in quality over time
4. Has more pricing power than California
5. Is the best bang for your buck

Recommendations:

1. Work to retain and grow status of Willamette Valley globally
2. Smaller wineries can overcome status/recognition with targeted flavor profiles

# Thank you!!

...and we're definitely better than Texas.



# Quality Oregon Pinots under \$50

title	points	price	BFYB
Sineann 2015 TFL Pinot Noir (Willamette Valley)	96	30	3.2
Scott Paul 2009 Dix Pinot Noir (Dundee Hills)	96	40	2.4
Sineann 2014 Wy'east Pinot Noir (Columbia Gorge (OR))	95	36	2.6
Sineann 2015 Wy'east Pinot Noir (Columbia Gorge (OR))	95	36	2.6
Alloro 2014 Estate Riservata Pinot Noir (Chehalem Mountains)	95	45	2.1
Domaine Drouhin 1999 Louise Drouhin Pinot Noir (Oregon)	95	45	2.1
Aberrant Cellars 2014 Gran Moraine Vineyard Pinot Noir (Willamette Valley)	95	45	2.1
Winderlea 2014 Weber Vineyard Pinot Noir (Dundee Hills)	95	48	2.0

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# Links

- <https://github.com/jamesonwatts/Talks/tree/master/Data-Science-of-Wine>
- <https://www.kaggle.com/zynicide/wine-reviews>
- <https://www.tidyverse.org>
- <https://www.tidyttextmining.com/>