

A New Twist on Tradition: Selling the Experience to United States Wine Consumers

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Abstract

The design of the wine package is considered by most consumers to be a direct reflection of the quality of wine. The emergence of alternative wine closures has grown mainly in response to quality control efforts by winemakers to protect against cork failure. However, with the introduction of screw cap closures nearly 40 years ago, the wine world has experienced an upheaval in what is the appropriate style of closure to use. Telephone interviews assessing attitudes to alternative closures amongst winemakers and sommeliers were conducted. The results indicated that many winemakers are not yet comfortable with screw caps and sommeliers are reluctant to create a disturbance that consumers might not completely understand.

Introduction

Wine has been an integral component of civilization for thousands of years and has developed into a beverage conveying significant social symbols - from celebration to piety, destitution to extraordinary luxury. While wine consumption has been fairly constant throughout history, consumption and packaging have changed remarkably. Clay amphorae of Ancient Egypt and Greece gave way to wooden barrels in the Roman Empire, which in the seventeenth century changed to the glass bottles and cork stoppers that consumers are accustomed to seeing today (Beardworth & Keil, 1997; Paschel, 1999; Warner, 1961).

The design of the wine package impacts the look of the product as most consumers consider the package to be a direct reflection of the quality of the wine. Previous research has found that indicators such as screw-top closures, non-glass containers, label logo and design, large formatted bottles or boxed wines are perceived as a lesser quality product by consumers (Chaney, 2000; Jennings & Wood, 1994; Lockshin, 2003; Reidick, 2003). Barber and Almanza (in press) found the type of closure was significant to the choice of wine, with traditional cork

closures considered an indication of quality and screw tops viewed as an indication of a lesser quality wine.

The emergence of alternatives to the traditional cork has grown mainly in response to quality control efforts by winemakers to protect against cork failure. Nearly 5% - 8% of wine produced worldwide becomes undrinkable because the natural cork fails in some fashion, from premature oxidation to uneven aging to “cork taint” (Barrie, 2005). However, with the introduction of screw cap closures nearly forty years ago, the wine world has experienced an upheaval in what is the appropriate style of closure to use. Screw caps are continually being proven to provide a reliable, secure, sterile closure for wine. The external component of the cap is made of non-corrosive metal, usually an alloy of aluminum, with the liner made of polyethylene to stop oxygen from entering. The screw cap has been scientifically proven to be as effective as the top quality corks in terms of oxygen ingress; yet, the screw caps do not cause cork taint when utilized.

For many of the New World wine countries, bereft of centuries of tradition and winemaking laws designed to protect national economies, adopting a new method of closure has been quite successful. The move toward screw cap closures has become firmly entrenched in the Australian and New Zealand wine industry, with New Zealand wines approaching 80 percent produced with screw cap closures (Screw Cap Initiative, 2005). However, the United States has strayed from the movement of New World winemaking countries by not providing screw caps with as favorable a reception in the marketplace as their Southern Hemisphere contemporaries (Stelzer, 2005).

Despite the stream of research on technological advantages of alternative closures and the rapid diffusion of screw caps in the Australian and New Zealand wine industries, no previous

study was located that thoroughly examined the adoption of the screw cap closures in the United States. Some authors mentioned the reluctance of the U.S. wine industry professionals to the screw caps acceptance (Wagner, 2004). However, the reasons for such lack of enthusiasm are currently under-investigated and thus unknown.

The current study is the first qualitative research which examines the views and opinions of American winemakers and sommeliers - the creators and sellers of wine - with regards to screw cap closures. Using a sample of sommeliers across the United States and wine makers along the U.S. West Coast, the data were collected through telephone interviews using a structured script. The results shed light to the perceptions and knowledge of screw cap technology by U.S. wine industry professionals.

Literature

History of wine seals

The relationship between cork and wine has existed for thousands of years, with the beginning of a recorded wine culture and “industry” in Ancient Egypt. The Egyptians began to use wine not only as a beverage but as a commodity to be traded and shipped throughout the region in order to build alliances and political power. The best quality wine was separated and reserved for the upper class, often being set aside for rituals for afterlife. Pharaohs were often buried with amphorae that were presumably filled with the best wine available in order to provide for the King’s safe journey through the afterlife.

Originally, the clay amphorae were sealed with a similar clay-based material. However, as Egyptian influence spread throughout the Mediterranean basin, the cork tree became another resource at the disposal of wine producers with which to seal their products. The cork stopper to be used was prepared differently than today, often cut in a wedge or tapered for easy insertion into the mouth of the vessel, and instead of acting alone as a barrier, the cork was often

reinforced with resin and fabric to augment the seal and prevent premature spoilage of the wine (Beardworth & Keil, 1997; Paschel, 1999; Phillips, 2000; Warner, 1961).

The Roman Empire carried the torch of wine production and culture after the decline of the Egyptian empire. The Romans helped to promote the image of wine as a social beverage, making consumption available to everyone. While this distribution of wine was a large step toward modern wine culture, another important development came during this same period. The Roman Empire was responsible for spreading viticulture throughout Europe and for planting vines in the modern day regions of Bordeaux, Burgundy, Spain, Germany, Italy and Portugal.

The use of cork as a method of closure began to fall out of favor with the introduction of European oak barrels and wooden bungs, mainly because the oak barrels were durable and portable. Following the decline of Roman civilization, wine maintained a modest profile in society with few landmark innovations. Methods of viticulture evolved and progressed. Cultural associations with wine became stronger, and in the mid-seventeenth century the wine industry and culture went through a significant transformation. Prior to this, glass bottles were made over wood fires producing an extremely fragile product. Thus the oak barrel remained the preferred method of storage, keeping wine as a beverage consumed largely in taverns or social events. However, England started making glass bottles over coal-fueled fires, a hotter burning fuel that produced stronger, more reliable bottles. These new bottles proved more convenient and versatile for storing wine, at the same time allowing individuals to keep a supply of wine at home (Beardworth & Keil, 1997; Paschel, 1999; Phillips, 2000; Warner, 1961).

Initially, the glass bottle underwent many changes in shape and size, but possibly the most important development was the introduction of the cork stoppers again to provide a virtual airtight seal in the new glass bottles. This airtight, durable, and largely non-reactive combination

of glass and cork allowed the wines made throughout Europe to be shipped to regions unable to grow grapes or restricted to consuming only locally produced wine. Standardized production of glass bottles eventually led to the mechanization of bottling lines, streamlining a previously demanding task. Thus for nearly four hundred years, cork and glass bottles have remained the standards by which wine was packaged, shipped, and presented for to consumers for consumption (Beardworth & Keil, 1997; Paschel, 1999; Phillips, 2000; Warner, 1961).

Bottle Closures

For thousands of years, there has been a fairly simple approach to storing and sealing vessels that contained wine, with relatively little debate over which is the best method or material to use. Earthenware jars, animal skin pouches, amphorae, barrels, glass bottles and synthetic bags have largely been the methods of storing wine throughout history; while clay, fabric, resin, wood and cork have been the closures of choice to match the vessels. However, in the modern wine industry, there has been an extremely provoking discussion about what is, in fact, the best method to seal a bottle of wine.

Cork has been the closure of choice in recent history because it provides a nearly airtight seal, an opportunity for showmanship while extracting the cork from a bottle, and a way to reseal the bottle if the wine is not completely consumed. However, in response to research on alternative closures, some wine producers in South Australia have begun to experiment with screw cap closures for their wines in an attempt to eliminate some of the problems corks closures have been responsible for.

One such problem, “cork taint”, is the condition that results when wine is spoiled by the presence of a chemical compound called 2,4,6 Trichloroanisole (TCA). TCA is caused by a micro-organism naturally present in cork that reacts with moisture and chlorine. Chlorine bleach

is often used to kill bacteria in the cork bark during the production of cork closures (Kincaid, 2006). When the tainted cork is used to seal a bottle, the TCA can drastically alter the wine flavor, imparting the trademark aroma of musty and damp cardboard. In small amounts, TCA can mask the usual rich aroma and flavor of fruit and oak (Kincaid, 2006). It is worth noting that the quantity of TCA needed to spoil wine is miniscule, with the detection of the chemical in wine at five parts per trillion the equivalent of one teaspoon, or five milliliters, per Olympic-sized swimming pool (Sogg, 2001). The ultimate problem is two fold. First, the consumer may have spent good money on a bottle of wine that can not be judged until after it has been opened (Kincaid, 2006; Lockshin, 2003). Second, should the bottle be spoiled, consumers unaware of TCA, are likely to blame the winemaker for poor winemaking rather than a tainted cork (Mortensen, Wayne & Marks, 2002; Sogg, 2001).

The recent movement toward alternative closures has gathered more interest and has taken hold in many Australian, New Zealand, and South African wineries. In a brief span of five years, from the initial movement in 2001 through 2006, nearly 80 percent of New Zealand wines were sealed under screw cap closures (Screw Cap Initiative, 2005).

While there is great optimism for the future of screw caps on a global level, it seems that the New World wine countries are much more receptive to this new alternative closure than are old world producers. The United States has aligned itself with old world traditions and has been noticeably hesitant with regard to the use of screw cap closures and is unlikely to change in the near term (New Zealand Screwcap Wine Seal, 2005; Wines & Vines, 2004).

The Supply Side Perspective of Screw Caps

Selling the experience

The diffusion of a new product / idea in a market depends largely on customers'

acceptance of the innovation. To achieve success in the United States wine market, consumers in large enough numbers have to accept buying and consuming wine with a screw cap closure such that the mainstream market becomes familiarized with the technology and more comfortable making a purchase involving screw tops. Yet, equally (if not more) important is the demonstrated approval of the innovation by the sellers of the product or idea. Those at the fore front of this “enlightenment” movement in the wine industry are the wine producers and sommeliers. Wine producers are the ultimate decision makers on the type of closure for their wines. Sommeliers, on the other hand, are the final sellers of the innovative product to the consumers. Thus, both winemakers’ and sommeliers’ readiness, opinions and attitudes toward screw cap closures are likely to affect consumers’ attitudes and opinions.

Sommeliers

Faced with the task of trying to please every restaurant customer, sommeliers must possess a vast knowledge of wine production from terroir to table, as well as knowledge of the developing trends in the marketplace. With the wine industry growing and flourishing, and imported wines easier to obtain, it appears that wine lists are not offering a true reflection of the growing breadth of wines from across the globe, but rather the lists are pursuing the depth that some countries have to offer. For example, previous research has found that wine lists are generally dominated by American and French wines, with Italian and German frequently mentioned (Hammond, Barber & Almanza, 2007). With the exception of the United States, Old World wines seem to be what the consumers in premium restaurants are accustomed to seeing on the wine list.

The Old World is providing a constant frame of reference for other wines to be judged by. As such, the influence of cork continually ingrains itself in the minds of consumers as the

status quo, while screw caps introduce a cognitive dissonance to the consumer. If a wine is selected for a wine list and the method of closure does happen to be a screw cap, in the context of the other choices on the list and the entire dining experience, the consumer is likely to assume that they have selected a lower quality wine, even if they have paid a premium for the bottle.

The sommelier, therefore must execute some form of damage control, reassuring the consumer that their money is well spent and communicating the benefits of screw cap closures while not tangible or obvious, are certainly very real. To compound the matter, the sommelier in many cases is faced with a largely uneducated clientele. This is not to say that the diner is lacking in intelligence, but rather their exposure to wine is often times severely limited. A consumer may hesitate to question the quality of a wine due to this lack of experience and unfamiliarity with wine faults. A touch of TCA in a given wine might be perceived by the consumer as “earthiness” or “terroir,” but even if the fault is perceived but not blatantly obvious, and even if the wine drinker does not like the wine, they may still accept the fault as an acceptable part of the experience.

Most of the “knowledgeable” consumers have regarded screw tops as reserved for “plonk” or cheap bottles of wine that rely upon screw tops as an inexpensive alternative to cork. This “knowledge,” though inaccurate, provides an opportunity for the consumer to speak up and assert their preferences. Even though customer decisions are somewhat flawed, they give them a sense of empowerment even if the purchase decision is ultimately placed in the hands of the sommelier.

One of the key factors in the success of screw caps in the Australian market was the involvement of and partnership with the media, wine makers, and wine sellers. On the contrary, it appears the sommeliers in the United States do not have complete confidence in the screw cap

closure as an industry-wide replacement for natural cork (Sogg, 2001). While the benefits of screw tops are being acknowledged, there is a prevailing belief that they are best suited for wines meant to be consumed at a young age, specifically aromatic white wines and wines at lower price points.

Thus, sommeliers have the difficult job of balancing the demands of their clientele with the challenges of finding wines that are unique, food-friendly, and reflect the accumulation of knowledge that the sommelier has attained. While it might be easier for the sommelier to relate to a guest that is wine savvy and appreciates a complex wine, it is equally as important to offer wines that are not as complex but are wallet- and palate-friendly to the average diner.

Wine Makers

While the market is a complex system of relationships, winemakers are the ones who have the greatest amount of choice and ultimately dictate what is being sold on the market. They control the grapes being grown, the harvest, extraction, alcohol, style, format, barrel ageing, bottle ageing before release, and dozens more variables that as part of the winemaking process. Most importantly for the current study, however are winemakers' decisions as to the type of closure to use to seal their wines. Winemakers are not autonomous in this decision making process and are influenced by the other agents in the market and those agents preferences.

The purpose of the study

Although ample research has been conducted on the diffusion of screw cap closures in countries such as Australia, New Zealand and South Africa (see Mortensen & Marks, 2002; Stelzer, 2005), little is known about the spread (or lack thereof) of screw caps in the United States. The current study focused on the perceptions and knowledge of screw cap technology by the U.S. wine producers and sommeliers. The purpose of this study was to conduct qualitative

research to determine the views of American wine service professionals regarding screw top closures, as well as their perceptions of the United States wine consumers' acceptance of the alternative closures.

Methodology

In order to gain a wide spectrum of data, the research utilized qualitative (telephone interviews) research design with structured interview script. The sample consisted of two groups of respondents: (a) winemakers along the West Coast of the United States and (b) sommeliers in the United States who achieved the level of Master Sommelier in the Court of Master Sommeliers.

The sample frame used to initiate contact with wineries started with the Napa Valley Vintners Association (NVV), whose membership includes over 270 wineries in the Napa Valley. The NVV website provided contact information for most of the member wineries. Ten wineries were selected based upon size of the winery, reputation, and accessibility. Attempts have been made to include wineries with diverse characteristics such as production volumes, price ranges, expected cellar times, etc. The ten winemakers who participated in the interview process were from different regions - seven from Napa Valley, two from the Central Coast/Santa Cruz Mountains, and one from Washington State. Each participant was involved in a telephone interview in which a structured schedule of seventeen questions was conducted. This interview process also encouraged open discussion about each question soliciting general comments from the winemaker or their representative.

To reach the second group of the participants, the membership list of the Court of Master Sommeliers in the United States was used as the sampling frame. Five sommeliers were contacted for a telephone interview that consisted of twenty-one questions aimed at the

evaluation of their perspectives of screw cap wines and the reception of screw caps in a dining establishment setting. Similar to the winemaker interview, this process encouraged open discussion about each question soliciting general comments from the sommeliers.

During the telephone interview, the answers were written verbatim making recording and transcription unnecessary. Once all the data were collected, the answers to the questionnaire were coded and grouped together. Those answers that were numerical in nature could be compared immediately and averages could be drawn. Due to the small sample sizes, only descriptive statistics was performed. At the same time, the small sample size allowed for rich and in-depth qualitative analysis of the data setting the stage for further research in this area.

Results and discussion

Results from interviews with respondent wineries

Despite the consistent pressure of external influences, each winery retains its distinctive personality and philosophy regarding the best methods for maintaining their style of wine. From those philosophies and experiences, assessments can be drawn from the respondents on the future use of the screw caps in the United States.

Table 1 presents a summary of the responses of the ten wineries.

Insert Table 1 about here

Winemakers are the ultimate decision makers on the issue of whether to seal wine under screw cap or natural cork. This appears to be a delicate decision because given the obvious technological advantages of screw caps winemakers are leaning toward alternative closures; yet there appears to be a well-defined consumer preference for natural cork. The Marketing Departments of American wineries that favor screw caps run into resistance despite favorable in-house trials on their use.

One important factor in the emergence of screw caps in the United States is the cost of changing bottling lines from natural cork closures to screw caps. Smaller wineries are concerned about this added cost much more than larger wineries are. Larger wineries have two options: they can either convert existing bottling lines to screw caps or they can add a new bottling line dedicated to screw caps. Either way, because of the economies of scale they are able to spread these costs over a greater number of bottles. Thus from this research, larger wineries appear to be more receptive to the use of screw cap closures and have a greater likelihood of bottling wine in quantity under a screw cap closure (Dolan, 2004). Smaller wineries described their wines as being more age-worthy than wines from the larger wine producers and indicated that their products needed to be laid down at least 5 years in the bottle in order to attain the best expression of the wine. Smaller wineries often sell these wines at higher average prices. With larger producers more likely to produce a style of wine that should be consumed within a few years of production and at a lower price points, these wines may be better suited for a screw cap closure.

When asked if given the opportunity to start a new winery, many winemakers, even those who are comfortable with screw caps and currently use them, would not choose to use screw caps over natural cork. Many would use a combination of screw caps and natural cork for their wines. The reluctance of winemakers to use screw caps for a new hypothetical winery while currently using screw caps suggests that the winemakers themselves are not as invested in the technology. Thus the maintenance of a critical mass and propagation of screw cap use in the United States could be more difficult to achieve than if the winemakers were wholly committed to the technology.

One possible explanation is that winemakers expressed some hesitation with screw caps because much of the ageing process of wine is still a mystery. The role of oxygen in the ageing

process is one of the most significant questions yet to be answered, and if screw caps are virtually as airtight as the top quality corks, the effects that a screw cap will have upon the maturing process remains a significant unknown variable. A few respondent winemakers wondered if cork provided an actual chemical substance that was beneficial to the ageing process and also expressed concerns that undesirable reductive reactions seemed to happen more frequently under screw caps.

Results from interviews with respondent sommeliers

Table 2 presents details of the responses from the sommeliers interviewed.

Insert Table 2 about here

Of the five sommeliers that were interviewed for this study, twenty years was the average length of time spent as a sommelier, with a little over eight years on average at their current establishment. The restaurants or resorts that employed the sommeliers were variously described as “ultra high-end,” “upscale, white tablecloth dining” or “luxury resort” with a “sophisticated crowd.”

The experience of the sommeliers and the positioning of their establishments imply familiarity with their clientele as well as a working knowledge of what trends the public does and does not favor and which patrons are willing to spend money on quality food and drink. In addition to the lengthy tenure, the number of bottles of wine sommeliers managed ranged from 5,000 to 25,000 ($x_{ave} = 12,300$) with average sales being about 253 bottles per week in their restaurant from a wine list that offered 260 to 1,500 different labels to diners. With such a large offering of wine and sales that require continuous restocking and reevaluation, monitoring current trends, such as screw cap closures, can be a great asset in selling more wine to the public, as well as recognizing where such wines might be best offered on the wine list.

Most of the wines offered to patrons were produced in four countries: the United States, France, Italy and Germany, with 45 percent of all wines from American wineries, 44 percent coming from France, Italy and Germany, and the remaining 11 percent from a mixture of other wine producing nations.

Sommeliers were mostly concerned with the issue of long-term ageing under screw cap. When asked about the age of the wines on their wine lists, there was an obvious pattern that most wines offered were younger wines, with an average of 60% less than five years old, with one of sommelier noting that 50% of their wines were less than five years old. Ageing wine is an expensive endeavor requiring a large amount of storage space in addition to tying up significant amounts of money that could be put to better use in the restaurant. Coupled with the difficulty of obtaining back vintages and the exclusivity of some producers and it is clear that ageing wine becomes quite difficult when trying to maintain a consistent and accessible wine list.

When sommeliers were asked about the rate consumers rejected a bottle of wine due to a critical fault, all of the responses were below the 8% average for cork failure (Cork Quality Council, 2005). In fact, even the most cork-friendly studies have still acknowledged the failure rate of cork as approximately 1.5 percent.

Consumer satisfaction is at the heart of the service industry. Therefore the sommelier response was divided on whether the consumers were satisfied when being presented with and consuming a bottle of wine sealed with a screw cap compared with a cork sealed wine. Two responded they were completely confident in the consumer satisfaction level when presented with a screw cap wine, while another two respondents indicated they were not at all comfortable with the consumer's level of satisfaction if presented with a screw cap wine. The fifth sommelier split the difference indicating neither a level of confidence nor uncomfortability with screw cap

wines being presented and opened for a customer. There was an inverse relationship, however, between the length of time that the sommelier has been at their present establishment and their comfort level of presenting a screw cap wine to consumers. The longer the sommeliers had worked at the same restaurant, the less confident they were with consumer satisfaction ($x_{ave} = 15$ years, satisfaction = 2.5 out of a possible 10). In contrast, those sommeliers with shorter tenure at their restaurant were more confident in consumer satisfaction levels ($x_{ave} = 3.25$ years, satisfaction = 9 out of 10). While there is almost complete agreement among the United States sommeliers that in a restaurant setting screw cap closures cheapen or damage the image of a wine, it seems that this perceived damage is limited to the wine itself with no effect upon the reputation of the restaurant or the sommelier.

Conclusion

The results of this study indicate that the use and acceptance of screw cap closures is an issue that is strongly correlated with public acceptance, but within the industry itself there are numerous issues that require examination and discussion. Some issues will pose a greater obstacle to screw caps becoming more accepted, while other issues appear to have a simple resolution.

Winemakers and sommeliers have indicated that consumer education will play a key role in whether screw caps become more socially acceptable, however there are no signs of a united front between wineries in the United States to parallel the efforts of the New Zealand Screw Cap Wine Seal Initiative, efforts that proved crucial to the development of the critical mass required for the widespread diffusion and acceptance of screw caps in that market.

There still remains an arduous task in the United States to not only change the perception of consumers, but winemakers and sommeliers as well, that screw caps are a reliable and

consistent alternative to natural cork and that wines under screw cap closures are not poor quality. Successful acceptance of screw caps by consumers could just be a matter of finding the right combination of winemakers, sommeliers and media as well as giving the public more time to learn about and adapt to the technology.

It is reasonable to expect that the American market will gradually grow more comfortable with screw cap closures just as they have with many other new technologies over the years. Growing pains are inevitable when a radically new method of behavior challenges the traditions and customs that have existed within a society for hundreds of years. However, it has been nearly forty years since screw caps were first used on commercial wines, so it is likely that the impact and shock within the United States market should be significantly less than it was in the Australian market during the 1970s and early 1980s.

The cork industry, meanwhile, has not sat by idly while screw caps have emerged on the market. Cork producers have been working to find ways of developing better cleaning processes and harvesting techniques to reduce the contamination of TCA. One winemaker interviewed in the study remarked about a recent trip to Portugal where new, state-of-the-art cork factories are being built using steel and cement, to replace the old factories that are constructed from wood, a more hospitable environment to the microorganisms that produce TCA. One winemaker in the study indicated that trials of glass stoppers were already taking place in Germany and that in the coming years, the same inert, sterile glass already being used for bottles could be used to seal those bottles, reducing even further the likelihood of wine spoilage.

This study can only serve as an indication that more factors need to be considered when attempting to determine if screw caps will be successful in the United States. It will take a more concerted effort among winemakers as well as sommeliers to carry some of the burden of proof

that screw caps will need to achieve the critical mass of acceptance by the consumers in the American marketplace (Cork Quality Council, 2005; Walker, 2005).

Ultimately, this is neither the beginning nor the end for screw caps. Certainly it is just the start of more in-depth research that is needed in the wine market on what the appropriate form of bottle closure will be.

Limitations and Future Research

Although this qualitative study was rich in information and insights, it was limited by the number of professionals interviewed. Certainly through interviewing more winemakers and more sommeliers, both in the United States and Old World countries, may shed light on the fate of screw caps. Future research with consumers, both quantitative and qualitative, should continue as the “Baby Boomers” and “Generation X-ers” continue to age and new generations begin to enter the wine-buying market. Wine retailers are another key component that should be involved in future studies. Their front line position in the market can be valuable in educating wine consumers on the pros and cons of each style of closure.

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Table 2. Summary of the responses from the sommeliers

		Sommelier				
		1	2	3	4	5
	How Long a Sommelier (years)?	7.5	30	22	30	12
	How Long at Current Establishment (years)?	4.5	2	20	10	5.5
	Size of Establishment Cellar (number of Bottles)	9,000	50,000	12,500	10,000	25,000
	How Many Bottles on Wine List?	800	500	260	500	1,500
Percentage of Wines on List From:	United States	25.0%	60.0%	98.0%	20.0%	50.0%
	France	60.0%	15.0%		30.0%	25.0%
	Germany		5.0%			10.0%
	Italy		3.0%		30.0%	10.0%
	Others	15.0%	17.0%	2.0%	20.0%	5.0%
Percentage of Wines Aged:	5 Years Old	50.0%	30.0%	50.0%	10.0%	50.0%
	10 Years Old	30.0%	6.0%	4.0%	3.0%	25.0%
	Over 15 Years Old	20.0%	3.0%		1.0%	20.0%
	Percentage of Wines Refused due to Critical Fault?	1.0%	1.0%	2.0%	1.0%	1.0%
	Percentage of Wines Sealed With Screw Caps?	0.6%	4.0%	1.5%	2.0%	7.5%
	Quality of Wine Under Screw Cap Verse Natural Cork?	As Good as Cork	Screw Cap Higher Quality	As Good as Cork	As Good as Cork	As Good as Cork
	Does Opening a Bottle of Wine tableside Under Screw Cap Cheapen the Wine Image?	Yes	No	Yes	Yes	Yes
	Does Opening a Bottle of Wine tableside Under Screw Cap Hurt the Establishment or Your Professional Image?	No	No	Yes	No	No
Personal Choice of Closure for Insuring Quality	Natural Cork	First	Second	First	First	First
	Screw Cap	Second	First	Third	Second	Second
	Synthetic Cork	Third	NR	Fourth	Third	Fourth
	"Technical" Cork	Fourth	NR	Second	Fourth	Third