A very traditional belief in the field of wine appreciation (i.e. oenology) is that the more frequently an individual tastes wine, the better he tastes wine in general (learning by consuming process). In other terms, skill in wine is supposed to increase with experience.

In this article, we analyze the relationship between experience and skill in matter of wine. Does wine tasting experience determine the level of skill in matter of wine as declared by the individuals? Is the relationship between experience and skill linear or not? More generally, how an individual build up his own (wine) cultural heritage?

To answer these questions, we empirically investigate what influence the skill in matter of wine as perceived by the individual. From survey data collected in 2001 in seven European countries, we estimate an ordered probit equation for skill in wine from several indicators like wine consumption frequency and socio-economic characteristics.