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“Selling Terroir: A Geographical Analysis of the South-Central  
Wisconsin Wine Market”

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## **Abstract**

With increasing sales, an expanding number of wineries, and a growing consumer base, wine in Wisconsin is growing in popularity and importance. In an effort to better understand this burgeoning industry, this research aims to apply the concept of terroir to Wisconsin wines. An exploration of terroir through its history, cultural significance, use in marketing, and its effect on the wine industry provides a five part framework for the term: physical, commercial, traditional, historical, and cultural. Using this robust and holistic definition of terroir, it then examines the marketable terroir and perceived image of Wisconsin wines through landscape observation, surveys, wine label analysis, and website analysis based around South-Central Wisconsin. It is clear that there is a general lack of terroir understanding as well as discrimination against Wisconsin wines based off of preconceived reputation, climate, price, and competition from other more well-known locales. There is also a notable lack of place emphasis in the marketing of wine, especially when it comes to physical geographic characteristics. The wine market will survive in Wisconsin but in order for it to sustain growth, it is recommended that wine producers in the state begin to use place-based marketing and the elements of terroir to craft an identity for themselves. This is a process which takes a lot of time but will likely pay off in the end.

## Introduction

Terroir is an often used but less understood buzzword in the United States' wine market. Often portrayed as an entirely physical or scientific approach to understanding wine, this concept is a holistic understanding of how food and drink are influenced by the land, place, and people who create the product. More than just a taste of the earth ("*le gout de terroir*"), it embodies a unique memory, association, and perception of a landscape. It carries with it the ability to engender sentimentality. Soil type is not the only component that affects terroir. There is also a need for knowledgeable and skilled producers as well as a developed history of wine culture and tradition. Terroir is often used as protectionism by emphasizing the local in the face of globalization. In marketing, terroir is used as a factor of quality by wine experts, many who believe a great wine must have a definite terroir. It must connect its customers to place, people, land, and culture. Together, the qualities of terroir create a reputable brand with a unique identity based on recognizable characteristics. This study asks, "*How can terroir provide Wisconsin's wines with a marketable sense of place?*" Answering this question is done by examining terroir's characteristics and the perception of Wisconsin wines in the South-Central Wisconsin wine market. Our hope is to expand the conversation of Wisconsin wines in order to have a more profound presence in the local, national, and global wine markets. Using customer surveys, producer interviews, landscape observation, and wine label and website observations we will assess the terroir qualities of Wisconsin wineries.

## Defining Terroir

For our study, a clear understanding of what terroir consists of is paramount - you cannot sell something that you cannot define. Terroir has a history of varying definitions and understandings and it is the variations of this understanding that lead to its uncertain conceptualization (Trubek 2004; Jones, Snead, Nelson 2004; Demossier 2011; Jung 2014). This inability to describe exactly what terroir is has led to debate and cultural misunderstandings surrounding the idea (Trubek 2004). In order to understand terroir, one has to look at it as a holistic concept - one that transcends a mere value judgement or quality assessment (Trubek 2004; Aurier, Fort, Sirieix 2005).

Terroir, in a strictly lingual understanding, is of French origin. While possessing similar linguistic characteristics to the word *terre*, meaning soil, terroir is a much more encompassing term. In defining terroir, a multi-conceptual interpretation leads to a better comprehension (Charters 2010). For our study, we have broken down terroir into five topics: physical, cultural, traditional, historical, and commercial.

### *Physical Terroir*

One undeniable part of terroir is its physical characteristics. Physical characteristics are those that actually can be quantified and measured. They end up influencing the flavor and profile of wine, and, until recent years, people had turned mostly to these factors when trying to define terroir, or at least in the United States (Trubek 2004; Demossier 2011). The primitive physical characteristics of terroir include grape varietal, climate, soil type, and topography (Jones, Snead, Nelson 2004). These physical characteristics combine together, when enhanced properly, to form unique and/or discernable tastes for individual wines. Many dispute that the physical components of terroir are ever dictated by human manipulation and therefore assert that

human aid is a more influential factor on the development of terroir (Grainger and Tattersall 2005; Charters 2010). Nevertheless, a large part of discernable taste in the upper echelons of wine tasting is what is known as “minerality,” the ability to discern specific soil characteristics. However, as Jung implies, creating a distinguishable “minerality” is hard when there is no preconceived notion of what that should taste like. This is reinforced through the idea that “New World” countries who lack understanding and knowledge of the connection between their physical properties of land and the resultant terroir, are more prone to experimenting with their viticultural practices in order to derive a new and uniquely distinguishable terroir. This is in comparison to “Old World” countries who have an established and recognized wine terroir, who produce consistency in the quality of their product (Clarke and Bakker 2012). Overall physical terroir is based off of this discernable difference in taste. These discernable differences can then be used to enter the product into a comparative discourse and have a quality assigned to it. This palatable contrast is thus represented by physical demarcations that separate land qualities, which will be explored in greater depth. These tangible aspects are just one part of terroir though. In addition to physical components, cultural aspects also define terroir.

### *Cultural Terroir*

Defining culture is an extremely difficult thing to do as it is incredibly complex. In our study, we have chosen to base our understanding of the term on the idea that it is ““a way of life’ characteristic of particular groups, whether nations, classes or subcultures” as described by Raymond Williams, in 1981, from the Dictionary of Human Geography. Importantly, culture is above all a process - something that shifts, grows, and changes with time (Gregory, et al). For our study, we mention culture to specifically represent a body of knowledge and traditions shared by a group of people in a particular place. When talking about wine terroir, culture

influences local winemaking knowledge, product identity, practices, and preferences. The cultural aspects of an identifiable terroir largely stem from the place that produced the wine. As Demossier in his 2011 article points out, culture was not the original focus of terroir. It started to gain importance after it was created and later fell out of favor in the 1980's; only recently becoming a key factor of emphasis for products trying to exhibit terroir again. Products with terroir not only have a "taste of place", but also a "sense of place". Through their labeling, marketing, history, and general image associated with them, producers need to be able to encapsulate a recognizable culture - even if the consumer has never actually been there. In a study by Aurier, Fort, and Sirieix in 2005, they found through surveys and interview codification that aspects of time and culture were the most important components associated with terroir, as identified by consumers. This information helped consumers learn more about the people and place the product came from. It was important to include cultural components to provide a sense of "proximity" to the location. Culture is also influenced by how much the people and producers respect the land they live and work on. In Amy Trubeck's 2004 study of the Mondavi Affair, she notes a vineyard that is known to not treat its land very well by not respecting it, causing the vineyard to not do as well as its competitors. The culture of a place where wine is produced factors a lot into its terroir image. However, having a good winemaking tradition also goes a long way in forming terroir.

### *Tradition and Terroir*

Tradition is closely related to culture. However, the distinction here is that tradition consists of all the practices and knowledge that specifically factor into the making of the product. Tradition dictates best practices for production, recipe, use of local ingredients, grape varietal, and specific production methods that can't be found anywhere else. According to Aurier, Fort,

and Sirieix in their 2005 study, it is the “know-how” of winemaking. A terroir that extols the traditions of a certain place, emphasizes the unique qualities that producers give the wine because they come from that landscape. It respects the local customs and values that are part of that place (Trubek 2004). Also closely related to tradition, and something that tradition is built off of, is the history of wine production in that area.

### *History and Terroir*

History is an aspect of terroir that has been an integral part of it ever since its inception in France. This history includes crafting a heritage and forming a story which consumers can feel connected to when they drink the wine (Aurier, Fort, and Sirieix 2005). In his study of the Bulgarian wine industry, Jung stresses that developing a distinguishable, discernable terroir takes time. In this way, younger wine producing areas have a distinct disadvantage when trying to enter into terroir and terroir-related discourses. Having an established history helps to create another angle of understanding terroir, the market.

### *Commercial Terroir*

The last perceived concept that terroir can be defined by is its role in marketing. In his refereed paper from 2010, Charters explains that terroir becomes a promotional tool used to differentiate one’s product from its competitor by signifying its uniqueness of site. This distinguishability of site, for some wines, can be the main factor of its success in the market, driving trade and demand. Terroir as a marketing device allows winemakers to exemplify their product through events such as wine tours and tastings which enables a consumer to experience the culmination of cultural, physical, and historical distinctions. These distinctions give way to a marketable legitimization or endorsement of one’s particular wine quality and authenticity.

Terroir has long been synonymous with quality and authenticity. The essence of authenticity is strongly looked for and considered by consumers when purchasing wine. However, what one consumer may search for to justify authenticity may not be in accordance with the next. Nonetheless, authenticity in connection with terroir gives a perception of undoubted connection to a place that is not replicable anywhere else in the world (Charters 2010). In addition to a heightened sense of authenticity, a more developed notion of terroir also builds a notion of quality. Generally, it helps a wine to be ranked higher in tasting events and exhibitions where the origin is known. Being able to have a terroir has also been a distinguishing factor between “fine” wine and “table” wine too. Presenting a place of origin is, in a way, a stamp of quality (Jung 2004; Aurier, Fort, and Sirieix 2005). It is important to note though that when it comes to general consumers, the quality of a product is more a function of the emotional or subjective attachment to the place of origin. To the average person, it is this emotion that dictates the quality based on place, not an implied factual superiority like what might be seen in the “professional” ranks (Aurier, Fort, and Sirieix 2005).

## **A Brief History of Terroir**

Having a knowledge of the history of terroir is key in deciphering how it has been used historically and how it might be used in the future. We can chart the evolution of the concept and put it in context for how it operates today.

### *In the Beginning*

For centuries in the “Old World” there has been a collective awareness of the influence that physical land properties have on the performance and character of their product. It was the French monks however, that really progressed this knowledge. The monasteries of this time

possessed large areas of land on which they conducted trials to test the effect of soil on cultivar characteristics. After the French Revolution, having developed a more enriched understanding of this relationship, the monks were ordered by Napoleon to divide their land holdings so as to represent these variabilities in land characteristics. To this day, the French monks are most credited with establishing strong ties between land variance and the concept of terroir (White 2009).

### *The Industrial Revolution*

The rise of the popular use of terroir as a romanticization of place and tradition coincided with the rapid industrialization of France. While terroir was established long before the turn of the 20th century, this rise was a more popular understanding of terroir as part of marketing. The industrialization of France improved transportation and made the country much smaller. This along with improved processing techniques and reduced transportation costs made formerly regional products such as Champagne or Camembert cheese more accessible to other markets. Before improved transportation, regional products were only consumed by those wealthy enough to travel to those places to buy them. Industrialization increased demand for these goods but also brought in Fordist style food production and international goods that competed with formerly isolated regional markets (Guy 2011).

In responses to these threats, many food and beverage products, especially wine, started to play up their terroir. These products found a niche in the market by marketing foods that had value added via terroir and a connection with a certain place. This coincided with the changing French identity to a rustic, homely landscape. Terroir became a key part in the overall French identity that championed the supposedly more relaxed and conflict-less rural France in response to the crowded, sometimes chaotic urban centers of the country. Terroir became the embodiment

of a collective image, in doing so, marketing terroir in early 20th century France was akin to marketing a collective identity through food and wine (Guy 2011).

### *Fighting Modernism*

Terroir's importance increased throughout the early 20th century. Not only did it become equated with a imagined rural landscape, but it became a way to preserve tradition, memory, and culture. Terroir became a guarantor of authenticity and quality. Regionality grew in importance. Art and literature came to represent *la terre* and culinary arts started to demand a competency in the food of all the regions. Around the 1950s, terroir grew into a critique of dehumanizing aspects of capitalist industrialization. With the rise in globalization, terroir products in France have embodied a patriotic aspect of buying local and French against outside competition (Guy 2011). Wisconsin does not have the same notable wine producing past as France. South-Central Wisconsin wineries wishing to tap into the same cultural response may not be able to do so.

## **Crafting Terroir**

Being such a holistic concept, as described in our "What is Terroir" section, there are many different factors which go into creating a terroir of a product. So how do all of these factors get applied?

### *Viticulture*

As identified in 2005 by Grainger and Tattersall, any productive viticultural soil must be serviced in three ways: good anchorage, water source and drainage, and nutrient supply. The soil must offer a vine a place to establish itself, not easily uprooted. This allows the plant to soak up sustenance in the form of water and nutrients from of a particular land parcel. This, as previously

identified, is often aided by mankind through irrigation measures and addition of Nitrogen compounds in order to increase fertility. A land's pH levels are also known to dictate the acidity of produced wine grapes, with a lower pH producing a lower acidity in grapes and a higher pH, a higher acidity in grapes. This is a factor often analyzed and manipulated by grape growers when minding their overall product. It must be noted however, that while soil is a key component in the crafting of terroir, it is only one aspect.

### *Chemistry*

As one moves toward a more "chemistry of flavor" approach, it becomes easier to identify individual characteristics of wine that produce the qualities consumers recognize and experience. First, it should be understood that when experiencing a wine, the consumer must evaluate its sensory properties. Flavor characteristics are majoritively derived from grape variety, must, vinification, location of planted vines, ripeness at harvest, and agronomic practices. There are three main characteristics considered when tasting a finished wine: sweetness, acidity, and bitterness or astringency. The aromatic properties are developed by the presence of a chemical compound called terpenoids (Clarke and Bakker 2012[2] ). Through manipulation or enhancement of site, allowing the grapes to run their course of growth, and applying unique vinification methods, a winemaker can ultimately influence their finished wine flavor, their terroir.

### *Flavor Production*

It is a general assumption that terroir is something that is discernable by taste. Aurier, Fort, and Sirieix found in their study from 2005 that a unique taste was one of the signatures of a terroir. It is based off of this discernable difference in taste that "experts" like sommeliers and other professionals judge a wine. It is through these people then that the product can be entered

into a comparative discourse and have a quality assigned to it, at least on a global scale (Demossier 2011; Jung 2014). The things that go into creating a distinctive flavor for a wine have been debated for some time. For their GIS analysis of the terroir potentials of Oregon, Jones, Snead, Nelson (2004) decided to use climate (solar radiation, heat accumulation, temperature extremes, frost dates, precipitation during growth stages, wind and extreme weather), topography of soils (elevation, slope, aspect, hill isolation and air drainage, and proximity to water), soil drainage, soil depth, and soil pH (for fertility's sake) to assess the physical landscape characteristics of terroir. Suitability for different varieties of grapes based off of these conditions were then also factored into the study. Together, the physical geography aspects combined with the grape variety were identified as being the biggest factors in physical terroir. This very scientific approach seems to correspond well to other studies on the taste of place and wine. However, it is also clear that aspects of tradition, like production methods, also play a major role in crafting a terroir taste. Interestingly enough, for products seen with terroir, these production methods are typified as being small-scale and non-industrial (Aurier, Fort, and Sirieix 2005). This part of terroir creation is based heavily on the efforts of the landowner. They are the ones that control the standards for the product as it comes out (Demossier 2011). On top of flavor terroir, aspects of culture and tradition need to be inherent in the product.

### *Portraying Culture*

There is a need to identify with a culture and place for items trying to exhibit elements of terroir. This usually entails creating an image which emphasizes locality, stresses a “simpler” way of life, and harkens back to a certain nostalgic or memoried existence before capitalism or industrialization, yet still related to the place of origin. In order to create an effective terroir, the product needs to show off the culture in a genuine way, too. Labels which are too ornate or too

“clean” looking do not portray a strong sense of terroir. Messier and more “home made” looking labels tend to more successfully connect customers to the product. Labels which are too perfect look as though they are trying too hard to be a good product and the customer will notice (Aurier, Fort, and Sirieix 2005). Cultural and traditional elements of terroir create an imagined ideal in the minds of the consumers. The arbiter of this imagination is most often times the “wine-grower,” or the person/people who grow the grapes and turn them into wine (Demossier 2011). A well-developed culture can also help better represent a product’s past or unique story.

### *Telling a Story*

In his study of the Bulgarian wine industry, Jung stresses that developing a distinguishable, discernable terroir takes time. Often times this means celebrating the region’s winemaking history and connecting their product to that greater past and tradition. It also relies on the fact that the industry in the area can portray itself as being a mature and serious wine producing entity - that it is not just a novel endeavour. Crafting a terroir image is a deliberate act of self-expression and it requires that place plays into the discourse. Simply being unique will not cut it. History also includes promoting the longevity and significance of the craft in that area. A local with a longer temporal history of wine production will have a better chance at legitimizing their claim in the industry (Aurier, Fort, and Sirieix 2005).

## **The Usefulness of Terroir**

Terroir has been a buzzword in the wine industry for many years now but does it actually have any value? In fact, developing a terroir is important for a number of reasons.

### *Global Value*

One advantage to building a terroir is entrance into the global value system and a spot in the hegemonic hierarchy of wines. A great example of this are wines from Chile and Australia. Within a relatively short amount of time wines from these regions have gone from novelty to major players in the wine market. By simply participating in the discourse, these areas have carved a place for themselves and elevated their statuses tremendously (Jung 2014). Related to this idea is establishing a good reputation.

### *Reputation*

Terroir goes a long way in building reputation for a product and its area of origin. The way terroir helps in this respect is it lays out characteristics that can be clearly delineated from other similar products. A terroir is something that can be defined and can become recognizable. This creates a sense of typicality which in turn can then be manipulated into something that can be marketed by producers and relied upon by consumers (Aurier, Fort, and Sirieix 2005; Jung 2014). This reputation forms the basis of an identity for the product as well.

### *Identity*

Another powerful advantage to creating terroir is maintaining an identity in the face of globalization. Demossier asserts that terroir has become a way to use globalization to highlight the local, give it weight, and ensure economic importance (Demossier 2011). It unites a heterogeneous area and pushes for goals that will help it as a whole while maintaining individuality. It does this by using globalization to its advantage as a mechanism to let the local become important on a large scale. On a smaller scale it also helps build a customer loyalty.

### *Consumer Relations*

The elements of terroir are very powerful in creating customer relations. Much of the idea behind a terroir is to let the consumer experience not just the sensory qualities of place, but also the intangible sense of it. A terroir lets the consumer participate in the culture, history, and ideals of the product's origin and thus draws them that much closer. It provides an intimate relationship between product and place that would not exist without the elements of terroir (Aurier, Fort, and Sirieix 2005). This connection can be leveraged for potentially terroir's biggest advantage - marketing.

## **Marketing**

Terroir is a marketing boon in wines sales. It is arguably the most important thing to advertise in the wine market to a wine drinker. Ratings and branding play an important aspect as well, but can be influenced by a wine's terroir (Shelton 2001; Claps & Culler 2013). This is because terroir has the ability to transport the consumer. A properly developed and represented terroir allows the consumer to be connected to a place and time that may not exist normally for them. It uses images of traditionalism, a time before mechanized production, and ideas of being connected to land in order to produce a strong sense of nostalgia. This sense of nostalgia links the consumer to the product, the place, and the culture associated with it. This is the power of terroir (Aurier, Fort, and Sirieix 2005). Terroir can be seen as natural branding, a way to interact with the land on which the wine was produced. This happens on several levels through appellations and individual wineries. On a micro level as seen in the documentary *EarthNectar*, a winery on a hill will produce a different Cabernet Sauvignon than the winery next door that is in a fluvial plain. This is an example of terroir as the wines vary due to differences in location but

are in the same appellation. Wineries capitalize on this by displaying their terroir on their bottles, either through the appellation they are in or by explaining what factors make their winery and their wines so different from others. This is known as vineyard differentiation (Shelton 2001).

### *Ratings*

A wine's branding via terroir influences how it is rated and priced. There is a neurological bias in wine ratings when the origin of the wine is known. This is backed by a study conducted by David Priilaid of South African wines. The study was an assessment of ratings done by two renowned professional wine tasting groups: John Platter's Wine Guide and *Wine* magazine. The *Wine* magazine ratings were blind studies conducted by professional judges in the presence of an auditor. The wines were rated on a five-star scale or a twenty point scale. The John Platter ratings were sighted studies conducted by a rotating professional tasting team that visited wineries and tasted their wines. They too used a five star rating system. Priilaid sectioned the selected wines into wards of origin and compared the ratings from the two wine guides as both had reviewed the same wines. His results showed that white wines from wards known for their wines were rated higher than wards not as well known in the sighted studies of John Platter. However, those same wines were rated lower (in some cases a full star lower) in the blind studies of *Wine* magazine. Priilaid claims that prior knowledge of the ward or area of origin of the wine affects the rating of the wine. This is consistent with his previous work that concludes place of origin creates a neurological bias that favors established areas, areas with a terroir (Priilaid 2007).

Given this knowledge of a neurological bias, marketing terroir can be easy if a winery is in an established area or more challenging in an unestablished area. This puts Wisconsin wines at a disadvantage being in a relatively unknown area in wine circles. On our trip to Wollersheim

Winery, our group learned about their Prairie Fumé white wine which won “Best of Show White” at the 2010 International Wine Competition in San Diego. The tour guide confided in us that if the test were not blind, it would not have beaten competition from France, California, and other established regions. Since the test was blind, Wollersheim’s Wisconsin origins were not a factor to a professional tester. This is important because the majority of wine consumers trust professional wine critics’ judgements over their own. Wine judges and their ratings influence a wine’s popularity and are a translation into the terroir potential of that wine. These judges, their ratings, and the wine media such as *Wine* magazine are the ones who decide whether a wine is of quality and has terroir, not the producers. In other words, it does not matter if a winery has created a great wine on fertile Wisconsin soil if it is not highly rated by judges whose ratings influence what is written by the wine media. Factor in the inherent bias of wine ratings towards established areas of origin and it is evident that Wisconsin wines have a steep climb towards global recognition (Jung 2004; Priilaid 2007).

### *Price*

Terroir affects branding and ratings, but also price. Steven Cuellar and Marianna Claps of Sonoma State University did a study of how ratings, area of origin, and branding are related to each other and how they affect the buying decision of wine consumers at different price segments. Their objective was to figure out which factor (ratings, area of origin or branding) was the most influential. They compared ratings from *Wine Spectator* and prices of Cabernet Sauvignon from Sonoma and Napa counties. Using a regression model of ratings and prices, they established that the mean price of a Napa Cabernet Sauvignon was \$35.24 and the mean rating was 85.79 (out of 100). Sonoma Cabernet Sauvignons had a mean rating of 83.58 and a mean price of \$18.67. They concluded that Napa Cabernet Sauvignons enjoy a price premium over

neighboring Sonoma wines of up to 34%. In other words, for \$20 a bottle one could buy a Sonoma wine rated 86 or a Napa rated 80. This is because Napa has a more storied history than neighboring Sonoma which is not unimpressive in its own right (Cuellar & Claps 2013). This study presents problems for Wisconsin wineries as even with California wines there is regional bias between neighboring counties.

When the study brought brands into account, the price premium of Napa Cabernets on aggregate diminishes but are higher rated and priced than Sonoma Cabernets. The same study looked at Nielsen Scantrack Data which shows consumers preferences. In linear regression models with brand, ratings and area of origin, the correlation between consumer preference to buy Napa Cabernets of any brand over Sonoma Cabernets is highest at lower price range levels. In higher price levels, this correlation is replaced by ratings and branding. The authors' postulate that consumers in lower price segments are not familiar with brands and ratings and use the word "Napa" as a guarantor of quality. This echoes the French consumers looking for terroir products as a guarantor of authenticity and quality. Higher price segments are more familiar with ratings and brands will react to those factors than the general area from where the wine came (Cuellar & Claps 2013). This is the market that South-Central Wisconsin wineries work in, at a disadvantage due to their lack of name recognition. These wineries do not have a readily identifiable terroir, something that acts like a guarantor of quality and authenticity. By not having this, a consumer will be less likely to buy a South -Central Wisconsin wine without prior knowledge.

All of these factors: area of origin (such as the Napa Valley appellation), branding and rating are all influenced by terroir. Area of origin can influence a wine's rating as shown in the study of South African Wines. A winery and its brand will benefit from a positive review or rating of its wines. In addition to ratings, wineries promote the terroir qualities of their estates

and how that makes their wine unique. All of these factors of consumer choice are related to each other. Excluding wines like Carlo Rossi and Franzia, produced by market-driven producers who focus on quantity, all consumers of bottled wines are motivated by terroir, either consciously or unconsciously (Shelton 2001). For those who do not know much about wine, they usually look at an established area of origin as a guarantor of quality. The people who establish whether an area is of quality or has terroir is the wine media and professional critics who also decide ratings for wines. This is a factor in branding as many wines display their favorable ratings on the bottle (Shelton 2001; Priilaid 2007). Those who buy wine at higher price segments rely on ratings and branding which has been shown to be influenced by terroir. Therefore, terroir is the most important factor in marketing wine because it influences everything that is used to sell wine.

All of these consumer factors (ratings, brand and area of origin) influence the South-Central Wisconsin wineries and the marketability of their wines. These wineries do not have a built-in terroir and the prestige attached to it such as a Napa winery. It is important that they create a terroir, either through wines made from estate-grown grapes like their Domaine du Sac or by submitting wines to blind tastings where there is no previous bias based on area of origin (Priilaid 2007). Another way is to be a part of the Locavore movement that champions the local production of food. Movements such as this reject the industrialization and globalization of food. Instead they stress the importance of food and taste as an integral characteristic of a certain place, giving it weight and identity (Jung 2004).

### *Tourist Terroir: How Terroir is or could be Used to Promote Wine Tourism*

Wine tourism is increasingly a large source, if not the main source of revenue for many small and mid-sized wineries which characterize South-Central Wisconsin wineries. Washington

state and Virginia had blossoming wine industries like Wisconsin does now. Many of the wineries in those states relied on direct sales on the wineries' property due to many restrictions against interstate wine shipping (Ferreira & Ferreira 2013). Certain states established protectionist licensing fees that were cheap for in-state wineries and expensive for wineries in other states (Thompson 2012). Small and middle sized wineries are also hampered by the three tiered system by which most alcohol is distributed in the United States. It consists of a licensed producer (like a winery) selling its products to a licensed wholesaler who sells those products to a licensed retailer (such as a liquor store). There are price mark ups along the way which is detrimental to the consumer. This system is not ideal for smaller wineries as they have to fight for the paltry and less desirable shelf space that has already been awarded to the larger, more well known wineries (Thompson 2012; Ferreira & Ferreira 2013).

Given these economic realities for small wineries in Wisconsin, direct sales are the best way to sell their product. Many wineries do this by playing up their terroir and wine tourism aspects to entice people to take winery tours and buy wine in their shops. Winery tours and their websites are used as a way for consumers to interact with the winery itself. Wine drinkers and tourists are usually generalized as having high income, good education, and interest in how wine is made. However, it has been shown in other wine tourism markets that the marketing demographic should expand. Cambourne and Macionis's 2000 study of Canberra in Australia, which was very similar to Wisconsin, indicated that more emphasis could be put on targeting younger markets like students and young couples. Some winery websites emphasize the terroir of their wines through pages devoted to the history of the winery, the people who work there, and what geological factors make their winery special. In Virginia, some wineries link other businesses such as tourist attractions, restaurants, and lodging on their websites to further the

wine tourism experience (Ferreira & Ferreira 2013). Integrating the wine tourism industry into other sectors of tourism like this is an important step toward expanding the wine industry as a whole (Cambourne & Macionis 2000). This all adds to sense of transporting the earth or the winery to the consumer when they experience that winery's wine. Drinking a wine should have the effect of bringing the winery and the land closer to the consumer and integration helps facilitate this experience. After doing a wine tour, the consumer has an image of the winery that produced the wine they are drinking. When a consumer experiences this, it is arguably terroir in its purest or most powerful form (Aurier, Fort, and Sirieix 2005).

## **Wisconsin's Terroir**

Wisconsin, more specifically the concentrated site of South-Central Wisconsin, is largely not recognized to possess qualities suitable for the making of its own terroir. However, through adaptation of viticultural practices and the usage of existing and advantageous physical geography, Wisconsin is a site capable of establishing its own terroir.

### *Physical Potential*

In her book published in 2008, Monaghan explains how the shaping of Wisconsin's physical landscape began with the movement of magma plates. When the North American plate separated from the Pangaea land mass, a great rift tore between Minnesota and Wisconsin. Volcanoes soon erupted, resulting in valley formations unto which surrounding water sources poured into, forming shallow seas. These seas eventually accumulated shelled, aquatic creatures that after death would fall to the bottom of the sea and mix with the mud on the ocean floor. This resulted in the presence of limestone and dolomite in Wisconsin soils. However, much of these

desired soils would be inaccessible due to the changing face of the landscape brought upon by glaciation.

At the time glaciers moved into the area, the majority of Wisconsin was covered by these massive ice sheets. They left many types of landforms including lakes, moraines, hills, and drumlins to name a few. The majority of Wisconsin's physical features have proven an obstacle for winemakers, as they do not provide the most desired sites for drainage and air circulation. Thus, wineries are in competition for best locale on the Wisconsin terrain. One will also find that many wineries congregate around a single area that offers these advantages. Specifically in South-Central Wisconsin, we find these areas to be the Driftless Area and along major rivers (Monaghan 2008).

The Driftless Area, as defined by the wine regions on the Wisconsin Wineries Association webpage, stretches into South-Central Wisconsin, our site of focus. Therefore it is important to explain the beneficial relation between the physical properties of the Driftless Area and the placement of wineries in South-Central Wisconsin. The Driftless Area is untouched by glacial formation, except for the Wisconsin River Valley. The valley, created by the sudden burst of a massive ice dam located near what is the Wisconsin Dells today, restructured the landscape dramatically, yet beneficially for winemakers. Rocky and steep hillsides with soils of limestone and dolomite were the positive result that allows wineries to succeed in the Driftless Area of Wisconsin (Monaghan 2008).

The major river systems of Wisconsin are also advantageous to the wine site of this state. Rivers erode shorelines, forming hills that allow for better drainage. Another aiding factor of water bodies is their ability to regulate temperature of the closely surrounding area (Monaghan 2008). This is reinforced again by looking to the presence of wineries in South-Central

Wisconsin, which correlate along the Wisconsin River. Not only are pre-existing physical components of the landscape important for understanding Wisconsin's development of terroir, but so are the adaptive viticulture processes.

For a successful establishment of terroir in the state of Wisconsin there must be successful growth of product. Wisconsin has thus created adaptive solutions for its cultivars to thrive in its given location. In their 2006 publication, Roper, Mahr, McManus, and Smith elaborate on how Wisconsin has a rigorous climate that is not conducive to all grape types. When selecting cultivars for this area, one must consider a plant with early maturity that maintains flavor, quality, and hardiness. This leads Wisconsin to being most successful in cultivating the American variety, *Vitis labrusca*, as French hybrids are not as productive given the climate of this state. As far as planting and propagation measures, Wisconsin stresses a need for early action in order to take advantage of a longer growing season. Harvesting on the other hand is recommended at the latest possible time. These measures are taken in response to Wisconsin's harsh winter season. Other methods used for growing wine grapes particularly in Wisconsin, include specific pruning techniques such as the single cordon, umbrella kniffin, and Geneva double curtain. These techniques are tailored to Wisconsin, giving the vine's leaf canopy a decent exposure to the sun. This accommodation to specific needs of the Wisconsin winemaking site help develop a deeper understanding of how this state can better develop its own terroir.

### *Cultural Potential*

In addition to suitable physical attributes, Wisconsin also lends itself nicely to cultural, traditional, and historic factors as well. It has a unique culture with its own distinct persona which, in parts, can be seen as rural, rustic, and generally pleasant. Within the state image are also smaller identities like the "Northwoods," "Central Wisconsin," and "the Driftless Zone." It

is also a state mainly powered by agriculture which only adds to the notion of being connected to the land. There are beautiful parts of the state, each with their own stories and ways of life. There is also a surprisingly long tradition of winemaking in Wisconsin. Although some have been here longer than others, many of the wineries around the state have pasts going back generations, like the Wollersheim/Khiel estate. Those that do not have quite as long of histories are only adding to a collective history which stretches back far before them. Wine is not new to Wisconsin, the fact is that it simply has not been strongly emphasized for long. Without getting into specifics, since each winery has a different collection of terroir attributes, there is a lot going for Wisconsin's wines so far as terroir is concerned - it just needs to be brought to light and applied correctly.

## **Methodology**

### **Textual & Visual Analysis**

A major contribution of our project is identifying successful strategies for incorporating terroir into marketing and a wine producer's identity. To do this we performed visual analysis on wine labels and winery websites.

### **Wine Labels**

The Bureau of Alcohol, Tobacco, and Firearms lists the minimum legal requirements for a wine label as: having an alcohol percentage and Surgeon General's warning. However, many winemakers have recently employed novel methods for showcasing their product and their label in educational and aesthetically pleasing ways.

Wisconsin winemakers seem to have been responsive to these changes. During our visit to Wollersheim Winery our tour guide specifically mentioned a mandatory meeting for all staff

members in which the marketing department outlined the minimum legal requirements for a wine label while highlighting many of the changes in language and feature on new Wollersheim bottles.

## Website Design

We performed an analysis of several websites for Wisconsin wineries. This analysis is adapted from an analysis of Virginia wineries (Ferreira & Ferreira 2013). The evaluation criteria will be :

- ❖ Winery tours, winery production facilities, wine selection with price and information, profile of employees, geography of the winery, geology of the winery, distinctive characteristics of the winery, history/information of the appellation (if any) or the region, awards, customer feedback and testimonials, online store, tips on wine drinking and wine pairing, and information on grape varietals at the winery or what grapes are used in their wines.

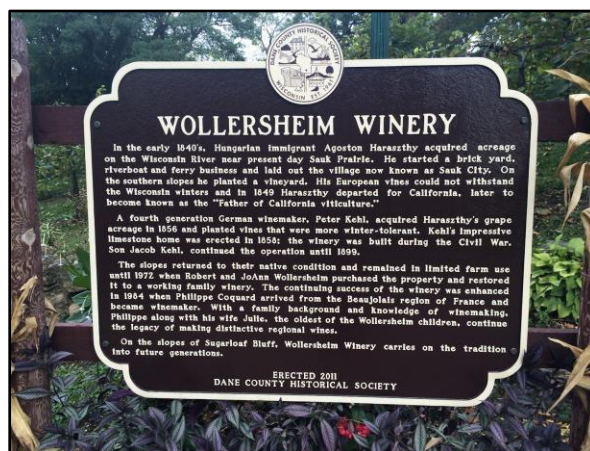
## Surveys

For our research, a survey was designed to gauge consumer experience and gather public opinion about *terroir* and Wisconsin's wines. After a major revision the final survey included 11 questions (Appendix A), including one major qualitative question (Appendix B). Originally, the distribution strategy for the survey was in paper format, to be distributed at Saturday morning Farmers' Markets on the Capitol Square during the months of October and November. However, low participation rates necessitated a change in strategy. The survey was converted to electronic

form using Qualtrics and then distributed using the online community forum known as Reddit. A post containing our research purpose and a link to the survey was made on the Madison, Wisconsin sub-Reddit and left public for approximately one week.

## Results

### Landscape and Participant Observation



#### *Winery Tour*

For our project, we used the method of participant observation to visit a wine producing landscape and engage with a producer and wine tourists. In this case, the place we chose was Wollersheim Winery. Located just outside of Sauk Prairie, Wisconsin, exactly 30 miles from Science Hall. We visited on a Sunday in October which coincided with the beginning of their harvest season.

Driving from Dane into Sauk County one notices an immediate change in landscape formation from low, rolling hills and farmland to riverland and bluff that can be attributed to glaciation. Especially in the area around Wollersheim the landscape is varied by slopes with

many aspects, and when not converted to agriculture is forested. When visiting Wollersheim itself, grapevines present themselves immediately at the entrance, which is marked by a sign that identifies the vineyard as a national historic landmark, invites visitors to use its grounds for picnicking, and advertises its tours.

The parking lot for Wollersheim is at the base of a steep hill on which the winemakers' home, the winery production facilities, and a multi-use office building sits. At the time of our

visit, ground was being broken on a new distillery

which will produce Coquard Brandy as well as grape-vodkas in the future. It was interesting to note the differences in soil stratification that this groundbreaking revealed (see photo on left).



The trail leading up to the winery obviously showed an attention to detail and design with various

flower beds, sculptures (including wine barrels),

and aesthetic lighting. The path ended at a courtyard with one of the original buildings (a farmhouse and residence of the current winemaker, Philippe Coquard) on the left and a coach house on the right. Connected to the coach house by skyway was a modern building with a similar facade. The architecture demonstrated a bridge between past and present, with respect to its historical design. Next, we entered through an automatic door and veered right away from the winery's offices into a large, open shopping space where we purchased tour tickets for \$5. We then proceeded through the skyway into the first floor of the coach house to begin the tour.



What we mean by coach house is a building with two large doors facing the farmhouse through which a carriage would have originally entered for service or storage. This Italianate-style building, whose image adorns each of the Wollersheim bottles, now houses a tour area, barrel aging and a small brandy still in the cellar, and a ballroom with a tasting bar upstairs (Wisconsin Historical Society, 2014).

Our tour began with an informational video by which we learned about the history of the winery from its very beginnings with the arrival of Agoston Haraszthy to Sauk Prairie during the 19th century, the formation of Kehl Winery, the harsh winter of 1899 which killed all the vines, and the eventual revival of the winery under Bob Wollersheim. It was in the the video that we were also introduced to the current owner Philippe Coquard, a French immigrant and 16th generation winemaker from the wine region of Beaujolais. In his segment Coquard describes wine as being the essence of its terroir and gives high praises to the location of Wollersheim.

Following the video we walked up to the restored wine cave. Built into the hill behind the farmhouse under living vines, this barrel-vaulted cave was where the original winepress was located. After being renovated in 2013, the wine cave currently has several wonderful colored posters which tell the history of the winery's founder, Agoston Haraszthy, and explain his importance to all of American winemaking. It was Haraszthy who brought the first cuttings from all of the great European rootstocks to America including the Chardonnay and Zinfandel vine. Ultimately, it was Haraszthy who would start the first commercial winery in California (Pinney 1989), the Buena Vista Winery in Sonoma County. Learning the history of Wollersheim and Wisconsin winemakers certainly added a depth to our appreciation that had not existed before.

Next, we visited the production facility where the grapes were pressed and fermented. We learned about the basics of producing wine. Charts on the wall showed the process of

producing each variety with great attention to detail, including where and how grape varieties were grown on the property. Also, another video was shown in which Philippe Coquard discussed how he emulated one home winemaker to produce Prairie Fumé, their number one selling wine and the most sold in the state. He also discussed the *nouveau* style of winemaking (also known as carbonic maceration) which he inherited from living in Beaujolais. All in all, it became apparent that winemaking is a technical process that involves the creation and transmission of complex knowledge.

Finally, before we conducted our tasting, we visited the aging cellar. Here wines were stored in French Oak barrels, some used and some new. We learned that barrel aging is what mellows out young wines and gives them certain flavors such as vanilla. We also viewed an original brandy still in which they recently had started producing brandy from grapes produced on the property. What became apparent at that time was that winemaking is a multi-step process that requires site selection, choice of rootstock, growing, harvesting, crushing of grapes, fermentation, and finally aging, and that each step influences the final flavor and characteristic of the wine. We came to understanding that wine was was immensely affected by the labor process which produced it.

The tour ended with a tasting of selected Wollersheim wines. Here we learned a little about how to judge wines by their color and aroma and how to identify tastes and consider pairings. We also learned some of the stories behind each wine, their production process, and success. Opting to try another red-wine flight, we were able to discuss our project briefly with the tour guide who was very helpful. We asked why terroir had not really been a topic that was explored in the tour. What she explained was that Wollersheim was known for its tours (winning international awards and coming in highly rated by TripAdvisor) and that they had to appeal to a

broader audience. She felt that using concepts like terroir would deter most people because it could appear elitist or make tourists feel uncomfortable for not knowing what it meant. Rather, their tours focus on the history of the winery and its people - components of terroir rather than the word itself. This seemed to be fitting. Certainly we had enjoyed our visit, and a well stocked trophy case of wines suggests that they have a winning formula. But as geographers, we wondered still if terroir could be a useful concept for understanding place in winemaking.

## **Textual and Visual Analysis**

### *Wine Labels*

Wine labels are a key way in which consumers first come to interact with and understand a wine. They are also certainly one of the first things to look at when picking up a bottle. Wine labels are the primary way a winemaker is able to communicate their vision, knowledge, and sense of place to the consumer without them actually being there. For part of our analysis we analyzed and broke down wine labels into different constituent parts. We then took these pieces and categorized them as “Mystical,” “Commercial,” and “Physical” attributes - a scheme discussed by Charters (2010) for marketing terroir.

We used this scheme because it is a useful way to incorporate, what we have found to be, all of the different aspects of terroir across cultures and meanings. It is a holistic approach similar to the one that we outlined under the heading “What is Terroir” - incorporating elements of culture, history, politics, and commercialism on top of physical attributes. We also used this model because it is focused not on how terroir is built, created, or interpreted but rather how it is used for marketing. Wine labels are how the consumer first interacts with the product and thus

are focused on the marketing of the product. This classification made sense for our purposes because it did include a category for actually selling the product with “Commercial” attributes.

The Mystical elements are those that sell a sense of history or identity. According to this philosophy, we noted if a label was written in a foreign language, had the name of the winery, a picture of a landscape, a history, the name of the winemaker, place of production, place of bottling, picture of the winery, an emphasis of unique origin, a map, or a simple design (meaning it lacks a modern feel via textures, materials, colors, fonts, and it uses straight-forward design elements which could have been seen generations ago).

“Commercial” elements try to market the product. These can be aided by place association and include a logo, a wine sweetness/dryness scale, tasting notes, pairing notes, a QR code, website information, a title for the wine other than the winery or the grape varietal, and legal wine region designation. Elaborating on legal wine region designation, the United States uses a classification system called the Appellation of Origin. It breaks down appellation designation into three territorialized components: state, county, and American Viticultural Area. If a state is warranted as the appellation of origin, 100% of grape cultivars must be derived from within that state. If a label claims its origin as a county or counties, 75% of grape cultivars must be sourced from the designated area, and 85% holds true for appellation origins of American Viticultural Areas (Clarke and Bakker 2012).

“Physical” elements are those that describe or try to exemplify the physical characteristics of where the wine was grown and produced as well as physical characteristics of the grape and product itself. These attributes include the grape varietal, the vintage of the wine, the age of the vine the grapes were grown on, the place of growth, mentions of topography, mentions of soil,

ingredients, and mentions of climate. An example of how the whole plotting process is done is shown in Figure 1. (Appendix E has all of the data for all of the labels we went through.)

Figure 1: Shows the breakdown of a wine label into its constituent parts and how we then categorized those into “Mystical,” “Physical,” and “Commercial” elements to be plotted on our ternary chart in Figure 2.



Labels in the center of the graph in Figure 2 are considered to be well-balanced in terms of trying to sell their terroir. Those further away from the center are seen as being slightly off balance. From what we can see, there appears to be a trend toward the center-right of the chart, indicating most labels have more “Mystical” and “Commercial” attributes but still a fair balance of “Physical.” This is what we expected and why it is important to note that a number of

Wisconsin wine labels are closer to the “Mystical”-“Commercial” upper right, well away from “Physical.”

To read the graph, it is easiest to start at the “Mystical” percentage, move to the “Commercial” percentage, then figure out the “Physical” percentage last. For example, a label made of 33.3% of all categories would be right in the center (a label from California and one from Italy currently occupy this position). The highest Wisconsin label for instance is located at 33% “Mystical,” 50% “Commercial,” and 17% “Physical.” The points themselves are divided into four categories: Wisconsin, California, Australia, and “Old World” (meaning Italy, France, Germany, and other typical wine producing nations in Europe) labels.

Using the three categories of “Mystical,” “Physical,” and “Commercial” we found the percentage of each of these that makes up each label and plotted this on a ternary chart, as shown in Figure 2.

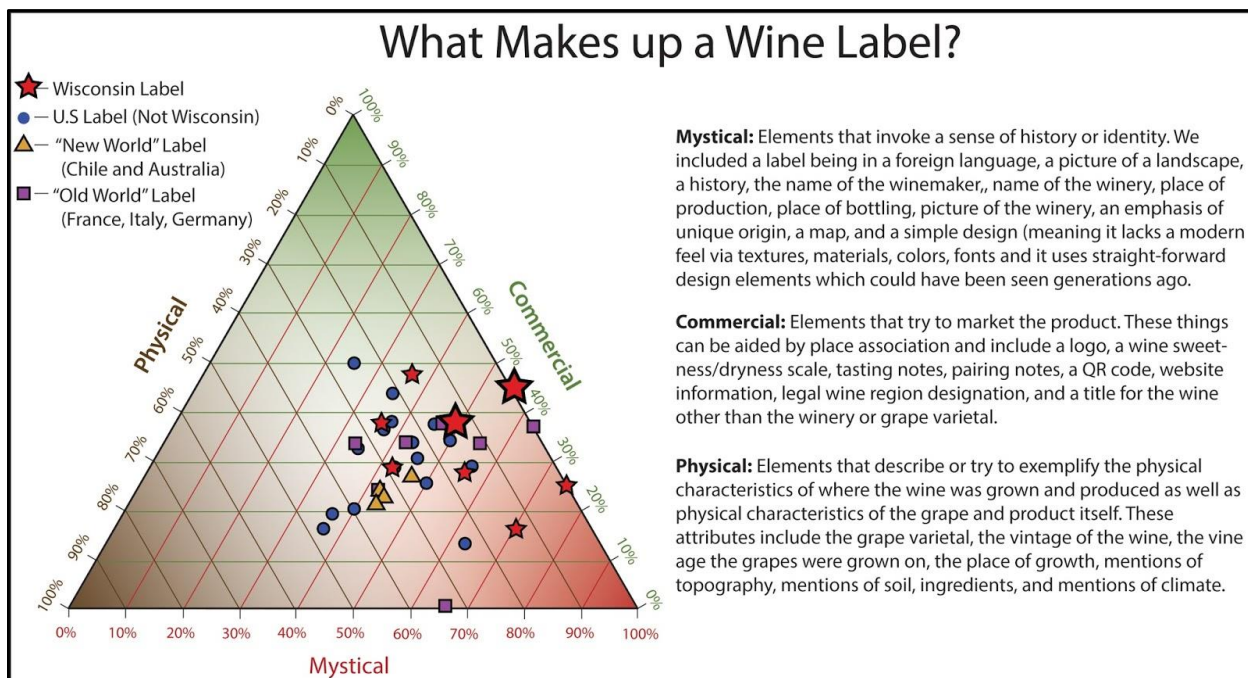


Figure 2. This chart displays wine labels from Wisconsin, the U.S. excluding Wisconsin, “New World”, and “Old World” countries based off of their proportional makeup of three categorical variables: “Mystical,” “Commercial,” and “Physical.” A larger point indicates multiple points at that plotted location.

We found that Wisconsin wine labels tend to be composed of proportionally more “Mystical” and “Commercial” elements than wines from other places. This is shown by the tendency of Wisconsin points to be further to the right of the graph and the bulk of the other points. Although “Mystical” elements (like history, description of a memorable place, or a non-industrial non-commercialized feeling) are very important according to Aurier, Fort, and Sirieix (2005) for showcasing terroir, this result does highlight a lack of “Physical” attributes for Wisconsin labels compared to other places. This may be due to a number of things. It could simply be because of a lack of wines grown exclusively with Wisconsin grapes, but it also might be a hesitation to show that they are from Wisconsin since there are significant stigmas against the climate and topography as a wine producing region (as discussed furthermore, later in our consumer surveys analysis). Either way, it is important to note this lack of physicality because it is recurrent throughout our other analysis as well.

It is interesting that Wisconsin wine label content are high in “Mystical” elements though because it is something we did not expect at the onset of this project. This tells us that they are busy trying to project a local sort of image - basing much of their labeling off of things that would relate to historical, traditional, and cultural aspects of the wine production. This would be very good but becomes dangerous when coupled with too many “Commercial” attributes as then it gives a disingenuous feel to the label. There is also need for further debate as to how well the labels are portraying “Mystical” elements. A label may have a short history about the vineyard, but if it is written poorly how might this affect the effectiveness?

## *Websites*

In our analysis of South-Central Wisconsin wineries' websites, we looked at three general informational categories: commercial, customer interaction, and place-building based on Ferreira's and Ferreria's study of Virginia wineries' websites (Ferreira & Ferreira 2013).

The commercial category is the information about the daily operation of the winery such as:

- Tour times (if there were tours)
- Tasting room information
- Wine selection with price and information
- Online stores and where to buy that winery's wine

The customer interaction included:

- Customer feedback and testimonials
- Awards
- Tips on wine drinking and pairing
- Social media
- Corporate social responsibility.

The place aspects included:

- History of the winery
- Profiles of employees (including the winemaker)
- The geography and/or geology of the winery or its appellation
- Local tourism information
- Grape varieties grown at the winery or in the wines

In our analysis we concentrated especially on finding information through the website on place, and how the concept of terroir could be used to create sense of place, letting the visitor imagine the winery and its surroundings. Using a rubric (Appendix D, Table 2) we checked off each element in each general group.

In terms of place-building elements of the website, the results showed that South-Central Wisconsin wineries, on a whole and individually, were not doing enough to evoke a sense of place. 78% of the wineries had some type of history on their website. Only 45% had information on local tourism, which is a part of the wine tourism experience when visiting a wine region.

Local tourism is key to place-building because it gives customers information on the region outside of the winery, showing the wine region is more than just the winery. Only 36% had a profile of their employees, another key place-building element that can give the winery a human character instead of being a production facility (See Appendix D, Table 1).

Most disheartening in terms of terroir and our paper, none of the wineries emphasized the geography and/or geology of their wines (Appendix D, Table 1). Geography and geology are factors in creating a sense of terroir. An example of this is Bordeaux's geography and geology is known for its limestone, which creates a calcium rich soil conducive to growing grapes (MacNeil 2000). A well-informed customer who buys a Bordeaux wine knows this geology and can taste it in the wine, hence a taste of place or terroir. Wisconsin wineries do not emphasize this and therefore their wines are "placeless" in the mind of a wine consumer. Wisconsin wineries have not given customers a reason to believe a "Wisconsin wine" can only be from Wisconsin given the state's unique geography and geology. Therefore, Wisconsin wineries have not emphasized their physical geography components of terroir at all. This is problematic in the national and global wine markets as consumers use place to choose a wine. Unless these consumers are from Wisconsin or live there, it is highly doubtful they will pick a wine that does not have a sense of place, further hurting the fledgling Wisconsin wine market.

Using the criteria described above, Ridge Winery of California is a great example of a winery's website displaying place-building aspects and its terroir. The website has profiles of the employees, an extensive history of the winery and their philosophy on wine making. There is a page titled "Wines of Place" that chronicle which grape varieties were planted when and where, creating a distinct terroir. The element that drives home the concept of terroir and place building is a Google Earth-assisted interactive map that tours each vineyard (Ridge owns several

vineyards in different counties of California). At each vineyard there are three map overlays: what varietal is being grown in what plot, when it was planted and an accompanying soil overlay. These overlays are integrated with Google Earth showing the geography of Ridge's vineyards such as the contours of a hilly vineyard or the basin of a valley. In certain areas, this geology information is shown on the map as well (Ridge Winery 2014). (All website screenshots of the websites are in Appendix D). Wisconsin wineries would do well to look at the marketing Ridge has done as a way to emphasize their terroir and give a sense of place to their wines, something that customers look for in their wine.

## **Consumer Surveys**

Surveys are important for they can provide both qualitative and quantitative data. McGuirk, Pauline, and O'Neill (2010) explain that through the use of open ended questions, surveys allow for more complex understanding of individual experience, interpretation, and value. Surveys also are cost-effective especially when distributed online (which is the manner by which we most successfully conducted). This method delivers surveys to a larger pool of accessibility while minimizing costs such as printing and distribution. Surveys can also be used in collaboration with interviews to guide the respondent and intensify the delivery of the discussion.

Based on initial feedback from classmates our survey went under a redesign, being shortened from 18 to 11 questions. Also, our original idea was to distribute the survey on the Capitol Square during Saturday farmer's markets in order to engage with people of all age groups (not just college students) who might also be interested in local food production. However, attempts to distribute a paper survey were relatively unsuccessful. Over three hours we

obtained only about 15 respondents. One of our group members passed out the surveys at a potluck on the same day and 10 more took the survey. Instead, we generated an electronic version of our survey on Qualtrics. Then, one of our group members posted a request on Reddit, an open online forum seeking survey respondents. The post quickly rose to the second most popular position on Madison, Wisconsin's place-based sub-Reddit and generated 156 responses in approximately a 48-hour period before we closed the survey for logistical reasons.

It should be noted that, this being an online community, we had no physical contact with the survey respondents, and while this protects the respondents' true identities by keeping them anonymous, we also have no way of knowing whether their location was within our site-setting. Our survey respondents could also be characterized as internet users who are active in online communities, a group which might differ greatly from our original survey sample. Ultimately though, we combined the paper and online surveys into Qualtrics to conduct statistical analysis. This is what we discovered:

To start our survey, we asked respondents to give their age.

Mode: <b>21</b> years old	Median: <b>25</b> years old	Mean: <b>27.74</b> years old
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From the histogram in Figure 3 [below] one can see a clear skew toward the right which represents younger ages. Our median age of 25 for the survey falls below the median age (30.9) found in the 2010 census for Madison, WI. Thus, our survey results may be most applicable to studying the millennial segment of wine consumers. According to Kevin Zraly, a prominent wine writer and teacher, the millennial generation (ages 21-34) is the second largest consumer segment of wine (26%) behind the baby boomers (40%), but it is also the fastest growing (*Windows on the World*, 2013). It is this group of young people who Cambourne and Macionis

(2000) refer to as “Young Optimists” and “Look at Me.” According to Cambourne and Macionis, this group is an important demographic for young wine markets to target.

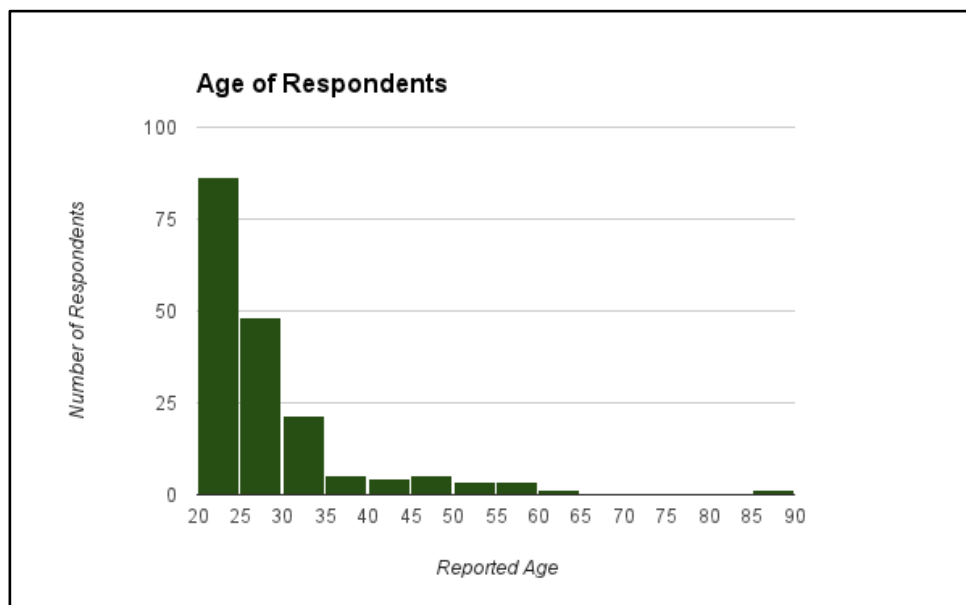


Figure 3: Histogram of survey respondent's ages. \*Note the right skew

### *Notable Survey Trends*

Our survey gave us valuable insight into the minds of our potential consumer group. Overall, we can see a few major themes, one of these being there is not a widespread knowledge of terroir. Most people (67%) do not know about terroir, as seen in table 8 of appendix A. This is not surprising. This concept has largely been applied to higher-end wines and has historically been more important in Europe. This is also not surprising seeing how comparatively young the industry is here and it being in the Midwest. However, since terroir is so closely associated with

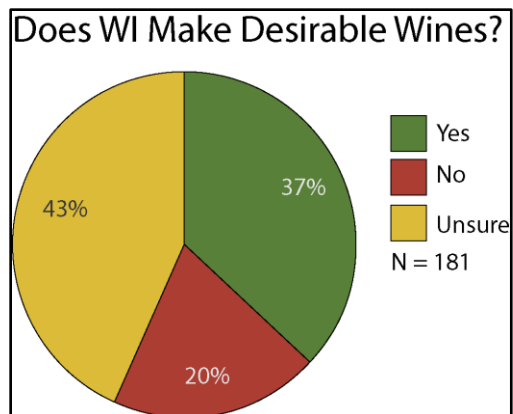
quality of wine, it also hints that this may be one reason why Wisconsin wines are not taken as seriously. Another general trend we see is that the Wisconsin wine industry as a whole is largely

Figure 4: Survey responses to if participants thought that Wisconsin produced “desirable” wines.

unknown or not taken seriously. We know this from many of the comments made by our participants and by the fact that most people either said that Wisconsin did not make desirable wines or were unsure, meaning they had no reference for opinion (figure 4).

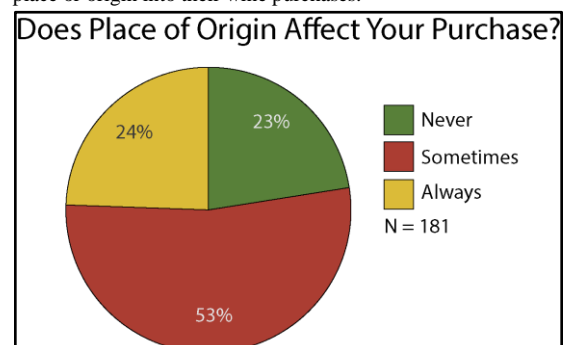
There is some optimism about the industry but it is overshadowed with stigma and ignorance about

the quality and history of Wisconsin winemaking. The consumer group is also one which does not, on a whole, put a large amount of faith in place as an important consideration when purchasing wine (75.7% of people only sometimes or never consider place in their purchase as seen in Figure 5). This coincides with the low number of people who understand terroir but more importantly it shows how much work it will be to build a base of Wisconsin-loyal wine drinkers, even from the people who are most connected to Wisconsin. Instead, what we see is that price is the most important aspect of deciding to buy a wine. This is shown from the high average



rank in Table 5 and the sheer number of times it was included as a buying factor in Table 4 of Appendix A. This is not surprising but it does mean that due to Wisconsin's relatively low prices for wines, they run the risk of being bought and valued for this reason, not because of their quality.

Figure 5: Survey responses to how often participants factored place or origin into their wine purchases.



### Price vs Place

In total, 74% of respondents said they think that price is at least somewhat indicative of quality. These results are congruent with Cuellar and Claps' work on price and rating differences among Sonoma and Napa wines. They showed that Napa Cabernet Sauvignons enjoyed a price premium of up to 34% over neighboring Sonoma even though both regions (on aggregate) were rated very similarly (Cuellar & Claps 2013). This is because Napa wines, being nationally known, can command a higher price due to its demand. What compounds this price inequity between different appellations are the consumers who believe that price is an indicator of quality. It is a cycle where demand for wines from certain appellations drives up demand and price, which leads to a customer to think that a certain wine will be "good" due to its price. This becomes problematic for Wisconsin wineries as they do not have the national appeal as shown by 33% of respondents saying they had no perception of Wisconsin wine due to lack of knowledge or experience or were unaware that Wisconsin produces wines. Therefore, Wisconsin wineries have to price their wines at a lower price to compete with nationally known

appellations. This puts them at a disadvantage with those who believe price is an indicator of quality as Wisconsin wines are cheaper than others and this belief is evident in our survey response.

We needed to know if thinking Wisconsin produced desirable wines and factoring place into wine purchases were independent or related events and what that meant. We ran a chi-squared test and found that there was in fact a relationship between the two groups in this area. We found that of those who always factor place into their wine purchases, the majority did not think Wisconsin produced “desirable” wines (41%) or were unsure (32%) (chi-squared of 25.35, 4 degrees of freedom, and a p-value of 0.00) as shown in Table 13. Price and ratings being influenced by place is a common trend among wine consumers and is congruent with Priilaid’s work with South African wines and Cuellar and Claps work with Sonoma and Napa wines. Place via terroir, affects a wine’s rating, branding, and price. Therefore, when place is the ultimate factor, wines from an established place such as Napa will be seen as more desirable than a relatively unknown place like Wisconsin.

The results from the survey back Priilaid’s assertion in his 2007 study of bias of wine ratings in South Africa that place creates a bias in the perception or rating of a wine. Known areas are well regarded while unknown areas are not (Priilaid 2007). The reason why a large amount of the respondents who always use place as a deciding factor in buying wine do not think Wisconsin produces “desirable” wines is because they were not aware that Wisconsin produced wines. A wine drinker that uses place as a deciding factor will choose a wine from a well known area like Spain.

Additionally, established areas have another advantage in that a well known appellation will yield a large amount of “good” wines due its reputation. Therefore, if a consumer had a bad

wine from a certain area that is well known, they may think it is the specific winery that is at fault because the area the wine is from is well known. In other words, a place-oriented customer will be more likely to try another Napa or Bordeaux wine even if they have had one before that was not satisfactory because they know that region will produce good wines. In Wisconsin's case however, since it is not an established wine producing region, customers will be less inclined to try another Wisconsin wine if they have had a bad previous experience. This was shown in our responses as several people made the general claim that they thought Wisconsin wines were not desirable because they had a bad experience with Door County wines and therefore, wrote off the entire state's wine producing capabilities.

With regards to price and place, Wisconsin wines do have a favorable viewing from some of the respondents in our survey. Some claimed Wisconsin wines were similar to wines from more established regions, but more affordable. One respondent claimed they would rather pay \$10 for a good local wine versus a \$40 wine from the "right" part of Italy or France (Appendix B, Quote 113). Conversely, another respondent said that they would buy a French or Spanish wine over a Wisconsin wine at the same price (Appendix B, Quote 70). This data shows the market environment that Wisconsin wines are in: they do not have the national clout like established regions and sell their wine at a lower price. This is because demand is not high enough for Wisconsin wines to be both pricey and competitive in an already saturated wine market. Secondly, a lower cost, local wine is attractive to some consumers who prefer paying less for a wine produced near them compared to a more established (and possibly expensive) region.

In addition to looking at those who may just buy Wisconsin wine for its price, we wanted to see if there was a significant difference between those who thought Wisconsin produced

“desirable” wines and those who did not, and relate it to their belief in price as an indicator of quality. We used a chi-squared test to see if the two variables were independent or not and found that there was a relationship. We found that around 93% who thought Wisconsin produced desirable wines believed that price was only somewhat or less indicative of quality. Conversely, only 75% of people who thought Wisconsin didn’t produce desirable wines felt the same (chi-squared of 12.04, 8 degrees of freedom, and a p-value of 0.15 which is high but due to low expected values in some cells may still hold some value). All of this is shown in Table 11 in Appendix A. The cheaper prices of Wisconsin wines then slightly favor the group that does not put as much stock in the price as an indicator of quality.

### *Summary of the Qualitative Question from Survey*

“Please tell us your perception of Wisconsin wines in comparison with wines from elsewhere.”

#### Favorable Reception (33%)

Some people have responded positively, saying they enjoy Wisconsin wines. Door County was mentioned as a favorable region for producing grape and especially fruit wines. Wollersheim was the only producer mentioned by name and was recognized as award winning. Generally Wisconsin wines, when viewed favorably, were seen as a great value or affordable compared to wines from other well-known regions. Some respondents spoke highly of supporting local businesses as a part of the locavore movement. One respondent claimed that Wisconsin winemakers were like Wisconsin dairy farmers in that they took their craft serious, which creates desirable wines (Appendix B, Quote 11).

## Negative Reception (33%)

### *Lack of Variety*

People commented that they preferred certain [classic] grape varieties that were not typically produced in Wisconsin. However, one response does mention the possibility for producing ice wines. Production of fruit wines (cranberry, blueberry, etc.) damages association with grape wine production; although some expressed satisfaction in Wisconsin's fruit wines like a Door County cranberry wine.

For some this lack of variety was discouraging because respondents preferred "classic" grape varieties and dry-red wines that do not make up the majority of what Wisconsin produces.

### *Unsure*

Many people commented incredulously, not believing that Wisconsin produced wine at all. Others stated that they had not tried enough wines, or heard too little about Wisconsin as a wine producing region to judge quality.

### *Environmentally Constrained*

A common response was that Wisconsin was limited by its environment. That it could not produce wines of great quality. One person hypothesized that cold weather might affect Wisconsin wine quality. There was a strong association with climate and wine quality.

We should note that every response that associated a physical aspect of terroir mentioned climate broadly or referred to temperature. Nowhere did a survey respondent mention precipitation, soil, slope aspect, or topography.

### *Bias*

Geographical: people either through association, travel, or their position on wines prefer wines from elsewhere.

Climatic: repeatedly people responded that they felt Wisconsin lacked the climate to produce great wines. There seems to be a strong association with climate and quality.

#### *Taste*

On issues of taste, people were divided over Wisconsin wines. For some, the sweet white/fruit wines Wisconsin produces paired well with dessert, or were preferred over dry wines. For many though, Wisconsin wines were too sweet or lacked a perceived depth or character found in wines from other regions.

#### *Tradition*

Wisconsin was often referred to as a state with a strong history of producing beer and dairy products. This was used in both a favorable and negative sense.

#### *Culture*

Even in cases where people were unsure or lacked experience with Wisconsin wines, judgements of quality were made with an awareness of social context. One respondent simply called Wisconsin wine “unsophisticated” and another explained that buying a Wisconsin wine would make them appear less “professional.”

## **Understanding Terroir in Wisconsin**

One thing we wanted to see was if visiting a vineyard was an important thing for those who actually had an understanding of terroir. We use a chi-squared test to tell us if there was a relationship between visiting vineyards and understanding of terroir. We found that 78% who understand terroir have been to a vineyard and so believe that visiting vineyards is, in fact, an important practice (Chi-Squared 3.93 with 1 degree of freedom yielding a p-value of 0.05) as seen in Table 12 of appendix A. Part of experiencing terroir, according to Aurier, Fort, and

Sirieux's study is feeling connected to a particular location (Aurier, Fort, Sirieux 2005). For this reason visiting vineyards becomes an important part of this experience for those who care. Over  $\frac{2}{3}$  of our survey participants had visited vineyards in total. The exact numbers are shown in table 12 of Appendix A. This shows how popular wine tourism is, even in Wisconsin's younger wine region. It also shows how many people have experienced this important aspect of Wisconsin terroir without even understanding it. Cambourne and Macionis explain how important tourism can be in developing a wine region as well (Cambourne and Macionis 2000). Although  $\frac{2}{3}$  is a fairly large amount of people, this is something that could be worked on to help with overall image.

We also wanted to understand how those with an understanding of terroir saw Wisconsin wines and if this more "astute" group of customers had something to say on the topic. For this we needed to assess the dependence of understanding of terroir and opinions on the desirability of Wisconsin wines. We used a chi-squared test to accomplish this. We ended up seeing that there was a relationship between the two variables. Exact values can be seen in Table 10 of Appendix A and Chi-squared values of 18.81 with 2 degrees of freedom, and p-value of 0.00. Of those who were unsure what to think about Wisconsin wines, only about 13% had an understanding of terroir. This tells us that having an understanding of terroir helps you forge an opinion on Wisconsin wines. Only about 20% of those who understood terroir were unsure. Thankfully, of those who did have an understanding of terroir, 45% believed that Wisconsin did produce desirable wines as opposed to 35% who said they did not, which shows us that there definitely is potential and there are more who understand terroir and like Wisconsin wines than understand terroir and do not. Wisconsin is just recently (in the past few decades) becoming more popular and so it is not surprising that 43% of the respondents, regardless of terroir

knowledge, were unsure as to whether or not Wisconsin produced desirable wine. Taken altogether, we can gather that there are generally good feelings about this “new” industry but these feelings seldom are grounded in a deeper understanding of the culture or history surrounding wine-making in the state.

## **Appellations and Classic Terroir**

We saw an interesting trend with wine buying criteria as well. Although only 9th most picked of the wine buying criteria listed in our survey, appellation of origin, a classic indicator of terroir, legitimacy, and quality, had the 5th highest mean rank at 3.47 as seen in Tables 4 and 5 in Appendix A. For those who do pay attention to appellation, it is a relatively important designation. Since its inception in France in the early 1900’s, the appellation model has become extremely influential around the world. As mentioned under the wine labels header, the United States has developed its own appellation model, deemed the Appellation of Origin. The legally recognized percentage of grape sourcing per type of appellation denotes a certain control of quality. This reinstates the tie between a consumer’s perception of a sense of place and its quality. Having a mark of appellation or some other kind of legal place-designation goes a long way in establishing an idea of consistent quality and a typicality both of taste and culture.

## **Conclusion**

After reviewing the information gleaned from our literature review and our own analysis, there are a number of points which we can now make.

## Wisconsin Wines Face Discrimination

According to our survey, Wisconsin wines were discriminated against for five main reasons: price, climate, reputation, competition and grape varieties. Price is due to the perception that Wisconsin wines are low quality because they have a low price compared to other regions. This is not surprising since price is the number one determinant for wine consumers in our survey (Appendix A, Table 4). 57% of respondents believed that price was somewhat indicative of quality and another 17% thought price was “very much so” a indicator of quality (Appendix A, Table 2). The cheaper prices of Wisconsin’s wines mixed with their smaller wine industry have led people to think of the state’s wine industry as something of a novelty. It is not taken as seriously.

Wisconsin’s climate or what people associate with it, cold temperatures, is detrimental to the perceptions of the state by the respondents. Respondents questioned the state’s ability to grow grapes that would make quality wines given the shorter growing season compared to warmer climate (Appendix B, quote 56).

Wisconsin’s reputation, or lack thereof, is a problem as well. Some respondents claimed the state is a beer producing state, not a wine producing one (Appendix B, quotes 35, 98 and 104). One said Wisconsin wines are “unsophisticated” (Appendix B, quote 24). Another person said Wisconsin wines were “more of a fun, local oddity than something that will ever become an economic/cultural touchstone of the state” (Appendix B, quote 57). This is problematic for Wisconsin wineries as they already have a negative perception in the minds of some potential wine buyers.

Competition, primarily from established regions, was a reoccurring trend in our survey responses. Respondents cited they preferred wine from all over compared to Wisconsin, ranging

from France, Spain, and Italy to more recent places like Washington state, Vermont, and Chile (Appendix B, quotes 57, 92, 127, 145 and 147). Some people had a strong regional affinity (Appendix B quote 33), which could both help and hurt Wisconsin's perception. Some wine consumers could attach themselves to the novelty of Wisconsin wines while others will be against Wisconsin wines since the wines are not from the consumers' preferred region. The last trend was the lack of variety among Wisconsin wines, which are mostly whites on the sweeter side and fruit wines. Some respondents lamented the lack of red wine and one respondent cited the state's climate for why there is a dearth in "classical" grape varieties (Appendix B, quotes 19, 66, 80, 127, 141).

### **Lack of Terroir Knowledge**

Perhaps the most obvious thing discovered from this study is that there is a significant lack of understanding of terroir. As Amy Trubek pointed out, this is something that is common around the United States (Trubek 2004) but it becomes even more clear after looking at the numbers from our study (see Tables 8 and 9 in Appendix A). Because of this severe lack in terroir knowledge in South-Central Wisconsin, it becomes rather difficult to expand the reputation of Wisconsin terroir, or Wisconsin wines in general, throughout this area. That being said, we do believe that it is possible to develop a terroir, or at least begin to emphasize terroir components, more in this area.

### **Developing Wisconsin's Five Components of Terroir**

Based on our analysis, all five of the components of terroir (History, Tradition, Commerce, Culture, Physical) exist in Wisconsin. We learned about its long history of

viticulture, a tradition and exchange of knowledge between family winemakers, and a fast-developing commercial market for grape-production. As well, evidence exists for a growing culture of wine consumers in Wisconsin. However, the area most underdeveloped in Wisconsin's terroir is its physical attributes. Despite having rich soil, topography, and an increasing number of cold-resistant grape varieties like the Marechal Foch, Wisconsin suffers under the stigma that its climate is inadequate to produce quality grapes for wine. Its beautiful rural and pastoral landscapes are not recognized as being able to cultivate wine grapes. This is further undermined by the fact that the state has not distinguished its landscape in winery tours, on wine labels, or websites. Adopting new techniques and a vocabulary for showcasing its landscape could turn the tide for Wisconsin as a wine producing region with a sense of place. It is true that many people do not see Wisconsin as a wine-producing state. However, this does not at all mean that this cannot be changed. Using elements of "Wisconsin-ness" should be encouraged and should, with time, begin to help grow reputation rather than hinder it.

## **It Takes Time**

Although we believe that terroir can be further developed in South-Central Wisconsin and Wisconsin as a whole, we must acknowledge that it is going to take a good amount of time to do so. Yes, there is a history of winemaking here but it has not been recognized as having a sense of place for a long enough time to begin to develop its own identity as a wine region. It is important that in order to develop a terroir, Wisconsin is going to have to commit to doing so and stick with it for long enough that it becomes more well known. Successful wineries like Wollersheim have started the process but it is going to take a concerted effort to develop it further. A similar story was going on with Australia and Chile in previous decades, but they have

been able to come out of obscurity and into international acclaim successfully. Much of this success was due to embracing place and playing into terroir discourses (Jung 2014).

## **Emphasizing Place**

Overall, we saw a lack of place emphasis in Wisconsin wine marketing. This is especially true for physical characteristics of terroir though. Things like soil, climate, topography, grape varietal, and place of grape growth are rarely mentioned in wine marketing, especially on labels. Websites tend to be a little more detailed about such things, depending on the wine, but labels seem to lack these crucial aspects. By balancing the five different aspects of terroir and being careful when expressing each one, it is possible to get a product that connects people to the place and the people who created it. Even though the physical attributes of Wisconsin have not been historically associated with wine production, they are still integral components that help shape the identity of Wisconsin wines. Being able to grow more and more cold-weather grapes should help this too. By being able to grow more wine grapes in the state, it becomes much easier to portray the wine as being truly Wisconsin. This is a point of concern for many consumers and a reason they are not viewed as highly, as described in quote 105 in Appendix B. It will also help the development of new AVAs and potentially some recognition for providing a unique type of wine.

## **Selling Terroir**

In summation, a geographical analysis of Wisconsin's South-Central wine market has revealed that it faces widespread discrimination compared to other well-known wine producing

regions. Part of the reason for this is a general lack of knowledge, on the part of consumers and producers alike, about how to interpret and celebrate the distinguishing features of a region. Furthermore, Wisconsin's wine producers, distributors, and retailers are not adequately utilizing place emphasis in their marketing strategies. One method for giving a region place emphasis is to define its terroir. This is done by analyzing the five components: physical, historical, cultural, traditional, and commercial terroir. While Wisconsin is well on its way to developing each of these components and achieving a marketable terroir, time is the ultimate factor shaping both its people and place.

## **Further Discussion**

### **Wine Label Analysis**

Our wine label analysis is something that certainly had its flaws. Being at the center of our graph does not necessarily mean perfect terroir is shown. In some cases, a few of the labels had the right proportions but that doesn't mean that the constituent parts were very well done. It would have been nice to include some sort of weight scheme. Additionally, some criteria were hard to define or were rather subjective (like "simple" styling of the label) or crossed categories (i.e. Appellations could be considered any of the three categories - we picked commercial because it seemed to us that that was how they were used most often, as a politically-defined means of differentiating wines in a market). Lastly, it would have been beneficial to get a broader range of labels from all locations. Thirty-seven labels is a fair amount to work with but not exactly representative of the massive amount of labels that are out there. For example,

comparison with other less well known regions (like Texas or Illinois) could not be made because these wines are not distributed to Wisconsin, and thus unavailable within our site setting.

## **Website Analysis**

With regards to websites, some wineries barely had a website (Appendix D, Screenshot 6), merely a page with minimal information. Secondly, some of the wineries were very small, some seemed like they were simply roadside stores. It is difficult to truly consider these into our analysis since they simply are not where they need to be for our study to pertain to them.

Our survey respondents were mostly millennials from or live in Wisconsin. We believe that our data would be different if more age groups took the survey. It can also be inferred that the number of people who either didn't know about Wisconsin wines or held negative views of it would increase if the survey was nationwide. In other words, the positive views of Wisconsin wines may be inflated because our survey was mostly taken by people in Wisconsin.

Price may have become less of a factor if we surveyed a larger, more representative group. Since a majority of the respondents were under 30 years old, they seemed to be more price sensitive, putting them in a lower price segment. According to our literature review, Cuellar and Claps' study showed that people in a lower price segment were usually less informed about wine and used words like "Napa" as guarantor of quality. Continuing with Cuellar and Claps' work, if this study had more respondents who were older with more disposable income, then we would have seen more of an emphasis on ratings and specific wineries compared to place as a determinant to buy wine. This is because higher price segments rely on ratings, branding, and an individual winery's reputation as their guarantor of quality (Cuellar and Claps 2013).

## Original Graphic

Our group envisioned our original graphic as something that could easily be brought to an interview. We wanted to condense all of our work into something that would be easy to read, attractive to the eye but still informative, summarizing our extensive report. We decided on a pamphlet that would showcase what terroir is, how it is relevant to Wisconsin's wine industry, and how it could be used to enhance the state's profile.

Working from a template, we made a six panel pamphlet. Our first couple of edits were too wordy so we continuously condensed the text to only the most relevant information. We noticed that we could use graphs and other graphics to convey information in a more efficient and effective manner. One of our group members made the graphics in Microsoft Excel and in Adobe Illustrator, including the beautiful trademark of a grapevine within borders of Wisconsin on the introductory panel/ page. Working with the wine theme, we spent a considerable amount of time on the background to get the perfect shade that would resemble red wine. Next, we chose appropriate fonts. For the title we decided to use Penna for its elegant art-deco appearance which we felt reflected the sophistication of our subject. The body text is done in Modum due to its readability and sleek but serified design. We meticulously planned our coloring scheme, making sure our colors did not clash, but gave proper contrast between the text and individual graphics. We planned to distribute our pamphlets throughout the audience during our presentation, but the background was not compatible with the printer we were using, resulting in a white background on the pamphlet.

## **Suggestions for Future Research**

From the very beginning our research project was hindered by time and monetary constraints. As a group of researchers designing and conducting a research project within a semester we often ran into problems of scheduling for data collection and site visits. As well, our ability to conduct market research or travel was limited due to the absence of a research budget. However, we were able to identify several promising areas for future research and improvement on our findings.

### **Finding Representative Samples**

While our survey was able to generate an enormous number of responses, concerns exist that a representative sample was not attained. Survey respondents were participants in an online community and were younger than the median age for Madison, WI. While this might have made our analysis more useful for marketing to millennials, a greater population of experienced wine drinkers (baby boomers) may have been left out. Also, the locations of these respondents could not be verified.

Future research should employ a revised distribution strategy that allows for person to person interaction, thus allowing the researcher to better share their project goals, engage with, and vet survey respondents. As well, attending events (such as the Farmer's Market or Taste of Madison) or distributing surveys to wine-educated audiences such as the Wisconsin Wineries Association mailing list, could be beneficial.

## **Expanding Site Selection**

As mentioned above, time and monetary constraints limited the number of site visits that could be made to one winery (Wollersheim). Visiting more wineries within the subject area like Weggy Winery, Botham Vineyards, or Fisher King Winery may provide a broadened perspective on wine production and marketing techniques.

Beyond South-Central Wisconsin, the Wisconsin Winery Association names five broader wine producing regions within the state (Driftless, Northwoods, Fox Valley, Glacial Hills, and Door County) and the American Viticultural Association names three (Lake Wisconsin, Upper Mississippi Valley, and the Niagara Escarpment which is pending). Each of these regions should be analyzed as a site setting for their terroir.

## **Networking for Research**

With the announcement that the University of Wisconsin-Madison is hiring an outreach specialist for the state's commercial wine industry it is clear that developing a network of knowledgeable wine professionals (producers, distributors, retailers, and consumers alike) is necessary for correcting Wisconsin's developmental course. We would have liked to interview these people, drawing from Jon Anderson's podcasts on how to conduct interviews (Anderson 2013). Unfortunately scheduled interviews and certain contacts could not be made during our research window (which coincided with the grape harvest). With time and interest, Wisconsin's wine researchers can build a network that promotes information sharing and dialogue to help the state define its terroir and advance the process of distinguishing its sense of place among other wine producing regions. As a group of researchers and young professionals this is our highest hope.

## Appendix A: Survey Responses

Where do you buy wine?	Total Responses
Grocery store	147
Liquor Store	145
Restaurants	76
Gifts from others	60
Winery/Vineyard	38
Specialty Store	26
Wine Club	15
On-line/App	7
Direct order by mail	5

Table 1: Survey responses for where people bought their wine.

#	Price quality indicator?	Response	%
1	Not at all	8	4%
2	Very Little	37	20%
3	Somewhat	104	57%
4	Very Much So	31	17%
5	Entirely	1	1%
	<b>Total</b>	<b>181</b>	<b>100%</b>
	<b>Statistic</b>	<b>Value</b>	
	Min Value	1	
	Max Value	5	
	Mean	2.89	
	Variance	0.57	
	Standard Deviation	0.75	
	Total Responses	181	

Table 2: Survey responses and basic statistics for if people thought price was an indicator of quality

#	Place affect purchase?	Response	%
1	Never	41	23%
2	Sometimes	96	53%
3	Always	44	24%
Total		181	100%
<b>Statistic Value</b>			
Min Value	1		
Max Value	3		
Mean	2.02		
Variance	0.47		
Standard Deviation	0.69		
Total Responses	181		

Table 3: Survey responses and basic statistics for how often place of origin factored into a person's wine buying decision.

Wine buying criteria?	Responses
Price	151
Tasting notes	93
An appealing or recognizable label	90
Grape varietal (or percentage for blends)	72
Reputation of the wine producing region / viticultural area / landscape	68
Reputation of vineyard / winery	62
Serving/pairing suggestions	48
Name of winemaker	41
Appellation of origin	36
Name of Vineyard	30
A story (about the wine, how it got its name, the winemaker, the vineyard, etc)	25
Sustainable sourced or certified organic designation	21
A description of the vineyard's soil, topography, or climate	15
Imagery of winery or landscape on bottle	14
Info about process	13
"Estate" sourced	4

Table 4: Shows number of times each criterion was used in the survey question about what criteria people look at when buying wine.

Wine Buying Criteria	Mean Rank
Price	1.88

Grape varietal (or percentage for blends)	2.89
Tasting notes	2.95
An appealing or recognizable label	3.13
Appellation of origin	3.47
Reputation of the wine producing region / viticultural area / landscape	3.68
Name of winemaker	3.73
Reputation of vineyard / winery	3.94
Serving/pairing suggestions	4.1
Name of Vineyard	4.2
Imagery of winery or landscape on bottle	4.86
A story (about the wine, how it got its name, the winemaker, the vineyard, etc)	5
Sustainable sourced or certified organic designation	5.52
A description of the vineyard's soil, topography, or climate	5.8
Information about the wine-making process	6.31
"Estate" sourced designation	10.5

Table 5: Shows mean rank for each of the criterion for the survey question on what criteria people look at when buying wine.

Been to Winery	Response	%
Yes	122	67%
No	59	33%
<b>Total</b>	<b>181</b>	<b>100%</b>

Table 6: Survey responses for the number of people who have been to a winery.

WI Wines desirable?	Response	%
Yes	67	37%
No	36	20%
Unsure	78	43%
<b>Total</b>	<b>181</b>	<b>100%</b>

Table 7: Survey responses for the number of people who believe that Wisconsin produces “desirable” wines.

Aware of Terroir?	Response	%
Yes	60	33%
No	121	67%
<b>Total</b>	<b>181</b>	<b>100%</b>

Table 8: Survey results for the number of people who were aware of the term *terroir*.

Understand Terroir?	Response	%
Yes	51	28%
No	130	72%
Total	181	100%

Table 9: Survey results for the number of people who understood the term *terroir*.

		Do you have an understanding of the concept of terroir? Select one		Total
		Yes	No	
Do you think Wisconsin produces "desirable" wines? Select One	Yes	23 34.33% 45.10%	44 65.67% 33.85%	67 100.00% 37.02%
	No	18 50.00% 35.29%	18 50.00% 13.85%	36 100.00% 19.89%
	Unsure	10 12.82% 19.61%	68 87.18% 52.31%	78 100.00% 43.09%
Total	51 28.18% 100.00%	130 71.82% 100.00%	181 100.00% 100.00%	

		Do you have an understanding of the concept of terroir? Select one
		Do you think Wisconsin produces "desirable" wines? Select One
	Degrees of Freedom	2
	p-value	0.00

Table 10: Cross-tabulation and basic statistics (chi-squared) of survey participant's knowledge of terroir and their perception of Wisconsin wine desirability. The top black numbers are tallies, middle red numbers are row percentages and bottom blue numbers are column percentages.

		To What degree do you believe price is an indicator of quality? Select One					Total
		Not at all	Very Little	Somewhat	Very Much So	Entirely	
Do you think Wisconsin produces "desirable" wines? Select One	Yes	3 4.48% 37.50%	14 20.90% 37.84%	45 67.16% 43.27%	5 7.46% 16.13%	0 0.00% 0.00%	67 100.00% 37.02%
	No	1 2.78% 12.50%	8 22.22% 21.62%	18 50.00% 17.31%	8 22.22% 25.81%	1 2.78% 100.00%	36 100.00% 19.89%
	Unsure	4 5.13% 50.00%	15 19.23% 40.54%	41 52.56% 39.42%	18 23.08% 58.06%	0 0.00% 0.00%	78 100.00% 43.09%
	Total	8 4.42% 100.00%	37 20.44% 100.00%	104 57.46% 100.00%	31 17.13% 100.00%	1 0.55% 100.00%	181 100.00% 100.00%

		To What degree do you believe price is an indicator of quality? Select One
Do you think Wisconsin produces "desirable" wines? Select One	Chi Square	12.04*
	Degrees of Freedom	8
	p-value	0.15

\*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Table 11: Cross-tabulation and basic stats (chi-squared) of survey participant's perception of Wisconsin wine desirability and their belief of price as an indicator of quality. Although a high p-value, it should also be noted that some categories had very low expected values making calculation difficult. The top black numbers are tallies, middle red numbers are row percentages and bottom blue numbers are column percentages.

		Do you have an understanding of the concept of terroir? Select one		Total
		Yes	No	
Have you ever been to a winery / vineyard? Select One	Yes	40 32.79% 78.43%	82 67.21% 63.08%	122 100.00% 67.40%
	No	11 18.64% 21.57%	48 81.36% 36.92%	59 100.00% 32.60%
	Total	51 28.18% 100.00%	130 71.82% 100.00%	181 100.00% 100.00%

		Do you have an understanding of the concept of terroir? Select one
Have you ever been to a winery / vineyard? Select One	Chi Square	3.93
	Degrees of Freedom	1
	p-value	0.05

Table 12: Cross-tabulation and basic statistics (chi-squared) of survey participant's understanding of terroir and whether or not they've been to a vineyard. The top black numbers

are tallies, middle red numbers are row percentages and bottom blue numbers are column percentages.

		How often does the origin, or place of production, factor into your wine purchases? Select One			Total
		Never	Sometimes	Always	
Do you think Wisconsin produces "desirable" wines? Select One	Yes	9 13.43% 21.95%	46 68.66% 47.92%	12 17.91% 27.27%	67 100.00% 37.02%
	No	5 13.89% 12.20%	13 36.11% 13.54%	18 50.00% 40.91%	36 100.00% 19.89%
	Unsure	27 34.62% 65.85%	37 47.44% 38.54%	14 17.95% 31.82%	78 100.00% 43.09%
Total		41 22.65% 100.00%	96 53.04% 100.00%	44 24.31% 100.00%	181 100.00% 100.00%

		How often does the origin, or place of production, factor into your wine purchases? Select One
Do you think Wisconsin produces "desirable" wines? Select One	Chi Square	26.35
	Degrees of Freedom	4
	p-value	0.00

Table 13: Cross-tabulation and basic statistics (chi-squared) of survey participant's perception of Wisconsin wine desirability and how often they factor place of origin into their purchases. The top black numbers are tallies, middle red numbers are row percentages and bottom blue numbers are column percentages.

## Appendix B: Survey Question # 9 - Comments

Question #9 Please tell us your perception of Wisconsin wines in comparison with wines from elsewhere:

All Quotes:
<ol style="list-style-type: none"> <li>1) Pretty good.</li> <li>2) I think there isn't as much variety but I think there are some great wines that have come from WI. That said, I probably only buy them as gifts for others and not usually for myself to drink.</li> <li>3) Not quite "rich" enough in flavor, I find.</li> <li>4) I find them good compared to other states</li> <li>5) I wasn't aware Wisconsin MADE wine.</li> <li>6) Door County has excellent cherry wine. I do not know enough about wine to be able</li> </ol>

to compare reasonably to other places.

7) I think they can be equally as good as wines produced elsewhere

8) Low

9) That it isn't as eclectic or rich in flavor. That Wisconsin is best for beer over wine.

10) I think that they maybe are not on par with some of the great wine growing regions of the world, but I still prefer to buy them because of the reduced shipping distance and ability to visit the vineyard, speak with the owner ect..

11) Wisconsin wines are less desirable only because the state isn't a first thought in terms of wine consumption. I will admit that I prefer reds over whites and that the only Wisconsin wines I've had are all whites but I've enjoyed every last one. Similar to how Wisconsin dairy farmers take their business seriously, I also get that from Wisconsinite winemakers. High quality and reasonable prices for the most part.

12) The few Wisconsin wines I have had have been underwhelming. Nothing special.

13) Wisconsin's climate is not ideal for grape growth.

14) There are some that are pretty good, but overall the quality is not very high.

15) difficult to do properly, but there are several good wineries in Wisconsin

16) I have never heard of wine from Wisconsin (despite living here), so I must conclude that the wine must be rather unremarkable. I perceive wine from Europe and California to be most desirable -I would not, generally speaking, think of the Midwest as producing good wine.

17) It seems like Wisconsin wines are more affordable for even the more quality wines compared to the pricier wines of California or Vermont.

18) not good

19) Wisconsin produces fruit wines not grape wines.

20) Not as good

21) Door County wines are some of the best I've ever had.

22) Wisconsin has some OK whites and roses, but not very good red wine.

23) I've only had Wolfsheim Winery's Pinot Grigio. I actually really like it, but I guess Wisconsin doesn't seem like it'd have the right weather to have a lot of wineries. I'd absolutely drink a Wisconsin wine, but I don't really think about it.

24) Unsophisticated

25) Not sure; I didn't know Wisconsin had the right climate to produce wines properly.

26) I am from the Pacific NW. I preferentially buy wines from the Gorge, then South

America and Wisconsin never enters the equation. I know they make wines, but it doesn't strike me as wine country. But I buy so little wine it is probably a moot point.

27) I don't have much of a different perception of wines from Wisconsin compared to other places. I think each winery is going to have different strengths and weaknesses regardless of the location.

28) I know nothing of Wisconsin wine

29) Good mid priced wines but not the best in the world.

30) Haven't had enough Wisconsin wine to tell.

31) I like Wollershiem Wines. I tend to think that wines from Wisconsin are not quite as refined or high-quality as wines from someplace like Northern California but I think that is a reflection of social influences and not necessarily taste.

32) Limited in variety due to short growing season

33) Spain wines are the best, that is all.

34) I'm from wine country in WA, soooooo Wisconsin wines can't even compare.

Sorry. This ain't grape growin country.

35) Wisconsin seems to focus on fruity wines, and they do it well. When I'm looking for a fruity wine to pair with dessert or a light meal, I usually look for a local wine. However, I've noticed that the more popular wine styles (Cab, Merlot, Chardonnay, etc.), Wisconsin doesn't make the best. But that's probably because we focus on beer here!

36) I can't generally tell the difference so I usually buy the cheaper option and not buy Wisconsin wine

37) Can't be as good as the stuff from Napa Valley

38) My favorite wines usually come from Southern Europe, however Wisconsin wines are tasteful as well.

39) Wisconsin makes wine?

40) Haven't had many

41) Does not come in a box :(

42) Too sweet.

43) Sweeter, overall not as many "quality" choices, but they do exist.

44) I don't know enough about wines to answer this.

45) About the same

46) The Wisconsin wines that I have tried have been cloyingly sweet. They remind me

of white zin-wine for people who don't actually like wine. / Although, I've probably tried less than ten wisconsin wines (most of which have been wollersheim), so I am not very informed.

47) Good, not overly complex

48) unpopular, not well known

49) extremely sweet made from low quality grapes.

50) Not as tasteful or rich history

51) I have been to 4 different wine makers in Wisconsin. Some of the wines I sampled I liked others I thought were not particularly good. Compared to wine makers I have visited in other regions the Wisconsin wineries were not as good.

52) Have only had select few from Door County region, enjoyed very much. Find Wisconsin wines to be less known outside of Wisconsin.

53) I never buy them and only taste when offered somewhere. I don't take Wisconsin wine seriously.

54) Haven't had any Wisconsin wine that was great, but then I haven't tried very many. I was under the impression this was not the ideal climate for growing grapes, or for living – What the hell am I doing here?

55) I've never had a Wisconsin wine.

56) I have no idea, however I'd imagine warmer climates having better variety and quality of grapes.

57) More of a fun, local oddity than something that will ever become an economic/cultural touchstone of the state.

58) Delicious.

59) I'm not familiar with Wisconsin wine

60) About the same?

61) Not familiar with Wisconsin wines, but would not expect wines from Wisconsin to be good compared with wines from other places well known for wine (e.g., California, France, Italy, Chile).

62) On par with the best.

63) They are like wines from everywhere except they are from Wisconsin

64) Not as good

65) I have no perception of Wisconsin wines, I couldn't even name a Wisconsin winery.

- 66) The dry reds can be good, but it seems that there are many more sweet/fruit/dessert wines.
- 67) Just as good
- 68) I haven't ever tried a Wisconsin wine, but if a vineyard could grow red grapes leading to a dry wine, I might enjoy it.
- 69) Any good wines are made from grapes shipped in from California.
- 70) They are possibly not the finest in quality, or rather of inconsistent quality (I know Wollersheim has won a bunch of international awards) and are also less well-known. Good tasting, but I'd probably pick a French or Spanish wine if it were the same price.
- 71) Less quality, unable to produce classic varieties well
- 72) Cheaper, not as great quality.
- 73) No idea
- 74) I haven't bought a Wisconsin wine
- 75) Probably just as good as anywhere, although not as popular maybe
- 76) The only wine I drink is from Trader Joe's (those like 3-5 dollar bottles that are really tasty) I'm not sure if the wine from there is Wisconsin wine but daaaaammmmm does it taste like the greatest joy that ive ever experienced and the price is mmmm mmmm good like whoa
- 77) I wasn't aware people in Wisconsin make wine.
- 78) I'd presume WI wines to be adequate but never of the highest tier wines.
- 79) I would think less of a wine if it were made in WI. Wines from better known areas seem more 'professional'.
- 80) (preface: I spent 4 years working in viticulture in the Central Valley of California) / Wisconsin wines, like most wines from colder climates, tend to be early-harvest whites and fruit wines. For their particular styles, Wisconsin wines are excellent, but as a mostly red wine drinker I admit that I rarely buy any. I buy lots of Wisconsin beer to make up for it.
- 81) Wisconsin makes as good of wine as anywhere else.
- 82) We make very good berry wines (like Door County's cranberry wines).
- 83) Wines that compete with mid-grade vineyards from elsewhere in the country.
- 84) I don't think I've ever tried a WI wine.
- 85) I've had Wisconsin wines that are as good as any other I've had
- 86) I didn't even know they made wine in Wisconsin because I figured it was way too

- cold. I think the best wine comes from California.
- 87) Never have bought Wisconsin wine; doesn't sound appealing...
- 88) I am unsure
- 89) Less ideal than some, but far better than the worst.
- 90) Too sweet, often made with out of state grapes.
- 91) Available Wisconsin wines are more likely to be sweet compared to wines from other American wine regions like California and Washington
- 92) Available Wisconsin wines are more likely to be sweet compared to wines from other American wine regions like California and Washington
- 93) New to Wisconsin, but I doubt Wisconsin has a great climate for growing wines. Maybe ice wines?
- 94) I've never had a Wisconsin wine (that I know of). Is the Wisconsin climate conducive to growing good wine grapes? No idea.
- 95) low compared to Chile, high compared to Rhode Island? /
- 96) IDK
- 97) I have no idea. All I know is that it gets very cold in Wisconsin unlike in other places like Italy or Napa Valley. Does that affect it at all
- 98) Your beer is better.
- 99) gross
- 100) The climate limits variety of grapes available but they do their best with their grapes and import from other vineyards when called for.
- 101) Wolersheim winery is the only Wisconsin winery that comes to mind. I've found there whites to be too sugary. Full disclosure -I prefer red wines.
- 102) the climate just doesn't produce wines as good as other climates.
- 103) I didn't know Wisconsin made wines
- 104) Wine is really region / terroir dependent. I don't think Wisconsin has very good conditions for a wine producer. When we can so easily source wines from better regions why bother? Wisconsin makes great beer and that's enough!
- 105) Most Wisconsin vintners over-sugar their wines to appeal to the "kool-aid" palate. There's good vines and good good vintners around, but it's hard to find something not doctored with added sugar. Also, there's huge advertizing/labeling problem with "Wisconsin wines" often being only brewed here from imported (often California) grapes.

- 106) They ought to be cheaper, since there's less travel time involved, but of course, the world just doesn't work that way.
- 107) My perception may be biased as I've only ever been to Door County wineries, but I believe Wisconsin wines are great!
- 108) Great
- 109) Wisconsin makes some fine white wines. But I wouldn't say it's anything extraordinary.
- 110) Unsure
- 111) Wisconsin wine can be delicious, however less known. I was inclined to try it after meeting someone who owns a vineyard.
- 112) N/A
- 113) In general I have really liked the wines I have from Wisconsin. Don't have a wide range of others to compare it to, but the ones I have are great! And the price is always right for the local ones. I would rather pay \$10 for a good local wine than \$40 for something just because it's from the "right" part of Italy or France
- 114) Prairie Fume is my favorite wine, though I'm pretty sure most of the grapes come from California
- 115) I couldn't say if I've ever tried a WI wine.
- 116) Have not tried many Wisconsin wines, not overly excited about the ones I have tried.
- 117) It's not the best wine I've ever tasted but pretty close.
- 118) I'm sure the good ones are good and the bad ones are bad and the mediocre ones are mediocre.
- 119) No Wisconsin wineries produce anything beyond what bulk bargain wineries produce. Grape varieties that flourish in WI are strange but something interesting can be made with them ie. Illinois Sparkling Co. L. Mawby
- 120) Love Wollersheim wines, always a go to choice, support local. No good cabs from WI, so that's no comparison to other regions for that.
- 121) I never see vineyards anywhere in the state. I am thus forced to conclude that Wisconsin isn't a very popular place for winemaking. And I assume there are valid reasons for this. So I conclude that Wisconsin wine is probably inferior to other wines.
- 122) Wisconsin's wine industry is rather underdeveloped, relying on heavy traffic in Door County from undiscerning tourists who would happily drink anything.

- 123) Just as tasty and usually cheaper.
- 124) I've never tried Wisconsin wine, I don't think. I didn't really think we had a big wine market.
- 125) Unsure.
- 126) I went to school in Madison, drink a consistent amount of wine, and had no idea there was such thing as a Wisconsin produced wine. My perception is that it doesn't exist.
- 127) While I tend to prefer the reds from Chile & Argentina, I think the Wisconsin reds compare well to wines made in many regions in the U.S. Much better than a person who doesn't drink much wine would guess.
- 128) Climate limits which grapes can be grown here. The heartier grapes and as tasty as Cab, Pinot Noir, etc...Wisconsin has some very talented winemakers that are limited by what they can grow.
- 129) I find Wisconsin wines to be friendly and approachable rather than intimidating. I'm more likely to buy a Wisconsin wine blind when I don't know what to get, because at least I'm supporting local industry. Some Wisconsin wines are my favorite due to their unique character (example: Halloween from Door Peninsula Winery).
- 130) Overly young and not sophisticated.
- 131) More focused on gimmicky fruit flavors than just traditional wine.
- 132) I didn't even know Wisconsin produced wine...
- 133) Not a whole lot of great wines from Wisconsin
- 134) They are definitely cheaper than wines from elsewhere.
- 135) I enjoy the local wines I've tried; my family owns a winery in Oklahoma, and the wines there tend to be slightly drier than I like.
- 136) unknown
- 137) Right now they do not seem as prestigious as wines from elsewhere
- 138) I do think they are overall sweeter and simpler, particularly Wollersheim wines.
- 139) Not as well-known or popular as those from other areas like California
- 140) I don't know anything about Wisconsin wines.
- 141) Decent whites from the area. The reds here suck though.
- 142) Don't know
- 143) Probably not as good. Never tried one.
- 144) More craft wines that get away from the standard grapes seen elsewhere.

145) Good red wines. Not compared to "good" wine country, like California or France, but comparable to many from Michigan.

146) No clue

147) I would assume that WI wines aren't as great as wines from other places because of the climate. I know California, Florida, and France are known for their wine, and they all have very different climates from Wisconsin.

148) They are nice!

149) Average

150) I like local products, so have a positive perception of Wisconsin wines

151) Probably good because we have an alcoholic state

152) I was unaware Wisconsin had vineyards/wineries

153) I'm sure they aren't as good, but there also aren't as many wines.

154) weather factor negative

155) I've only had 2, but I liked them both as much as others

156) I have had GREAT Wisconsin wines, even better than Argentine & Spanish

157) I really enjoy Wollersheim but still assume Europe or South America does it better

158) Don't feel like they're very well-known for anything. I'm sure they're fine just nothing special.

159) Not a wine country

160) No idea

161) Good but sometimes a little sweet

162) N/A

163) More specialty wines, like cherry wines from Door County for example

164) Not sure, the wine from Door County was sweeter than most other I believe!

165) Not the primary market

166) Wisconsin's climate doesn't have the same quality as other areas in U.S. or Europe

167) Based on Door County cherry wine, Wisconsin makes bad wines

168) Didn't know we had wines

169) no



Appendix C: Landscape Observation Images

Picture #1: Sign at Wollersheim sharing their Winery of the Year award



Picture #3: Wollersheim Vineyards

While looking over the Wisconsin  
River from the hillside...

“*Oh, marvelous! And this it really  
was, for during my prolonged traveling I  
had not seen either in Europe or in America  
the work of Nature in such matchless perfection,  
and I can say with all the conviction of my  
soul that there cannot exist a more beautiful  
spot in any part of the world.*”

~Agoston Haraszthy, *Utazás Éjszakamerikában*  
1844 (Travels in North America)

Picture #4: A quote from Agoston Haraszthy upon discovering the site for Wollersheim



Picture #5: Wollersheim's Museum



Picture #6: Wollersheim's Fermentation Room



Picture #7: A poster outside of the fermentation room displaying cold-climate grapes



Picture #8: Wollersheim's Barrels of Wine



Picture #9: Wollersheim's painted fiberglass cow from the CowParade displaying their winecave



Picture #10: The renovated wine cave at Wollersheim (co-author, Jonathan Goodell)

## Appendix D: Website Information

	Profile of the employees (place)	Geography/Geology of the winery/ appellation (place)	History of the winery (place)	Local Tourism (place)	Information of Grape Varietals at the winery or in their wines (place)
Wollersheim Winery	1		1	1	1
Weggy Winery	1		1	1	1
New Glarus Primrose Winery			1		
Bauer-Kearns Winery					
Fisher King Winery			1		
Rock N Wool Winery			1		
Northleaf Winery			1	1	
Lewis Station Winery	1		1		1
Staller Estate Winery				1	1
Apple Barn Orchard and Winery					1
Vetro Winery	1		1	1	
<b>Total</b>	<b>4</b>	<b>0</b>	<b>8</b>	<b>5</b>	<b>5</b>
<b>Percentages</b>	<b>36.36363636</b>	<b>0</b>	<b>72.72727273</b>	<b>45.45454545</b>	<b>45.45454545</b>

Table 1: Website Rubric focusing on the place-building aspects

	Profile of the employees (place)	Geography/Geology of the winery/ appellation (place)	History of the winery (place)	Local Tourism (place)	Information of Grape Varietals at the winery or in their wines (place)	Info on Tours (Commercial)	Tasting room information (Commercial)	Wine selection with price (Commercial)	Wine selection with information (Commercial)	Online Store (Commercial)	Where2Buy (Commercial)	Awards (customer interaction)	Customer feedback & Testimonials (customer interaction)	Tips on Wine drinking (customer interaction)	Tips on Wine Pairing (customer interaction)	Social Media (customer interaction)	CSR (customer interaction)	Total
Wollersheim Winery	1		1	1	1	1	1	1	1			1			1	1		5
Weggy Winery	1		1	1	1	1	1	1	1	1							1	6
New Glarus Primrose Winery			1				1											1
Bauer-Kearns Winery						1	1											2
Fisher King Winery			1				1	1	1	1	1					1	1	6
Rock N Wool Winery			1				1	1	1							1	1	4
Northleaf Winery			1	1		1	1	1	1	1	1			1	1	1	1	7
Lewis Station Winery	1		1		1	1	1	1	1	1	1			1	1	1		8
Staller Estate Winery				1	1	1	1	1	1	1	1			1	1	1		8
Apple Barn Orchard and Winery					1					1							1	1
Vetro Winery	1		1	1		1	1	1	1		1							5
<b>Total</b>	<b>4</b>	<b>0</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>10</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>2</b>	
<b>Percentages</b>	<b>36.36363636</b>	<b>0</b>	<b>72.72727273</b>	<b>45.45454545</b>	<b>45.45454545</b>	<b>72.72727273</b>	<b>90.90909091</b>	<b>45.45454545</b>	<b>81.81818182</b>	<b>45.45454545</b>	<b>45.45454545</b>	<b>9.090909091</b>	<b>0</b>	<b>27.27272727</b>	<b>83.83838384</b>	<b>83.83838384</b>	<b>18.18181818</b>	

Table 2: Full Website Rubric

Welcome visitor you can [login](#) or [create and account](#) | [My Account](#) | [Shopping Cart](#) | [Checkout](#)

**HOME** Discover Weggy Winery | **ABOUT US** Explore a Little History | **EVENTS** What's Happening | **OUR WINE** Wide Ranging & Amazing | **SHOP** What are you waiting for? | **INVEST** Investment Opportunities | **CONTACT US** Get in touch with us

### About the Weggy Winery

Wine sales and production for the Weggy Winery takes place in what used to be a 1935 dairy barn. The original wood structure has been removed, but the massive stone walls remain, covered by a new modern roof. On the interior, the ceiling has been sprayed with lococine foam to create a cave-like atmosphere.

Our wines are carefully aged in modern stainless steel winery tanks. We pride ourselves on our careful attention to the quality of our wine products.

It took us three years to convert and equip the building with modern wine making technology. The most important process, the fermentation, has been carefully engineered to be performed without interruption. This ensures a quality product. We are sure that once you taste our wines, you will agree that it was worth the effort!

### About our Vintner/Winemaker

Who would have guessed in 1992, when Owners & Proprietors Marion and Marlys Weglarz purchased 80 acres in Richland County, WI that today it would be open to the public for tram tours of the 16-

### Vineyard Visit & Tour

Our Vineyard is one of Wisconsin's largest, 16 acres of planted vines, 11,000 vines. We have over 30 different cultivars planted and growing. Some of our grape cultivars were bred by Wisconsin's own Elmer Swenson, self-taught, viticulturist. Varieties such as St. Croix, Edelweiss, St. Pepin, LaCrosse, Espirit and Kay Gray are used today by many wineries in the Upper Midwest (cold-hardy varieties).

**PLAN TO VISIT AND TAKE A TOUR ON OUR TRAM!**

Want to see how a winery produces all those delicious vintages? Weggy winery conducts convenient outdoor tours to show our guests where and how our grape vines

Screenshot #1: Weggy Winery's homepage that has place-building information.\_\_\_\_



#### Oakey Red ~ Proprietor's Choice:

OAK BARREL AGED...Made with Wisconsin-grown St. Croix grapes, this full-bodied DRY wine boasts an oakey mouthfeel! This DRY red wine is a joy to drink. Fabulous with any meal or with any conversation!

**\$19.00** - [Buy Online](#)



#### Weggy Red:

DRY, full-bodied red wine, finely crafted using Wisconsin-grown St. Croix grapes with a hint of oak aromas as well as a hint of oak flavor. Wonderful with red meat or pasta.

**\$11.00** - [Buy Online](#)



#### Oak Ridge Red:

Made with blue-black Wisconsin-grown grapes named Foch (pronounce with long O, Fosh). This is a semi-dry wine, subtle fruit tones are detected. Easy to drink for new red-wine drinkers. Great with a pizza or pasta, or, enjoy a glass by itself.

**\$11.00** - [Buy Online](#)



#### Marlys Blush:

Wonderfully light semi-sweet wine. Made with Wisconsin Foch grapes pressed from the skins & slowly fermented making this beautiful blush wine. Detect aromas & flavors of cherry and strawberry. Enjoy with a meal or by itself. Suggest serve chilled.

**\$12.00** - [Buy Online](#)



#### Weggy White:

White DRY wine with a hint of oak and a fabulous flavor. Like Chardonnay? Try Weggy White, exquisitely crafted using Wisconsin-grown grapes! Enjoy with fish, chicken or pork, or by itself. Suggest serve chilled.

**\$12.00** - [Buy Online](#)



#### Pear Wine:

Estate-grown using our own Asian pears; lovely unique finish. Not too sweet, very pleasant on the palate.

**\$14.00** - [Buy Online](#)



#### Vignole - Dry:

Dry white wine with a nice smooth finish. Try drinking this wine with white meat or fish. May we suggest serve chilled.

**\$13.00** - [Buy Online](#)



#### Cherry Sweet Wine:

Made from Balithon cherries, a nice sweet wine, very intense with cherry flavors! It's like a dessert... a unique hint of spice makes for an enjoyable sipping wine. Suggest serve chilled.

**\$13.00** - [Buy Online](#)

Screenshot #2: Weggy Winery's wine selection with information on the grape varietals, some from Wisconsin. Information on grape varietals is a place-building component.

## About our Vintner/Winemaker

Who would have guessed in 1992, when Owners & Proprietors Marion and Marlys Weglarz purchased 80 acres in Richland County, WI, that today it would be open to the public for tram tours of the 16-acre vineyard or for guests to harvest apples, peaches, Asian pears and cherries or that Weggy Winery would be open for wine sampling and the purchasing of bottled wines made from the very grapes grown on this land?

Only one person could envision this — Marion Weglarz...



As a little boy in Chicago, IL Marion knew he would end up working the land somehow, but didn't know where or when. He always had the desire to plant and see things grow; he was a horticulturist at heart from the beginning. As an adult Marion, looked for two years for that perfect place to grow grapes in an area that is NOT well known for that purpose. When he came across a former dairy farm in Richland Center, WI he believed he had found the place. He was initially drawn to the sloping hills and Southern exposure on top of the ridge which has become part of Oak Ridge Vineyard.

for that purpose. When he came across a former dairy farm in Richland Center, WI he believed he had found the place. He was initially drawn to the sloping hills and Southern exposure on top of the ridge which has become part of Oak Ridge Vineyard.



Want to see how a winery produces all those delicious vintages? Weggy winery conducts convenient outdoor tours to show our guests where and how or grape vines are grown! Our tours are both interesting and educational. The tram will take you back to the winery where you may want to sample our wine! Our tours can accommodate up to 24 passengers and are handicapped friendly with a wheelchair position on the tram. We do offer small tours for 2 or 3 people on our golf-cart. Same narrated tour as is our tram-tour. We require reservations, please call us at 608-647-6600.



As narrator, Marion will inform and show you our success

Screenshot #3: Profile of Weggy's winemaker, Marion Weglarz, which is a place-building aspect.

The screenshot shows the Wollersheim Winery website. The header includes navigation links: ABOUT US, CASECLUB, ENTERTAINING, TRADE TOOLS, CONTACT US, BUY WINE. Below the header are three main menu items: Winery Visit, Our Wines, and News & Events. The main content area features a sidebar with links: Our Story, Winemaker, Vineyards & Grapes, Founder Tribute, Property History, 40th Anniversary, and Timeline. The main content area displays a large image of a historic stone building. Below the image is the 'Property History' section, which includes the following text:

**Property History**


Wollersheim Winery sits on a scenic hillside overlooking the Wisconsin River, just across from Prairie du Sac, Wisconsin. In the 1840s, Agoston Haraszthy, a Hungarian nobleman, discovered the area of sloped land where the winery, now a National Historic Site, sits today. The steep terrain reminded Haraszthy of his homeland, and was ideal for growing grapes. Haraszthy's time in Wisconsin was

To the right of the text is a 'MARKING HISTORY' section with an image of a historical marker sign.

Screenshot #4: History of Wollersheim's property on its website. Property history is an aspect of place-building.

Prairie du Sac, Wisconsin

- Our Story
- Winemaker**
- Vineyards & Grapes
- Founder Tribute
- Property History
- 40th Anniversary
- Timeline



### The Winemaker

For Philippe Coquard, making wine is a way of life that was passed down to him through generations of tradition, skill and artistry. Born and raised in the Beaujolais region of France, Philippe comes from a family of winemakers steeped in over 400 years of viticulture and enology. He says, "Where I come from, it is all grape-growing and winemaking. We think of wine, we talk of wine, we dream only of wine." Philippe was immersed in winemaking and viticulture from a young age, growing up helping on his family's farms and tasting wine with his father and uncles. He later went on to earn degrees in winemaking, viticulture, and wine marketing.

Philippe arrived at Wollersheim Winery in 1984 as part of an agricultural exchange program. Within just one year, Wollersheim Winery founder Bob Wollersheim asked Philippe to take over the production side of the winery.

*"Where I come from, it is all grape growing and winemaking. We think of wine, we talk of wine, we dream only of wine."*  
- Philippe Coquard

Screenshot #5: Profile of Philippe Coquard, the winemaker at Wollersheim.

TRAVEL WISCONSIN .COM

Places to Stay Things to Do Dining Events Cities & Regions Travel Resources Experience Fun

Home > Things to Do > Local Foods > Wineries > Bauer-Keams Winery

## Bauer-Keams Winery

Overview Events Places To Stay Dining



All of the Bauer-Keams Label Wines are Estate bottles wines. All grapes in these wines are grown here on our estate in Platteville. The labels bear the "Something Special from Wisconsin logo. Gift shop features local food and gift products. Several items are marked as much as 35% off marked price at any one time during the year. Free tours at all times and tastings available during open hours.

**Hours of Operation**  
Wed-Sat 10am-6pm. Sun noon-5pm. Appointments only January thru March 31. Groups and tour buses welcome by appointment.

**Directions**  
Located near the bio "M"



View Larger Map  
19245 West Mound Rd  
Platteville, WI 53818

Information:  
608-348-7700

Website  
Email

Add To Trip Favorite

SUBMITTED BY  
Platteville Regional Chamber  
Wisconsin Winery Association  
[Report an issue with this listing](#)

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5 Top Snow Tubing Hills for the Family



Wisconsin's Most Amazing Pie

Screenshot #6: Bear-Keams Winery's page on TravelWisconsin.com

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# RIDGE VINEYARDS

SHOP VISIT ABOUT WINES VINEYARDS MEMBERSHIP

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NEWS  
HISTORY  
WINEMAKING  
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### Wines of Place

To make the finest wines, you must start with great vineyards. Ridge was blessed with the 125-year-old Monte Bello vineyard (abandoned after Prohibition), and the cabernet blocks (replanted in the late 1940s). These vines produced our Monte Bello wines from 1959 to 1969. To supplement that limited production while we continued to re-plant the rest of the abandoned cabernet vineyards, we turned to California's heritage of pre-Prohibition zinfandel vineyards, making a 1964 from vines planted

Screenshot #7: Ridge Winery of California's web page on "Wines of Place"

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# RIDGE VINEYARDS

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**OUR VINEYARDS**

- Monte Bello
- Lytton Springs
- Geyserville
- East Bench
- Buchignani
- Carmichael
- Mazzoni
- Pagani
- Paso Robles
- Ponzo Vineyard
- York Creek

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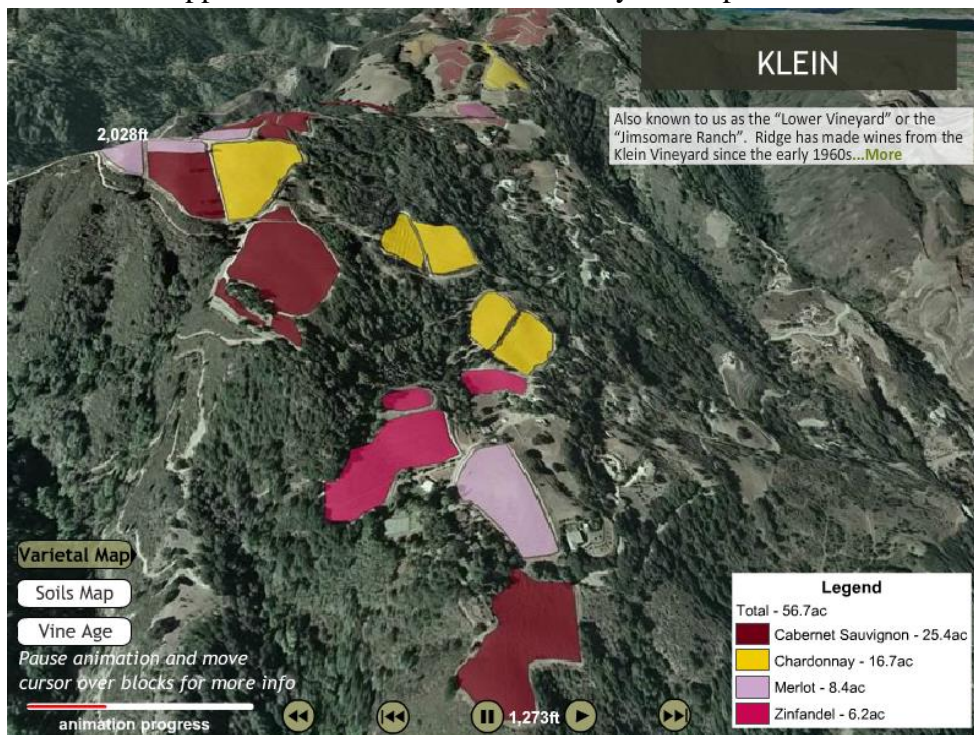
### INTERACTIVE VINEYARD MAP

For a bird's eye view of our vineyards and to learn all about the soils, varietals, and just about everything else, click here.

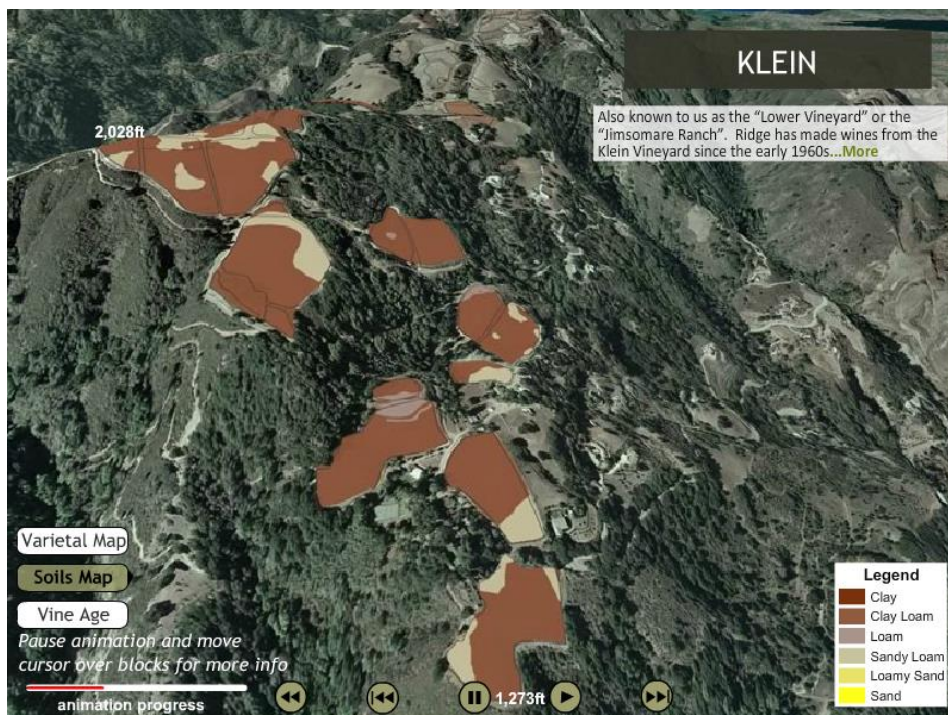
Screenshot #8: Ridge's "Interactive Vineyard Map"



Screenshot #9: Location of Ridge's Monte Bello vineyard within the Santa Cruz American Viticultural Appellation on the Interactive Vineyard Map



Screenshot #10: Map of grape varieties at the Klein vineyard of Ridge Wineries



Screenshot #11: Soils map at the Klein vineyard of Ridge Wineries



Screenshot #12: Map of vine age at the East Bench vineyard of Ridge Wineries

## Appendix E: Wine Labels

This appendix contains our complete wine-label rubric. It is broken up into 5 parts (where an ‘X’ indicates that the wine named on the left has the trait specified in the column) plus a summary of totals and percentages for each wine so that it can fit in this document.

Origin	Name Of Winery/Wine	Foreign Language	Name of Winery	Picture of Landscape
California	Brandlin Ranch		X	
California	Fetzer		X	X
California	Artezin		X	
California	Noble Vines, "337"		X	
California	Pahlmeyer		X	
California	Castle Rock		X	
California	Ridge Winery		X	
California	Joel Gott		X	
California	Estancia		X	X
California	Roots Run Deep "Educated Guess"			
California	"VINTJS"			
California	Old Zine Vines "OZV"		X	
California	Clos Du Val		X	
California	Prisoner Wine Company, "Saldo"		X	
California	St. Supery		X	X
Washington	14 Hands		X	
Australia	Hope, "The Ripper"		X	
Australia	Tait, "The Wild Ride"		X	
Chile	Concha Y Toro, "Serie Riberas Gran	X	X	X
Chile	Montes	X	X	
Italy	Contadino	X	X	
Italy	Villa Mora		X	
Italy	Grifone Primitivo		X	
France	Pontificis			
France	Sauvignon de seguin	X		X
Germany	Selbach-Oster	X	X	
Spain	Bodegas Convento de Las Claras "H	X		
Wisconsin	Wollersheim "Prairie Fume"		X	X
Wisconsin	Fisher King "Troll Town Red"		X	X
Wisconsin	44th Parallel "Glacier Red"		X	X
Wisconsin	Botham "Cupola"		X	
Wisconsin	Botham "Latitude 43"		X	
Wisconsin	Botham "Big Stuff Red"		X	
Wisconsin	Fisher King "Blue Rapture"		X	
Wisconsin	Spurgeon Winery "Ruby Lady"		X	
Wisconsin	Weggy Winery, "Oak Ridge Red"		X	X
Wisconsin	Wollersheim "Ruby Nouveau"		X	X
	<b>Total</b>	<b>6</b>	<b>25</b>	<b>8</b>
Origin	Name Of Winery/Wine	Foreign Language	Name of Winery	Picture of Landscape

Table 1: First section of full chart - includes three “Mystical” attributes - Foreign Language, Name of Winery, and Picture of Landscape

Origin	Name Of Winery/Wine	History of Winery/Vineyard/G	Name of Winemaker	Place of Production	Place of bottling	Picture of Winery	Emphasizes Unique Origin	Map	
California	Brandlin Ranch		X	X	X				
California	Fetzer	X	X	X	X				
California	Artezin	X	X	X	X				
California	Noble Vines, "337"	X		X	X				
California	Pahlmeyer			X	X				
California	Castle Rock	X		X	X	X			
California	Ridge Winery		X	X	X		X		
California	Joel Gott	X	X		X				
California	Estancia			X	X		X	X	
California	Roots Run Deep "Educated Guess"			X	X		X		
California	"VINTJS"				X				
California	Old Zine Vines "OZV"			X	X		X		
California	Clos Du Val	X		X	X				
California	Prisoner Wine Company, "Saldo"			X	X				
California	St. Supery	X	X	X	X		X		
Washington	14 Hands	X		X	X		X		
Australia	Hope, "The Ripper"	X	X	X	X				
Australia	Tait, "The Wild Ride"		X	X	X				
Chile	Concha Y Toro, "Serie Riberas Gran	X		X	X		X		
Chile	Montes	X		X	X		X		
Italy	Contadino			X	X		X	X	
Italy	Villa Mora				X	X			
Italy	Grifone Primitivo	X			X		X		
France	Pontificis			X	X		X		
France	Sauvignon de seguin			X			X		
Germany	Selbach-Oster			X	X				
Spain	Bodegas Convento de Las Claras "H			X	X			X	
Wisconsin	Wollersheim "Prarie Fume"			X	X	X			
Wisconsin	Fisher King "Troll Town Red"			X	X				
Wisconsin	44th Parallel "Glacier Red"		X	X	X				
Wisconsin	Botham "Cupola"			X	X				
Wisconsin	Botham "Latitude 43"			X	X				
Wisconsin	Botham "Big Stuff Red"			X	X				
Wisconsin	Fisher King "Blue Rapture"			X	X		X		
Wisconsin	Spurgeon Winery "Ruby Lady"			X	X				
Wisconsin	Weggy Winery, "Oak Ridge Red"			X	X				
Wisconsin	Wollersheim "Ruby Nouveau"	X	X	X	X	X	X		
	<b>Total</b>		<b>12</b>	<b>9</b>	<b>26</b>	<b>29</b>	<b>3</b>	<b>12</b>	<b>3</b>
Origin	Name Of Winery/Wine	History of Winery/Vineyard/G	Name of Winemaker	Place of Production	Place of bottling	Picture of Winery	Emphasizes Unique Origin	Map	

Table 2: Includes 7 “Mystical” attributes: History, Winemaker name, Production Place, Bottling Place, Picture of Winery, Unique Origin Emphasis, and a Map

Origin	Name Of Winery/Wine	"Simple" Desi	Writing Style	Other Notes	Grape Varietal	Blend Percenta	Grape Varietal	Vintage	Vine Age	
California	Brandlin Ranch	X			Cab		X	X		
California	Fetzer			Marketed as Sustainable	Reisling		X	X		
California	Artezin	X			Zin		X	X		
California	Noble Vines, "337"				Cab		X	X		
California	Pahlmeyer	X		Stamp on the foil/heavy bottle/phone numbe	Pinot Noir		X	X		
California	Castle Rock			Ordered (Winery; Vintage; AVA; Grape)	Zin		X	X		
California	Ridge Winery	X		Foil emphasizes the cork	yes		X	X		
California	Joel Gott	X			Cab		X	X		
California	Estancia				Cab		X	X		
California	Roots Run Deep "Educated Guess"		Scientific	Has formulas and graphs for wine as art	Cab		X	X		
California	"VINTJS"	X		Definitions of things on back	Syrah		X	X		
California	Old Zine Vines "OZV"	X		Mentions Lodi's terroir	Zinfandel		X	X (2012)	X	
California	Clos Du Val	X	Emphasis is o	Strong focus on tasting notes	Merlot		X	X (2010)		
California	Prisoner Wine Company, "Saldo"	X		There are no notes on bottle, just date, origi	Zinfandel		X	X (2012)		
California	St. Supery	X		Notes are signed by the winemaker	Savignon Blanc	100%	X	X (2012)		
Washington	14 Hands				Cabernet		X	X		
Australia	Hope, "The Ripper"			Artistic header	Shiraz		X	X		
Australia	Tait, "The Wild Ride"		Humorous	Explains the funny name, describes the win	GSM	(20-60-20)	X	X		
Chile	Concha Y Toro, "Serie Riberas Gran				Cabernet		X	X (2010)		
Chile	Montes			Writing is dense for a small label	Malbec		X	X (2012)		
Italy	Contadino				Pino Grigio		X	X		
Italy	Villa Mora	X		Imported (Italian)	Montefalco Rosso		X	X		
Italy	Grifone Primitivo	X	Formal	Imported from Italy	Primitivo		X	X	X	
France	Pontificis	X	Old/Classic	French import - description emphasizes "a b	Grenache - Syr	(40 - 40 - 20)	X	X		
France	Sauvignon de seguin		Varied	Imported from France, winery: chateau de s	Sauvignon		X	X		
Germany	Selbach-Oster	X		Someone would have to read German to un	Riesling (Spatlese)		X	X (2009)		
Spain	Bodegas Convento de Las Claras "H	X		No information except for a back label from distributor				X (2011)		
Wisconsin	Wollersheim "Prarie Fume"				Reisling		X	X		
Wisconsin	Fisher King "Troll Town Red"				Marechal Foch		X	X		
Wisconsin	44th Parallel "Glacier Red"	X		Bold/Modern	yes		X			
Wisconsin	Botham "Cupola"	X		Modern						
Wisconsin	Botham "Latitude 43"	X			Chardonnay		X			
Wisconsin	Botham "Big Stuff Red"							X		
Wisconsin	Fisher King "Blue Rapture"									
Wisconsin	Spurgeon Winery "Ruby Lady"									
Wisconsin	Weggy Winery, "Oak Ridge Red"	X	Limited descri	Handwritten note on bottle	Marechal Foch		X	X (2011)		
Wisconsin	Wollersheim "Ruby Nouveau"			Emphasis on traditional Beaujolais style	Doesn't say			X (2014)		
	<b>Total</b>		<b>16</b>					<b>29</b>	<b>21</b>	<b>2</b>
Origin	Name Of Winery/Wine	"Simple" Desi	Writing Style	Other Notes	Grape Varietal	Blend Percenta	Grape Varietal	Vintage	Vine Age	

Table 3: Includes 1 "Mystical" attribute of Simple Design and 3 "physical" attributes: Grape Varietal, Vintage, and Vine age

Origin	Name Of Winery/Wine	Place of Growth	Mention of Topography	Mention of Soil	Ingredients	Mention of Clim	Title/Name	Logo	Wine Scale
California	Brandlin Ranch	X	X	X		X		X	
California	Fetzer					X	X		
California	Artezin							X	
California	Noble Vines, "337"			X			X		
California	Pahlmeyer								
California	Castle Rock	X		X		X		X	
California	Ridge Winery	X	X	X	X	X		X	
California	Joel Gott								
California	Estancia	X	X	X		X		X	
California	Roots Run Deep "Educated Guess"						X		
California	"VINTJS"						X	X	
California	Old Zine Vines "OZV"	X					X	X	
California	Clos Du Val	X						X	
California	Prisoner Wine Company, "Saldo"	X					X		
California	St. Supery	X						X	
Washington	14 Hands	X						X	
Australia	Hope, "The Ripper"	X	X				X		
Australia	Tait, "The Wild Ride"	X					X	X	
Chile	Concha Y Toro, "Serie Riberas Gran	X	X			X	X	X	
Chile	Montes	X	X					X	
Italy	Contadino						X	X	
Italy	Villa Mora								
Italy	Grifone Primitivo	X						X	
France	Pontificis	X	X				X	X	
France	Sauvignon de seguin						X	X	
Germany	Selbach-Oster							X	
Spain	Bodegas Convento de Las Claras "H						X	X	
Wisconsin	Wollersheim "Prarie Fume"						X	X	X
Wisconsin	Fisher King "Troll Town Red"	X					X	X	
Wisconsin	44th Parallel "Glacier Red"					X	X	X	
Wisconsin	Botham "Cupola"						X	X	
Wisconsin	Botham "Latitude 43"						X	X	
Wisconsin	Botham "Big Stuff Red"	X					X		
Wisconsin	Fisher King "Blue Rapture"						X	X	
Wisconsin	Spurgeon Winery "Ruby Lady"								
Wisconsin	Weggy Winery, "Oak Ridge Red"						X		
Wisconsin	Wollersheim "Ruby Nouveau"	X	X				X	X	
<b>Total</b>		<b>16</b>	<b>7</b>	<b>5</b>	<b>1</b>	<b>7</b>		<b>22</b>	<b>1</b>
Origin	Name Of Winery/Wine	Place of Growth	Mention of Topography	Mention of Soil	Ingredients	Mention of Clim	Title/Name	Logo	Wine Scale

Table 4: Includes 5 Physical attributes: Place of Growth, Mention of Topography, Mention of Soils, Ingredients, Mention of Climate and 3 Commercial attributes: wine title/name, a logo, and a wine scale.

Table 5: Includes 5 Commercial attributes: Tasting notes, pairing notes, QR code, Website Information, and AVA/Appellation/Legal wine region

Origin	Name Of Winery/Wine	Tasting Notes	Pairing Notes	QR Code	Website Info	AVA/Appella	Aesthetics (description)
California	Brandlin Ranch				X		Uniform
California	Fetzer	X	X		X		"Green"
California	Artezin	X	X		X		
California	Noble Vines, "337"	X	X		X		"Sexy": Black/Red, Suit/Ti
California	Pahlmeyer				X	X	
California	Castle Rock	X	X		X	X	
California	Ridge Winery				X	X	Template design
California	Joel Gott				X		Very simple label, one wo
California	Estancia	X			X		
California	Roots Run Deep "Educated Guess"				X		Scientific, "Educated Gue
California	"VINTJS"	X				X	Dark, classy
California	Old Zine Vines "OZV"	X		X	X	X	QR Code has California b
California	Clos Du Val	X			X	X	Ornate front label (easily r
California	Prisoner Wine Company, "Saldo"				X	X	Label looks like it was prin
California	St. Supery	X			X	X	Separate label shows the
Washington	14 Hands	X	X		X	X	Shows how name is relate
Australia	Hope, "The Ripper"	X			X		Gold/Red/Black
Australia	Tait, "The Wild Ride"						
Chile	Concha Y Toro, "Serie Riberas Gran	X				X	
Chile	Montes	X	X		X	X	Label shows an angel hol
Italy	Contadino	X	X			X	
Italy	Villa Mora						"Classic"
Italy	Grifone Primitivo	X				X	Red - simple
France	Pontificis	X	X				White label, black gold ac
France	Sauvignon de seguin					X	Busy but old looking
Germany	Selbach-Oster				X	X	Very simple
Spain	Bodegas Convento de Las Claras "H					X	A separate sticker shows
Wisconsin	Wollersheim "Prarie Fume"	X	X		X		Template Design
Wisconsin	Fisher King "Troll Town Red"	X	X				
Wisconsin	44th Parallel "Glacier Red"	X					Red with a farm
Wisconsin	Botham "Cupola"				X		
Wisconsin	Botham "Latitude 43"				X		
Wisconsin	Botham "Big Stuff Red"				X		Picture of kid
Wisconsin	Fisher King "Blue Rapture"	X					
Wisconsin	Spurgeon Winery "Ruby Lady"	X					
Wisconsin	Weggy Winery, "Oak Ridge Red"						
Wisconsin	Wollersheim "Ruby Nouveau"	X	X		X	X	Bright/Multi-colored (Nouv
	<b>Total</b>	<b>19</b>	<b>10</b>	<b>1</b>	<b>19</b>	<b>16</b>	
Origin	Name Of Winery/Wine	Tasting Notes	Pairing Notes	QR Code	Website Info	AVA/Appella	Aesthetics (description)

Origin	Name Of Winery/Wine	Mystical Totals	Physical Totals	Commercial Tot	Overall Totals	Mystical Percen	Physical Percent	Commercial Percent
California	Brandlin Ranch	5	6	2	13	38	46	15
California	Fetzer	6	3	4	13	46	23	31
California	Artezin	6	2	4	12	50	17	33
California	Noble Vines, "337"	4	3	4	11	36	27	36
California	Pahlmeyer	4	2	2	8	50	25	25
California	Castle Rock	5	5	5	15	33	33	33
California	Ridge Winery	6	7	3	16	38	44	19
California	Joel Gott	5	2	1	8	63	25	13
California	Estancia	6	6	3	15	40	40	20
California	Roots Run Deep "Educated Guess"	3	2	2	7	43	29	29
California	"VINTJS"	2	2	4	8	25	25	50
California	Old Zine Vines "OZV"	5	3	6	14	36	21	43
California	Clos Du Val	5	2	4	11	45	18	36
California	Prisoner Wine Company,"Saldo"	4	2	3	9	44	22	33
California	St. Supery	8	2	4	14	57	14	29
Washington	14 Hands	5	3	5	13	38	23	38
Australia	Hope, "The Ripper"	5	4	3	12	42	33	25
Australia	Tait, "The Wild Ride"	4	3	2	9	44	33	22
Chile	Concha Y Toro, "Serie Riberas Gran Reserv	7	4	4	15	47	27	27
Chile	Montes	6	3	5	14	43	21	36
Italy	Contadino	6	2	5	13	46	15	38
Italy	Villa Mora	4	2	0	6	67	33	0
Italy	Grifone Primitivo	5	4	3	12	42	33	25
France	Pontificis	4	4	4	12	33	33	33
France	Sauvignon de seguin	4	2	3	9	44	22	33
Germany	Selbach-Oster	5	1	3	9	56	11	33
Spain	Bodegas Convento de Las Claras "Heritage"	5	0	3	8	63	0	38
Wisconsin	Wollersheim "Prarie Fume"	5	2	6	13	38	15	46
Wisconsin	Fisher King "Troll Town Red"	4	3	4	11	36	27	36
Wisconsin	44th Parallel "Glacier Red"	6	2	3	11	55	18	27
Wisconsin	Botham "Cupola"	4	0	3	7	57	0	43
Wisconsin	Botham "Latitude 43"	4	1	3	8	50	13	38
Wisconsin	Botham "Big Stuff Red"	3	2	2	7	43	29	29
Wisconsin	Fisher King "Blue Rapture"	4	0	3	7	57	0	43
Wisconsin	Spurgeon Winery "Ruby Lady"	3	0	1	4	75	0	25
Wisconsin	Weggy Winery, "Oak Ridge Red"	5	1	1	7	71	14	14
Wisconsin	Wollersheim "Ruby Nouveau"	8	2	6	16	50	13	38
<b>Total</b>								
Origin	Name Of Winery/Wine	Mystical Totals	Physical Totals	Commercial Tot	Overall Totals	Mystical Percen	Physical Percent	Commercial Percent

Table 6: Summary chart of totals in each category for each wine and the percentages of each category that make up each label.

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