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.

INTERVIEW PHASE
- Purpose: Learn about the reputation of the Oregon wine industry from the perspective of Oregon wine professionals (winery founders, owners, managers, winemakers).
- 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.

SURVEY PHASE
- Consumer survey investigated importance of the key factors identified in the interviews.
  - Also asked about familiarity with Oregon wine 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.

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.

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.

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/wines.
- 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.