I want to submit an abstract for:
Conference Presentation

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Keywords
Verband Deutscher Prädikatsweinguter Classifications, Burgundy Classification, German Export, Burgundy Export.

Research Question
Verband Deutscher Prädikatsweinguter Classifications helps or hurts German Wine Consumption and the comparison to the Burgundy Classification?

Methods
Detailed literature research of history, classification, imports and exports to compare Burgundy and German wines.

Results
Still to be determined if proposal is accepted.

Abstract
ALL CITATIONS ARE IN THE ATTACHED PDF

Intro and Proposed Research
In my presentation I would like to look at how the Verband Deutscher Prädikatsweinguter (VDP) classifications are helping or hurting the consumption of German wine on the global market. It is a wide assumption in the wine community that German labeling is very confusing to the general consumer. Even under the German Wine Law of 1971 outside of the basics Prädikatswein or QpA and Qualitätswein QbA classifications most of the labeling is done on a regional basis or by producers. For example many producers use *, **, *** to rank their best wines, another example would be the gold capsule wines that are auctioned by the VDP every year. In the recent December publication of Wine and Spirit there was an article referencing how the classical German Kabinett style Riesling is disappearing due to the tight restrictions under both VDP and German law restrictions. In turn driving producers to make sweeter more ripe wines or classifying what would be a Kabinett under the QpA or QbA bottling. My presentation and findings would look at the number of Premier Cru and Grand Cru vineyards and the export revenue of those Burgundy wines (since that this the system the VDP has tried to replicate) and then compare them to the VDP exports over the last three years. From these finding I will give some recommendations on how to reform the VDP and also maybe additions to the 1971 German Wine Law.

German Classifications

In 1971 German passed it official classification law that put it in accordance with the European Economic Commission earlier law for “quality” wine. This law was very contentious not only in Germany between small German estates and large German conglomerations but outside of Germany with competing Italian and French competing wine industries. The law bound the German wine industry to the EEC regulation for quality which included but did not limit things like minimum alcohol level, but it also kept many German wine traditions such as difference between natural and sugared wines (verbesserte).

The major components of the law were to break up wines into two categories Prädikatswein or QpA and Qualitätswein or QbA. The former is broken up into classifications based on sugar level or Oeschle. The classifications of wines are as follows:
o Kabinett 67-82 Oesche (sugars based on grapes mass) and at least 7% ABV
o Spatlese 76-90 Oesche at least 7% ABV, Auslese 83-100 Oesche at least 7% ABV
o Beerennauslese 110-128 Oesche at least 5.5% ABV
o Trockenbeerenauslese 150 and above Oesche at least 5.5% ABV
o Eiswein 110-128 Oesche at least 5.5% ABV grapes must be picked frozen.

For QbA these wines are labeled as regional wines that align with the thirteen legally identified wine districts or (Anbaugebiete). The law also broke down Germanys wine industry into Bereiche= Districts within wine growing regions (41 total), Grosslagen= Collection of vineyards within a Bereich (160 total) and Einzellagen= Single Vineyards (2,632 total). The top Einzellagen were not classified except in the Rheingau were there was the Erst Gewach labeling for identified Einzellagen which had its own sugar and alcohol levels. It is also important to point out that for a wine to be labeled Erst Gewach it needs to be approved by a regional tasting panel every year. Many growers in the Rheingau have refused to use this classification even though they qualify for the classification. This is very controversial and many do not like the law because it does not reflect the quality of the wine.

The Verband Deutscher Prädikatsweinguter or VDP was founded in 1910 as Verband der Naturweinguter but renamed VDP in 1972 to help identify and escalate German wine that was lost in the 1971 German Wine Law. The VDP felt that the 1971 German wine law which classified previously roughly thirty thousand vineyards into 2,632, and the VDP felt that many historical sites were being lost by being put together in large Grosslagen’s. So the VDP decided to start their own classifications within their growers associations. To be a part of the VDP you need to be invited there is no applications process and those growers need to be in alignment with the VDP’s and its bi-laws which pertain to growing conditions and terroir. The VDP classifications are as follows:

(See table in PDF)

There are exceptions and the labeling is up to the producer so many wines are not labeled but do qualify for one of the levels. Secondly the Gross Lage is a recent addition to the labeling to align it better with the traditional Burgundy classifications. It looks like all of the 206 identified vineyards will be just moved up a level from Erste Lage to Gross Lage. On top of the classifications within the VDP growers identify their top “off dry” wines with the Gross Gewach or “GG” for short. If using the Gross Gewach labeling the grower is not to use the Prädikat classification as those are reserved for wines with natural sweetness. In turn the bottles will just state Gross Gewach and the vineyard. This is except for in the Rheingau where it is Erst Gewach that is legal binding for these “off dry” wines. This labeling for the VDP is usually in conjunction with the QpD classification under the 1971 German Wine Law. It is also important to note that to carry the classification the wine can be a blend of many sites so that not all Erste Lage and Gross Lage wines are single vineyards.

(See table in PDF)

Burgundy Classifications
Since the German VDP is working to replicate the Burgundian classifications you have to draw upon the history and the current classifications in burgundy. There are currently four modern classifications for Burgundy wine, they are as followed Bourgogne (region wide), Village (44 Village classifications), Premier Cru (641 vineyards) and Grand Cru (33 vineyards). This system is classified under French law called Appellations d’Origine Contrôlée or AOC for short and Burgundy is composed of 100 AOC’s. The law provides strict guidelines for from harvesting to how to treat the vineyards it also provides authentication for the consumer. In production regional wines produce 51.7% of total production, Village 36.8%, Premier Cru’s 10.1%, and Grand Cru’s 1.4%. The modern day AOC was passed on July 30, 1935.

This though was pre-dated in Burgundy by many strict regulations set since the roman times, due to the global respect that Burgundian wine has had in history. In 1395 Gamay was outlawed in the vineyards of Phillipe le Hardi. On November 13th 1131 Hughes II Duke of Burgundy ceded all of the forest and land around the monetary of St Vivant and that was the beginning of cultivation in Burgundy (today known as the vineyard of Romanee St Vivant). The monk used a share cropping style system to contract grape growers and wine makers for the order. Some experts think that the use of provenage throughout the pre-modern times where one cuts a health vine in half spreads it out and bury the two vines to grow young vines cultivated the Pinot Noir grape for the world in
Burgundy. Revolution the regulations were mainly driven by landowners and royalty out of respect. but after the French Revolution it was mainly out of trade. One of the most renowned classifications came from a Burgundian wine trade leader names Andre Julien. He broke burgundy wines into categories to be sold and they went as followed.

(See table in PDF)

From there came Dr. Denis Morelot who meticulously went through each climat in the Cote d’Or and found that at the top and middle of the famous hill the soil was marl and the famous limestone in turn setting the standard for the modern AOC of premier and grand cru vineyard designations. Though the biggest and most influential person who laid the ground work for the detailed and meticulous modern day burgundy AOC was Dr. Jules Lavell his work was the basis for the first modern classification under the Comte d’Agriculture de Beaune (Beaune Agriculture Committee) of 1860. His work was all Historie et statistique de la vigne et des grand vine de la Cote-d’Or (History and Statistics of the Vine and the Great Wines of Cote d’Or). In this work he goes into detail about each vineyard in the Cote d’Or and describes the production numbers, soil and also the wines it produces. He broke these wines up into the categories below, which were the predecessor of the current AOC guidelines, though not exact. For example his top classification Tetes de Cuvees are fewer in numbers than the current Grand Cru’s. He also adds an extra classification in places for very excellent wines call “vin extra.” The Classification are below and I try to align them as close as I can with the current AOC classifications.

(See table in PDF)

As like the German classification of 1971 there are some issues pertaining to combining historical vineyards to lesser ones under the Burgundy AOC classification. The greatest examples of this are in the vineyards of Richebourg and La Tache. The first is the example of Richebourg which actually historically was two vineyards Richebourg and Les Verroilles, which the later produces an inferior wine. In 1992 DRC joined a suit to stop vineyard owners in Les Veroilles from selling their wine as Richebourg, but it lost. The same happened in La Tache which was historically two different vineyards La Tache and Les Gaudichots. In 1932 the Liger-Belair family went to court to stop the usage of La Tache for wines made from Les Gaudichots fruit. The defendants in the case were Edmon Gadin de Villaine and Jacques Chambon who both owned vineyards in Les Gaudichots. They ended up winning and in 1936 much of Les Gaudichots was incorporated into La Tache under the AOC. Both Les Gaudichots and Les Verroilles sit high on the hill and when it rains much of the nutrients in the soil run off making the wines less complex and full bodied. So as in the case with German the AOC has combined many historical sites to represent Grand Crus.

As you can see Burgundy unlike in Germany has had a long history and basis for setting up the current classification and also why those classification are so straightforward and easy for consumers to understand. In my presentation I will delve into the exports of both German and Burgundy wine and assess if the classification hinders the German market.

(See table in PDF)

**File Upload (PDF only)**
- [Unlocking-German-Wine-Classification-and-if-the-Verband-Deutscher-Pradikatsweinguter-Classifications-helps-or-hurts-German-Wine-Consumpt.pdf](Unlocking-German-Wine-Classification-and-if-the-Verband-Deutscher-Pradikatsweinguter-Classifications-helps-or-hurts-German-Wine-Consumpt.pdf)
Unlocking German Wine Classification and if the Verband Deutscher Prädikatsweinguter Classifications helps or hurts German Wine Consumption?

Intro and Proposed Research

In my presentation I would like to look at how the Verband Deutscher Prädikatsweinguter (VDP) classifications are helping or hurting the consumption of German wine on the global market. It is a wide assumption in the wine community that German labeling is very confusing to the general consumer. Even under the German Wine Law of 1971 outside of the basics Prädikatswein or QpA and Qualitätswein QbA classifications most of the labeling is done on a regional basis or by producers. For example many producers use *, **, *** to rank their best wines, another example would be the gold capsule wines that are auctioned by the VDP every year. In the recent December publication of Wine and Spirit there was an article referencing how the classical German Kabinett style Riesling is disappearing due to the tight restrictions under both VDP and German law restrictions. In turn driving producers to make sweeter more ripe wines or classifying what would be a Kabinett under the QpA or QbA bottling.1 My presentation and findings would look at the number of Premier Cru and Grand Cru vineyards and the export revenue of those Burgundy wines (since that this the system the VDP has tried to replicate) and then compare them to the VDP exports over the last three years. From these finding I will give some recommendations on how to reform the VDP and also maybe additions to the 1971 German Wine Law.

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The major components of the law were to break up wines into two categories Prädikatswein or QpA and Qualitätswein or QbA. The former is broken up into classifications based on sugar level or Oeschle. The classifications of wines are as follows:

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2 http://www.larscarlberg.com/nineteen-seventy-one/
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- Gustwein (Basic Level)= Estate bottled quality wine or QpA trocken and off dry
- Ortswein (Second Level)= Estate bottled, QpA trocken and off dry but represents village character
- Erste Lage (Premier Cru)= Single vineyards that were formerly identified as the grand cru but that has changed by the VDP in turn to try to be more Burgundian. The new Erste Lage if the growers choose to mark will be made up of the sites in the Ostwein category. The wines do not need to be marked by the Prädikat but go from dry to noble sweet.
- Gross Lage (Grand Cru)= Single vineyard and are the grand cru sites in the Germany. The wines do not need to be marked by the Prädikat but the top off dry wines are marked VDP Gross Gewächs (except in Rheingau where it is marked Erstes Gewächs) and the sweet wines are marked VDP Gross Lage.

There are exceptions and the labeling is up to the producer so many wines are not labeled but do qualify for one of the levels. Secondly the Gross Lage is a recent addition to the labeling to align it better with the traditional Burgundy classifications. It looks like all of the 206 identified

⁴ https://en.wikipedia.org/wiki/German_wine_classification
⁵ https://en.wikipedia.org/wiki/List_of_German_wine_regions
vineyards will be just moved up a level from Erste Lage to Gross Lage. On top of the classifications within the VDP growers identify their top “off dry” wines with the Gross Gewach or “GG” for short. If using the Gross Gewach labeling the grower is not to use the Prädikat classification as those are reserved for wines with natural sweetness. In turn the bottles will just state Gross Gewach and the vineyard. This is except for in the Rheinghau where it is Erst Gewach that is legal binding for these “off dry” wines. This labeling for the VDP is usually in conjunction with the QpD classification under the 1971 German Wine Law. It is also important to note that to carry the classification the wine can be a blend of many sites so that not all Erste Lage and Gross Lage wines are single vineyards.  

<table>
<thead>
<tr>
<th>WINEGROWING</th>
<th>VDP.GROSSE LAGE* VARIETALS</th>
<th>VDP.ERSTE LAGE* VARIETALS (PLUS THOSE IN VDP.GROSSE LAGE*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHR</td>
<td>Spätburgunder, Frühburgunder; Nobly sweet only: Riesling</td>
<td>No definition of VDP.ERSTE LAGE* for this region</td>
</tr>
<tr>
<td>BADEN</td>
<td>Weißer Burgunder, Grauer Burgunder, Spätburgunder, Riesling, Chardonnay, Lemberger (Kraichgau and Badische Bergstraße only)</td>
<td>Silvaner, Scheurebe, Gewürztraminer, Muskateller, Sauvignon Blanc, Auxerrois, Schwartriesling; Nobly sweet only: Rieslaner</td>
</tr>
<tr>
<td>FRANKEN</td>
<td>Riesling, Silvaner, Weißer Burgunder, Spätburgunder</td>
<td>Grauer Burgunder, Scheurebe, Rieslaner, Traminer, Frühburgunder</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other permissible varieties (require approval): Müller-Thurgau, Chardonnay, Sauvignon Blanc, Muskateller, Lemberger</td>
</tr>
<tr>
<td>HESSISCHE BERGSTRASSE</td>
<td>Riesling, Weißer Burgunder, Grauer Burgunder, Spätburgunder</td>
<td>Same as VDP.GROSSE LAGE*</td>
</tr>
<tr>
<td>MITTELRHEIN</td>
<td>Riesling, Spätburgunder</td>
<td>No definition of VDP.ERSTE LAGE* for this region</td>
</tr>
<tr>
<td>MOSEL-SAAR-RUWER</td>
<td>Riesling</td>
<td>No definition of VDP.ERSTE LAGE* for this region</td>
</tr>
<tr>
<td>NAHE</td>
<td>Riesling</td>
<td>Same as VDP.GROSSE LAGE*</td>
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Burgundy Classifications

Since the German VDP is working to replicate the Burgundian classifications you have to draw upon the history and the current classifications in burgundy. There are currently four modern classifications for Burgundy wine, they are as followed Bourgogne (region wide), Village (44 Village classifications), Premier Cru (641 vineyards) and Grand Cru (33 vineyards). This system is classified under French law called Appellations d’Origine Contrôlée or AOC for short and Burgundy is composed of 100 AOC’s. The law provides strict guidelines for from harvesting to how to treat the vineyards it also provides authentication for the consumer. In production regional wines produce 51.7% of total production, Village 36.8%, Premier Cru’s 10.1%, and Grand Cru’s 1.4%. The modern day AOC was passed on July 30, 1935.

This though was pre-dated in burgundy by many strict regulations set since the roman times, due to the global respect that Burgundian wine has had in history. In 1395 Gamay was outlawed in the vineyards of Phillipe le Hardi. On November 13th 1131 Hughes II Duke of Burgundy ceded

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7 VDP Fact Sheet: file:///C:/Users/Admin/Desktop/Wine%20Presentation/2016_Seminarbroschüre_by_VDP_eng.pdf
9 The Original Grand Crus of Burgundy. Curtis, Charles MW pg. 1-100
10 https://en.wikipedia.org/wiki/Appellation_d%27origine_contr%C3%B4l%C3%A9e
all of the forest and land around the monetary of St Vivant and that was the beginning of cultivation in Burgundy (today known as the vineyard of Romanee St Vivant). The monk used a share cropping style system to contract grape growers and wine makers for the order. Some experts think that the use of provenage throughout the pre-modern times where one cuts a health vine in half spreads it out and bury the two vines to grow young vines cultivated the Pinot Noir grape for the world in Burgundy. Revolution the regulations were mainly driven by landowners and royalty out of respect. but after the French Revolution it was mainly out of trade. One of the most renowned classifications came from a Burgundian wine trade leader names Andre Julien. He broke burgundy wines into categories to be sold and they went as followed.

- Red Wine Classifications
  - First Class
    - Romanee Conti
    - Chambertin
    - Richebourg
    - Clos Vougeot
    - Romanee-Saint-Vivant
    - La Tache
    - Les Saint-Georges
  - Second Class
    - Corton
    - Vosne
    - Nuits
    - Premeaux
    - Volnay
    - Pommard
    - Beaune
    - Chambolle
    - Morey
    - Savigny-sous-Beaune
    - Meursault
  - Third Class
    - Gevrey
    - Chassagne
    - Aloxe
    - Savigny-sous-Beaune (only ordinary cuvees)
    - Blagny
    - Santenay
    - Chenove

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1111 Romanee Conti. Olney, Richard. pg. 49-75
From there came Dr. Denis Morelot who meticulously went through each climat in the Côte d’Or and found that at the top and middle of the famous hill the soil was marl and the famous limestone in turn setting the standard for the modern AOC of premier and grand cru vineyard designations. Though the biggest and most influential person who laid the ground work for the detailed and meticulous modern day burgundy AOC was Dr. Jules Lavell his work was the basis for the first modern classification under the Comte d’Agriculture de Beaune (Beaune Agriculture Committee) of 1860. His work was all Historie et statistique de la vigne et des grand vine de la Cote-d’Or (History and Statistics of the Vine and the Great Wines of Cote d’Or). In this work he goes into detail about each vineyard in the Côte d’Or and describes the production numbers, soil and also the wines it produces. He broke these wines up into the categories below, which were the predecessor of the current AOC guidelines, though not exact. For example his top classification Tetes de Cuvées are fewer in numbers than the current Grand Cru’s. He also adds an extra classification in places for very excellent wines call “vin extra.” The Classification are below and I try to align them as close as I can with the current AOC classifications.

- Fourth Class
  - Mercurey
  - Givry
  - Monthelie
  - Meursault (only ordinary cuvées)
  - Brochon Fixin Fixey
  - Saint-Martin
  - Rully
  - Monbogre

- Fifth Class
  - Montagny, Chenove, Buxy Saint-Vallerin, Saules
  - Jambles

- White Wine Classifications
  - First Class
    - Puligny
  - Second Class
    - Meursault
  - Third Class
    - Blagny
    - Les Rougeots
  - Fourth Class
    - La Barre
  - Fifth Class
    - Côte de Buxy
    - Bouzeron
    - Givry
As like the German classification of 1971 there are some issues pertaining to combining historical vineyards to lesser ones under the Burgundy AOC classification. The greatest examples of this are in the vineyards of Richebourg and La Tache. The first is the example of Richebourg which actually historically was two vineyards Richebourg and Les Verroilles, which the later produces an inferior wine. In 1992 DRC joined a suit to stop vineyard owners in Les Verroilles from selling their wine as Richebourg, but it lost. The same happened in La Tache which was historically two different vineyards La Tache and Les Gaudichots. In 1932 the Liger-Belair family went to court to stop the usage of La Tache for wines made from Les Gaudichots fruit. The defendants in the case were Edmon Gaudin de Villaine and Jacques Chambon who both owned vineyards in Les Gaudichots. They ended up winning and in 1936 much of Les Gaudichots was incorporated into La Tache under the AOC. Both Les Gaudichots and Les Verroilles sit high on the hill and when it rains much of the nutrients in the soil run off making the wines less complex and full bodied. So as in the case with German the AOC has combined many historical sites to represent Grand Crus.\(^\text{12}\)

As you can see Burgundy unlike in Germany has had a long history and basis for setting up the current classification and also why those classification are so straightforward and easy for consumers to understand.\(^\text{13}\) In my presentation I will delve into the exports of both German and Burgundy wine and assess if the classification hinders the German market.

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\(^{12}\) The Original Grand Crus of Burgundy. Curtis, Charles MW pg. 129-130

\(^{13}\) The Original Grand Crus of Burgundy. Curtis, Charles MW pg. 1-100
Exports Statistics Burgundy

History of Burgundy wine exports by volume and by value
(source BIVB/Customs)

VOLUME
(millions of bottles)

VALUE
(millions of €)

(1902 and 1904: estimation)