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.

There are five major components of wine structure: acidity, sweetness, body, alcohol, and tannin.

**Proposition related to Part 1 of the study:**

The chemical structure of wines (water; ethanol; glycerol; polysaccharides; other trace elements; acids; volatile compounds; etc.) could be used to predictively model expert ratings.

**Propositions related to Part 2 of the study:**

The chemical structure of wines (water; ethanol; glycerol; polysaccharides; other trace elements; acids; volatile compounds; etc.) could be used to predictively model wine consumers’ perceived product quality, satisfaction, and purchase intention.

The presence of labels and tasting notes would moderate the relationships specified in the above model.

**Proposition related to Part 3 of the study:**

Themes emerging from expert tasting notes would identify the five major components of wine structure; i.e., acidity, sweetness, body, alcohol, and tannin.