Why Blind Tasting Matters

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NMV&W
Blind tasting

- Eliminates expectations
- Reduces emotions
- Eliminates price/quality/value
- Expands our imagination
- Relies more on our senses
Wine Rating Systems

- 100 point scales
  - Wine Spectator
  - Robert Parker
  - Wine Enthusiast
- 20 point scales
  - UC Davis
  - American Wine Society
- 5 star scales
  - Decanter
  - Wall Street Journal
  - Michael Broadbent
## Price – Quality Comparison

<table>
<thead>
<tr>
<th>Score / Quality</th>
<th>Price</th>
<th>Makers Reputation</th>
<th>Status Collectables</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Reality</td>
<td>Value</td>
<td>Dream</td>
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