An Overview Of The Ohio Quality Wine Program (OQW)

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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
OQW History

1999/2000 OQW Personnel Involvement

- 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 Salvadore
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
OQW 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 Salvadore, 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
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
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.
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 rescoring 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

<table>
<thead>
<tr>
<th>Wine</th>
<th>2007 OWC Medal</th>
<th>2007 August Medal</th>
<th>OQW Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>*CF</td>
<td>B</td>
<td>B</td>
<td>NO</td>
</tr>
<tr>
<td>*CF</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
<tr>
<td>*CF</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
<tr>
<td>*CS</td>
<td>B</td>
<td>B</td>
<td>NO</td>
</tr>
<tr>
<td>Port</td>
<td>NM</td>
<td>B</td>
<td>NO</td>
</tr>
<tr>
<td>*TRAM</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
</tbody>
</table>

*CF = Cabernet Franc, CS = Cabernet Sauvignon, Tram = Traminette
## Sensory Evaluation Quality Control

<table>
<thead>
<tr>
<th>Wine</th>
<th>2007 OWC Medal</th>
<th>2008 Jan. Medal</th>
<th>OQW Award</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Chard</em></td>
<td>B</td>
<td>B</td>
<td>NO</td>
</tr>
<tr>
<td>Ice Wine</td>
<td>B</td>
<td>G</td>
<td>YES</td>
</tr>
<tr>
<td><em>P.G.</em></td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
<tr>
<td>Sherry</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
</tbody>
</table>

*Chard = Chardonnay, P.G. = Pinot Gris
Sensory Evaluation Quality Control

<table>
<thead>
<tr>
<th>Wine</th>
<th>2013 May Medal</th>
<th>2013 Aug. Medal</th>
<th>OQW Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>*P.G.</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
<tr>
<td>*Chard.</td>
<td>B</td>
<td>B</td>
<td>NO</td>
</tr>
<tr>
<td>Riesling</td>
<td>NM</td>
<td>NM</td>
<td>NO</td>
</tr>
<tr>
<td>Rosé - Hyb</td>
<td>NM</td>
<td>S</td>
<td>YES</td>
</tr>
<tr>
<td>Ice Wine</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
</tbody>
</table>

*Chard = Chardonnay, P.G. = Pinot Gris, Rosé Hyb. = Hybrid
## Sensory Evaluation Quality Control

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<tr>
<td>*P.G.</td>
<td>B</td>
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<td>YES</td>
</tr>
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<td>*Chard.</td>
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<td>B</td>
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Sensory Evaluation Quality Control

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<th>2013 Aug. Medal</th>
<th>2013 Nov. Medal</th>
<th>OQW Award</th>
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</thead>
<tbody>
<tr>
<td>*Chard.</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
<tr>
<td>Vidal</td>
<td>B</td>
<td>S</td>
<td>YES</td>
</tr>
<tr>
<td>*Tram.</td>
<td>B</td>
<td>G</td>
<td>YES</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th></th>
<th>Total Entries: 676</th>
<th>Qualifying Entries: 357</th>
<th>Percent of qualifying entries: 52.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entries not qualifying:</td>
<td>319</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of non-qualifying entries:</td>
<td>(47.2%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 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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