The Lenox Wine Club: Report on New Blind Tastings

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The paper will report on the blind tasting results from the newly formed Lenox Wine Club. The Club has 14 members/judges each of whom has been drinking wine for 30+ years.

We have had two tastings:

• In our first tasting - "heavy whites", a box wine won (details here - http://www.morssglobalfinance.com/the-declining-significance-of-wine-tastings/).
• In our second tasting, "heavy reds", a box wine also won (details here - http://www.morssglobalfinance.com/judgments-of-paris-princeton-and-lenox-part-2/).

There will be at least two more tastings to report on this spring. In these tastings, we will experiment with scoring the wines we taste both with and without food.

Following the wine tasting results, the paper will address the following issues:

Most wine tastings are a search for a ranking of wines - good to bad. But the vast empirical research done on wine suggests such a search makes little sense. Instead, the empirical findings show that tasters rarely agree on the rankings/scorings of wines. This means:

• either the differences between wines are so small that tasters can't detect them and/or
• tasters have different preferences and that's what is showing up in the voting.

The following question will be addressed: If you wanted to test for the bulleted items, would you use a different testing procedure than the ones now employed in search of for significant rankings/scores?