

External Evaluations under Quality Uncertainty: the Market for Wine

Ratings

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Abstract

The parallel development of scientific knowledge and technical practices over the last five decades has had a significant impact on sensory wine quality definition and evaluation. We conduct an integrative review of the literature on wine quality evaluation to determine the role of experts in the wine market, considering the recent changes. Following the updated methodology of integrative review proposed by Whitemore & Knafl (2005) [1], we conceptually structure the topic of quality evaluation and valuation in the wine market while critically analyzing the literature. The existence of a market for experts and aggregated peer evaluations is not fully explained by the profitability of the actors involved: wine media and online review aggregators. The residual value necessary for the subsistence of this market seems to be contributed by the wine industry. The present research demonstrates that professional wine evaluation does not meet the demand for quality evaluation and judgment delegation apart from fine wines. Subsequently, with the fall of the search cost for price, information, and expertise, we are witnessing a digital switch toward informal influence. This is to our knowledge the first integrative review spanning the emergence and development of the industry of information and specialized valuation in the major wine markets.

Keywords: Information asymmetry; wine ratings; quality evaluation; prescription; digital transformation; online review aggregators; prosumers

1. Introduction

The issue of uncertainty concerning a product's quality represents a significant area of focus within the field of economics. In particular, the seminal work of Akerlof (1970) [2] and Spence (1973) [3] have highlighted the association between information asymmetry, a particular type of market inefficiency, and the necessity for quality signaling through product certification. Under information asymmetry, the advice provided to the less informed agents in the market becomes a valuable service for which a market may emerge. Contrary to the predicted consequences of informational asymmetries under quality uncertainty, the spontaneous emergence of an “intermediate market” for quality assessment by independent evaluators has

received scant consideration. In fact, the theoretical foundations for the emergence of such a market without the need for a formal certification-conferring authority are anything but clear. Compés-López et al. (2018) [4] suggest that an industry of information and specialized valuation has emerged in the major wine markets. Similarly, various papers refer to the existence or the emergence of a wine quality evaluation market, at the crossroads between wine sellers, wine buyers, and wine experts (e.g. [5],[6]). The present research proposes an integrative literature review of 267 papers (including publications from conference proceedings) on wine ratings, reviews and scores published from 1970 onwards retrieved from the Web of Science, Science Direct, Scopus, and Google Scholar databases. The objective of this integrative literature review is to collect and report some features identified so far in the literature, which should be considered in future theoretical and empirical analysis of such spontaneous intermediate quality evaluator markets. More specifically, it aims to provide a comprehensive overview of the existing research on wine ratings.

The review suggests the existence of an expanding two-sided market structure (this can be likened to the case of media, payments systems and matching markets) because the demand for expert opinion from wine consumers does not generate sufficient income to sustain the suppliers. Wine media must therefore subsidize readers (demand side one: customers) and make money out of advertisers or competition entry fees (demand side two: wine trade). Meanwhile, online review aggregators (platforms that gather user-generated reviews on different products into one easy-to-view dashboard, as is the case with Vivino) subsidize the free of charge (zero price) of online prosumer (in this case wine consumers who actively share their product experience participating in the production of wine reviews) reviews by charging commissions on sales (or by selling wine directly to their users) and selling both promotional services and data intelligence to the trade. Our integrative literature review highlights the fact that the survival of both experts and online review aggregators is dependent on the trade.

To the best of our knowledge, our paper represents a pioneering discussion of the complementarity of the two quality signal sources (experts and peers), each associated with a specific demand type. In this respect, it provides useful support for recent developments on (two-step) hedonic functions by type of actor [7]. At a more foundational level, our findings offer a promising avenue for exploring the potential implications of such an information market on the wine market, particularly in terms of marketing, operational and strategic management, and finance.

2. Literature analysis: Integrative review approach

2.1 Reasons behind the choice of an integrative literature review approach

In contrast to systematic literature reviews, integrative literature reviews are more flexible ways to synthesize existing research. It allows for a diverse range of sources, including theoretical, qualitative, and quantitative, to be incorporated in order to develop new frameworks, identify potential research gaps, and provide a comprehensive understanding of a given topic. Because research on wine evaluation is fragmented, originates from different fields (e.g. economics, marketing, sensory sciences, linguistics) and uses multiple study designs and methodologies (e.g. hedonic price function, experimental economics, content analysis, principal component analysis), the use of an integrative literature review is indicated [8]. Integrative literature review methodology proves particularly useful when studying a recent change in the direction of a phenomenon [8] such as the emergence of peer evaluation as the source of a potential paradigm shift in the wine evaluation market identified by Bazen et al. (2022) [9]. Unlike systematic reviews, integrative literature reviews are versatile, they allow the use of “grey literature” such as conference proceedings [10]. We acknowledge that those publications do not offer sufficient guarantees as validated knowledge, but we consider that the importance of the insight they provide in the study of a recent phenomenon is a sufficient justification for their careful consideration.

Following the integrative literature review methodology revised by Whittemore & Knafl (2005) [1], we structure the topic of quality evaluation and valuation in the wine market. A comprehensive literature search is conducted across multiple databases, including empirical studies (e.g. [11]), theoretical papers (e.g. [12]), and grey literature (e.g. [13]) using specific inclusion and exclusion criteria to ensure relevance. Subsequently, the quality and relevance of the selected studies are subjected to critical assessment using staged review. The data analysis phase entails the identification of themes and patterns through thematic analysis, with the findings subsequently organized into coherent themes. Ultimately, the review synthesizes the findings into a coherent narrative, highlighting research gaps.

2.2 Selection criteria

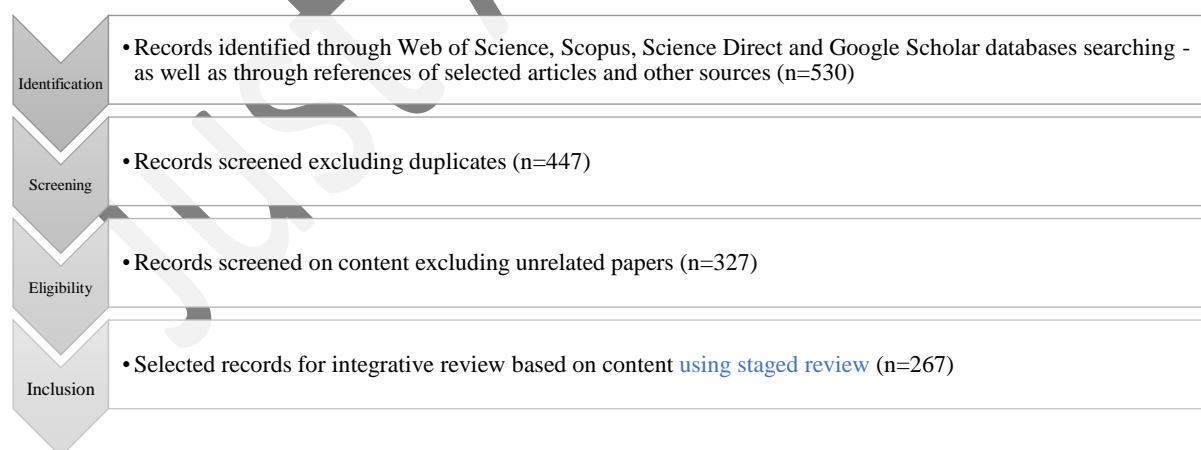
The vocabulary used to refer to quality evaluation, quality signaling and quality evaluation intermediaries in the wine market is extensive (see Table 1).

Table 1 - Topics and keywords

Themes	Keywords	Examples of references
Experts	expert*, critic*, guru*, connoisseur*, rater*, assessor*, judg*, jur*	Ali et al., 2010 [14] Brien et al., 1987 [15] Gokcekus & Gokcekus, 2019 [16] Honoré-Chedozeau et al. 2015 [17] Parga-Dans et al.,2022 [18]
Peers	peer*, apps, crowd-sourced, pannel*, prosumer*, influenc*, opinion, community	Buonanno et al., 2008 [19] Oczkowski & Pawsey, 2019 [20] Thrane, 2019 [21]
Quality evaluations	quality, competition*, show*, rat*, scor*, review*, award*, medal*, apprais*, evaluat*, valu*, appreciat*, prescri*, advi*, recommend*, apprais*, assess*	Bessy & Chauvin, 2013 [22] Cicchetti, 2009 [23] D'Alessandro & Pecotich, 2013 [24] Dunphy & Lockshin, 1998 [25] Neuninger et al., 2017 [26] Paroissien & Visser, 2020 [27]
Intermediation	intermedia*, mediat*, coordinat*, tier-part*, opinion leader*,	Bessy & Chauvin, 2013 [22] Hsu et al., 2007[28] Karpik, 2007 [29] Sharkey et al. 2022 [30]

Considering this diversity, we have deliberately opted for broad inclusion criteria to capture the evaluative content produced by experts and peers. Using Boolean logic, the search strings in Web of Science, Science Direct, Scopus, and Google Scholar databases consisted of the terms *wine ratings*, *wine review*, and *wine scores*, including synonyms, and abbreviations. Recently published peer-reviewed articles and earlier literature (from 1970 onwards) published in English were searched. We also reviewed the articles citing the articles obtained through this search as well as their references to identify further potentially relevant studies. The record selection process is displayed in Figure 1.

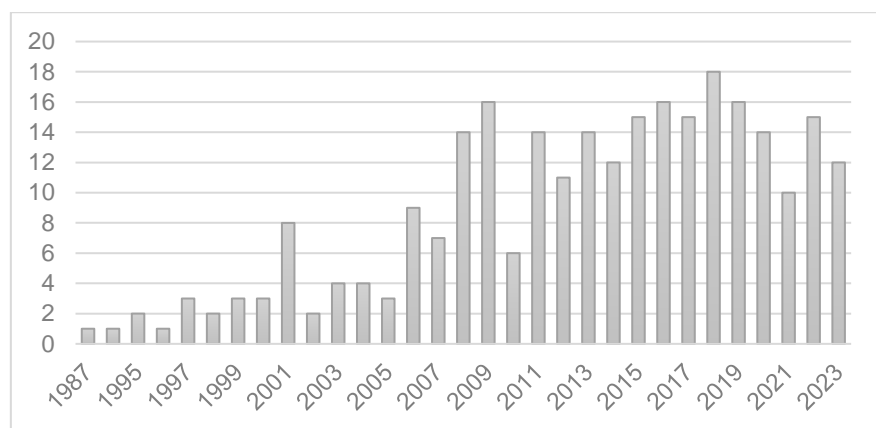
Figure 1 - Records selection process for integrative review



A total of 530 books and papers published prior to July 2023 were identified and 83 duplicate records were removed prior to screening. Subsequently, the remaining records were screened on the basis of content, with 120 papers (in particular, those comparing the sensory performances of experts and consumers) being excluded. Ultimately, 267 papers were selected

for the integrative review following detailed analysis using staged review. The number of records per year in the final selection appears in Figure 2.

Figure 2 - Number of publications per year on wine scores, ratings, and reviews in the final selection



Among the records selected for the integrative review, the Journal of Wine Economics, first published in 2006, is by far the best represented (59), followed by the International Journal of Wine Business Research (16), the Journal of Wine Research (18), and Food Quality and Preference (13). The overview of all final used papers within the scope of the integrative literature review is available in the Appendix.

The analysis of the literature is facilitated by the deconstruction of the topic into the key relationships and interactions between the supply and demand sides of wine quality information.

3. The market for quality evaluation

3.1 Analysis of the supply

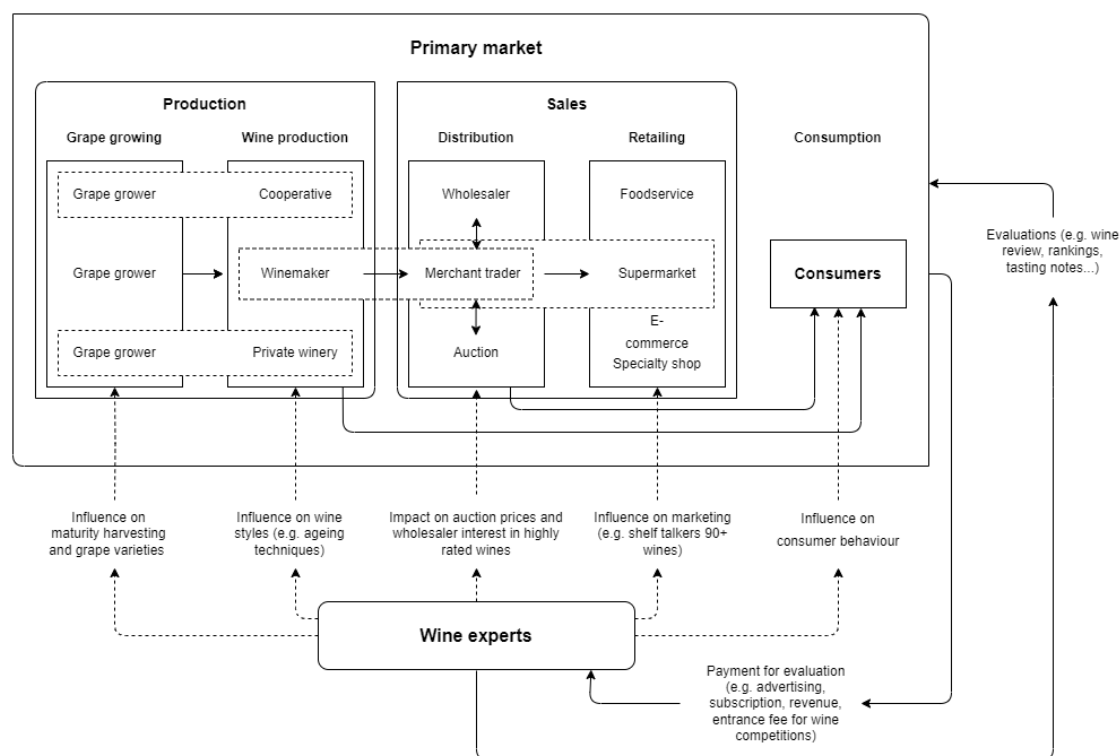
3.1.1 Wine experts: only the best rated by only the best

Definition

Professional wine experts possess both conceptual knowledge (of terroirs, grape varieties, vintages) and perceptual (sensory) knowledge of wine [31],[32]. While opinion leaders are traditionally difficult to identify, since the 1970s professional wine expert tasters have identified themselves through their public roles [33]. According to Fernandez (2004) [34], in the wine market, the core of wine critics' activity remains the publication of wine reviews and consumer guides: their opinion is their living. The most influential publications in this field include Decanter, The Wine Spectator, the Wine Advocate and a number of prominent individual

critics, such as James Suckling, Jancis Robinson and Tim Atkin. Figure 3 presents the main interactions between wine experts and the stakeholders of the primary market.

Figure 3 - Integration of wine experts in the wine value chain (adapted from Kwon & Easton (2010) and Goncharuk (2017))



Rated wines

Given the constraints on the number of bottles that they are able to taste and evaluate on an annual basis, experts tend to prioritise their prescription work on fine wines, which are characterised by higher prices and superior reputations¹. The *Wine Spectator* tasting team reviews more than 15,000 wines a year, they also exclude thousands of (often non-premium) wines from their selection [35]. The majority of these businesses have come to rely on solicited samples to maintain a sustainable equilibrium within their business models. The reliance on solicited samples might explain the censorship applied to negative reviews by wine experts [36]. A negative rating on one vintage could jeopardize the possibility of receiving samples the following year [34],[37],[38]).

¹ Although fine wines have no commonly accepted definition in the literature, they are commonly distinguished from so-called “normal wines” by their higher prices and superior reputation (Ben Amour & Le Fur, 2020; Le Fur & Outreville, 2019).

Top critic scores are crucial globally for *en primeur* [14],[39], however, it is a common practice amongst producers of super-premium wines to decline participation in blind reviews; the potential for an unfavourable assessment to generate adverse publicity is a significant concern in this regard. Nevertheless, quality ratings hold little significance beyond the domain of fine wines [40],[41],[42].

Audience

The market structure for experts is complex due to the diversity of their publishing channels²: they can own publications, wine magazines, specialized and general print press, and online channels [43],[44]. According to Storchmann, discussing the US wine market fifteen years ago (2012, p. 22 [45]), “The market for expert opinion on wine is large. The seven major U.S. wine magazines have a combined subscribership of more than 500,000, with 350,000 alone for the Wine Spectator; wine magazine sales total more than \$25 million”. Today, most of the wine publications mentioned by Storchmann in 2012 (data from 2010) have increased their readership base. The three major U.S wine magazines (*Wine Spectator*, *Wine Enthusiast*, and *Wine & Spirits*) have a combined subscribership of more than 750,000, with 389,000 alone for the Wine Spectator [46]. Online marketplaces also supply wine critics (especially English-speaking ones) with a much wider network of prescriptive channels and reach than ever before [47],[48].

Still, researchers deplore the difficulty of determining the area of influence beyond publications and subscribers, as well as the scarce availability of figures on publications and sales of magazines and guides dedicated to wine [49]. We know that wineries are important customers for guidebooks, as they tend to share them among themselves [50]. However, there is no mention made in the literature of the proportion of this subscription or of the purchase of guides actually generated by the trade (e.g., wine producers, distributors, retailers) and not by wine consumers³. Likewise, the subscriptions figures do not reveal possible overlap (especially

² As a matter of fact: “Robert Parker has been profiled in such major magazines as Time, Newsweek, Atlantic Monthly, People, Money, The Traveler, Changing Times, Esquire, GQ, Business Week, Smart Money, The Robb Report, notable newspapers such as The Los Angeles Times, USA Today, The Boston Globe, The New York Times, The Baltimore Sun, The London Sunday Times, The Sunday Telegraph, The Independent, The Financial Times, Le Journal du Dimanche, and L’Express, and in virtually all of Europe’s leading magazines, including The Economist, Paris Match, and Figaro.” <https://www.robertparker.com/about> (Consulted March 2020).

³ *La Revue du vin de France* is one of the most important wine magazines in France, with 40,000 subscribers and 300,000 unique visitors on their website. A recent qualitative survey (n=1736) distributed to their readers gives interesting hints of their profile: from the 87% males and 13% females, 83% are enthusiasts and 17% work in the wine industry (of which 27% are winemakers, 17% sommelières, 15% wine merchants, 11% salespersons). Their interest goes primarily to tasting notes (source: <https://www.larvf.com/qui-sont-les-lecteurs-et-lectrices-de-la-rvf.4667518.asp>).

among professionals) nor the indirect reach of experts (e.g., one magazine can be read by multiple readers, word of mouth).

Business model

The main source of revenue for wine critics and magazines is circulation and advertising revenue as well as subscriptions to access their ratings: their value for advertising increases with the number of readers. When critic's ratings are not displayed in store or online at zero price, wine consumers are usually charged with positive prices (subscription) to access them.

Criticisms

Wine experts have been found to be less reliable and consistent than experts in fields such as medicine, clinical psychology, business, auditing, personnel management, or meteorology [51]. They have even been charged with opportunistic behavior, grade (rating) inflation, and conflict of interest [22]. The accuracy of wine experts' judgment has been challenged, particularly by Ashenfelter & Jones (2013, p. 1[52]): "the expert opinions are not efficient, in the sense that they can be easily improved, and that these opinions must be demanded, at least in part, for some purpose other than their accuracy". In his study of publication bias in *Wine Spectator*, Reuter (2009) [53] suggests that wine consumers may be more tolerant of review bias than consumers of other product categories, due mainly to the subjectivity of wine tasting

The business model of experts is based on two main revenue streams: subscriptions and the sale of advertising space. Although there is no evidence to suggest that advertising spending directly impacts wine scores, it can be posited that companies which invest in advertising within wine publications are more likely to be chosen by wine critics to have their wines tasted. The wine magazines could be suspected of opportunistic behavior to attract more advertisers (wine sellers). However, Reuter (2009) [53] studying *Wine Spectator* publication bias (product coverage and review) concluded that advertising influences ratings only on the margin, particularly enhancing retasting of wines rated less than 70 during the first single-blind tasting. According to him, wine media's readership is a function of both subscription prices and the publication's reputation for being unbiased [53].

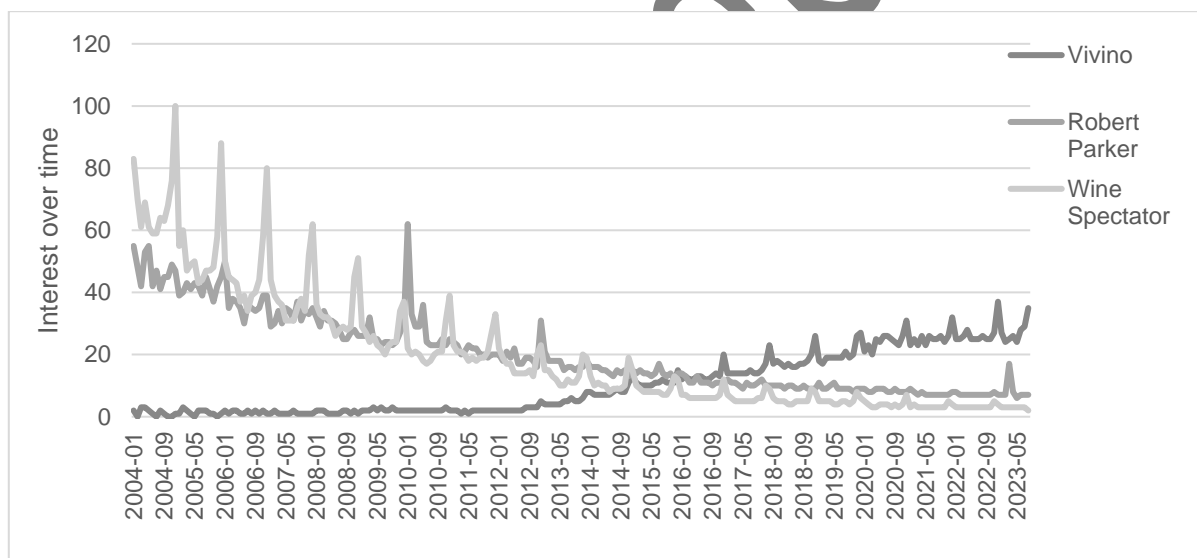
Experts rate, usually blind tasting, both the present and future value of wine, while peers rate it, usually not blind, only through the scope of their current appreciation [54]. This leads Schiefer & Fischer (2008) [55] to question the usefulness of wine experts' ratings as a predictor of wine consumer liking and to infer that most expert ratings do not reflect consumer taste. Even though the prior knowledge of price, brand and reputation may bias their appreciation

[56] peers may be more relevant than experts to super-premium available wines for example, because they may taste them more often than critics. More bankers than wine critics can afford drinking/tasting Domaine de la Romanée Conti.

Future perspectives

The evolution of other experience goods markets, such as art or hospitality, foresees the disappearance of experts in favor of peer recommendations [57],[58]. Cox & Kaimann (2015) [59] predict that the growing influence of word-of-mouth and consumer-generated content in consumer purchase decision-making could decrease consumers' reliance on the opinions of experts or professional critics. Clauzel et al. (2019) [60] recommend that experts capitalize on the empowerment of consumers by integrating prosumers' reviews into their content, alongside their own ratings. A similar trend (see Figure 4) might be ongoing in the wine industry [61], [62].

Figure 4 - Google trends worldwide (Vivino, Robert Parker, Wine Spectator)



3.1.2 Online review aggregators: all rated by all

Definition

A participatory culture is emerging among consumers [63]. Unofficial and informal prescription is gaining importance in the wine market; consumers' tastes (general hedonic rating) prevail over quality evaluation because the personal taste is simply more relevant than quality when choosing a wine [55]. Experts are no longer the only benchmark for quality, the wisdom of the crowd is gaining prevalence for knowledge construction and evaluation [57]. With the internet and the emergence of online ratings, wine consumers have shifted from

passive to active purchase evaluation, and their comments displayed online provide an informative signal of quality [64]. “That is democracy at an organoleptic level; it is subjective individualism raised to a moral principle.” (Shapin, 2012, p. 83 [65]). The wine drinkers who share their wine-tasting experience on platforms like Vivino, CellarTracker or Delectable also produce information about wine quality. Online review aggregators bundle this (prosumers) user-generated content (UGC) to provide quality information to other users, creating what Chan et al. (2022) [66] call “prosumers communities”.

Rated wines

The remarkable sales figures of The Wine Trials [67] indicated a potential demand for more consistent evaluation of everyday wines. Prosumer communities cover all wine categories without discrimination⁴. Online review aggregators have expanded the market for wine quality evaluation, providing ratings where they were not available before (cheaper wines) and supplying those ratings aggregated at zero price (free of charge).

Audience

The world’s largest online wine rating community and marketplace, Vivino, claims no less than 29.9 million users and 89.4 million ratings. The first academic mention of Vivino in a working paper dates back to 2018 [68]. The evolution of the number of users, wines, wineries, scanned labels, and ratings since 2014 is detailed in Table 2.

Table 2 - Evolution of the number of users, wines, scanned labels, and ratings on Vivino

Year	Users	Wines	Scanned labels	Ratings	% of wines rated	Reviews	% of wines reviewed
2014	4,762,336	1,298,332	40,322,319	10,496,576	26%	2,329,346	6%
2015	10,332,744	6,826,573	147,057,872	29,878,575	20%	9,794,912	7%
2016	17,055,145	8,983,693	250,731,923	45,999,716	18%	15,890,474	6%
2017	23,012,455	10,573,756	375,347,597	64,499,224	17%	21,731,482	6%
2018	35,464,050	10,573,996	834,357,775	123,819,828	15%	42,025,965	5%
2019	36,911,161	10,868,691	892,534,812	130,613,064	15%	44,550,050	5%
2021	51,880,356	13,625,480	1,629,548,572	207,065,136	13%	73,297,000	4%
2022	57,881,172	15,003,610	1,959,609,646	234,159,998	12%	83,915,528	4%
2023	64,582,058	16,647,522	2,429,210,838	272,963,324	11%	95,343,375	4%

⁴ “There’s a problem in wine: Over 75% of wines are never rated by experts. This is where crowdsourced ratings on Vivino become useful” <https://www.vivino.com/wine-news/vivino-ratings-explained> (consulted November 2019).

Vivino's wide adoption has been facilitated by the rise of apps use from more than 2.7 billion users [69]. Comparatively, CellarTracker, another online review aggregator and inventory management tool⁵ mostly used by wine collectors, claims 4.3 million wines and 11.8 million community and professional ratings (compared to 7 million in the summer of 2018).⁶ Its users (232,000 in 2012⁷) manage more than 164 million bottles in their private cellars and have access to professional experts' ratings, market value, and inventory management [70],[71].

Business model

The business model of online review aggregators revolves around user-generated content, monetized through advertising, premium subscriptions, affiliate marketing, and data analytics. These platforms provide a space for users to review, rate, and discover wines while offering targeted advertising opportunities for wineries and retailers. Premium subscriptions unlock advanced features like cellar management tools, expert recommendations, or exclusive content. Revenue is also generated through affiliate partnerships, directing users to purchase options and earning commissions, as well as by licensing anonymized consumer data to industry stakeholders for market insights.

Criticisms

Online review aggregators declare tackling the negative review censorship issue⁸. However, they fail to mention three major issues with community ratings. First, the under-reporting bias [72]: prosumers might not be willing to spend (waste) time scanning, rating, or reviewing the wines that they dislike. Under-reporting leads consumers to comment only on the wines they liked or disliked a lot. Second, the acquisition bias [73]: a positive predisposition towards a wine enhances purchase and comment generation likelihood. Ultimately, beyond these two forms of self-selection bias remain the considerable variations in wine knowledge levels of the users, along with the significant problem of fake reviews [74].

⁵ Launched in 2003.

⁶ <https://www.cellartracker.com> (consulted January 2023).

⁷ To the best of our knowledge, number of users are not available.

⁸ "Another advantage our ratings have is that our community members are honest, sometimes brutally so, with their ratings. Many experts opt not to publish poor ratings, assuming that wines that are lacking will eventually take themselves out of the running. But with Vivino, you'll find a wide range of ratings, letting you know what you can buy with confidence and what wine might not be the best fit" <https://www.vivino.com/wine-news/vivino-5-star-rating-system> (consulted November 2019).

Future perspectives

The limitation of expert wine evaluation to fine wine and the complexity of the evocative vocabulary have created an opportunity for peer-reviewing [75]. The importance of crowdsourcing prosumers' opinions is increasing, and so is their impact on the market [36],[76]. More specifically, hedonic price function estimates suggest that wine prices are better explained by online community rating scores than by expert ratings [20],[77].

To sum up, there are two sources of quality ratings in the wine market, offering heterogeneous information products (experts versus community ratings) at different prices (positive versus zero-price i.e. free of charge). Historically dominated by wine experts (reviewing only fine wines), evaluative intermediation now reaches cheaper wines and a wider audience with online review aggregators (see Table 3). This has the effect of complicating the determination of whether they may be considered substitutes or complements.

Table 3 - Quality evaluation sources in the wine market. Source: authors

Supplier	Source	Rated wines	Scale	Typology	Main users	Credibility based in	Consumer Price
Content review aggregators	Prosumers	All ranges	Over 5	Inclusion & Algorithmic egalitarianism (<i>synthesis of the ratings</i>)	Wine consumers	Number of ratings (aggregation)	Free
Media	Experts	Fine wines	Over 100 (or over 20)	Selection & reviewer's singularity or editorial elitism	Wine consumers, investors & collectors, Producers & organizations, distributors & retailers	Taster's or media's reputation of being unbiased	Free if provided by a seller / positive price in other cases (subscription)

3.2 Analysis of the demand

3.2.1 Wine consumers: lowering search costs effect

Most consumers declare that liking a specific wine they tasted before is the most important reason for their (re)purchase [78],[79]. However, previously purchased wines are not systematically available for purchase (see on-trade for example). Since wine is an experience good, wine quality evaluation only occurs through post-purchase consumption. Wine consumers are subject to information asymmetry. Moreover, unlike in other markets (education, finance), the wine market offers no homogenized institutional quality signaling system at a global level [80]. The high complexity and heterogeneity of existing quality signaling systems (e.g. Geographical Indications in the European Union and the United States) can be perceived

as confusing by consumers, who may look for alternative sources of quality information [81],[82],[83]. More broadly, the complexity of the wine market is a source of consumer confusion and qualifies wine buying as a risky activity for most wine consumers [84].

When confronted with uncertainty about product quality, consumers often use multiple product quality cues as proxies for quality [85],[86]. Another solution to cope with this confusion is for consumers to rely on better-informed agents when making their decisions [87]. These third parties supply homogenous information mapped on a single rating scale comparable among wines [62]. To reduce perceived risks when selecting a wine and to maximize their satisfaction, wine consumers can delegate quality judgment to others [29]. They seek the advice of wine experts, friends, family members, and clerks who are deemed knowledgeable [88]. There is a wide literature on wine experts focused on perceived risk reduction and subsequent purchase intention stimulation [89],[90],[91]. Although experiential information has the highest informational content, sources of quality evaluation such as peers have not been extensively investigated [92].

3.2.2 Fine wine investors and collectors: warranty effect

The classification presented here is the result of a balanced structure within the paper itself, rather than the result of the preferences of fine wine investors and collectors being homogeneous. However, Masset (2024) [93] suggests that the preferences of investors and collectors are equally influenced by the reputation of wines. Since professional wine experts work as proxies for rating agencies, wine critics' scores have opened the market for Bordeaux fine wines to investors [94]. The financial indices of Liv-ex.com were built using wines rated 95 and above by Robert Parker [95]. Liv-Ex is nowadays the primary electronic exchange platform for trading fine wine. Merchants, brokers, retailers, and consumers can use the platform to purchase these wine futures in advance of their distribution for retail operations. Along with the process of financialization in the fine wine market, several economic studies have shown the correlation between experts' ratings, *en primeur*, and auction prices (e.g. [11],[22],[96]). Wine is the only agricultural market to have reached such a valorization of variability in the premium part of its market [97]. But there might be an interdependency here since in her attempt to identify the macroeconomic determinants of fine wine prices, Jiao (2017) [98] concluded that the increasing volatility of prices triggers demand for expert appraisal from fine wine investors. The influence of expert information on price is subject to variation over time. In a hedonic analysis of fine wines, Faye & Fur (2019) [99] demonstrated that, in contrast to the Parker score, the Quarin (French critic) score exerts a remarkably stable influence on

price. Similarly, it may be posited that the influence of peers on valuation is likely to be contingent on price levels [100].

3.2.3 Wine producers and organizations: signaling quality as marketing strategy

The determination of wine prices is no longer solely contingent upon production costs. Instead, they are also influenced by the collective reputation of the region or geographical indication, as well as the individual reputation of the brand [49],[101],[102],[103],[104]. The marketing of quality, a key element of a differentiation strategy for wine producers, involves close contact with critics as part of their communication and reputational strategy [105]. Evidence abounds that reviews of professional critics enhance commercial success, though consumer sensitivity to reputation is higher for premium, super-premium, and icon wines [59],[106]. Wine reputation is positively correlated with expert ratings [20]. Collective reputation is shown to have an impact on consumers' willingness to pay, which rises in line with the reputation of individual wine producers [102]. The individual reputation of wineries will also enable them to select their retailers and distributors depending on the positioning they wish to reflect: hotels, restaurants, independent wine stores and export for fine wines, and supermarkets for bigger-volume wine producers [107]. This explains why, for high-end wineries, reputation management can become almost as important as revenue management [108]. Organizational reputation has become a strategic intangible asset for firms and is one of the most important drivers of their success [109], which is why some companies place wine critics at the core of their marketing and communication strategy [110].

Wine critics benefit from close contact with wine producers enabling them to publish interesting articles and well-informed reviews. They reciprocate by disseminating products and company messages [111]. "Producers, and intermediaries such as distributors and retailers, often use favorable reviews to promote products, resulting in a multiplier effect for evaluation where the eventual audience can be far broader than the direct audience (e.g., paid subscription)." (Kwon & Easton, 2010, p. 136 [95]).

3.2.4 Wine distributors and retailers: quality signaling as an intermediate product

The academic literature has studied the effect of shelf-talkers (product cards including ratings that appeal in stores) on sales, and shown from early on their positive correlation with sales: scored wines outsell non-scored wines in retail studies (e.g. [112],[113]. Retailers are therefore encouraged to use a wide range of wine experts' references in shelf talkers that will boost their sales. Distribution networks are increasingly important in the wine evaluation market, reflecting the transformation of economic competition into a more vigorous struggle for attention and

visibility [50],[95],[114]. Hsu et al. (2012) [115] and Hennion (2015) [116] underline the importance of evaluative schemata (mental representations of evaluative categories) and procedure clarity, to help both consumers and producers cope with uncertainty, and to allow producers to anticipate quality assessment and adequately adjust their production strategy. Even when distributors, retailers, or sommeliers state that they do not pay attention to ratings, their audience base (customers) might force them to recognize the judgment of critics and to adapt to it, listing iconic 100-point wines, for example [117]. Bazen et al. (2023) [77] additionally highlighted the increasing significance of Vivino ratings for wine importers.

4. Discussion

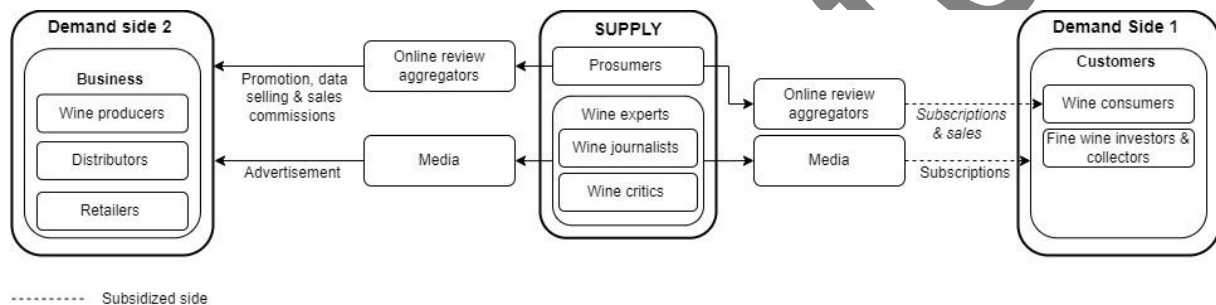
Even though the empowerment of the vox populi in the wine market has been noticed for almost two decades, the existing literature about online consumer-generated content on wine remains scarce outside of the context of wine tourism [118]. In a recent European survey, more than 30% of the 7,324 respondents stated that they had a wine app on their mobile phone⁹ [119]. Nevertheless, only a limited number of papers have integrated prosumers' reviews in their reflection (e.g. [62]) or compared their relative influence with experts' ratings using empirical (e.g. [20],[77]) or experimental methods [19],[21],[120]. Still, part of the literature available on the topic consists of working papers, unpublished in peer-reviewed journals to date [20],[21],[56],[121],[122],[123]. In 2022 only, more than 10 projects using Vivino data were presented at the three major wine economics and business conferences in 2022 (European Association of Wine Economists, American Association of Wine Economists, Academy of Wine Business Research). The most recent publication available investigates the emotional response to Vivino reviews exposure [124]. As there are to date no published studies that used other methods than hedonic price analysis to compare the influence of peers' and experts' ratings in the wine market. The results reported here should be considered as part of a larger effort to develop more empirical research about the wine evaluation market.

Analyzing both sides of the market, this review highlighted the financial reliance of wine experts and online review aggregators on the wine trade. Both expert and consumer assessments of quality are similarly uncertain and susceptible to various biases. This may provide an explanation for the reluctance of consumers to pay a premium for these services. This review highlighted the fact that only a tiny proportion of the ratings users are willing to pay for a

⁹ Even though having downloaded an app does not necessarily imply that this is used on a regular basis.

subscription to get access to wine evaluations. While the majority of consumers do not disregard the value of ratings when obtained for free, they are not willing to pay for it¹⁰ [80]. This is why a vast majority of experts rely on free requested samples and advertisement income to carry out their activities. Without the sale of advertisements (and more recently other side activities like competition or events), most wine publications would not be profitable [53]. Nor would the online review aggregators without the sale of wine promotional services and data [126]. The present integrative literature review reveals that both revenue models are based on two-sided strategies (See Figure 5).

Figure 5 - Revenue model of the wine evaluation market: a two-sided strategy



According to Evans (2003) [127] in two-sided markets, the intermediaries must (1) select a price and (2) use a differential pricing structure (not only how much they will charge, but to whom). They usually skew the prices on the less price-sensitive side of their two sets of customers. The wine valuation market behaves like a two-sided market when suppliers subsidize one side of the market to earn profit from the other side.

Experts' ratings reach three different categories of stakeholders: industry readers, consumer readers and consumers who see scores in the store or online (not to mention word of mouth from any of those three categories of stakeholders). Wine consumers, investors, and collectors can pay to get access to most of the media through which expert reviews are conveyed: Magazines, guides, and online reviews. But information is also made available at zero price (often in exchange for viewing advertisements on the platforms) to consumers: wine ratings and awards are frequently displayed in both online and brick-and-mortar shops.

Meanwhile, online review aggregators provide free ratings to their users. Those free ratings inform the customers of their marketplace, which positively impacts sales (including

¹⁰ Reminding us of digital journalism, for a systematic review see O'Brien et al. [125].

commissions or sales margin). Wine producers, distributors, and retailers do not pay to have their wines listed by online review aggregators. Prosumers review wines for free through their smartphones or computers. But producers must pay if they want to correct inaccuracies in the information available about their wines on the platform, advertise their production (enhancing their profile or purchasing triggered email campaigns), or purchase data about specific markets and consumers' preferences (brand awareness, engagement, sales)¹¹. Wine producers, distributors, and retailers also pay fees to list their wines in competitions (and potentially receive an award), and to advertise in the wine media. Based on the review of the literature, Table 4 presents the two-sided strategies for experts and online review aggregators.

Table 4 - Two-sided strategy and prospect. Source: authors

Two-sided market	Side one	Side two	Subsidized side	Cost structure	Source of revenue	Prospect
Online review aggregators	Wine consumers	Wine producers and business	Wine consumers – zero price for ratings	Platform maintenance, Analytics and Insights, Marketing	<div>Wine consumers through direct wine selling</div> <hr/> Wine producers and Business through promotional services, data intelligence & sales commission (marketplace)	Growth
Wine media	Readers	Wine producers and business	Readers	Content creation, Publication, Distribution and Marketing	<div>Readers subscriptions</div> <hr/> Advertisements from wine producers & business	Slow decline

Online review aggregators in the wine market benefit from both positive same-side and cross-side network effects. The increasing number of Vivino users, for example, feeds the platform and increases its utility to other users (same side). At the same time its value as a data provider or as a marketplace for wines increases with the number of potential customers (cross-side). It is possible for new players to enter the evaluation market at a limited cost; however, new online review aggregators will suffer from a competitive disadvantage, as the utility they offer both their users and potential customers of data or marketplace solutions depends on their number

¹¹ <https://www.vivino.com/partners> (consulted October 2023).

of users. Conversely, the path to success for new experts lies in building awareness and establishing credibility which typically takes time,

5. Conclusion

Two sources of wine ratings coexist on the market: experts and online review aggregators. While the literature on wine experts is extensive, the one on online review aggregators remains scarce. The supply of professional quality evaluation (wine experts) is characterized by its multiplicity and fragmentation over the years whereas online review aggregators offering for-free content are highly concentrated in the market, corroborating the conclusions of Barnett (2018) [128]. In other experience goods markets, such as hospitality, the influence of peer ratings now surpasses the influence of experts' ratings. In the wine market, their coexistence illustrates two different definitions of quality. Professional wine experts focus on fine wines, charge positive prices to access their ratings (subscription) and impact the entire value chain (production, sales, consumption). In the meantime, peers rate all kinds of wines, for free, across a wider price range. While the *Wine Spectator* experts claim to produce 15,000 wine ratings a year, the Vivino community produces more than 31 million¹². While the *Wine Advocate* prides itself on the 450,000 ratings housed in their online database, Vivino has 620 times more. If online review aggregators become the dominant evaluation source on the market, they could similarly influence the market and different wines could be favored. Since they rate all wine segments, it may lead to a renewal of the demand for less high-end wines globally.

This integrative literature review of the recent trends underlying the market for wine quality evaluation reveals various interesting patterns. Even though the importance of experts is decreasing, the wine market is likely to sustain both peer and expert quality information sources in the long run (they complement rather than substitute for each other). Their coexistence is likely to sustain and stimulate the E-commerce market for wines in the coming years, including direct-to-consumer (DTC) sales. The literature review has revealed that both sources of ratings base their business models on a two-sided strategy and could not be sustainable without the trade. Online review aggregators offer free access to wine drinkers' reviews and use the generated data to source and sell popular and high-rated wines to their users. In the meanwhile, they also act as marketplaces, collect sales commissions, and sell promotional services as well as data intelligence to the industry. Based on this review we do not foresee a disappearance but

¹² Source: Vivino internet archive, from September 5, 2021 to September 5, 2022.

a decline of wine experts (in the limited perimeter of fine wines), and a rise of the importance of online review aggregators in the wine evaluation market globally. Pure content producers such as *The Wine Advocate*, who employ one-sided structures (subscriptions are their only source of revenue), are likely to remain small¹³ and be disfavored by competition against online review aggregators as their consumer base grows older. The predictions identified by this literature review are in line with the conclusions of Kwon & Easton (2010) [95] and suggest that the future lies in hybrid internet-based evaluation aggregators, like Vivino, that combine the functions of review aggregator and marketplace.

This review has important implications for managers. With the expansion of the audience of online review aggregators emerges the possibility that the so-called “wisdom of the crowd” (or “preference of the crowd” [62]) channels attention to a limited number of products already favored by other consumers. The importance of a plurality of supply of wine evaluations is therefore of prime importance for the sustainability of the wine market: online review aggregators inform customers, complementing the work of wine experts that attract attention to producers. Online review aggregators contribute to the stabilization of a hierarchy in which professional experts sustain the variability of an artistic fine wine market where no two wines should be perfectly identical, even to two vintages of the same wine (see [97]).

6. Limitations of the study and future research directions

This study has integrated fragmented literature in the domain of wine quality information intermediation following the integrative literature review methodology revised by Whitemore & Knafl (2005) [1]. We acknowledge that combining diverse data sources and methodologies can be challenging. Despite the adoption of an exhaustive data collection strategy, the selection of inclusion criteria might have led to the omission of parts of the literature. For example, the *Journal of Wine Economics*, the leading outlet of articles related to the scope of the thesis, did not require keywords until 2013, which may have resulted in some missing references. An investigation into the ripple effects that the wine evaluation has on the wine market would have provided valuable insight. However, such an estimate is complicated by the opacity of the transactions (e.g., advertisements, price of promotional services or data intelligence) between stakeholders in the market. Seemingly, the value generated by the wine evaluation market

¹³ 50,000 paid readers for the *Wine Advocate*, against 375,000 for the *Wine Spectator* (Kantar, 2020).

cannot be easily measured through price. In the light of our findings, it would also be interesting to tackle the question of the long-term viability of expert ratings in the wine industry.

The disappearance of the border between the marketplace and prescription is also a central question for the wine industry. The acquisition of prosumer data gives online review aggregators access to valuable knowledge about consumer preferences that may provide them a competitive advantage over traditional competitors (experts). Online review aggregators can, as Vivino does, purchase and sell themselves the wines they have identified as being the most popular or the wines with highest potential according to their users and earn a direct sales margin instead of a commission on sales. Artificial intelligence is set to enhance the worth of this category of data, enabling a more precise targeting of consumers and sales of wine. Similarly, finding out how online review aggregators may affect wine producers' marketing strategies would be of utmost interest to the industry.

When wine experts supply information on wine quality, online review aggregators also provide their users with a personalized likelihood of liking based on past evaluations. The consumer purchasing path has been fundamentally transformed by recommendation systems, offering customized choices while obviating the requirement for intensive information search [129]. The rating of a wine does not tell you how it tastes, nor if you will like it. How do consumer past evaluations influence their likelihood to adhere to personalized recommendations generated by algorithms? The exploitation of consumer data by wine sellers (sourced from online review aggregators) to mitigate the information asymmetry prevalent in the wine market (by gaining insight into consumer preferences) is likely to emerge as a key research area in the near future.

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Appendix

Author(s)	Publication Year	Article Title	Source Title	Volume	Issue	Start Page	End Page
Abbal P, Sablayrolles JM, Matzner-Lober E, Carbonneau A	2019	A Model for Predicting Wine Quality in a Rhone Valley Vineyard	Agonomy Journal	111	2	545	554
Adalja A, Livat F, Rickard B, Susskind, A	2022	Dissonant Opinions and the Home Bias: Consumer Response to Crowd Sourced Reviews for Wine.	13th Academy of Wine Business Research Conference - Working Paper				
Albright A, Pedroni P, Sheppard S	2018	Uncorking Expert Reviews with Social Media: A Case Study Served with Wine	Case Study - Williams University				
Ali H H, Nauges C	2007	The Pricing of Experience Goods: The Example of en primeur Wine	American Journal of Agricultural Economics	89	1	91	103
Ali HH, Lecocq S, Visser M	2005	The impact of gurus: Parker grades and en primeur wine prices	Journal of Wine Economics	5	1	22	39
Allen MP, Germov J	2011	Judging taste and creating value The cultural consecration of Australian wines	Journal of Sociology	47	1	35	51
Amédée-Manesme CO, Faye B, Le Fur E	2020	Heterogeneity and fine wine prices: application of the quantile regression approach	Applied Economics	52	26	2821	2840
Aqueveque C	2015	The Influence of Experts' Positive Word-of-Mouth on a Wine's Perceived Quality and Value: The Moderator Role of Consumers' Expertise	Journal of Wine Research	26	3	181	191
Arias-Bolzmann L, Sak O, Musalem A, Lodish L, Báez KR, De Sousa LJ	2003	Wine Pricing: The Influence of Country of Origin, Variety, and Wine Magazine Ratings	International Journal of Wine Marketing	15	2	47	57
Ariely D, Lynch JG	2001	Wine Online: Search Costs and Competition on Price, Quality, and Distribution	SSRN Electronic Journal				
Ashenfelter O	2007	Predicting the Quality and Prices of Bordeaux Wines	The Economic Journal	118	529	174	184
Ashenfelter O, Jones GV	2013	The Demand for Expert Opinion: Bordeaux Wine	Journal of Wine Economics	8	3	285	293
Ashenfelter O, Ashmore D, Lalonde R	1995	Bordeaux Wine Vintage Quality and the Weather	Chance	8	4	7-14	
Ashenfelter O, Quandt R	1999	Analyzing a Wine Tasting Statistically	Chance	12	3	16	20
Ashton RH	2012	Reliability and Consensus of Experienced Wine Judges: Expertise Within and Between?	Journal of Wine Economics	7	1	70	87
Ashton RH	2017	Dimensions of Expertise in Wine Evaluation	Journal of Wine Economics	12	1	59	83

Ashton RH	2011	Improving Experts' Wine Quality Judgments: Two Heads Are Better than One	Journal of Wine Economics	6	2	160	178
Ashton RH	2013	Is There Consensus Among Wine Quality Ratings of Prominent Critics? An Empirical Analysis of Red Bordeaux, 2004-2010	Journal of Wine Economics	8	2	225	234
Ashton RH	2016	The Value of Expert Opinion in the Pricing of Bordeaux Wine Futures	Journal of Wine Economics	11	2	261	288
Atkin T, Nowak L, Garcia R	2007	Women Wine Consumers: Information Search and Retailing Implications	International Journal of Wine Business Research	19	4	327	339
Babin BJ, Bushardt C	2019	Third-Party Ratings and The US Wine Market	International Journal of Wine Business Research	31	2	151	162
Baciocco KA, Davis RE, Jones GV	2014	Climate and Bordeaux Wine Quality: Identifying the Key Factors that Differentiate Vintages Based on Consensus Rankings	Journal of Wine Research	25	2	75	90
Barbe P, Durrieu F	2005	Evaluation of the Quality of the Great Bordeaux Wines: Are There Significant Differences Between Critics?	International Journal of Wine Marketing	17	3	55	66
Barber N	2009	Wine consumers information search: Gender differences and implications for the hospitality industry	Tourism and Hospitality Research	9	3	250	269
Barbera S, Bossert W, Moreno-Ternero JD	2023	Wine Rankings and the Borda Method	Journal of Wine Economics			1	17
Barbos, A; Hartman, J	2023	Reputational effects on third-party agents: A study of the market for fine and rare wines	Journal of Economic Behavior & Organization	359	372	March	
Bazen S, Cardebat JM	2022	Why have Bordeaux wine prices become so difficult to forecast?	Economics Bulletin	42	1		
Beckert J, Rössel J, Schenk P	2014	Wine as a Cultural Product: Symbolic Capital and Price Formation in the Wine Field	Sociological Perspectives	60	1	206	222
Benfratello L, Piacenza M, Sacchetto S	2009	Taste or reputation: what drives market prices in the wine industry? Estimation of a hedonic model for Italian premium wines	Applied Economics	41	17	2197	2209
Beninger S, Parent M, Pitt L, Chan A	2014	A content analysis of influential wine blogs	International Journal of Wine Business Research	26	3	168	+
Benjamin BA, Podolny JM	1999	Status, Quality, and Social Order in the California Wine Industry	Administrative Science Quarterly	44	3	563	589

Bentzen J, Smith V	2008	Do expert ratings or economic models explain champagne prices?	International Journal of Wine Business Research	20	3	230	+
Berg EC, Mascha M, Capehart KW	2022	Judging reliability at wine and water competitions	Journal of Wine Economics	17	4	311	328
Bessy C, Chauvin PM	2013	The Power of Market Intermediaries: From Information to Valuation Processes	Valuation Studies	1	1	83	117
Bicknell KB, MacDonald IA	2012	Regional reputation and expert opinion in the domestic market for New Zealand wine	Journal of Wine Research	23	2	172	184
Bitter C	2017	Wine Competitions: Reevaluating the Gold Standard	Journal of Wine Economics	12	4	395	404
Boatto V, DeFrancesco E, Trestini S	2011	The price premium for wine quality signals: does retailers' information provision matter?	British Food Journal	113	5	669	679
Bodington JC	2015	Testing a Mixture of Rank Preference Models on Judges' Scores in Paris and Princeton	Journal of Wine Economics	10	2	173	189
Bodington JC	2017	Wine, Women, Men, and Type II Error	Journal of Wine Economics	12	2	161	172
Bodington JC	2017	Disentangling Wine Judges' Consensus, Idiosyncratic, and Random Expressions of Quality or Preference	Journal of Wine Economics	12	3	267	281
Bodington JC	2017	The Distribution of Ratings Assigned to Blind Replicates	Journal of Wine Economics	12	4	363	369
Bodington JC	2020	Rate the Raters: A Note on Wine Judge Consistency	Journal of Wine Economics	15	4	363	369
Bodington JC	2022	A maximum entropy estimate of uncertainty about a wine rating What can be deduced about the shape of a latent distribution from one observation?	Journal of Wine Economics	17	4	296	310
Bodington JC	2022	Stochastic error and biases remain in blind wine ratings	Journal of Wine Economics	17	4	345	351
Bodington JC, Malfeito-Ferreira M	2019	Should Ties Be Broken in Commercial Wine Competitions? When Yes, What Method Is Practical and Defensible?	Journal of Wine Economics	14	3	298	308
Bodington JC, Malfeito-Ferreira M	2018	Do Female and Male Judges Assign the Same Ratings to the Same Wines? Large Sample Results	Journal of Wine Economics	13	4	403	408
Bonn MA, Kim WG, Kang S, Choo M	2016	Purchasing Wine Online: The Effects of Social Influence, Perceived Usefulness, Perceived Ease of Use, and Wine Involvement	Journal of Hospitality Marketing & Management	25	7	841	869
Bonnet C, Hilger J, Villas-Boas SB	2020	Reduced form evidence on belief updating under asymmetric information-consumers' response to wine expert opinions	European Review of Agricultural Economics	47	5	1668	1696
Boon E, Foppiani O	2019	An exploratory analysis of cross-country biases in expert wine reviews	Journal of Wine Research	30	2	144	156

Bouzdine-Chameeva T, Galam S	2011	Experts versus word-of-mouth in the wine purchasing dynamics: a model from physics	6th AWBR International Conference - Working Paper				
Bouzdine-Chameeva T, Galam S	2011	Word-of-Mouth Versus Experts and Reputation in the Individual Dynamics of Wine Purchasing	Advances in Complex Systems	14	06	871	885
Brand J, Panzeri V, Buica A	2020	Wine Quality Drivers: A Case Study on South African Chenin Blanc and Pinotage Wines	Foods	9	6		
Brien CJ, May P, Mayo O	1987	Analysis of Judge Performance in Wine-Quality Evaluations	Journal of Food Science	52	5	1273	1279
Brunel AA, Kernevez A, Leclerc F, Trenteseaux J	2016	Quantitative Ranking Evaluation of Wine Quality	International Journal of Nutrition and Food Engineering	10	2	101	107
Buonanno P, Caggiano G, Galizzi MM, Leonida L, Vanin P	2008	Expert and Peer Pressure in Food and Wine Tasting: Evidence from a Pilot Experiment	Enometrica - Working Paper				
Burnham D, Skilleas OM	2012	The Aesthetics of Wine	John Wiley & Sons, Inc				
Cacchiarelli L, Carbone A, Esti M, Laureti T, Sorrentino A	2016	Assessing Italian wine quality and prices: de gustibus non disputandum est	British Food Journal	118	5	1006	1024
Caldas J, Rebelo J	2013	Portuguese wine ratings: An old product a new assessment	Wine Economics and Policy	2	2	102	110
Cao J, Stokes L	2010	Evaluation of Wine Judge Performance through Three Characteristics: Bias, Discrimination, and Variation*	Journal of Wine Economics	5	1	132	142
Cao J, Stokes L	2017	Comparison of Different Ranking Methods in Wine Tasting	Journal of Wine Economics	12	2	203	210
Cao J, Stokes L	2014	Quantifying Randomness Versus Consensus in Wine Quality Ratings	Journal of Wine Economics	9	2	202	213
Caracciolo F, Cembalo L, Pomarici E	2013	The Hedonic Price for an Italian Grape Variety	Italian Journal of Food Science	25	3	289	294
Carbone A	2021	From Flasks to Fine Glasses: Recent Trends in Wine Economics	Italian Economic Journal	7	2	187	198
Cardebat JM, Livat F	2016	Wine experts' rating: a matter of taste?	International Journal of Wine Business Research	28	1	43	58
Cardebat JM, Corsinovi P, Gaeta D	2018	Do Top 100 wine lists provide consumers with better information?	Economics Bulletin	38	2	983	+
Cardebat JM, Figuet JM, Paroissien E	2014	Expert Opinion and Bordeaux Wine Prices: An Attempt to Correct Biases in Subjective Judgments	Journal of Wine Economics	9	3	282	303
Cardebat JM, Figuet JM	2004	What explains Bordeaux wine prices?	Applied Economics Letters	11	5	293	296

Cardebat JM, Paroissien E	2015	Standardizing Expert Wine Scores: An Application for Bordeaux en primeur	Journal of Wine Economics	10	3	329	348
Carollo A, Fong S, Gabrieli G, Mulatti C, Esposito G	2022	To wine or not to wine? A scientometric approach to 65+years of wine preference and selection studies	British Food Journal	124	13	409	431
Castriota S, Corsi S, Frumento P, Ruggeri G	2022	Does quality pay off? Superstar wines and the uncertain price premium across quality grades	Journal of Wine Economics	17	2	141	158
Castriota S, Curzi D, Delmastro M	2013	Tasters' bias in wine guides' quality evaluations	Applied Economics Letters	20	12	1174	1177
Castriota S, Delmastro M	2008	Individual and Collective Reputation: Lessons from the Wine Market	SSRN Electronic Journal				
Chaney I	2000	A comparative analysis of wine reviews	British Food Journal	102	7	470	480
Charlin V, Cifuentes A	2023	The quality of the Argentinean Malbec and the weather in the Mendoza region	International Journal of Wine Business Research	35	3	487	503
Charters S, Pettigrew S	2006	The relevance of the quality construct to wine consumption	European Advances in Consumer Research				
Charters S, Pettigrew S	2007	The Dimensions of Wine Quality	Food Quality and Preference	18	7	997	1007
Charters S, Pettigrew S	2003	I like it but how do I know if it's any good? Quality and preference in wine consumption	ECU Publications	5			
Chen KJ, McCluskey JJ	2018	Impacts of Expert Information on Prices for an Experience Good across Product Segments: Tasting Notes and Wine Prices	Journal of Agricultural and Resource Economics	43	3	388	402
Chern CC, Wei CP, Shen FY, Fan YN	2015	A sales forecasting model for consumer products based on the influence of online word-of-mouth	Information Systems and e-Business Management	13	3	445	473
Chivu-Draghia C, Antocea AO	2016	Consumer Preferences Regarding Sources of Information and Use of Technology for Wine Selection – A Survey of Millennials and Generation X Sample in Romania	Economic Engineering in Agriculture and Rural Development	16	2	10	
Chocarro R, Cortinas M	2013	The impact of expert opinion in consumer perception of wines	International Journal of Wine Business Research	25	3	227	+
Cicchetti D, Cicchetti A	2013	As wine experts disagree, consumers' taste buds flourish: how two experts rate the 2004 Bordeaux vintage	Journal of Wine Research	24	4	311	317
Cicchetti D, Cicchetti A	2009	Wine rating scales: Assessing their utility for producers, consumers, and oenologic researchers	International Journal of Wine Research			73	
Cicchetti D, Cicchetti A	2006	The Paris 1976 Wine Tastings Revisited Once More: Comparing Ratings of Consistent and Inconsistent Tasters	Journal of Wine Economics	1	2	125	140

Cicchetti D, Cicchetti A	2009	A Proposed System for Awarding Medals at a Major U.S. Wine Competition	Journal of Wine Economics	4	2	242	247
Cicchetti D, Cicchetti A	2014	Two enological titans rate the 2009 Bordeaux wines	Wine Economics and Policy	3	1	28	36
Cliff MA, King M	1999	Use of principal component analysis for the evaluation of judge performance at wine competitions	Journal of Wine Research	10	1	25	32
Cliff MA, King M	1996	A proposed approach for evaluating expert wine judge performance using descriptive statistics	Journal of Wine Research	7	2	83	90
Cliff MA, King M	1997	The evaluation of judges at wine competitions: the application of Eggshell plots	Journal of Wine Research	8	2	75	80
Colman T	2008	Wine Politics: How Governments, Environmentalists, Mobsters, and Critics Influence the Wines We Drink	University of California Press				
Combris P, Lecocq S, Visser M	1997	Estimation of a Hedonic Price Equation for Bordeaux Wine: Does Quality Matter?	The Economic Journal	107	March	390	402
Compés-López R, Font-Julian CI, Orduna-Malea E	2018	Has Robert Parker lost his hegemony as a prescriptor in the wine World? A preliminary inquiry through Twitter.	CARMA 2018 - 2nd International Conference on Advanced Research Methods and Analytics - Working Paper				
Conrad JM, Gomez MI, Lamadrid AJ	2011	Wine in Your Knapsack?	Journal of Wine Economics	6	1	83	110
Corsi A, Ashenfelter O	2019	Predicting Italian Wine Quality from Weather Data and Expert Ratings	Journal of Wine Economics	14	3	234	251
Corsi A, Ashenfelter O	2001	Wine Quality: Experts' Ratings and Weather Determinants	71st EAAE Seminar - Working Paper				
Cosenza TR, Solomon MR, Kwon WS	2015	Credibility in the blogosphere: A study of measurement and influence of wine blogs as an information source: Credibility first: the influence of wine blogs	Journal of Consumer Behaviour	14	2	71	91
Croijmans I, Majid A	2016	Not All Flavor Expertise Is Equal: The Language of Wine and Coffee Experts	Plos One	11	6	e0155845	
Cruz C, Van CN, Gautier L	2018	Word Embeddings for Wine Recommender Systems Using Vocabularies of Experts and Consumers	Open Journal of Web Technologies (OJWT)	5	1	23	30
Cyr D, Kwong L, Sun L	2017	An Examination of Tail Dependence in Bordeaux Futures Prices and Parker Ratings	Journal of Wine Economics	12	3	252	266
Cyr D, Kwong L, Sun L	2019	Who Will Replace Parker? A Copula Function Analysis of Bordeaux En Primeur Wine Raters	Journal of Wine Economics	14	2	133	144
D'Alessandro S, Pecotich A	2013	Evaluation of wine by expert and novice consumers in the presence of variations in quality, brand and country of origin cues	Food Quality and Preference	28	1	287	303

Danner L, Johnson TE, Ristic R, Meiselman HL, Bastian SEP	2017	I like the sound of that! Wine descriptions influence consumers' expectations, liking, emotions and willingness to pay for Australian white wines	Food Research International	99	1	263	274
Davis RE; Dimon RA; Jones GV; Bois B	2019	The effect of climate on Burgundy vintage quality rankings	Oeno One	53	1	60	74
Di Vita G, Caracciolo F, Brun F, D'Amico M	2019	Picking out a wine: Consumer motivation behind different quality wines choice	Wine Economics and Policy	8	1	16	27
Dong ZQ, Atkison T, Chen B	2021	Wineinformatics: Using the Full Power of the Computational Wine Wheel to Understand 21st Century Bordeaux Wines from the Reviews	Beverages	7	1		
Dong ZQ, Guo XW, Rajana S, Chen B	2020	Understanding 21st Century Bordeaux Wines from Wine Reviews Using Naive Bayes Classifier	Beverages	6	1		
Dubois P, Nauges C	2010	Identifying the effect of unobserved quality and expert reviews in the pricing of experience goods: Empirical application on Bordeaux wine	International Journal of Industrial Organization	28	3	205	212
Dunphy R, Lockshin L	1998	A contemporary perspective of the Australian wine show system as a marketing tool	Journal of Wine Research	9	2	107	129
Dunphy R, Lockshin L	1998	A history of the Australian wine show system	Journal of Wine Research	9	2	87	105
Edwards F, Mort M	1991	The Expert Wine Taster	International Marketing Review	8	4		
Eyler R	2001	Competing in the US Wine Market: Australian Imports and Tasting Scores	International Journal of Wine Marketing	13	2	32	42
Ferro G, Amaro IB	2018	What factors explain the price of top quality wines?	International Journal of Wine Business Research	30	1	117	134
Fleming E, Mounter S, Grant B, Griffith G	2014	Can we explain variations in winery ratings in Victoria?	Australasian Agribusiness Review	22	1	1	13
Forbes SL	2008	The influence of individual characteristics, product attributes and usage situations on consumer behaviour: An exploratory study of the New Zealand, Australian, UK and US wine markets	PhD Thesis				
Friberg R, Gronqvist E	2012	Do Expert Reviews Affect the Demand for Wine?	American Economic Journal - Applied Economics	4	1	193	211
Frick B, Simmons R	2013	The impact of individual and collective reputation on wine prices: empirical evidence from the Mosel valley	Journal of Business Economics	83	2	101	119
Frick B, Simmons R	2020	The Legacy of Gurus: The Impact of Armin Diel and Joel Payne on Winery Ratings in Germany	Journal of Wine Economics	15	4	370	377
Fried HO, Tauer LW	2019	Efficient Wine Pricing Using Stochastic Frontier Models	Journal of Wine Economics	14	2	164	181

Galizzi MM	2013	Wine Judging and Tasting	Wine Economics: Quantitative Studies and Empirical Applications				
Gawel R, Godden PW	2008	Evaluation of the consistency of wine quality assessments from expert wine tasters	Australian Journal of Grape and Wine Research	14	1	1-8	
Gergaud O, Ginsburgh V, Moreno-Ternero JD	2022	Tracking the wines of the Judgment of Paris over time: The case of Stag's Leap Wine Cellars' Cabernet Sauvignon	Journal of Wine Economics	17	2	159	166
Gergaud O, Ginsburgh V, Moreno-Ternero JD	2021	Wine Ratings: Seeking a Consensus among Tasters via Normalization, Approval, and Aggregation	Journal of Wine Economics	16	3	321	342
Gergaud O, Livat F, Rickard B, Warzynski F	2017	Evaluating the net benefits of collective reputation: The case of Bordeaux wine	Food Policy	71	1	8	16
Gibbs M, Tapia M, Warzynski F	2009	Globalization, Superstars, and Reputation: Theory & Evidence from the Wine Industry	Journal of Wine Economics	4	1	46	61
Ginsburgh V, Monzak M, Monzak A	2013	Red Wines of Médoc: What is Wine Tasting Worth?	Journal of Wine Economics	8	2	159	188
Gokcekus O; Gokcekus S; Hewstone M	2023	A long-term archival analysis of social influence on online wine evaluations: Effects of consensus and expertise	Journal Of Community & Applied Social Psychology	33	4	970	984
Gokcekus O, Nottebaum D	2011	The buyer's dilemma – To whose rating should a wine drinker pay attention?	American Association of Wine Economists - Working Paper				
Grifoni D, Mancini M, Maracchi G, Orlandini S, Zipoli G	2006	Analysis of Italian Wine Quality Using Freely Available Meteorological Information	American Journal of Enology and Viticulture	57	3	339	346
Grohmann B, Peña C, Joy A	2018	Wine quality and sensory assessments: do distinct local groups of wine experts differ?	Journal of Wine Research	29	4	278	289
Guidry JA, Babin BJ, Graziano WG; Schneider WJ	2009	Pride and prejudice in the evaluation of wine?	International Journal of Wine Business Research	21	4	298	+
Haeger JW, Storchmann K	2006	Prices of American Pinot Noir wines: Climate, craftsmanship, critics	Agricultural Economics	35	1	67	78
Hay C	2010	The political economy of price and status formation in the Bordeaux en primeur market: The role of wine critics as rating agencies	Socio-Economic Review	8	4	685	707
Hekimoglu MH, Kazaz B	2020	Analytics for Wine Futures: Realistic Prices	Production and Operations Management	29	9	2096	2120
Herbst KC, Leary MR, McColskey-Leary CP	2013	Social-evaluative influences moderate the relationship between price and perceived quality	Social Influence	8	1	54	69

Herdenstam APF, Hammarén M, Ahlström R, Wiktorsson PA	2009	The Professional Language of Wine: Perception, Training and Dialogue	Journal of Wine Research	20	1	53	84
Higgins LM, Wolf MM, Wolf MJ	2016	Wine on Facebook: A Look at Millennials' Wine Information Search	Successful Social Media and Ecommerce Strategies in the Wine Industry				
Higgins LM, Wolf MM, Wolf MJ	2014	Technological change in the wine market? The role of QR codes and wine apps in consumer wine purchases	Wine Economics and Policy	3	1	19	27
Hilger J, Rafert G; Villas-Boas S	2011	Expert Opinion and the Demand for Experience Goods: An Experimental Approach in the Retail Wine Market	Review Of Economics and Statistics	93	4	1289	1296
Hodgson R; Cao J	2014	Criteria for Accrediting Expert Wine Judges	Journal of Wine Economics	9	1	62	74
Hodgson RT	2009	An Analysis of the Concordance Among 13 U.S. Wine Competitions*	Journal of Wine Economics	4	1	1-9	
Hodgson RT	2008	An Examination of Judge Reliability at a major U.S. Wine Competition	Journal of Wine Economics	3	2	105	113
Hodgson RT	2008	On Rating Wines with Unequal Judges	Journal of Wine Economics	3	2	226	227
Hodgson RT	2009	How Expert are "Expert" Wine Judges?	Journal of Wine Economics	4	2	233	241
Hommerberg C	2015	Bringing consumption reviews into relief by combining Appraisal and argumentation analysis	Text & Talk	35	2	155	175
Honoré-Chedozeau C.; Chollet S.; Lelièvre-Desmas M.; Ballester J.; Valentin D	2020	From perceptual to conceptual categorization of wines: What is the effect of expertise?	Food Quality and Preference	80	103806		
Honoré-Chedozeau C, Ballester J, Chatelet B, Lempereur V	2015	Wine competition: from between-juries consistency to sensory perception of consumers	BIO Web of Conferences				
Honore-Chedozeau C, Desmas M, Ballester J, Parr WV, Chollet S	2019	Representation of wine and beer: influence of expertise	Current Opinion in Food Science	27	1	104	114
Horowitz DM	2012	"Cult" Wine?	Journal of Food Products Marketing	18	1	50	64
Horowitz I, Lockshin L	2002	What Price Quality? An Investigation into the Prediction of Wine-quality Ratings	Journal of Wine Research	13	1	7-22	
Horverak O	2009	Wine Journalism-Marketing or Consumers' Guide?	Marketing Science	28	3	573	579
Hsu G, Roberts PW, Swaminathan A	2007	Standards for quality and the coordinating role of critics	Enometrics XIII - Working Paper				
Huber A, Weiß C	2010	Quality, Reputation, and the Price of Wine	Enometrics XXII - Working Paper				
Hughson AL, Boakes RA	2001	Perceptual and cognitive aspects of wine expertise	Australian Journal of Psychology	53	2	103	108

Humphreys A, Carpenter GS	2018	Status Games: Market Driving through Social Influence in the U.S. Wine Industry	Journal of Marketing	82	5	141	159
Jackson RS	2017	Nature and Origins of Wine Quality	Wine Tasting		321	383	
Jaeger SR, Lee PY, Ares G	2018	Product involvement and consumer food-elicited emotional associations: Insights from emoji questionnaires	Food Research International	106	1	999	1011
Jaeger SR; Danaher PJ; Brodie RJ	2009	Wine purchase decisions and consumption behaviours: Insights from a probability sample drawn in Auckland, New Zealand	Food Quality and Preference	20	4	312	319
Jamerson H	2009	Intoxicators, educators, and gatekeepers: The enactment of symbolic boundaries in Napa Valley wineries	Poetics	37	4	383	398
James A	2018	How Robert Parker's 90+ and Ann Noble's Aroma Wheel Changed the Discourse of Wine Tasting Notes	ILCEA. Revue de l'Institut des langues et cultures d'Europe, Amérique, Afrique, Asie et Australie				
Jones GV, Storchmann K	2001	Wine market prices and investment under uncertainty: an econometric model for Bordeaux Crus Classes	Agricultural Economics	26	2	115	133
Kamakura WA, Moon S	2012	How to Speak 'Winese': Learning the Language of Wine Reviews	SSRN Electronic Journal				
Katummullage D, Yang CY, Barth J, Cao J	2022	Using Neural Network Models for Wine Review Classification	Journal of Wine Economics	17	1	27	41
Khalafyan AA; Temerdashev ZA; Akin'shina VA; Yakuba YF	2021	Study of consistency of expert evaluations of wine sensory characteristics by positional analysis	Heliyon	7	2		
King A	2008	Wine quality uncorked	Chemistry & Industry	24	1	20	22
Kopsacheilis O, Pipergias Analytis P, Kaushik K, Herzog S, Bahrami B, Deroy O	2023	Crowdsourcing the Assessment of Wine Quality—Evidence from Vivino	SSRN Electronic Journal				
Kotonya N, De Cristofaro P, De Cristofaro E	2018	Of Wines and Reviews: Measuring and Modeling the Vivino Wine Social Network	2018 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM) - Working Paper				
Kozierkiewicz-Hetmańska A	2017	The analysis of expert opinions' consensus quality	Information Fusion	34	1	80	86
Kwak YS, Nam YJ, Hong JW	2021	Effect of Online Collective Intelligence in Wine Industry: Focus on Correlation between Wine Quality Ratings and On-Premise Prices	Sustainability	13	14		

Kwong LMK, Sun L	2018	On linear wine score aggregators and the preservation of group preferences	International Journal of Wine Business Research	30	3	265	276
Lallement J, Dejean S, Euzéby F, Martinez C	2019	The interaction between reputation and information search: Evidence of information avoidance and confirmation bias	Journal of Retailing and Consumer Services	53			
Landon S, Smith CE	2018	Quality Expectations, Reputation, and Price	World Scientific Handbook in Financial Economics Series	2	1	3	31
Landon S, Smith CE	1997	The Use of Quality and Reputation Indicators by Consumers: The Case of Bordeaux Wine	Journal of Consumer Policy	20	3	289	323
Langlois J, Dacremont C, Peyron D, Valentin D, Dubois D	2011	Lexicon and types of discourse in wine expertise: The case of vin de garde	Food Quality and Preference	22	6	491	498
Le Fur E, Outreville JF	2022	Do vintage scores by regions matters? The case of French wine regions	Applied Economics Letters	29	14	1243	1247
Lecocq S, Magnac T, Pichery MC, Visser M	2005	The Impact of Information on Wine Auction Prices: Results of an Experiment	Annales d'Économie et de Statistique		77	37	
Lecocq S, Visser M	2006	What Determines Wine Prices: Objective vs. Sensory Characteristics	Journal of Wine Economics	1	1	42	56
Lee FS	2012	Wine and the Consumer Price-perceived Quality Heuristics	International Journal of Marketing Studies	4	3	p31	
Lefever E, Hendrickx I, Croijmans I, van den Bosch A, Majid A	2018	Discovering the Language of Wine Reviews: A Text Mining Account	Proceedings Of The Eleventh International Conference On Language Resources And Evaluation (Lrec 2018)				
Li M, Liu L, Li CB	2011	An approach to expert recommendation based on fuzzy linguistic method and fuzzy text classification in knowledge management systems	Expert Systems with Applications	38	7	8586	8596
Ling BH, Lockshin L	2003	Components of Wine Prices for Australian Wine: How Winery Reputation, Wine Quality, Region, Vintage, and Winery Size Contribute to the Price of Varietal Wines	Australasian Marketing Journal	11	3	19	32
Lockshin L, Jarvis W, d'Hauteville F, Perrouty JP	2006	Using simulations from discrete choice experiments to measure consumer sensitivity to brand, region, price, and awards in wine choice	Food Quality and Preference	17	3-4	166	178
Loose SM, Szolnoki G	2012	Market price differentials for food packaging characteristics	Food Quality and Preference	25	2	171	182

Luxen MF	2018	Consensus between Ratings of Red Bordeaux Wines by Prominent Critics and Correlations with Prices 2004-2010 and 2011-2016: Ashton Revisited and Expanded	Journal of Wine Economics	13	1	83	91
Malfeito-Ferreira M, Diako C, Ross CF	2019	Sensory and chemical characteristics of 'dry' wines awarded gold medals in an international wine competition	Journal of Wine Research	30	3	204	219
Malorgio G, Grazia C	2007	Quantity and quality regulation in the wine sector: the Chianti Classico appellation of origin	International Journal of Wine Business Research	19	4	298	+
Marks D	2020	Erring Experts? A Critique of Wine Ratings as Hedonic Scaling	Journal of Wine Economics	15	4	386	393
Marks D	2015	Seeking the Veritas about the Vino: fine wine ratings as wine knowledge	Journal of Wine Research	26	4	319	335
Marks D	2014	"In Vino Veritas"—But What, In Truth, Is In the Bottle? Experience Goods, Fine Wine Ratings, and Wine Knowledge	Academy of Wine Business Research Conference - Working paper				
Masset P, Mondoux A, Weisskopf JP	2023	Fine wine pricing in a small and highly competitive market	International Journal of Wine Business Research	35	1	164	186
Masset P, Mondoux A, Weisskopf JP	2021	The Pricing of an Experience Good in a Competitive and Opaque Market	SSRN Electronic Journal				
Masset P, Weisskopf JP, Cardebat JM	2023	Efficient pricing of Bordeaux en primeur wines	Journal of Wine Economics	18	1	39	65
Masset P, Weisskopf JP	2018	Wine indices in practice: Nicely labeled but slightly corked	Economic Modelling	68	1	555	569
Masset P, Weisskopf JP, Cossutta M	2015	Wine Tasters, Ratings, and En Primeur Prices	Journal of Wine Economics	10	1	75	107
Mazzoli E, Palumbo L	2022	In Vivino Veritas: An Investigation on Consumers' Quality Perception and Wine Choice Determinants	American Association of Wine Economists Conference - Working Paper				
McCannon BC	2020	Wine Descriptions Provide Information: A Text Analysis	Journal of Wine Economics	15	1	71	94
Moon S, Kamakura WA	2017	A picture is worth a thousand words: Translating product reviews into a product positioning map	International Journal of Research in Marketing	34	1	265	285
Moussa S, Touzani M	2008	The perceived credibility of quality labels: a scale validation with refinement	International Journal of Consumer Studies	32	5	526	533
Mueller S, Lockshin L, Louviere JJ	2010	What you see may not be what you get: Asking consumers what matters may not reflect what they choose	Marketing Letters	21	4	335	350

Neuninger R, Mather D, Duncan T	2017	Consumer's scepticism of wine awards: A study of consumers' use of wine awards	Journal of Retailing and Consumer Services	35	1	98	105
Neuninger R, Mather D, Duncan T	2016	The Effectiveness of Extrinsic Cues on Different Consumer Segments: The Case of Wine Awards	Universal Journal of Management	4	11	628	638
Neuninger R, Mather D, Duncan T, Aitken R	2016	Questioning the Way That We Measure Consumers' Product Involvement Levels: How Wine Awards Exposed Differing Involvement Levels	Universal Journal of Management	4	11	615	620
Nishiyama Y	2023	Wine quality and pricing in the global wine export market: the case of Chilean wines	Applied Economics Letters	30	7	986	990
Noparumpa T; Kazaz B; Webster S	2015	Wine Futures and Advance Selling Under Quality Uncertainty	M&Som-Manufacturing & Service Operations Management	17	3	411	426
Oczkowski E	2018	Modelling prices and the reputation of individual named wines	Applied Economics	50	32	3464	3476
Oczkowski E	2016	The Effect of Weather on Wine Quality and Prices: An Australian Spatial Analysis	Journal of Wine Economics	11	1	48	65
Oczkowski E	2016	Identifying the Effects of Objective and Subjective Quality on Wine Prices	Journal of Wine Economics	11	2	249	260
Oczkowski E	2017	The preferences and prejudices of Australian wine critics	Journal of Wine Research	28	1	56	67
Oczkowski E	2016	Hedonic wine price functions with different prices	Australian Journal of Agricultural and Resource Economics	60	2	196	211
Oczkowski E	2001	Hedonic wine price functions and measurement error	Economic Record	77	9	374	382
Oczkowski E, Doucouliagos H	2015	Wine Prices and Quality Ratings: A Meta-regression Analysis	American Journal of Agricultural Economics	97	1	103	121
Oczkowski E, Pawsey N	2019	Community and Expert Wine Ratings and Prices	Economic Papers	38	1	27	40
Odorici V, Corrado R	2004	Between Supply and Demand: Intermediaries, Social Networks and the Construction of Quality in the Italian Wine Industry	Journal of Management & Governance	8	2	149	171
Oleksy P, Czupryna M, Jakubczyk M	2021	On Fine Wine Pricing across Different Trading Venues	Journal of Wine Economics	16	2	189	209
Onur I, Bruwer J, Lockshin L	2020	Reducing information asymmetry in the auctioning of non-perishable experience goods: The case of online wine auctions	Journal of Retailing and Consumer Services	54	102060		
Orth U	2001	Quality signals in wine marketing: the role of exhibition awards	The International Food and Agribusiness Management Review	4	4	385	397
Outreville JF, Le Fur E	2020	Hedonic Price Functions and Wine Price Determinants: A Review of Empirical Research	Journal of Agricultural & Food Industrial Organization	18	2		

Paroissien, E; Visser, M	2020	The Causal Impact of Medals on Wine Producers' Prices and the Gains from Participating in Contests	American Journal of Agricultural Economics	102	4	1135	1153
Parr WV, Green JA, White KG	2006	Wine judging, context and New Zealand Sauvignon Blanc	European Review of Applied Psychology-Revue Européenne de Psychologie Appliquée	56	4	231	238
Parr WV, Green JA, White KG, Heatherbell DA	2004	Exploring the nature of wine expertise: what underlies wine experts' olfactory recognition memory advantage?	Food Quality and Preference	15	5	411	420
Parr WV, Mouret M, Blackmore S, Pelquest-Hunt T, Urdapilleta I	2011	Representation of complexity in wine: Influence of expertise	Food Quality and Preference	22	7	647	660
Parsons AG, Thompson AM	2009	Wine recommendations: who do I believe?	British Food Journal	111	9	1003	1015
Pelet JE, Lecat B	2014	Smartphones and wine consumers: a study of Gen-Y	International Journal of Wine Business Research	26	3	188	207
Penagos-Londoño GI, Ruiz Moreno F, Sellers Rubio R, Del Barrio-García S, Casado-Díaz AB	2022	Consistency of expert product reviews: An application to wine guides	Wine Economics and Policy	11	1	51	60
Priilaid D, Feinberg J, Carter O, Ross G	2009	Follow the leader: How expert ratings mediate consumer assessments of hedonic quality	South African Journal of Business Management	40	4	51	58
Priilaid D, Hall D	2016	Price-quality heuristic correlation with rates of product consumption	British Food Journal	118	3	541	559
Ramirez CD	2008	Wine Quality, Wine Prices, and the Weather: Is Napa Different?	Journal of Wine Economics	3	2	114	131
Reuter J	2009	Does Advertising Bias Product Reviews? An Analysis of Wine Ratings	Journal of Wine Economics	4	2	125	151
Ribeiro T, Corsi A, Lockshin L, Louviere J, Loose S	2020	Analysis of Consumer Preferences for Information and Expert Opinion Using a Discrete Choice Experiment	Portuguese Economic Journal	19	1	67	80
Rihn A, Jensen KL, Hughes D	2023	Quality assurance program provider's influence on wine purchases among Tennessee and US consumers: a multiple indicators multiple causes model analysis	International Journal of Wine Business Research	35	1	142	163
Rizo A, Bartu A, Laguna L, Tarrega A	2023	Effect of an opinion app on expectations and emotional responses of young consumers toward white wines	Food Quality and Preference	103	104706		
Roberts PW, Reagans R	2007	Critical Exposure and Price-Quality Relationships for New World Wines in the U.S. Market	Journal of Wine Economics	2	1	84	97
Rössel J, Beckert J	2012	Quality Classifications in Competition: Price Formation in the German Wine Market	MPiFG Discussion Paper 12/3				

Saenz-Navajas MP, Avizcuri JM, Echavarri JF, Ferreira V, Fernandez-Zurbano P, Valentin	2016	Understanding quality judgements of red wines by experts: Effect of evaluation condition	Food Quality and Preference	48	1	216	227
Santos JF	2011	Promoting Wine on the Internet: An Exploratory Study of the Portuguese Wine Blog Community	International Journal of Online Marketing	1	4	48	63
Sauvageot F, Urdapilleta I, Peyron D	2006	Within and between variations of texts elicited from nine wine experts	Food Quality and Preference	17	6	429	444
Scaman CH, Dou J, Cliff MA, Yuksel D, King MC	2001	Evaluation of wine competition judge performance using principal component similarity analysis	Journal of Sensory Studies	16	3	287	300
Schamel G	2000	Individual and collective reputations indicators of wine quality	CIES Working Paper No. 10				
Schamel G	2004	An Empirical Analysis of Online Auction Prices for Bordeaux Wine	Zeuthen Workshop 2004 - Working Paper				
Schamel G, Anderson K	2003	Wine quality and varietal, regional and winery reputations: Hedonic prices for Australia and New Zealand	Economic Record	79	246	357	369
Schamel G, Gastaldello G	2022	Exploring online community wine ratings: are more popular wines rated higher?	Book of Abstracts of First Conference of the EuAWE - European Association of Wine Economists, Vila Real, Portugal, May 2022	1	1	156	158
Schamel G, Ros A	2021	Indicators of Individual Wine Reputation for Friuli Venezia Giulia	Italian Economic Journal	7	2	323	339
Schiefer J, Fischer C	2008	The gap between wine expert ratings and consumer preferences: Measures, determinants and marketing implications	International Journal of Wine Business Research	20	4	335	+
Schnabel H, Storchmann K	2010	Prices as Quality Signals: Evidence from the Wine Market	Journal of Agricultural & Food Industrial Organization	8	1		
Shapin S	2016	A taste of science: Making the subjective objective in the California wine world	Social Studies of Science	46	3	436	460
Smith B	2019	Getting More Out of Wine: wine experts, wine apps and sensory science	Current Opinion in Food Science	27	1	123	129
Spence C, Wang QJ	2019	Wine expertise: perceptual learning in the chemical senses	Current Opinion in Food Science	27	1	49	56
Steinberger M	2008	Every One a Critic The Future of Wine Writing	World of Fine Wine	18	1	130	135
Stuen ET; Miller JR; Stone RW	2015	An Analysis of Wine Critic Consensus: A Study of Washington and California Wines	Journal of Wine Economics	10	1	47	61

Thode SF, Taylor LW, Maskulka JM	2002	Information Asymmetries in the Pricing of Fine Wines	International Journal of Wine Marketing	14	1	5-13	
Thompson GM, Mutkoski SA	2011	Reconsidering the 1855 Bordeaux Classification of the Medoc and Graves using Wine Ratings from 1970-2005	Journal of Wine Economics	6	1	15	36
Thrane C	2019	Expert reviews, peer recommendations and buying red wine: experimental evidence	Journal of Wine Research	30	2	166	177
Tiwari P, Bhardwaj P, Somin S, Parr WV, Harrison R, Kulasiri	2022	Understanding Quality of Pinot Noir Wine: Can Modelling and Machine Learning Pave the Way?	Foods	11	19		
Tsai CW	2014	The specialized wine language: Comparative study of tasting reviews	Revue Francaise De Linguistique Appliquee	19	1	116	130
Uniyal X, Barthwal P	2017	Wine Quality Evaluation Using Machine Learning Algorithms	Asia-Pacific Journal of Convergent Research Interchange	3	4	1	9
Vaamonde A, Sanchez P, Vilarino F	2000	Discrepancies and consistencies in the subjective ratings of wine-tasting committees	Journal of Food Quality	23	4	363	372
Veale R	2008	Sensing or knowing?: Investigating the influence of knowledge and self-confidence on consumer beliefs regarding the effect of extrinsic cues on wine quality	International Journal of Wine Business Research	20	4	352	366
Veale R, Quester P.	2009	Tasting quality: the roles of intrinsic and extrinsic cues	Asia Pacific Journal of Marketing and Logistics	21	1	195	207
Vigar-Ellis D, Pitt L, Caruana A	2015	Does objective and subjective knowledge vary between opinion leaders and opinion seekers? Implications for wine marketing	Journal of Wine Research	26	4	304	318
Villas-Boas SB, Bonnet C, Hilger J	2021	Random Utility Models, Wine and Experts	American Journal of Agricultural Economics	103	2	663	681
Visalli M, Dubois M, Schlich P, Ric F, Cardebat JM, Georgantzis N	2023	A dataset on the sensory and affective perception of Bordeaux and Rioja red wines collected from French and Spanish consumers at home and international wine students in the lab	Data in Brief	46			
Visalli M, Mahieu M, Dubois M, Schlich P	2023	Hedonic valence of descriptive sensory terms as an indirect measure of liking: A preliminary study with red wines	Food Quality and Preference	108	104861		
Vogiatzis D, Pierrakos D, Paliouras G, Jenkyn-Jones S, Possen BJHHA	2012	Expert and community based style advice	Expert Systems with Applications	39	12	10647	10655
Ward DL	2012	A Graphical and Statistical Analysis of the Judgment of Princeton Wine Tasting	Journal of Wine Economics	7	2	155	168

Wei PS, Lu HP	2013	An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior	Computers in Human Behavior	29	1	193	201
Werdelmann T	2014	Quality and Value Creation on the Premium Wine Market	Journal of Applied Leadership and Management	3	1	47	72
Yang CY, Barth J, Katumullage D, Cao J	2022	Wine Review Descriptors as Quality Predictors: Evidence from Language Processing Techniques	Journal of Wine Economics	17	1	64	80
Zhao W, Zhou XG	2011	Status Inconsistency and Product Valuation in the California Wine Market	Organization Science	22	6	1435	1448

Appendix - Overview of all final papers within the scope of the integrative literature review

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