



# *Secrets of the World's Most Respected Wine Regions*



Mike Veseth

*The Wine Economist &  
University of Puget  
Sound*



2015 ONTARIO GRAPE+WINE INDUSTRY

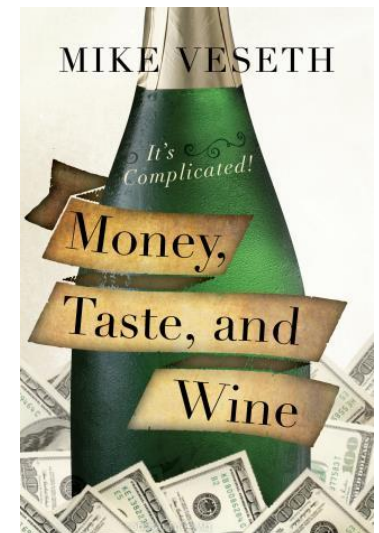
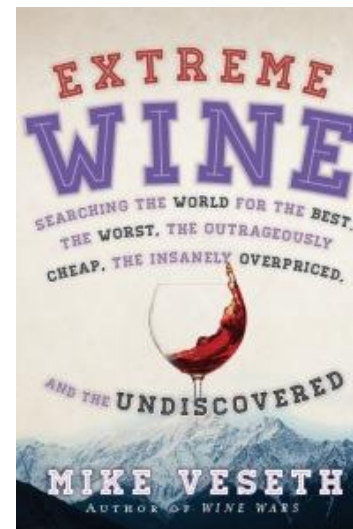
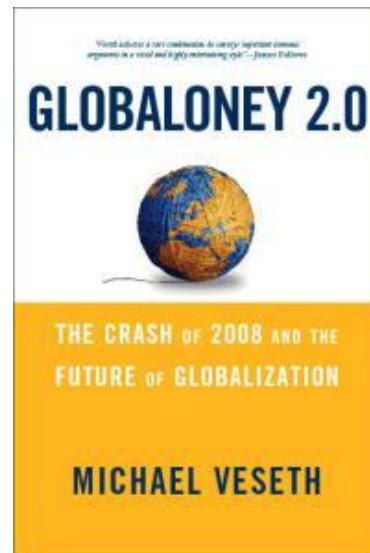
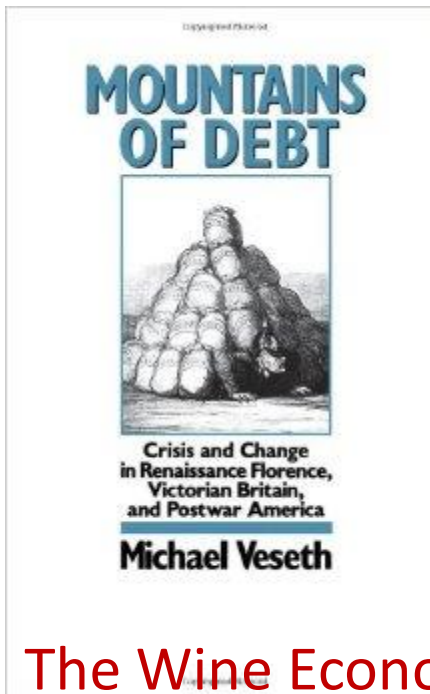
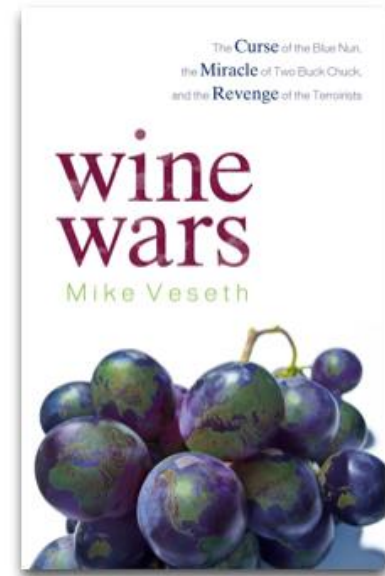
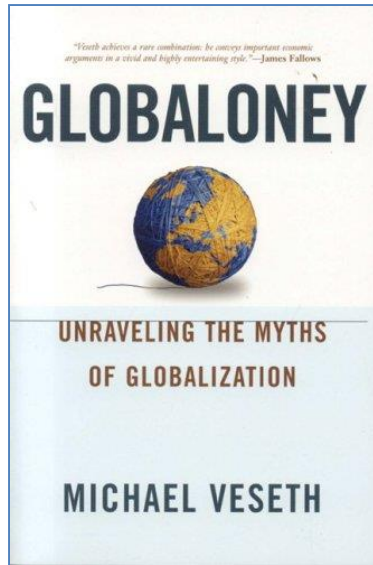
*Insight 2015 Conference*

*March 3, 2015*



# The Wine Economist

WineEconomist.com



The Wine Economist



# 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



**Win A Vacation  
With A Nun...**



New York Las Vegas Hawaii Chicago Caribbean Bahamas

**...Blue Nun, that is.**

Enter the Blue Nun "Red, White & Blue Nun Sweepstakes", and you could be on your way to one of six fabulous "too blue to be true" vacations. Look for entry forms on bottles of Blue Nun, now with a refreshingly new taste, at your local wine retailer or supermarket. You can also log on to [www.blunenusa.com](http://www.blunenusa.com) for an online entry form and complete sweepstakes details. Enter today, and pray to win.



**WWW.BLUENUNUSA.COM**

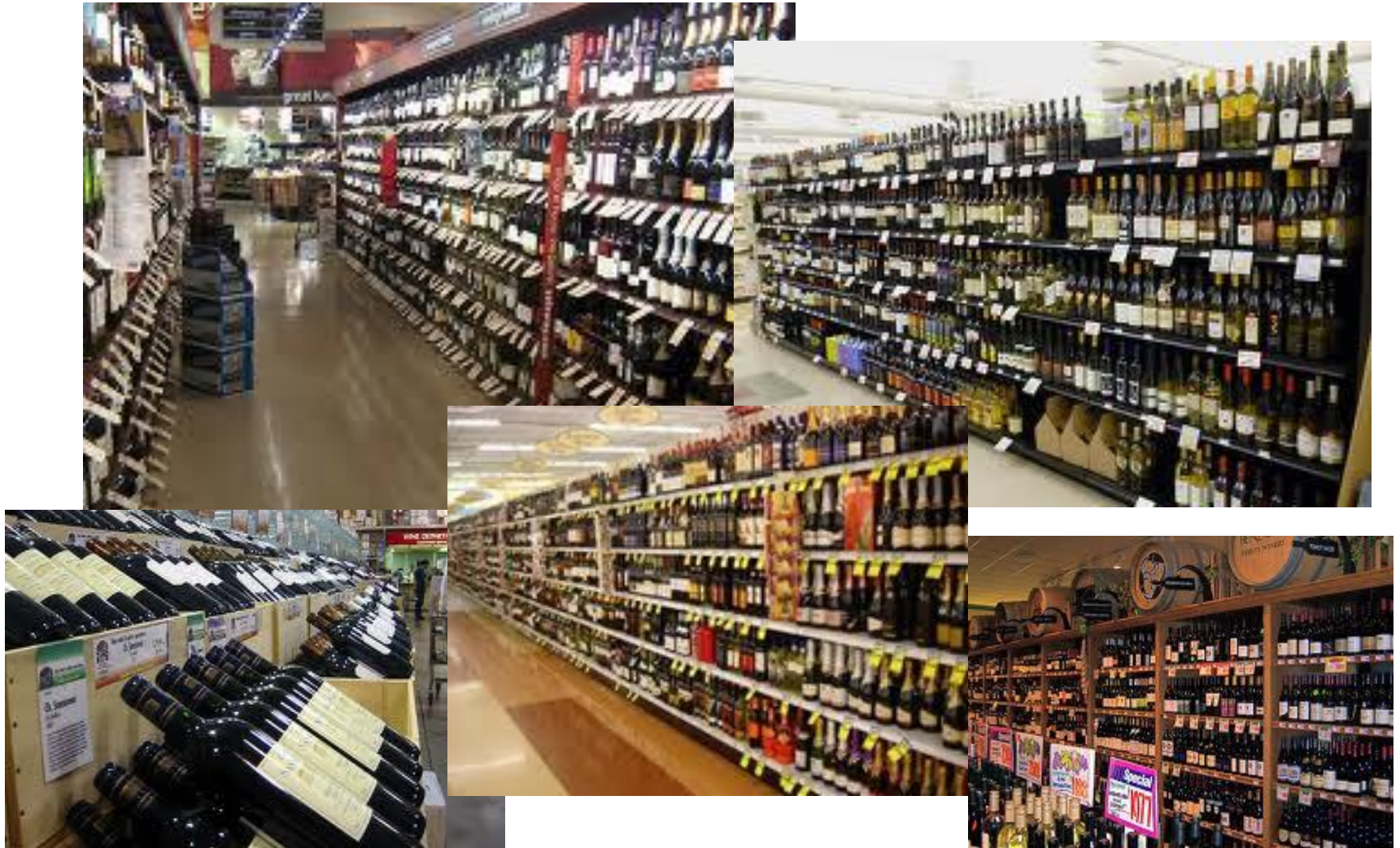
All entrants must be of legal drinking age. Please enjoy Blue Nun responsibly.



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# An Embarrassment of Riches



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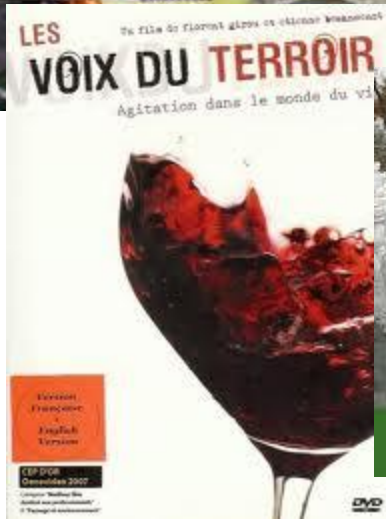
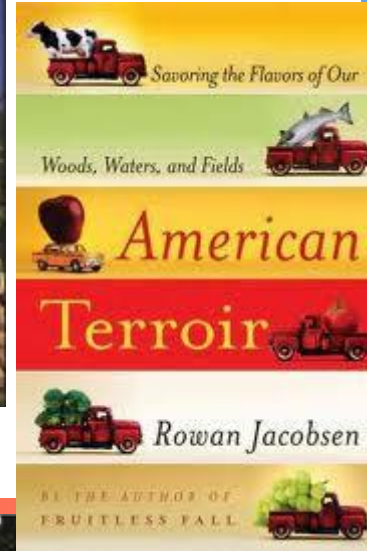
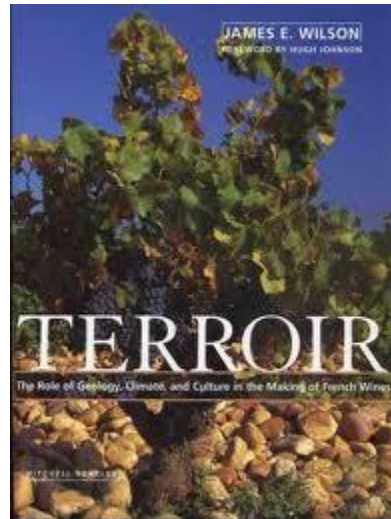
# The Miracle of Two Buck Chuck



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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

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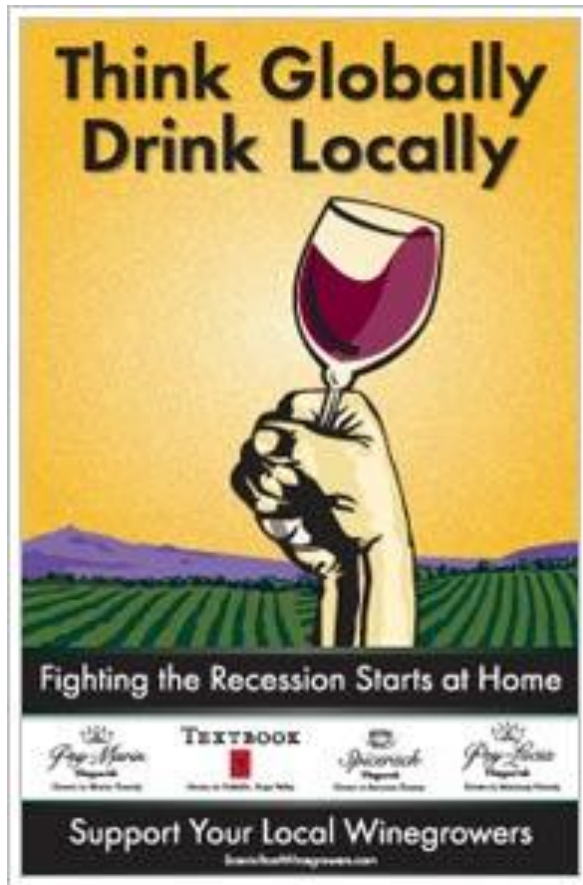
# The Challenge: Respect



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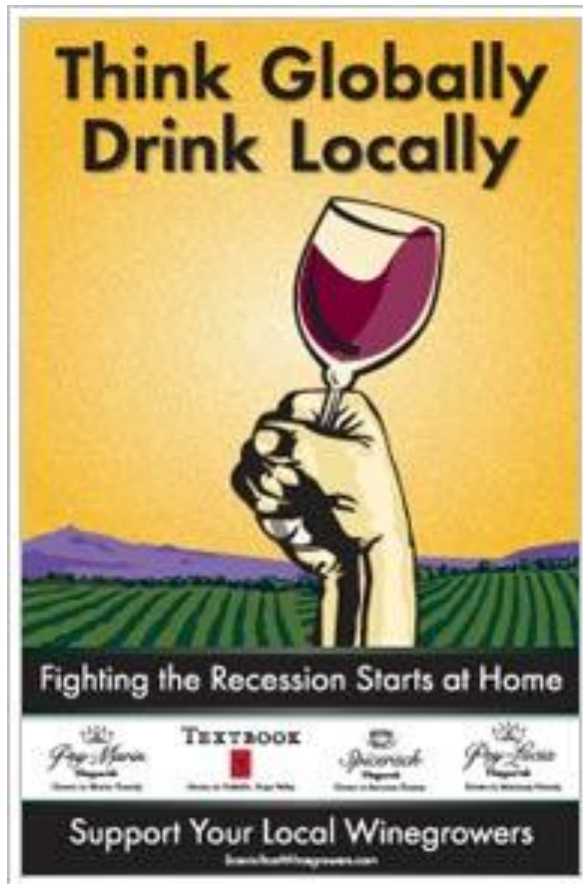


# Lessons for Ontario Wine?





# The Road Ahead



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

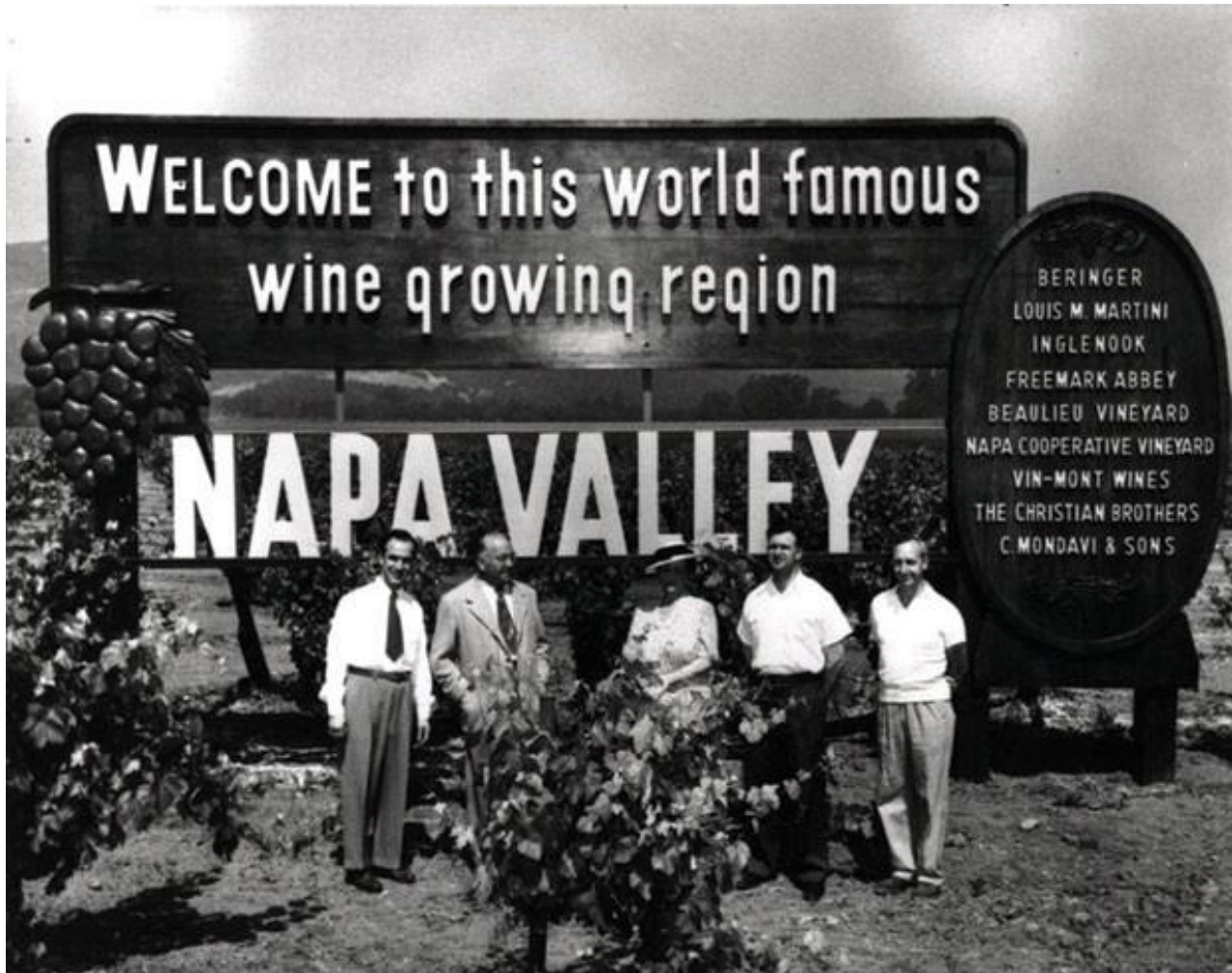
Catch a Rising Star Case Study

Learning the Right (Not the  
Wrong) Lessons

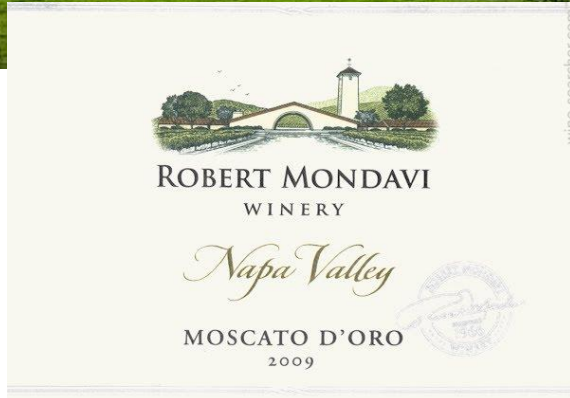
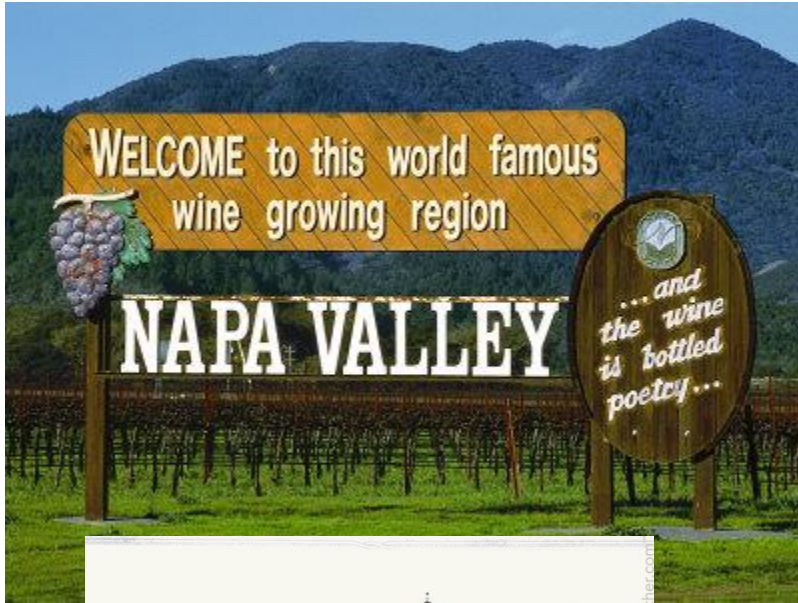




## #5 Napa Valley



# Brand Napa Valley



The Birth of the Brand:  
Inglenook

You are your Brand:  
Mondavi

Convincing Sceptics:  
Good Housekeeping Seal of  
Approval



# #4 Tuscany





# Under the Tuscan Sun



It's not [just] about the wine

Wine + Food

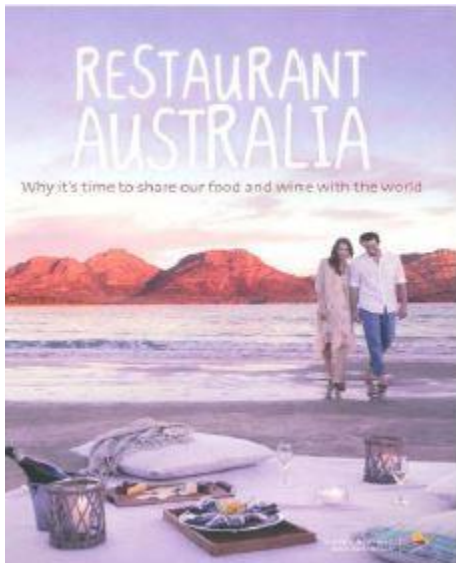
Wine + Culture

Wine + Style

Wine + Tourism

Wine + Romance

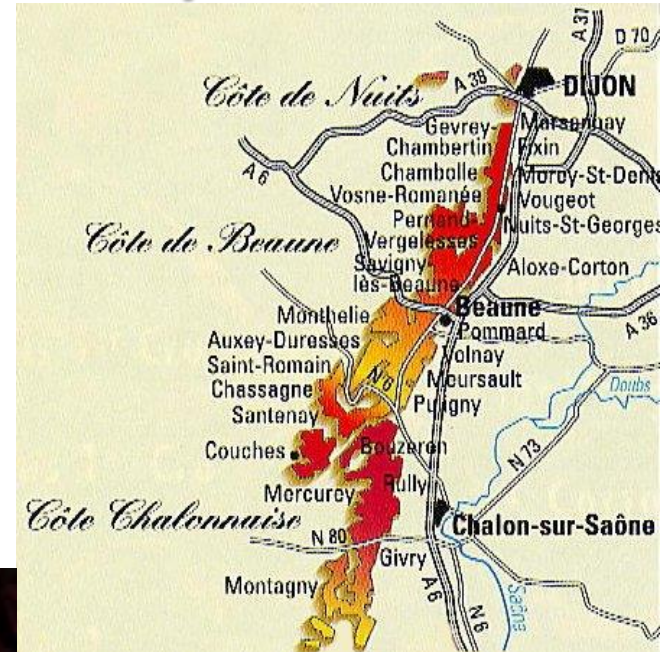
Italy Envy in Oz



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# #3 Burgundy



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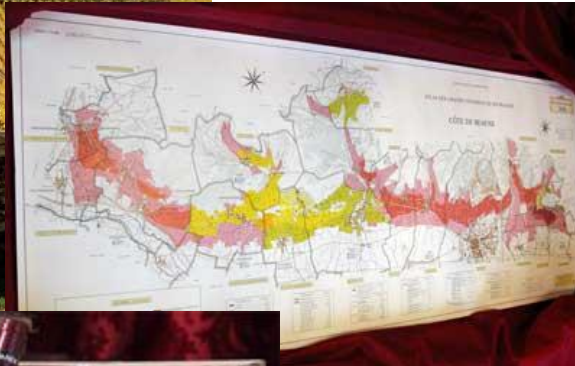
# The Triumph of Terroir

Terroir = Mystical + Obvious

Signature Variety versus Taste  
of Place

50 Shades of Grape

Wine as a Religious  
Experience?



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# The Wine Econo



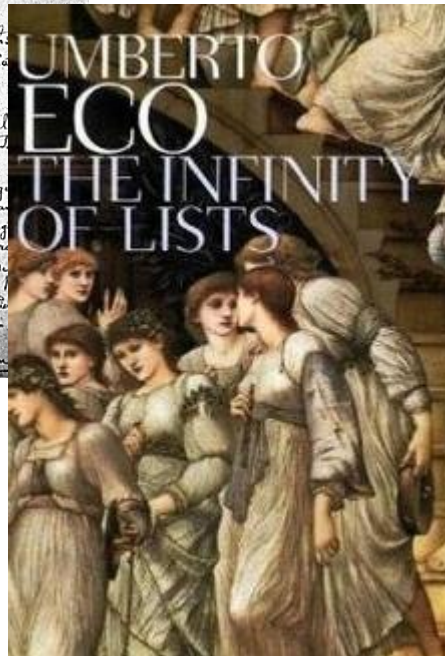
# Everyone Loves a Winner

| Vins rouges classés d'après des labels  |              |                          |
|---|--------------|--------------------------|
| Cru   | Communal     | Propriétaires            |
|  |              |                          |
| Premiers Crus   |              |                          |
| Chateau Lafite  | Taillat      | Sir James Scott Bouverie |
| Chateau Margaux   | Margaux      | Aquado                   |
| Chateau Latour  | Parillat     | de Bismont               |
|   |              | de Combarieu             |
|   |              | de Fosse                 |
| Chateau Pichon  | Pichon (Bis) | Eugene Larrieu           |
| Seconds Crus  |              |                          |
| N. C. Contre  | Taillat      | de Keth                  |
| Rumay   | Margaux      | Contre de la             |
| Leville   | St Julien    | Vignere                  |
|   |              | Margaux de la            |
| Vivens Dufort   | Margaux      | Bonnet de la             |
| Deux Laroze   | St Julien    | Barton                   |
|   |              | de Pichon                |
|   |              | de Bismont               |
|   |              | Bonnet de la             |
|   |              | de Pichon                |
| La Combe  | Margaux      | de Bismont               |
| Brancourt   | Cartheau     | Bonnet de la             |
| Pichon Longueville  | Leville      | Bonnet de la             |
| Durand de la Roche  | St Julien    | Durand                   |
| Les Deux Laroze   | St Julien    | Margaux                  |
| (N. C. Contre)  |              | de Bismont               |

# 1855 and All That

## The Power of Lists

### Is Parker Passé?

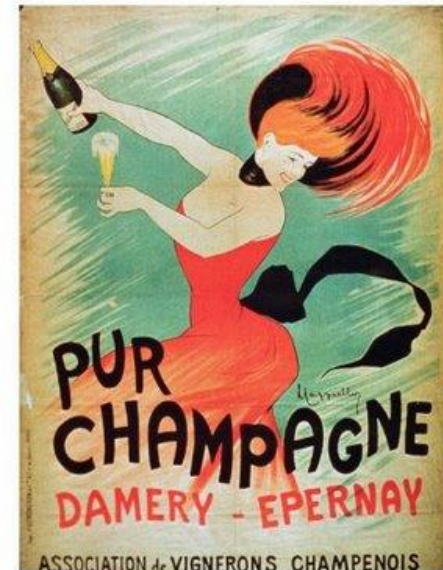
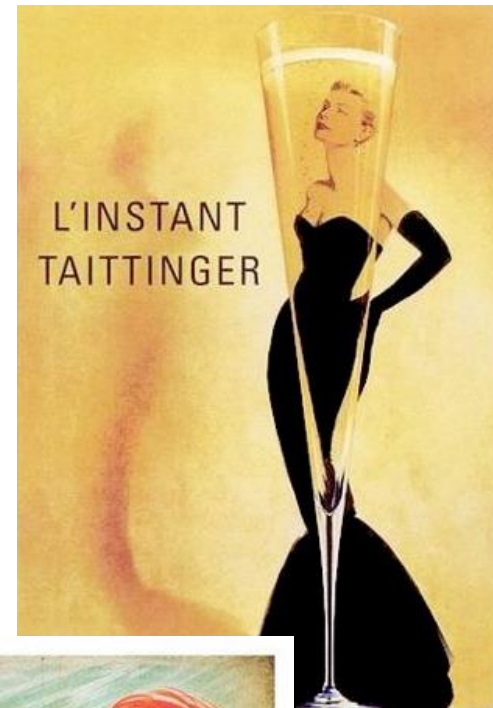


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# #1 Champagne



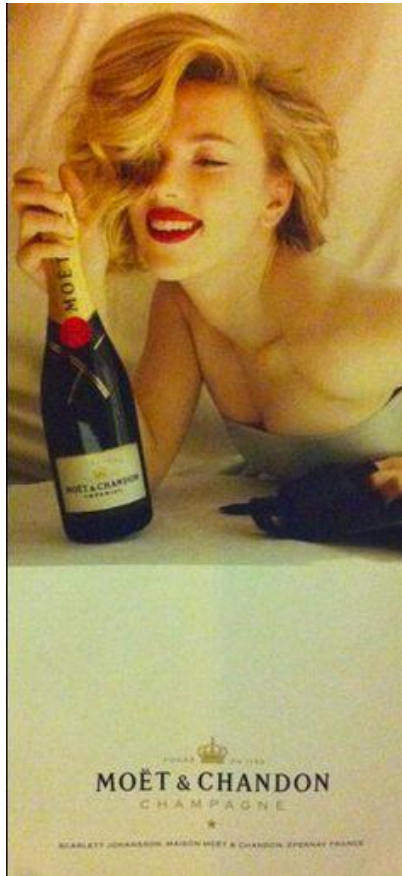
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# Image Isn't Everything, but ...

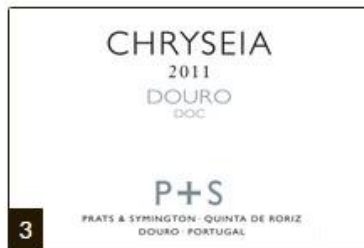
LVMH: Luxury Lifestyle Brands  
The power of celebrity  
It's not about how the wine tastes!



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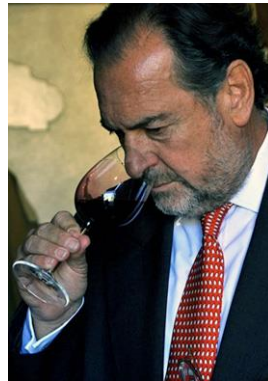
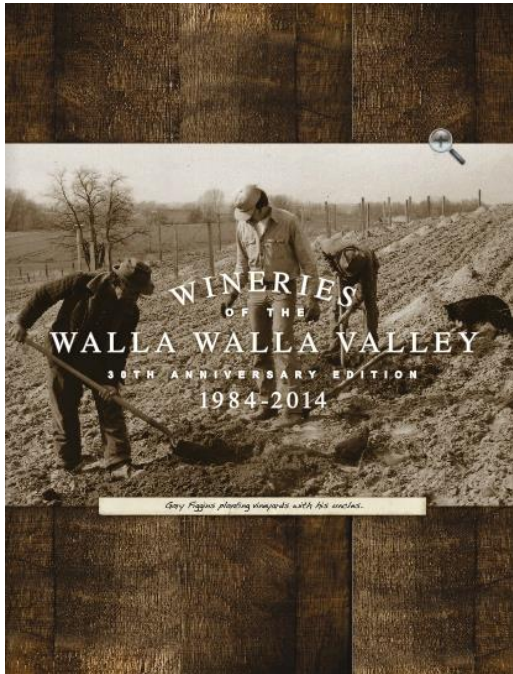


# Portugal Revisited





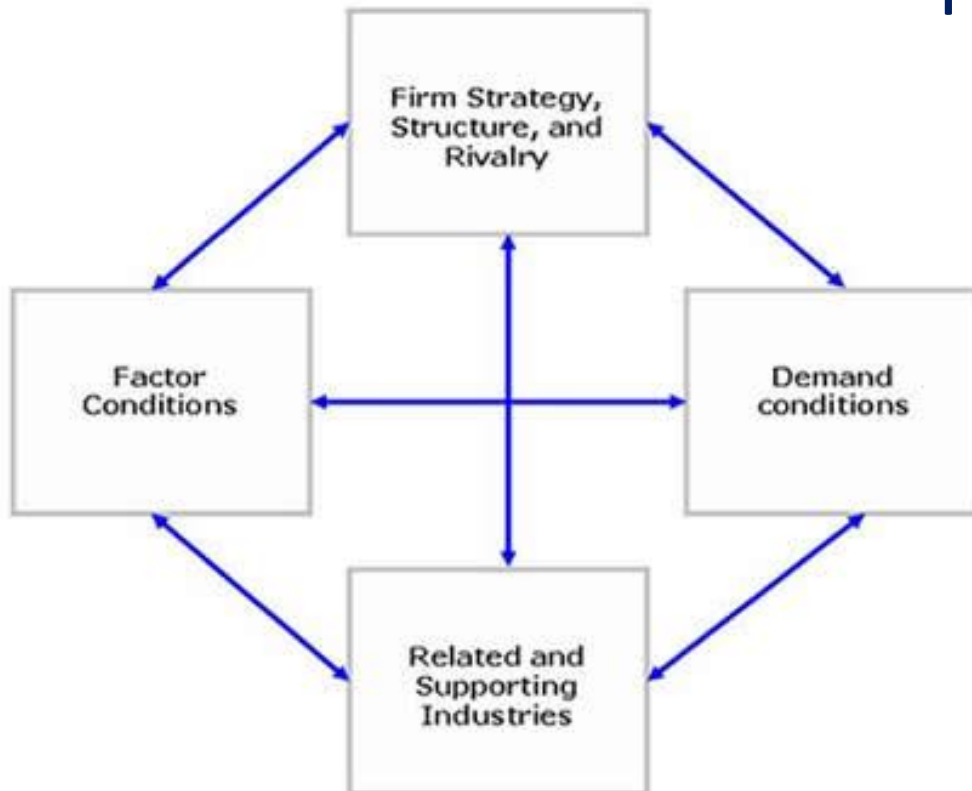
# *Rising Star Walla Walla*





# Creating a Critical Mass

Michael E. Porter's Diamond Model



Four Elements of Success

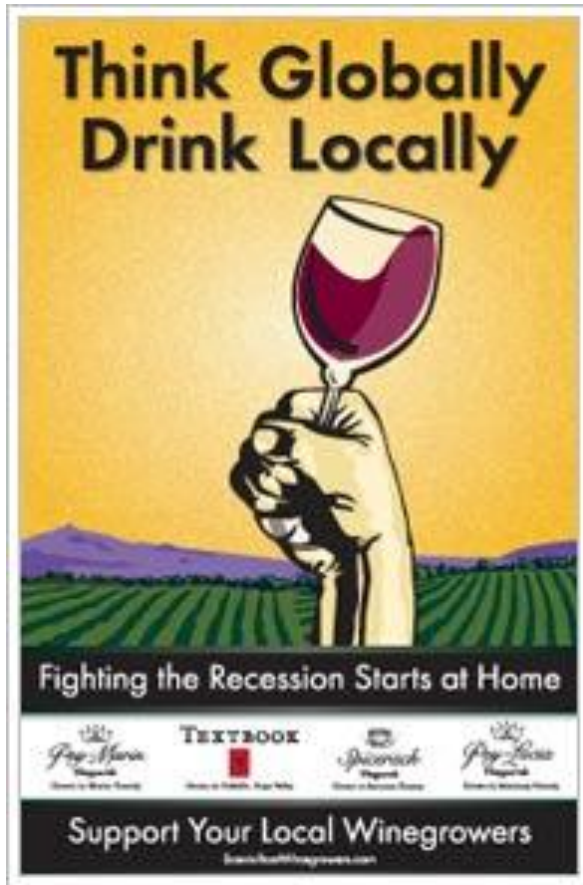
Land, People, Culture,  
History

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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*Insight 2015 Conference*

*March 3, 2015*





