

Think Global, Drink Local

A Global Perspective on Regional Wine Industry Identity



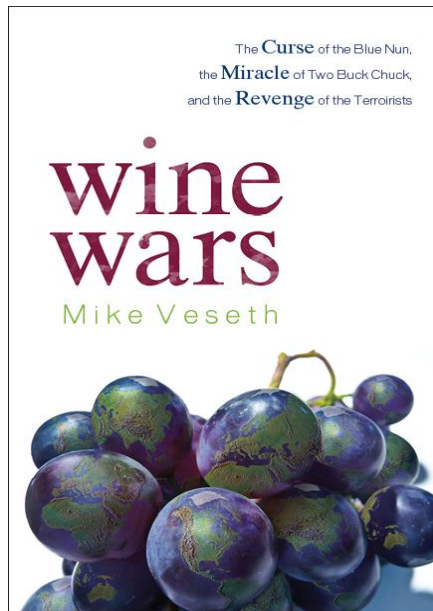
Mike Veseth

The Wine Economist

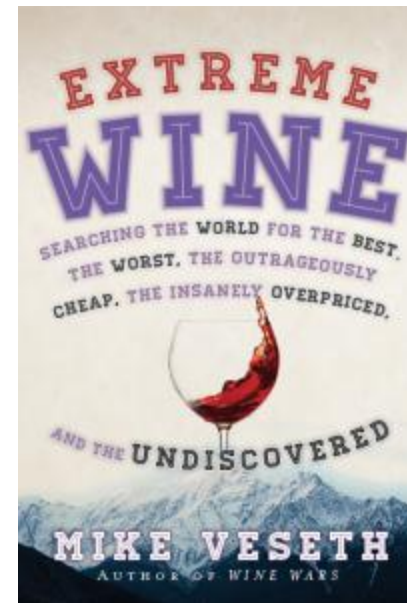
WineEconomist.com



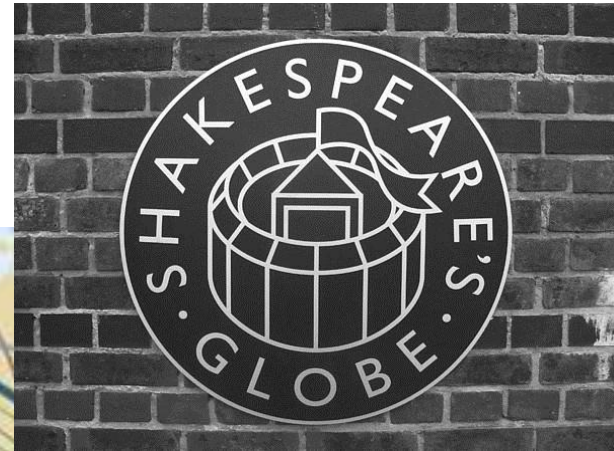
About the Wine Economist



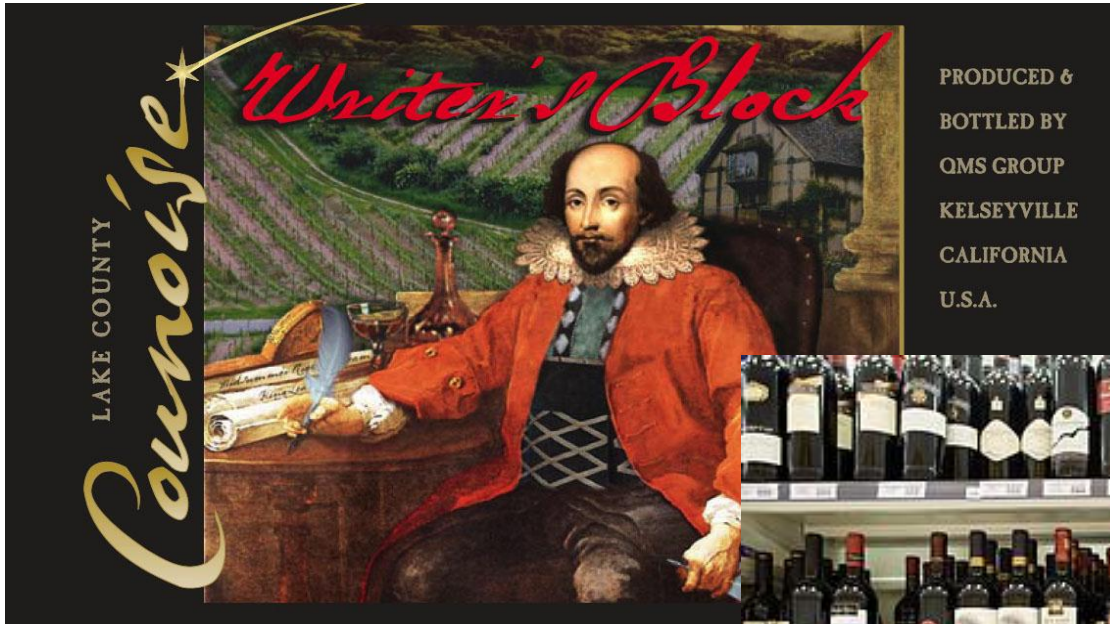
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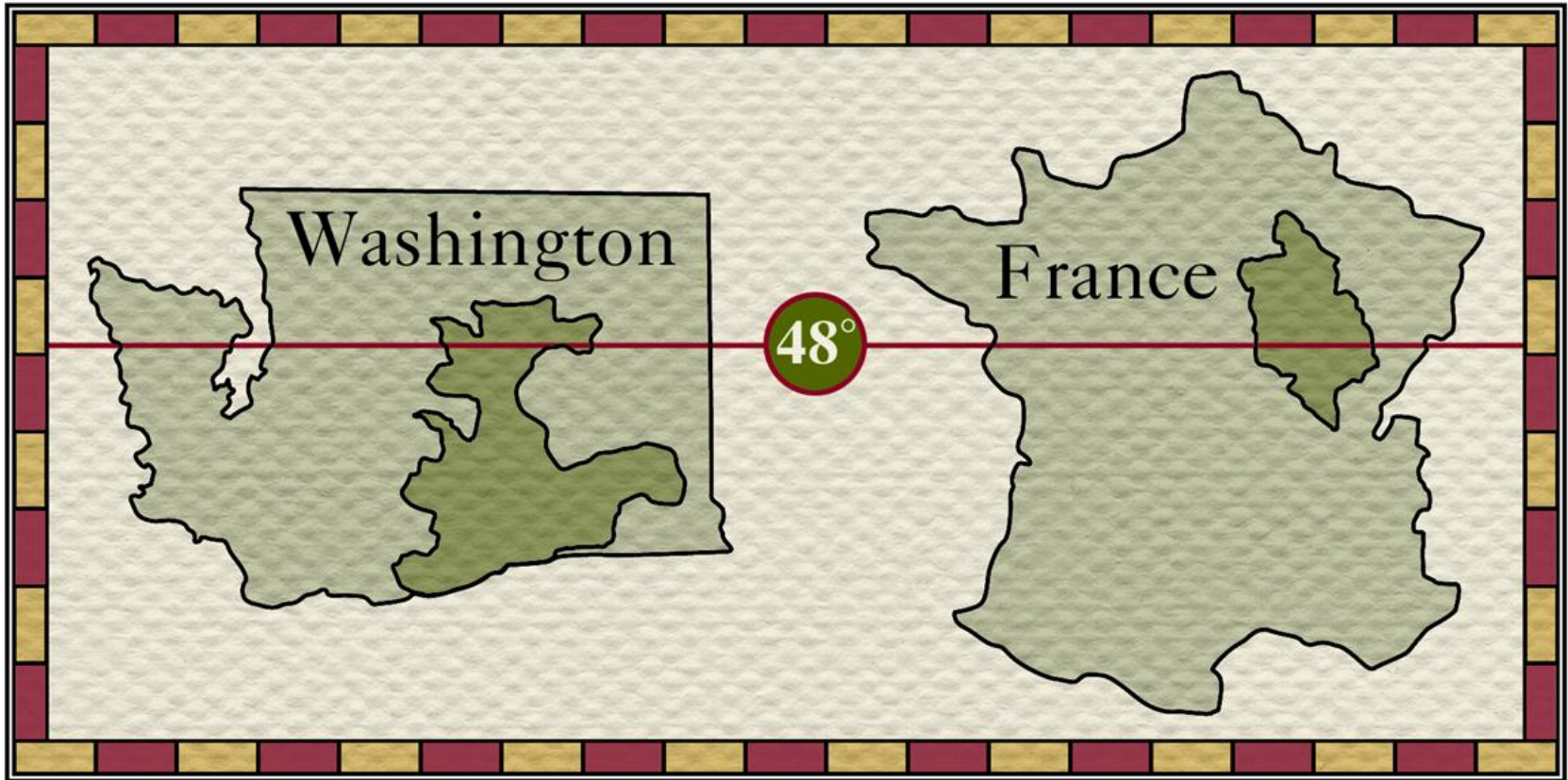
All the World's a Stage



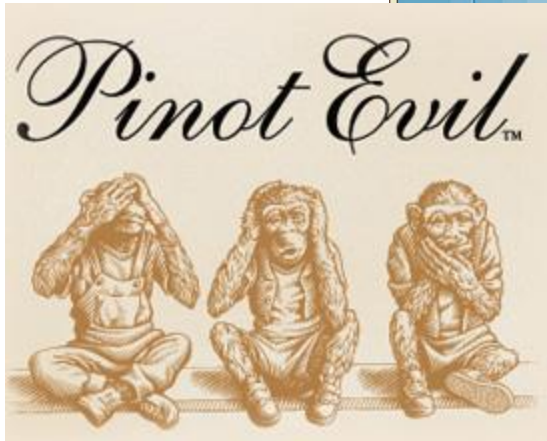
And we are all players



Washington's Pinot Envy



Pinot Evil



AMERICAN VITICULTURAL
AREAS OF OREGON

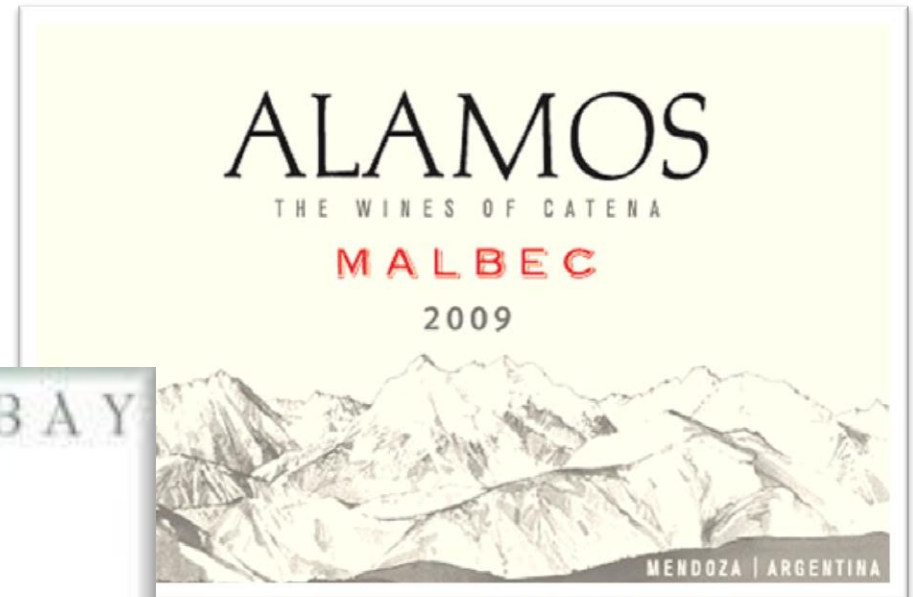
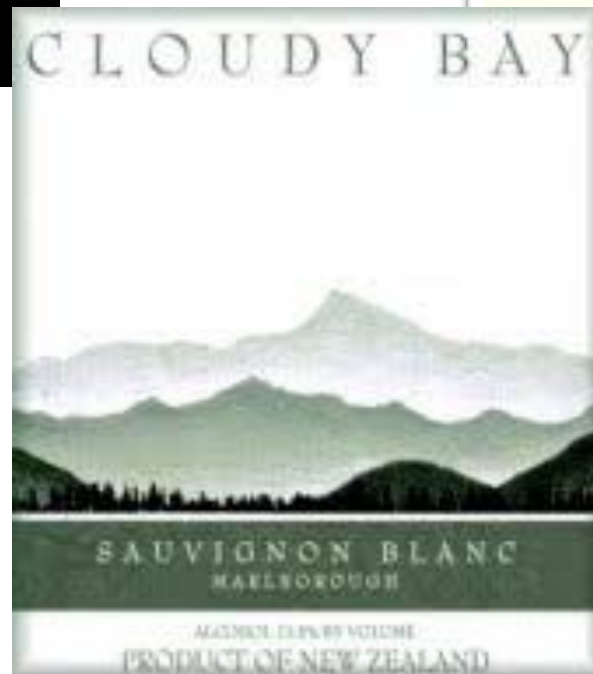
1	Willamette Valley	5	Dundee Hills	9	Red Hill Douglas County	13	Columbia Gorge
2	Chehalem Mountains	6	McMinnville	10	Rogue Valley	14	Columbia Valley
3	Yamhill-Carlton District	7	Eola-Amity Hills	11	Applegate Valley	15	Walla Walla Valley
4	Ribbon Ridge	8	Umpqua Valley	12	Southern Oregon	16	Snake River Valley



Global Success Stories



Wrong (and Right) Lessons



Location, Location, Location?



Distribution bottleneck?



No substitute for quality



Know Your Market

Know who knows (and who doesn't) and market and message accordingly

Know that they know	Don't know that they know
Know that they don't know	Don't know that they don't know



A World of Wine



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Draw the right conclusions
Distribution bottleneck
Emphasize quality
Know thy market
Know thyself



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