The Problem of Wines’ Ranking: The Reasons why everyone is wrong
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Abstract

The issue of classification of wines has led to an abundant literature which seeks to (i) provide theoretical methods for aggregating preferences of evaluators and (ii) provide empirical evaluation based on a protocol of blind tasting. We show in this paper how the implementation of these experiments generally does not include elementary bias that should be avoided in this type of analysis and we propose a critical overview of the aggregations methods used by the authors. Faithful to the principles that were established in the 1855 classification of Bordeaux wines, we propose to go back to the price of wines in order to make these aggregations, using the willingness to pay of jury revealed in procedures for experimental auctions.

Mots clefs: aggregation ; classification ; tasting ; auctions ; experiment ; price ; wine

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