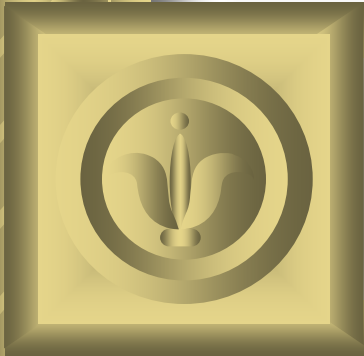


An Overview Of The Ohio Quality Wine Program (OQW)



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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
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THANK YOU!

- **2014 Ohio Grape and Wine Conference**
- **Conference Organizing Committee**
 - **Specifically, Christy Eckstein and Dave Scurlock for their significant involvement in organization and preparation of the conference**
- **The Crowne Plaza Host Hotel**
 - **Crystal Culp and wonderful staff**



OQW History

- **Initial groundwork began in 1999 and 2000**
- **Key members**
 - **Ohio State University**
 - **OWPA**
 - **Several key wine industry personnel**
- **Worked together in developing a quality wine assurance program draft**

QQW History

1999/2000 QQW Personnel Involvement

- OSU/OARDC
- OSU/OARDC
- OSU/OARDC
- OSU/OARDC
- OSU/OARDC
- ODA
- OWPA
- Ohio Wine Industry
- Ohio Wine Industry
- Ohio Wine Industry
- Dr. Dave Ferree
- Dr. Jim Gallander
- Dr. Roland Riesen
- Todd Steiner
- Dave Scurlock
- Bruce Benedict
- Donniella Winchell
- Nick Ferrante
- Jeff Nelson
- Claudio Salvatore

OQW History

- **After developing a fairly thorough rough draft, nothing had been accomplished further until 2004**
- **A joint collaboration of ODA/(OGIC) and OSU/OARDC placed a considerable effort in updating, changing and kick starting the new OQW program**
- **Fred Daily: Director of Agriculture, OGIC**
- **Michelle Widner: Executive Director, OGIC**



QQW History

- **An OGIC subcommittee was formed to follow through and initiate this program**
- **The subcommittee:**
 - **OGIC board members**
 - **OSU/OARDC representatives**
- **We examined other successful states and countries with quality programs in place**



OQW History

- **Program information was gathered from:**
 - **Steve Burns, Washington Wine Quality Alliance (WWQA)**
 - **Dr. Gary Pavlis, New Jersey Wine Quality Alliance**
 - **Len Pennachetti, Vintners Quality Alliance Ontario (VQA)**

Recent and Current Contributing OQW Team Members (2004-2012)

- ODA, OGIC
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- OSU/OARDC
- OGIC grape and wine industry board members
- Director, Robert Boggs (past), David Daniels (current)
- Deputy Dir. Greg Hargett (past), Howard Wise (current)
- Exec. Dir. Christy Eckstein
- Bruce Benedict, Janelle Meade , ODA - Chief of Marketing
- Imed Dami, Todd Steiner
- Tony Debevc, Nick Ferrante (past Chair), Robert Guilliams, Dave Genger (Co-Chair), Jack Lucia, Claudio Salvatore, Kenny Joe Schuchter, Lee Singleton, Andy Troutman (Co-Chair)



OQW Objectives

- 1. Establish a high-quality standard designation for Ohio wines made from Ohio grown grapes**
- 2. Promote quality awareness of Ohio wines among consumers**
- 3. Promote expansion of grape growing in Ohio by focusing on wines made from Ohio grown fruit**
 - a. The pilot program was initiated with the 2007 Ohio Wine Competition**



OQW Responsibilities

- **OGIC/OSU responsible for development and implementation of OQW program**
- **OGIC Chair has responsibility of assigning members to the quality subcommittee and evaluation of the program**
- **Two ad hoc committees will provide input from industry stakeholders to the OQW subcommittee**

OQW Ad Hoc Committees

- **Research Advisory Council (7 members)**
 - Two researchers (viticulture and enology)
 - One grape grower
 - Four winery representatives
- **Marketing Advisory Council (5 members)**
 - Wholesale, retail, media, tourism, OWPA or at large
- **Three year evaluation of the pilot program**
 - make any changes needed and desired by the Ohio grape and wine industry in 2009



OQW Rules/Regulations

- **Voluntary and open to all licensed commercial Ohio wineries**
- **Only wines made from a minimum 90% Ohio grown grapes are eligible**
- **Designated Grape varieties (2007):**
 - **Vinifera – still, sparkling, ice wine and dessert**
 - **Hybrid – still, sparkling, ice wine and dessert**
 - **Labrusca- Port and Sherry production only except Norton**



OQW Rules/Regulations - Changes

- **May 2012 submission period allowed American/Labrusca varieties**
 - OQW subcommittee ruling
- **Three classifications noted:**
 - **Vintage Class**
 - European Species (*Vitis vinifera*)
 - French/American hybrids
 - **Specialty Class**
 - Fortified & Dessert Wines
 - **Heritage Class**
 - *Vitis labrusca* and *aestivalis*

OQW Rules/Regulations

- **All wines must be in compliance with both Federal (TTB) and state (ODLC) laws**
- **Estate labeled bottling must be made with 100% estate grown grapes**
- **Vintage labeled bottling must be 85 - 95% of the named vintage**
 - (Appellation dependant)
- **Appellation bottling must be 85% of the named appellation**
- **Varietal bottling must be 75% or higher of listed varietal**



OQW Rules/Regulations

- **All wines must pass both sensory evaluation and chemical analysis prior to achieving the OQW seal designation**
- **OQW entry fee is \$50.00 per entry**
- **Three wines required per entry**
 - **Evaluation, re-pour and analysis**



OQW Rules/Regulations

- **A minimum of 50 cases available for sale of still, sparkling and dessert wines at time of entry**
- **A minimum of 20 cases available for sale of Ice Wine at time of entry**
- **Each wine submission will require an entry form filled out and submitted**



QQW Rules/Regulations

- **Entry form and application must include:**
 - **Name of winery, address and contact info**
 - **Ohio winery Federal and State permit number**
 - **Varietal or blend designation, category, list of grapes used and percentages**
 - **Appellation of fruit source, town and county**
 - **Wine information: total gallons produced, number of cases of wine available for sale and release date**



OQW Rules/Regulations

- **Quality seal designation is assigned only to the wine submitted for evaluation**
 - **Subsequent vintages, blends, production or bottling must be resubmitted for OQW designation**
- **Bulk wines previously achieving OQW status and subsequently sold to another producer, must be resubmitted for OQW designation**

OQW Marketing (Awards)

- **OGIC has developed a logo for “POS” and “POP” materials for the designated wine and wineries**
- **OGIC established a standardized method for distinguishing those wines approved for OQW seal designation**
- **OGIC maintains records and inventory for all promotional material**



OQW Marketing (Awards)

- **The OQW promotional materials include:**
 - **OQW capsules on designated bottles**
 - **OQW stickers on designated bottles**
 - **Shelf talkers**
 - **Static stickers/signs**
 - **Buttons**
 - **Banners**





OQW Marketing Program

- **OGIC passed legislation in 2010 for a major marketing effort of the OQW program and award winners**
 - **Occurred through television media in three major markets of Ohio**
 - **Cleveland, Columbus and Cincinnati**
- **Collaborating with premium wine friendly restaurants in these regions for additional marketing benefits**



OQW Marketing Program

- **Since inception, OGIC has spent approximately \$20,000 on average per year dedicated to the OQW program.**
 - **Near \$140,000 total since 2007 covering marketing, promotion and technical aspects of the program**
 - **Does not include salary cost of personnel responsible for above responsibilities to OQW program**
 - **OGIC and OARDC**



OQW Sensory Evaluation

- **The program initiated with the 2007 Ohio Wine Competition (OWC)**
- **The program allowed for two other submittal times taking into account:**
 - Resubmitted samples
 - Latter release dates
- **Additional submittal times:**
 - August and January



OQW Sensory Evaluation

- **After the 3 year pilot period the OQW subcommittee did not include wines to be evaluated for OQW seal status in the 2009 & 2010 OWC**
- **OQW had three separate sensory evaluations during the months of February, July and November**



OQW Sensory Evaluation

- **A reverse ruling of this decision allowed OQW sensory evaluation of wines back into the 2011 OWC**
 - **Did not occur in 2013 due to OWC taking place out of state**
 - **Since 2011 sensory evaluation occurs in February, May, August and November of the calendar year.**



OQW Sensory Evaluation

- **Sensory evaluation of submitted wines under direction of OSU/OARDC Enologist, Todd Steiner**
- **A pool of well qualified judges will be identified and used on a rotational basis for evaluating OQW wines**
- **The judges are reimbursed for travel, lodging, meals and a modest honorarium**



OQW Sensory Evaluation

- **A panel of 5 experienced judges are utilized at each submittal time**
 - Judges are from Ohio for reasons of financial feasibility
 - Except for the OWC
- **High and low scores kicked out averaging 3 of the 5 judges scores**



OQW Sensory Evaluation

- **Wines are randomly coded, presented in the proper category and flight order for evaluation on a standard 20 point scale**
- **Wines may be rescored within a flight once based on further discussion from the judges based on the attributes of the wine**

SCORING DESCRIPTION

Total Scores:	17-20 pts:	GOLD
	15-16 pts:	SILVER
	13-14 pts:	BRONZE
	12 pts:	above average commercial wine, quite pleasant, some metal potential;
	10-11 pts:	average wine, sound, but without any real features to commend it;
	7-9 pts:	below average, lacking in quality, faults outweigh its virtues;
	3-6 pts:	poor to very poor, gross faults, quite unpleasant;
	1-2 pts:	undrinkable

APPEARANCE

3 - excellent	brilliant with outstanding characteristic color
2 - good	clear with characteristic color
1 - poor	slight haze and/or slight off-color
0 - objectionable	cloudy and/or off-color

appearance:	clarity:	2 - brilliant
		1 - clear
		0 - slightly cloudy
	color:	1 - correct
		0 - slightly off

AROMA AND BOUQUET

6 - extraordinary:	unmistakable characteristic aroma of grape variety or wine type; outstanding and complex bouquet;
5 - excellent:	characteristic aroma; complex bouquet; well balanced;
4 - good:	characteristic aroma; distinguished bouquet;
3 - pleasant:	slight aroma and bouquet; pleasant;
2 - acceptable:	no perceptible aroma or bouquet or with slight off-odors;
1 - poor:	off-odors; may be drinkable;
0 - objectionable:	offensive odors; not drinkable;

TASTE

6 - extraordinary:	unmistakable characteristic flavor of grape variety or wine type extraordinary balance; smooth; full bodied and overwhelming;
5 - excellent:	All of the above, but a little less; excellent but not overwhelming;
4 - good:	characteristic grape variety or wine type flavor; good balance; smooth, may have minor imperfections;
3 - pleasant:	undistinguished wine but pleasant; may have minor faults;
2 - acceptable:	undistinguished wine with more pronounced faults than above;
1 - poor:	disagreeable flavors; may be drinkable with strong foods. . .
0 - objectionable:	offensive flavors; not drinkable;

AFTERTASTE

3 - excellent:	lingering outstanding aftertaste;
2 - good;	pleasant aftertaste;
1 - poor;	little or no distinguishable aftertaste;
0 - objectionable;	unpleasant aftertaste;



OQW Sensory Evaluation Criteria

- **All sensory evaluations promote a healthy discussion between judges after flight evaluation**
- **All submission times follow the same standard protocol in keeping format and organoleptic consistency the same**
- **A minimum of 15 wines required for each OQW sensory evaluation**
 - **minimum of 10 wines required in 2011**



OQW Sensory Evaluation Criteria

- **Wines deserving of OQW seal designation must score a minimum of 15 points (Silver Medal)**
- **Only wine evaluated will be allowed for OQW designation**



OQW Chemical Analysis

- **In addition to sensory approval, the wine must also pass chemical analysis in achieving OQW seal designation**
- **Based on TTB regulations for alcohol, volatile acidity and total sulfur dioxide**
- **Chemical analysis performed under the direction of OSU/OARDC Enologist Todd Steiner**
- **Adds a second level of quality viewed positively on a national and international level**

Sensory Evaluation Quality Control

2007 August Submittal Re-entries			
Wine	2007 OWC Medal	2007 August Medal	OQW Award
*CF	B	B	NO
*CF	B	S	YES
*CF	B	S	YES
*CS	B	B	NO
Port	NM	B	NO
*TRAM	B	S	YES

*CF = Cabernet Franc, CS = Cabernet Sauvignon, Tram = Traminette

Sensory Evaluation Quality Control

2008 January Submittal			
Wine	2007 OWC Medal	2008 Jan. Medal	OQW Award
*Chard	B	B	NO
Ice Wine	B	G	YES
*P.G.	B	S	YES
Sherry	B	S	YES

*Chard = Chardonnay, P.G. = Pinot Gris

Sensory Evaluation Quality Control

2013 August Submittal			
Wine	2013 May Medal	2013 Aug. Medal	OQW Award
*P.G.	B	S	YES
*Chard.	B	B	NO
Riesling	NM	NM	NO
Rosé - Hyb	NM	S	YES
Ice Wine	B	S	YES

*Chard = Chardonnay, P.G. = Pinot Gris, Rosé Hyb. = Hybrid

Sensory Evaluation Quality Control

2013 August Submittal			
Wine	2013 May Medal	2013 Aug. Medal	OQW Award
*P.G.	B	S	YES
*Chard.	B	B	NO
Riesling	NM	NM	NO
Rosé - Hyb	NM	S	YES
Ice Wine	B	S	YES

*Chard = Chardonnay, P.G. = Pinot Gris, Rosé Hyb. = Hybrid

Sensory Evaluation Quality Control

2013 November Submittal			
Wine	2013 Aug. Medal	2013 Nov. Medal	OQW Award
*Chard.	B	S	YES
Vidal	B	S	YES
*Tram.	B	G	YES

*Chard. = Chardonnay, Tram. = Traminette,



OQW Current Summary

- **676 wines have been entered into the OQW Program**
- **357 wines have achieved OQW status**
- **Average 97 wines per calendar year**
 - **Does not reflect utilizing the Ohio Wine Competition in 2009, 2010 and 2013 for sensory evaluation**



OQW Current Summary

- **52.8% of submitted OQW samples have achieved OQW status**
- **46 Wineries have participated into the OQW program**
- **Nearly 83% of participating wineries have received at least one OQW seal since 2007**

THE OHIO QUALITY WINE PROGRAM

COMPREHENSIVE STATISTICAL SUMMARY

Current through November, 2013

Total Entries:	676
Qualifying Entries:	357
Percent of qualifying entries:	(52.8%)
Entries not qualifying:	319
Percent of non-qualifying entries:	(47.2%)

Vinifera Categories (Not Including Other Cat.)

Total entries:	311
Percent of total entries:	(46.0%)
Qualifying Wines:	164
% of qualifying wines in category:	(52.7%)
Percent of total seals eligible:	(45.9%)

Hybrid categories (Not Including Other Cat.)

Total entries:	249
Percent of total entries:	(36.8%)
Qualifying Wines:	117
% of qualifying wines in category:	(47.0%)
Percent of total seals eligible:	(32.8%)

Blush/Rose (Inc. American, Hybrid & Vinifera)

Total entries:	29
Percent of total entries:	(4.3%)
Qualifying Wines:	16
% of qualifying wines in category:	(55.2%)
Percent of total seals eligible:	(4.5%)

Dessert Fortified: Dry or Sweet

Total entries:	18
Percent of total entries:	(2.7%)
Qualifying Wines:	11
% of qualifying wines in category:	(61.1%)
Percent of total seals eligible:	(3.1%)

Ice Wine

Total entries:	45
Percent of total entries:	(6.7%)
Qualifying Wines:	34
% of qualifying wines in category:	(75.6%)
Percent of total seals eligible:	(9.5%)

American Categories (Not Including Other Cat.)

Total entries:	24
Percent of total entries:	(3.6%)
Qualifying Wines:	15
% of qualifying wines in category:	(62.5%)
Percent of total seals eligible:	(4.2%)



OQW Program Disqualifications

- **Only 2 wineries/wines were asked to relinquish their seal designation due to utilizing less than 90% Ohio grown fruit.**
- **Both cases were a simple mistake where the winery did not know the exact percentage of Ohio grown fruit required**



The OQW Program

- **Represents a good start to the OQW program**
- **Hopefully increased marketing efforts through OGIC along with the addition of American/Lubrusca varieties being approved will see a corresponding increase in both the number of wineries participating and wines being entered**



OQW Program

- **Success of this program will ultimately put more grapes in the ground becoming available for OQW status**
- **Increased amount of available wines and exposure will ultimately raise consumer and media awareness of program**



OQW Program

- **For a list of current OQW award winning wineries in addition to program rules and regulations please consult with OGIC at the following website:**

<http://www.tasteohiowines.com/about.php>



THANK YOU!

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