



# Viticulture, enology and marketing for cold-hardy grapes



## Cold Hardy Wine Branding

Oregon Wine Experience, Medford Oregon

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**Background and Rationale:** This research project is the second in a two part series to uncover characteristic of cold hardy wines that can be used to brand the wines individually and as a group of unique wines from the north. The first treatment was conducted in Hong Kong in 2014 and this treatment, initiated at the Oregon Wine Experience held in Medford, Oregon in August 2015, was to test the wines against a more domestically oriented audience. The findings are expected to help position cold hardy wines as a recognized brand in the marketplace

**Treatments:** Three groups of approximately 200 wine testers were employed to ascertain acceptance and desired characteristics for cold hardy wines. Three red and three whites were tasted by a wide range of subjects including some from the industry (e.g. winery owners) and others with no affiliation with any wine business.

Group 1 tasted the wines without any information

Group 2 tasted the wines with the type of grape used to make the wine identified with information about the grapes parentage and other notable characteristics revealed

Group 3 tasted the wines with all the information available to Group 2 testers revealed to them plus information about where the wine originated (state and winery).

**Methods:** A questionnaire developed for the wine tasting study conducted in Hong Kong was slightly modified for use in the Oregon study. Data were collected from volunteer tasters who attended the Oregon Wine Experience. Not enough tasters to fulfill our goal were encountered at the Oregon Wine Experience which has led to Byron Marlowe continuing to collect data at functions he has attended the last few months

**Results:** There are no results to report at this time as data are still being collected and data analysis will not commence until all treatments have been completed. We contemplate data analysis beginning by the end of January 2016.