

# REPUTATION OF OREGON WINE

## BACKGROUND

- Reputation: aggregate assessment of overall appeal of a company, industry, region, or country
- Reputation of wine/wine regions impacts wine purchase decisions and regional economies, but there is a lack of research on regional reputation related to Oregon wine
- Study objectives
  - Assess regional reputation associated with Oregon wine
  - Increase understanding of factors associated with the purchase of Oregon wine
- Research partners: Oregon Wine Board, Willamette Valley Wineries Association, Linfield College

- Consumer survey investigated importance of the key factors identified in the interviews
  - Also asked about familiarity with Oregon varietals, perceptions of California wine, and questions about demographics and buying behavior
- Parallel trade survey examined perceptions of trade professionals
  - Distributors, retailers, restaurateurs, restaurant managers, and sommeliers

## SURVEY PHASE

### Demographics



- Consumer survey
  - 54% female
  - Varied in age and income level
  - Nearly 80% with bachelor's degree or above
- Trade survey
  - 35% wine retailers, 17% sommeliers, 15% wine distributors, 10% restaurant owners, 9% restaurant managers
  - 85% reported responsibility for wine buying
  - Nearly 75% had at least 10 years of experience in a wine- or restaurant-related field
  - 92% had visited an Oregon winery



The founding members of the Willamette Valley Wineries Association (left to right: Joe Campbell of 181 One Winery; David Anderson of Anderson Winery; David Fourqurean, left to right: 200 Winery of David Winery; Steve Board of Board Springs; Myron Redford of Redford Winery; Don Cook of Cook Winery; Fred Anderson of Anderson Winery; and Howard of Howard Winery). Board left to right: Cook Winery; Fred Anderson of Anderson Winery; Myron Redford of Redford Winery; and David Cook of Cook Winery.

## Consumer Results

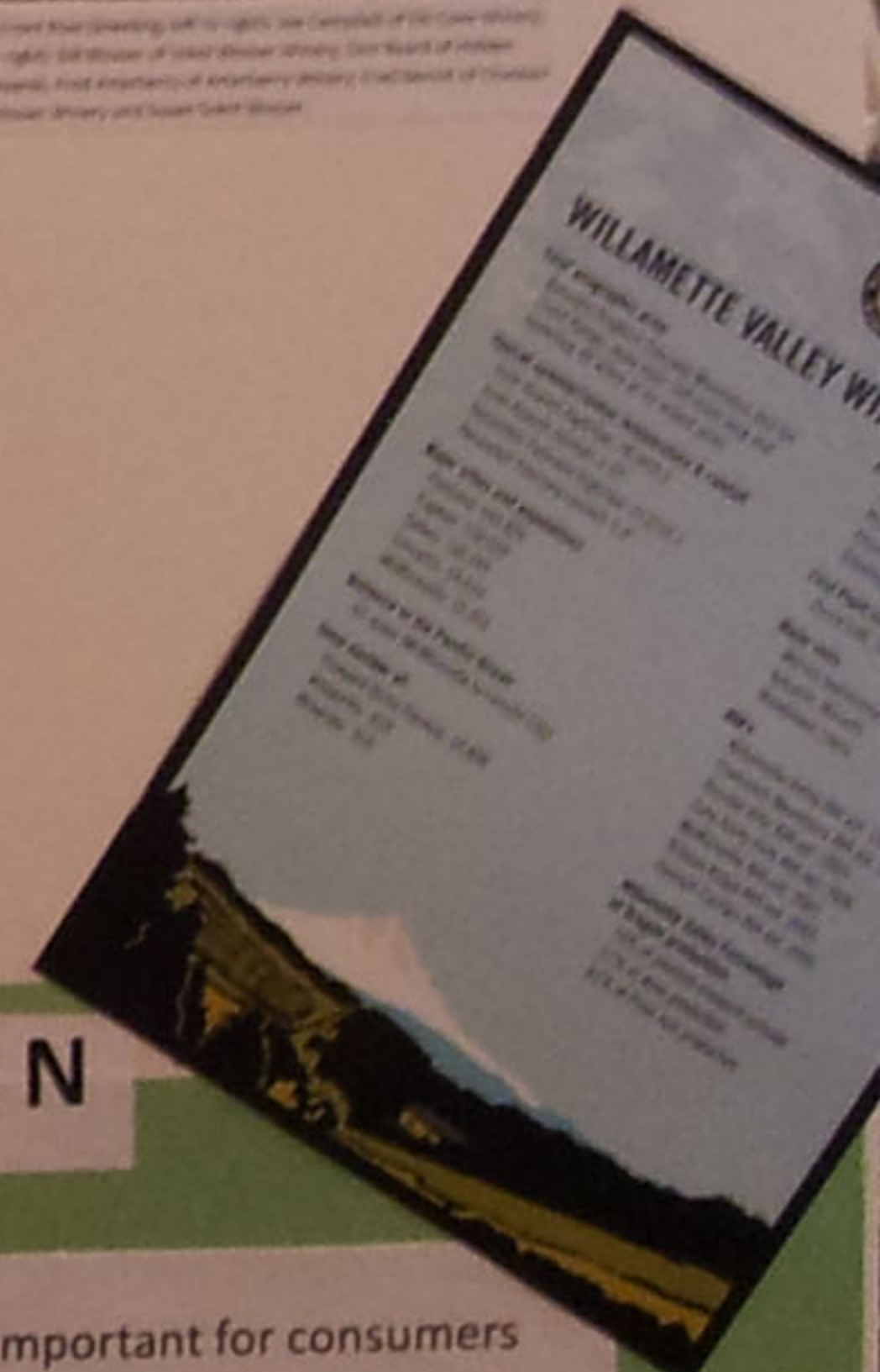
- Quality, taste, price, pairing, previous experience with a wine, and familiarity with wine region and label were important factors in wine purchase decisions
- "What are the first two or three words that come to mind when you hear the words 'Oregon Wine'?" 56%: "Pinot noir"
- Willing to spend more than usual for a bottle of Oregon wine based on region and AVA/sub-AVA

- All five key factors of Oregon regional reputation endorsed highly as associated with Oregon wine, especially in comparison to California wine

Characteristic	Oregon Wines/Wineries	California Wines/Wineries
World class wines	779	790
Mass produced wines	71	782
A travel destination for wine tourism	774	865
Hand crafted/artisan wines	837	520
Organic or sustainably made wines	863	226
Tradition	297	636
Small family farms	839	281
High-quality wines	867	798
Expensive wines	486	787
Trend setting	375	389
Value for price	583	415
Uniqueness	666	236
Food + wine connection	549	514
Community/collaboration	497	172
Stewardship of the land	590	208
Quirkiness/independence	603	131
Easy to find when I buy wine	307	724

## Trade Results

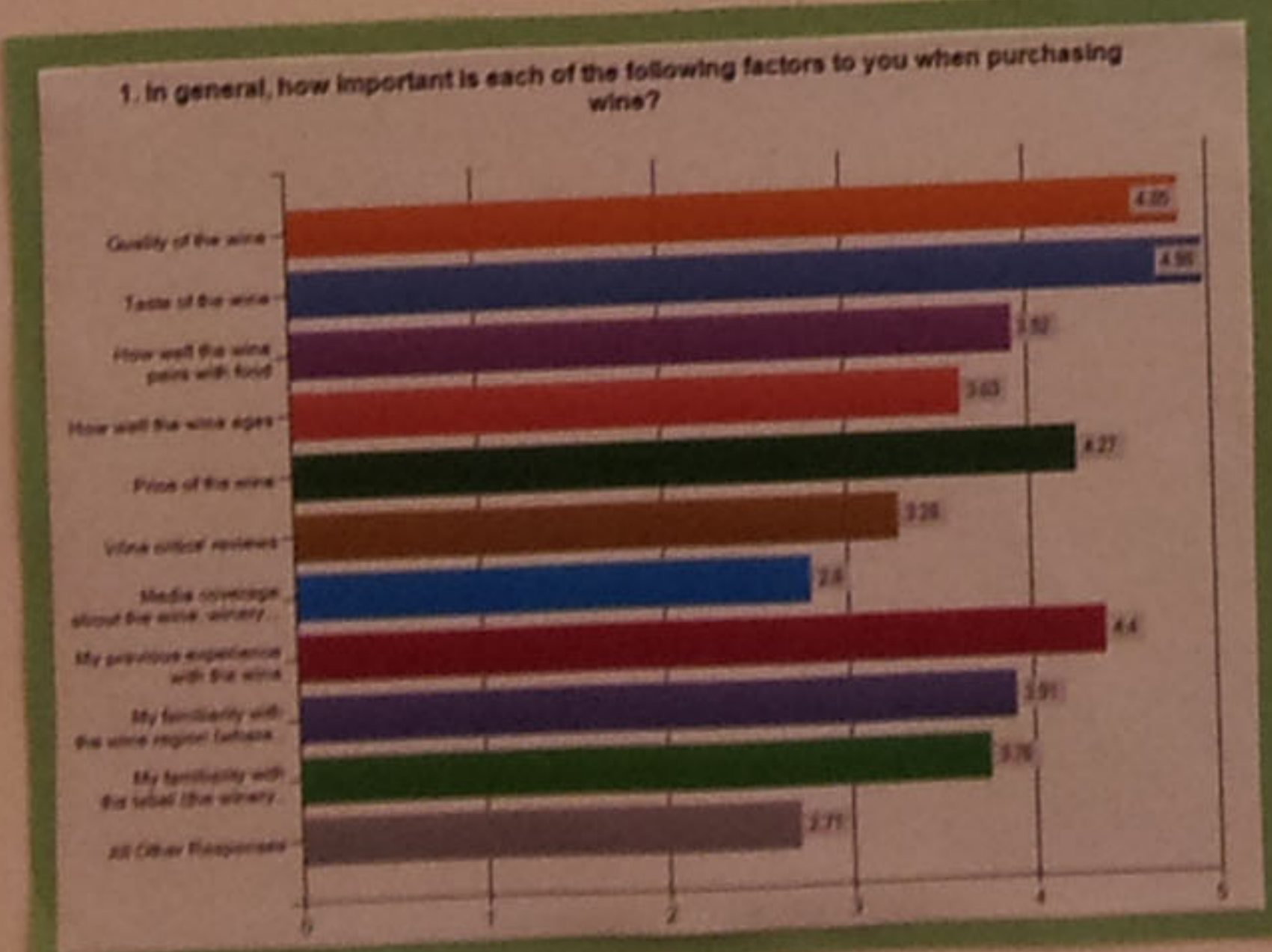
- Important to clients: quality, taste, price, pairing, and previous experience with a wine
- "What are the first two or three words that come to mind when you hear the words 'Oregon Wine'?" 55%: "Pinot noir"
- Affirmed importance of region and AVA/sub-AVA in selling/placing wine with clients
- Oregon/California: same as consumer perceptions with three additions:
  - "High quality wines", "food + wine connection" for Oregon
  - "Travel destination for wine tourism" for California



## INTERVIEW PHASE

- Purpose: Learn about the reputation of the Oregon wine industry from the perspective of Oregon wine professionals (winery founders, owners, managers, winemakers)
  - Use data from the interviews to construct consumer and trade surveys
- Nineteen interviews with representative mix of winery founders, owners, managers, and winemakers from all Oregon AVAs
  - Summer and fall of 2012

- Results: key factors of Oregon's regional reputation as perceived by industry insiders:
  - Hand crafted/artisan wines
  - Organic or sustainably made wines
  - Small family farms
  - Community/collaboration
  - Stewardship of the land



- The more exposure to Oregon wine touch points, the more Oregon wine bought on a typical basis
  - Touch points: visiting a winery, attending a tasting or winemaker dinner featuring Oregon wines, receiving recommendations from others, drinking Oregon wine at a restaurant, reading about Oregon wine



Myron Redford & Janis Chechik in 1974

## CONCLUSION

- Regional reputation is important for consumers and trade professionals who already have some familiarity with Oregon wine
- Five key factors of Oregon's regional reputation identified by industry insiders were confirmed as important to consumers and trade professionals
- These factors also serve as points of distinctiveness from California wines/wineries
- Quality, taste, and price; familiarity with wine, label, and region; and multiple points of exposure to Oregon wine are important factors in Oregon wine purchases