More to marketing wine than just good grapes and good taste

Senior Research Associate Simone Mueller at the University of South Australia’s Ehrenberg-Bass Institute for Marketing Science colleagues at the Geisenheim Research Centre in Germany, analysed the influence of sensory and extrinsic wine attributes on likeability and purchase intent for 521 regular wine consumers.
Results of these studies indicated that:

1. While both taste and extrinsic attributes influenced a consumer’s liking for a bottle of wine, packaging and brand were the biggest influences.

2. 70% of liking can be attributed to the expectation created by packaging and labeling information.

3. Best advice for food and beverage producers is to ensure taste and packaging are equally as good.

4. There is an approximate 50:50 importance in the relative importance of taste and extrinsic attributes.

5. Sensory undesirable characteristics are stronger and can often less easily be compensated by packaging and labeling.

6. A combination of extrinsic attributes, taste and price, positively influenced purchase intent.

7. The color of packaging provides some indication about the value of a wine. Plain colors such as black, grey and cream have been associated with higher valued wines. More colorful packaging have been associated with wines of lower value.

In summary:

These are the Top factors that influence liking of wine:

- a. Packaging (46%)
- b. Brand (27%)
- c. Sensory attributes/taste
- d. Grape variety
- e. Wine region

These are the Top factors that influence purchase intent:

- a. Informed liking (a combination of sensory and extrinsic attributes) (77%)
- b. Price (21%)

Note: the influence of packaging, wine region, sensory attributes/taste, grape variety and brand were less than 1% each.


America’s Wine Trails – Is your winery or wine trail signed up?

America’s Wine Trails is a new high tech website for consumers to seek out information about U.S. wineries and wine trails. Vince Manzer located in the Greater St. Louis area is the owner of this operation that was established in October of 2010. Patty Held of Patty Held Consulting has partnered with Vince to provide winery marketing consulting through America’s Wine Trails.
The website currently lists 4,500+ wineries and 250+ wine trails by state. There is a Trip Planner tab that lets the visitor see the locations of the wine trails in each state with their corresponding wineries. Wineries and/or wine trails can go under the industry tab to see a list of fee based services available. For $35 they will produced a web page for your winery or wine trail. For $550 they will produce a smart phone video tour of your winery or wine trail. Other services include QR code development and a Trail Talk tab where you can list your upcoming wine trail events.

America’s Wine Trails is a new WWW presence available to serve our wineries, wine trails and wine consumers. It looks like a VERY good winery marketing idea to me. You can check them out here:

America’s Wine Trails:  http://www.pattyheldconsulting.com


FREE - ISA puts ISU’s Weed Identification Field Guide Online as an E-Book

The popular ISU Weed Identification Field Guide is now available electronically as an e-book and, for the first time, downloadable on iPad. The publication is distributed by the Iowa Soybean Association (ISA) and Iowa State University (ISU) Extension and Outreach. Pioneer Hi-Bred, a DuPont business, has sponsored the capability for users to download the electronic versions for no charge.

The Weed Identification Field Guide, CSI 0003, authored in 2010 by Iowa State University Extension specialists, includes images and descriptions of 56 broadleaf weeds and 19 grass and grass-like weeds. The electronic publications, like the print version, include tools to aid in accurate weed identification, as well as weed lifecycle and herbicide management and stewardship information. They also include detailed diagrams, including 24 illustrations, and more than 250 zoomable, high-resolution photographs of weeds common to Iowa.

This is the second collaborative ISA/ISU Extension field guide to go electronic, with the first being Soybean Diseases. "By working with Iowa Soybean Association to provide electronic versions of the field guides, extension is placing Iowa State research and valuable information in the hands of even more people - and in a way that is convenient for them to access," said Daren Mueller, one of the guide authors. "By immediately identifying weeds, an effective management plan that is vital to maximizing crop production can be determined more accurately."

The downloadable print and electronic FREE weed ID guide can be found at http://www.iasoybeans.com/productionresearch. The hardcopy can be ordered from ISU Extension Online Store for $15 here:  https://store.extension.iastate.edu/ItemDetail.aspx?ProductID=13358

PS: Many of the weeds found in Iowa’s corn and soybean fields can also be found in vineyards. mlw
Michigan State University key to getting MI wine industry into fast lane!

Michigan has established itself as a wine destination, and Michigan State University has played a pivotal role in all aspects of the industry’s growth.

As Michigan’s leaves hit peak color, residents and tourists alike travel the state snapping photos of blazing trees and visiting the growing number of vineyards. Today, Michigan is ranked as the nation’s fourth-largest grape producer with a burgeoning industry of wine-grape growers and vineyards. But back in the 1970s, the majority of the state’s vineyards were dedicated to juice-grape production.

With assistance from MSU, the state’s wine industry:

- has seen wine grape growth increase by 500 percent since 1973.
- now comprises 14,600 acres of vineyards, 2,000 of which are dedicated to wine.
- has grown from less than 10 to 86 wineries, producing more than 1 million gallons of wine each year.
- sees 800,000 visitors annually.
- contributes $300 million to Michigan’s economy.
- increased the varieties grown in Michigan, including riesling, pinot noir, chardonnay, pinot blanc, cabernet franc, merlot, chardonel and more.


Check out the NEW Missouri Wine Country Phone App

You can now navigate Missouri Wine Country with ease from the palm of your hand. The Missouri Wine and Grape Board and Hydrogen Software LLC are pleased to announce the release of the free Missouri Wine app for iPhone and iPad.

The app offers a multitude of features including a complete winery listing, varietal information, Missouri wine history and a food and wine pairing guide. You can also access an interactive map that allows you to locate all the wineries in the state, or narrow them down within specific mileage points.

Another feature is the wine log. Keep your wine notes in one convenient location and access them whenever you want. You’ll be able to store details of the wines you taste, rate individual wines and even store photos of the ones you like!

The easy-to-use, FREE app is available on the Missouri Wines website.

Two Wine Related Specialty Crop Grants Awarded in MO

10-31-11 The Missouri Department of Agriculture today announced that 17 agricultural projects across Missouri have been selected to receive funding provided by USDA’s Specialty Crop Block
Grant Program to assist in the competitiveness of specialty crops in the state. The federal assistance totaling over $353,000 for Missouri projects is targeted to specialty crops such as fruits, vegetables, tree nuts, dried fruits and horticulture, including floriculture.

1. **Missouri Wine and Grape Board - Consumer Behavior Research**: identify barriers that impact the purchase and consumption of the wine and grapes. $30,000 – Danene Beedle & Teah Hopper, (573) 751-3374, missouri.wine@mda.mo.gov

2. **University of Missouri - Organization and Hosting of the First International Elderberry Symposium**: facilitate the first international elderberry symposium. The $30,000 - Andy Thomas, (417) 466-2148, ThomasAL@missouri.edu


**Public comment period for U.S. organic standards open thru 11-13-11**


Recommendations by the National Organic Standards Board are open for public comment.

Comments can be made until Nov. 13, prior to the board’s fall meeting, Nov. 29-Dec. 2 in Savannah, Ga.

At this meeting, the board plans to review substances on the [National List of Allowed and Prohibited Substances](http://www.ams.usda.gov/nosb) that are scheduled to “sunset” in 2013. Agenda items also include unannounced inspections and inspector qualifications. The complete agenda is at [www.ams.usda.gov/nosbsavannah](http://www.ams.usda.gov/nosbsavannah).

Those wishing to address the board during the meeting should register by Nov. 13.

For more information about the meeting, contact Lorraine Coke at (202) 720-3252 or nosb@ams.usda.gov.

**11-19, IGGVA Northern Region Meeting**

**When:** 9 a.m. Saturday, November 19, 2011
**Where:** Fox Valley Winery, Oswego, IL
**Contact:** Megan Pressnall at megan@illinoiswine.com or 217-726-8518
11-21, 11th Annual Iowa Organic Conference – Ames, IA

The 11th Annual Iowa Organic Conference, to be held Monday, Nov. 21, 2011, at the Scheman Building on the ISU campus in Ames, Iowa, will offer many educational opportunities for those interested in organic agriculture research and practical applications for farming systems.

Full details of the conference can be found here:  
http://www.extension.iastate.edu/article/annual-iowa-organic-conference

12-2, Tri-State Fruit and Vegetable Growers Symposium – Sioux City, IA

Fruit and vegetable growers are invited to attend the Tri-State Fruit and Vegetable Growers Symposium Friday, Dec. 2, 12:00 – 5:15 p.m. at Stoney Creek Inn in Sioux City, IA.

Featured speakers include South Dakota State University Professor of Forestry John Ball with an overview of specialty crops and Tim Vala of Vala’s Pumpkin Patch near Omaha, NE providing marketing tips.

Growers can choose from afternoon fruit and vegetable production and marketing sessions provided by University Extension horticulture specialists and experienced local growers covering fruit trees, aronia berries, grapes, ethnic vegetable varieties, bugs and organic pest control, and community supported agriculture strategies.

The symposium is planned in partnership with Iowa State University Extension and Outreach, University of Nebraska Extension, and South Dakota State University Extension. For more information or to register call Woodbury County Extension at (712) 276-2157 or visit www.flavorsofnorthwestiowa.org

NCR-SARE Farmer/Rancher Grant Proposals Due: 12-2-11

The 2011 North Central Region - Sustainable Agriculture Research and Education Program (NCR-SARE) Farmer Rancher Grant Call for Proposals is now available.

Farmers and ranchers in the North Central Region are invited to submit grant proposals to explore sustainable agriculture solutions to problems on the farm or ranch. Proposals should show how farmers and ranchers plan to use their own innovative ideas to explore sustainable agriculture options and how they will share project results. Sustainable agriculture is good for the environment, profitable, and socially responsible.

Projects should emphasize research or education/demonstration. New this year, there are three types of competitive grants: individual grants ($7,500 maximum), partner grants for two farmers/ranchers from separate operations who are working together ($15,000 maximum), and group grants for three or more farmers/ranchers from separate operations who are working together ($22,500 maximum). NCR-SARE expects to fund about 45 projects in the twelve-state North Central Region with this call.
Interested applicants can find the call for proposals online as well as useful information for completing a proposal at [http://www.northcentralsare.org/Grants/Types-of-Grants/Farmer-Rancher-Grant-Program](http://www.northcentralsare.org/Grants/Types-of-Grants/Farmer-Rancher-Grant-Program). Proposals are due on Friday, December 2, 2011 at 4:30 p.m. at the NCR-SARE office in Jefferson City, MO.

Potential applicants with questions can contact Joan Benjamin, Associate Regional Coordinator and Farmer Rancher Grant Program Coordinator, at benjaminj@lincolnmu.edu or 573-681-5545 or 800-529-1342. A hard copy or an emailed copy of the call for proposals is also available by contacting Joan Benjamin. We make slight revisions to our calls for proposals each year, which means it is crucial to use the most recent call for proposals.

NCR-SARE has funded more than 800 farmer rancher grants worth more than $4,800,000 since the inception of this program.

**12-(3 & 4), Winery Sanitation Workshop – HCC-Wamego, KS**

**What:** Winery Sanitation Workshop with Patricia Howe of ETS Laboratories

**When:** 9 a.m. to 8 p.m. Saturday & 9 a.m. to 1 p.m. Sunday, 12-(3-4)-11

**Where:** Highland Community College -Wamego, KS


**Cost:** $75 each which will cover lunch on Saturday and includes tours at OZ Winery in Wamego and Tallgrass Brewery in Manhattan as well as presentations by Joe Lutomske of New World Winery Equipment and Alan Westfall of Westfall Company, Inc.

No Charge for VESTA VIN 148 students

**Sponsored by:** [Viticulture Enology Science & Technology Alliance (VESTA)](http://www.vesta-usa.org/)
[Highland Community College -Wamego](http://www.vesta-usa.org/main/index.php/current-students/practicum-workshops/winery-sanitation)


**Contact:** Scott Kohl, Wamego Campus Director V&E Program Director
Highland Community College 500 Miller Drive Wamego, KS 66547
Office: 785-456-6006, fax: 785-456-6008
skohl@highlandcc.edu

**Registration Now Open – Midwest Grape & Wine Conference - St. Charles, MO**

**What:** 27th Midwest Grape & Wine Conference and Trade Show

**When:** Conference: February 9-12, 2012 and Trade Show: February 10-11, 2012

**Where:** St. Charles Convention Center, St. Charles, MO

**Full Details & Registration:** [http://www.midwestgrapeandwineconference.com/](http://www.midwestgrapeandwineconference.com/)
6-(1-2), Registration Open for the 2012 WineMaker Magazine Conference!

Join fellow winemakers from across North America in the heart of New York State's Finger Lakes wine country on the campus of Cornell University for two full days packed with dozens of seminars and special events to help you make your own great wine.

**When:** Friday & Saturday, 6-(1&2)-12  
**Where:** Ithaca, NY  
**Agenda:** • 26 big seminars  
  • Classes on winemaking techniques, grape growing & more!  
  • Special social events to trade ideas with fellow winemakers  
  • WineMaker International Amateur Wine Competition Awards Dinner  
**Registration:** $499 (includes $100 discount for registering prior to 3-1-12)  
**Details:** [http://www.winemakermag.com/conference](http://www.winemakermag.com/conference)

5-28 thru 6-2-12, WSU French/Italian Mediterranean Chartered Wine Cruise

**Agenda:** Monday – 5/28 Nice, France (embarkation point)  
  Tuesday – 5/29 Calvi, France  
  Wednesday – 5/30 Portofino, Italy  
  Thursday – 5/31 Livorno, Italy  
  Friday – 6/1 Portoferallo, Italy  
  Saturday – 6/2 Rome, Italy (debarkation point)
Sponsored by: Washington State Viticulture & Enology Program

Hosts: WSU Viticulture & Enology Director Thomas Henick-Kling, Dean Daniel Bernardo ’85, and other WSU Cougar wine community leaders.

Cost: Pricing starts at $2,450 per person.

Details: [http://cahnrsalumni.wsu.edu/cruise/](http://cahnrsalumni.wsu.edu/cruise/)

Comments from Readers

10-31-11 “Unsubscribe,
   Been interesting reading, but deer ate what few we had left last winter.

   Sheryl

Notable Quotables

“Results from the research panel show that only 18% of wine consumers consider an organic certification to be an important influencing factor when purchasing wine. Though this number may seem significant when looked at alone, it pales in comparison to the more than 80% of consumers who find other factors, such as price, varietal, style and past experience, to be important.”

From: Organic Wine – do consumers really care?, 10-31-11 – Wine Times:

Marketing Tidbits

1. Nielsen: Table Wines $20 And Up Continue To Drive U.S. Market, 11-8-11 – Shaken News Daily:

(Left) From: Bar and restaurant alcohol sales to post modest gains in 2012, says Technomic, 11-9-11
   Technomic Food Industry Facts, Insights Consulting,


**Articles of Interest**

1. MO: *Workers diverted to build a dream*, 10-17-11 – Southeast Missourian:  

2. MI: *MSU helps transform Michigan into a wine destination*, 10-24-11 – Michigan State University:  

3. WI: *Wisconsin wineries could expand business under new proposal*, 10-30-11 – Green Bay Gazette

4. MN: *U of M researchers join effort to help cold-climate wine industry thrive*, 11-2-11 –  
   Hutchinson Leader:  

5. CA: *Introducing the new wine jobs board at Dr. Vino*, 10-31-11 – Dr. Vino:  

6. WA: *Family sued after second serious injury from buried grape residue*, 11-3-11 – Yakima Herald:  

7. WI: *Winemaking courses growing at NWTC*, 11-5-11 – Green Bay Gazette:  

8. *Dow AgroSciences successfully produces 2,4-D choline*, 11-7-11, Dow AgroSciences:  

9. CA: *Growers Alerted to Vine Malady 'Red Blotch'* , 11-7-11 – Wines & Vines Magazine:  

10. *Nielsen: Table Wines $20 And Up Continue To Drive U.S. Market*, 11-8-11 – Shaken News Daily:  

**Show n Tell**

On Tuesday November 1st, the senior Iowa State University Chemical Engineering class went down to Broadbent Distillery located just south of Norwalk, Iowa to listen to John Broadbent describe the steps of the operation and tour the facilities. This senior class decided to work with Broadbent Distillery for their senior class project required prior to graduation. Their intent is to learn about the distillation operation and come up with ideas that can improve the safety of the operation and increase the process efficiency and ideas that might improve the quality of the products.

There seemed to be a lot of enthusiasm from the students about this class project. John was bombarded with questions. It was an interesting two hour visit. *mlw*
(Above) John Broadbent is surrounded by students as he explains the process of pressing the cooked corn mash.

(Below) Broadbent Distillery is currently selling 3 products: grappa, an un-aged clear corn whisky and an aged oaked corn whisky.

(Above) John Broadbent describes some of the equipment and ingredients he uses.

(Above) John Broadbent explains how his homemade pot still and continuous process still works.

(Above) John Broadbent explains his bottle labeling process and some of the many regulations he must follow to operate his distillation operation.

(Above) John and his wife Cheryl let the students taste while describing the tastes, smells and colors of the different products. Yes….. they were all 21+ years of age.
**Videos of Interest**


**Neeto-Keeno WWW Stuff**


**Calendar of Events**


**11-(13-18)**, Hands-on Brandy & Grappa Distilling Workshop, American Distilling Institute, Stillwater Spirits (611 2nd St.) Petaluma, CA: [http://distilling.com/workshop.html](http://distilling.com/workshop.html)

**11- (16 & 17)**, 1st North American Wine Tourism Conference – Napa Valley. Details [HERE](http://www.flavorsofnorthwestiowa.org)

**11-19**, IGGVA Northern Region Meeting at : [Fox Valley Winery](http://www.foxvalleywinery.com), Oswego, IL
**Contact:** Megan Pressnall at [megan@illinoiswine.com](mailto:megan@illinoiswine.com) or 217-726-8518

**12-2**, Tri-State Fruit and Vegetable Growers Symposium – Sioux City, IA. Sponsored by: Iowa State University Extension and Outreach, University of Nebraska Extension, and South Dakota State University Extension. Details: [www.flavorsofnorthwestiowa.org](http://www.flavorsofnorthwestiowa.org)


**12- (4-9)**, Hands-on Whisky Distilling Workshop, American Distilling Institute, Stillwater Spirits (611 2nd St.) Petaluma, CA: [http://distilling.com/workshop.html](http://distilling.com/workshop.html)

**1-(6-7)-12**, Kansas Grape Growers & Winemakers Annual Conference, Topeka, KS
**Details here:** [http://kansasgrapesandwines.com/](http://kansasgrapesandwines.com/)

**1-(24-26)-12**, Unified Grape & Wine Symposium, [Sacramento Convention Center](http://sacramentoconventioncenter.com) • Sacramento, CA:
Details here: [http://www.unifiedsymposium.org/](http://www.unifiedsymposium.org/)

2-(9-12)-12, 27th Midwest Grape & Wine Conference and Trade Show - [St. Charles Convention Center](http://www.midwestgrapeandwineconference.com/), St. Charles, MO. Full Details & Registration:


3-(1-3)-12, Nebraska Winery & Grape Growers Forum - Holiday Inn, Kearney, NE. [http://agronomy.unl.edu/viticulture](http://agronomy.unl.edu/viticulture)

3-(16 & 17)-12, Iowa Wine Growers Association’s Annual Conference – [Hotel at Kirkwood](http://www.iowawinegrowers.org), Cedar Rapids, IA. Details later here: [http://www.iowawinegrowers.org](http://www.iowawinegrowers.org)


5-28 thru 6-2-12, French/Italian Mediterranean chartered wine cruise, Washington State Viticulture & Enology Program. Pricing starts at $2,450 per person: [http://cahnrsalumni.wsu.edu/cruise/](http://cahnrsalumni.wsu.edu/cruise/)

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**Post your “FREE” classified ads here at ‘Winedustry’**


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Past issues archived as html and/or pdf here: [http://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm](http://www.extension.iastate.edu/Wine/Resources/winegrowernews.htm)

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