



WineBlueBook Explained

September 2009

How Scores relate to Price. And how Price relates to Value,

WineBlueBook provides users with a Value Index that is derived by first grouping all like-scoring wines of a given varietal together then determining what the average price is for a wine with that rating. A wine priced at that average price has a Value Index of 100%. Wines with a lower Value Index reflect below-average prices. A higher Value Index likewise reflects above-average prices.

In the example below, the wines have an average score of 92 and range in price from \$25 to \$175. The average price of a 92 rated Bordeaux wine is \$100. Wine A is an “Outstanding Value” because it costs ¼ of the average price as a similar scoring Bordeaux wine (\$25 when the average is \$100). Wine B at \$50 is a Great Value because it costs half as much as average. Wine G is \$100 and the average is \$100 therefore the Index percentage is 100 (average). Wine J is 30% higher than average (130 index). Just like in golf, the lower the value index, the better.

Bordeaux Wine (example)	Score	Price	Value Index
Wine A	92	\$25	25% Outstanding Value
Wine B	92	\$50	50% Great Value
Wine C	92	\$60	60% Value
Wine D	92	\$70	70% Value
Wine E	92	\$80	80%
Wine F	92	\$90	90%
Wine G	92	\$100	100%
Wine H	92	\$110	110%
Wine I	92	\$120	120%
Wine J	92	\$130	130%
Wine K	92	\$140	140%
Wine L	92	\$150	150%
Wine M	92	\$175	175%
Average Cost for a 92 point Bordeaux		\$100	

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What is WineBlueBook?

WineBlueBook is a buying guide that groups wines by score then lists them by price and ranks them by value. The lower the Value Index the better the value.

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This month's issue covers many West Coast Pinot Noir, West Coast Syrah, West Coast Chardonnay and West Coast Cabernet Sauvignon wines that were scored in the last 30 days by the wine critics.

At the high scoring end, the 2006 Andrew Will, Cabernet Sauvignon Columbia Valley Sorella received an average score of 95 points and at \$60 it is 22% of the average cost of a similar scoring West Coast Cabernet Sauvignon earning it an "Outstanding Value" moniker. The 2006 McPrice Myers, Syrah Arroyo Grande Valley Les Galets Vineyard received an average score of 94 and at \$35 is 21% of the average \$165 cost of a similar scoring West Coast Syrah.

The first section (page one) of every issue shows the table of contents (bookmarks are also included to instantly click to a section) of the wines covered in the issue. A few paragraphs highlight a selection of wine values at various price points.

Outstanding and Great Values - Sorted by Varietal

Year	Outstanding and Great Value Wines scored in the last 30 days	Varietal	Score	Price	Availability	Value Index
2007	Two Hands, Shiraz Barossa Valley Bella's Garden	Australian Shiraz	94	\$39	High	50% Great Value
2006	Peter Lehmann, Shiraz Barossa Valley	Australian Shiraz	91	\$12	High	27% Great Value
2007	Shoofly, Shiraz South Eastern Australia	Australian Shiraz	90	\$10	Low	30% Great Value
2007	Charles Cimicky, Shiraz Barossa Valley Trumps	Australian Shiraz	90	\$14	High	42% Great Value
2007	Jip Jip Rocks, Shiraz-Cabernet Sauvignon Limestone Coast	Australian Shiraz	89	\$13	High	45% Great Value
2007	Woop Woop, Shiraz South Australia	Australian Shiraz	88	\$9	High	41% Great Value
2008	Boxhead, Shiraz South Australia	Australian Shiraz	87	\$8	High	38% Great Value
2007	Nine Stones, Shiraz Barossa Valley	Australian Shiraz	87	\$10	High	48% Great Value
2005	Giovanni Manzone, Nebbiolo Barolo Castelletto	Piedmont Reds	92	\$40	Low	49% Great Value
2008	Dashwood, Sauvignon Blanc Marlborough	Sauvignon Blanc	90	\$9	High	47% Great Value
2006	Kendall Jackson, Cabernet Sauvignon Napa Valley Highland Estates Trace Ridge Estate	West Coast Cabernet Sauvignon	94	\$75	Low	35% Great Value
2006	Novelty Hill, Cabernet Sauvignon Columbia Valley	West Coast Cabernet Sauvignon	91	\$20	High	26% Great Value
2006	Merryvale, Cabernet Sauvignon Napa Valley Starmont	West Coast Cabernet Sauvignon	87	\$20	High	47% Great Value
2006	Château Ste. Michelle, Cabernet Sauvignon Columbia Valley	West Coast Cabernet Sauvignon	86	\$12	High	39% Great Value
2006	Kendall Jackson, Cabernet Sauvignon California Vintner's Reserve	West Coast Cabernet Sauvignon	86	\$15	Med	48% Great Value
2007	Kendall Jackson, West Coast Chardonnay Santa Barbara Camelot Highlands Estate	West Coast Chardonnay	93	\$26	Med	30% Great Value

The second section list the “Outstanding” and “Great Values” that were scored in the past 30 days. A wine is defined as “Outstanding” if the price is 25% of the average price of a similar scoring wine, so a Value Index of 25% or less. A wine is a “Great Value” if it costs 50% less than the average, and a wine is designated a “Value” if the price is 75% of a similar scoring wine. The second page is sorted by varietal, the third page is sorted by score, the fourth by value and the fifth page is sorted by price.

Year	Australian Shiraz scored in the last 30 days	Score	Price	Availability	Value Index
2006	Langmeil, Shiraz Barossa Valley 1843 Freedom	96	A=\$127, V=\$95, GV=\$64		
2005	Trevor Jones, Shiraz Barossa Valley Wild Witch Dry Grown Reserve	95	\$75	Low	75% Value
2007	Two Hands, Shiraz Barossa Valley Ares	95	A=\$100, V=\$75, GV=\$50		
2006	Kilikanoon, Shiraz Attunqa 1865	95	A=\$100, V=\$75, GV=\$50		
2007	Two Hands, Shiraz Barossa Valley Bella's Garden	94	\$39	High	50% Great Value
2006	Kilikanoon, Shiraz Clare Valley Oracle	94	\$70	Low	90%
2005	Gibson, Shiraz Waipara Valley Old Vine Collection	94	A=\$78, V=\$59, GV=\$39		
2005	Yalumba, Shiraz Barossa Valley The Octavius	94	A=\$78, V=\$59, GV=\$39		
2005	Battely, Shiraz Beechworth	93	\$61	Med	88%
2007	Two Hands, Shiraz McLaren Vale Lily's Garden	93	\$65	Low	94%
2006	Kilikanoon, Shiraz McLaren Vale M Reserve	93	\$70	Low	101%
2006	John Duval Wines, Shiraz Barossa Valley Eligo	93	\$95	Low	138%

The wine’s availability in the marketplace is either “NA”, “Low”, “Med”, or “High”. For those with Low, Med, or High availability, WineBlueBook will provide the average price. Wine will be NA (not available) when it is not yet released or sold out with online retailers in the US so WineBlueBook will be unable to provide an average retail price in the issue. In this case, WineBlueBook will show the “A”verage Price, “V”alue Price, and “G”reat “V”alue Price for the same varietal and average score. This will enable you to determine if the wine is a value or not if/when you do find this particular wine for purchase. The example above (A=\$127, V=\$95, GV=\$64) is the Average/Value/Great Value price for all 96 rated Australian Shiraz listed in WineBlueBook.

The third section of WineBlueBook’s buying guide will show all of the wines rated in the past 30 days, by two or more of the major critics.

Outstanding and Great Value Wines (Past 12 months) - Sorted by Varietal, Score, Price

Year	Outstanding and Great Value Australian Shiraz Wines	Score	Price	Availability	Value Index	Issue Month
2007	Two Hands, Shiraz Barossa Valley Bella's Garden	94	\$39	High	50% Great Value	Aug 09
2004	Kay's Amery, Shiraz McLaren Vale Amery Hillside	93	\$30	Med	43% Great Value	Oct 08
2005	Radford Dale, Shiraz Eden Valley	92	\$18	Med	47% Great Value	Nov 08
2007	Mollydooker, Shiraz McLaren Vale-Langhorne Creek-Padthaway The Boxer	92	\$22	High	43% Great Value	Mar 09
2006	Peter Lehmann, Shiraz Barossa Valley	91	\$12	High	27% Great Value	Aug 09
2007	Mitolo, Shiraz McLaren Vale Jester	91	\$16	Low	36% Great Value	Oct 08
2006	Hewitson, Shiraz Barossa Valley Ned & Henry's	91	\$18	High	41% Great Value	Mar 09

The fourth section “Outstanding and Great Values past 12 months – Sorted by Varietal, Score, Price” allows you to go into a wine shop and shop for great wine values by varietal. The “Issue Month” is when the wine was last scored (and the following month published) as an “Outstanding” or “Great Value” wine.

Outstanding and Great Value Wines (Past 12 months) - Sorted by Producer

Year	Outstanding and Great Value Wines by Producer	Score	Price	Availability	Value Index	Issue Month
2006	Abeja, Cabernet Sauvignon Columbia Valley	92	\$43	Med	41% Great Value	Sep 09
2005	Abeja, Cabernet Sauvignon Columbia Valley Reserve	94	\$84	Low	39% Great Value	Sep 09
NV	Agrapart & Fils, Champagne Champagne Brut Blanc de Blancs Les 7 Crus	89	\$26	High	47% Great Value	Jan 09
2007	Albino Rocca, Dolcetto Dolcetto d'Alba Vignalonga	87	\$14	Low	39% Great Value	Jan 09
2006	Alma Rosa, Chardonnay Santa Barbara	92	\$16	High	26% Great Value	Oct 08
2005	Altamura, Cabernet Sauvignon Napa Valley	94	\$60	High	28% Great Value	Jun 09
2006	Ancient Peaks, Cabernet Sauvignon Paso Robles	86	\$13	Med	42% Great Value	Mar 09
2006	Andrew Hardy, Shiraz McLaren Vale Little Ox	90	\$15	Med	45% Great Value	Mar 09
2006	Andrew Will, Cabernet Sauvignon Columbia Valley Champoux Vineyard	92	\$49	High	47% Great Value	Sep 09
2006	Andrew Will, Cabernet Sauvignon Columbia Valley Sorella	95	\$60	High	22% Outstanding Value	Sep 09

Also, in the fourth section, you can find “Outstanding and Great Values past 12 months – Sorted by Producer”, which allows you to scan for great values alphabetically by the producers you are most interested.

Average Price per Score

Score	Australian Shiraz	Bordeaux	Champagne	German Riesling	Piedmont Reds	Port	Red Burgundy	Sauternes	Sauvignon Blanc	Southern Rhone	Tuscan Sangiovese	West Coast Cabernet	West Coast Chardonnay	West Coast Merlot	West Coast Pinot Noir	West Coast Syrah	West Coast Zinfandel	White Burgundy
82									\$ 11			\$ 21		\$ 13	\$ 23	\$ 11	\$ 15	
83					\$ 34			\$ 11	\$ 16	\$ 16	\$ 23	\$ 14	\$ 14	\$ 24	\$ 15	\$ 16		
84	\$ 11	\$ 25			\$ 35	\$ 26		\$ 12	\$ 17	\$ 18	\$ 24	\$ 16	\$ 15	\$ 25	\$ 16	\$ 17	\$ 17	
85	\$ 12	\$ 25		\$ 16	\$ 36	\$ 35		\$ 12	\$ 20	\$ 23	\$ 28	\$ 17	\$ 20	\$ 28	\$ 19	\$ 19	\$ 22	
86	\$ 16	\$ 28	\$ 31	\$ 16	\$ 37	\$ 40		\$ 13	\$ 20	\$ 25	\$ 31	\$ 18	\$ 24	\$ 30	\$ 24	\$ 23	\$ 34	
87	\$ 21	\$ 30	\$ 38	\$ 17	\$ 36	\$ 50	\$ 48		\$ 15	\$ 27	\$ 27	\$ 43	\$ 22	\$ 24	\$ 33	\$ 26	\$ 24	\$ 42
88	\$ 22	\$ 34	\$ 39	\$ 21	\$ 45	\$ 51	\$ 57	\$ 37	\$ 16	\$ 27	\$ 33	\$ 45	\$ 26	\$ 31	\$ 39	\$ 31	\$ 30	\$ 51
89	\$ 29	\$ 40	\$ 55	\$ 25	\$ 53	\$ 52	\$ 69	\$ 40	\$ 17	\$ 28	\$ 36	\$ 54	\$ 31	\$ 36	\$ 46	\$ 35	\$ 35	\$ 66
90	\$ 33	\$ 47	\$ 56	\$ 27	\$ 53	\$ 53	\$ 90	\$ 41	\$ 19	\$ 33	\$ 47	\$ 58	\$ 36	\$ 47	\$ 50	\$ 38	\$ 44	\$ 78
91	\$ 44	\$ 61	\$ 103	\$ 32	\$ 62	\$ 61	\$ 109	\$ 47	\$ 21	\$ 45	\$ 58	\$ 78	\$ 44	\$ 55	\$ 66	\$ 46	\$ 48	\$ 98
92	\$ 51	\$ 103	\$ 107	\$ 37	\$ 81	\$ 65	\$ 155	\$ 48	\$ 28	\$ 48	\$ 63	\$ 105	\$ 62	\$ 68	\$ 68	\$ 51	\$ 52	\$ 132
93	\$ 69	\$ 119	\$ 154	\$ 45	\$ 99	\$ 81	\$ 207	\$ 53		\$ 59	\$ 74	\$ 130	\$ 87		\$ 74	\$ 75	\$ 53	\$ 156
94	\$ 78	\$ 141	\$ 211	\$ 54	\$ 139	\$ 77	\$ 367	\$ 59		\$ 67	\$ 80	\$ 217	\$ 92		\$ 174	\$ 165		\$ 284
95	\$ 100	\$ 245	\$ 248		\$ 229	\$ 95	\$ 443	\$ 72		\$ 104	\$ 82	\$ 277	\$ 143		\$ 211			\$ 555
96	\$ 127	\$ 578	\$ 260		\$ 127	\$ 952			\$ 112		\$ 381	\$ 167						
97	\$ 161	\$ 938			\$ 225						\$ 599							
98																		
99																		
100																		

Pricing Modifications

German Riesling: 86 rated \$20 reduced to \$16.

Port: 96 rated \$89 increased to \$127; 89 rated \$69 reduced to \$52; 84 rated \$43 reduced to \$34; 83 rated \$66 reduced to \$34.

Southern Rhone: 96 rated \$122 reduced to \$104; 88 rated \$26 increased to \$27; 83 rated \$18 reduced to \$16.

Tuscan Sangiovese: 94 rated \$103 reduced to \$80.

West Coast Cabernet Sauvignon: 82 rated \$29 decreased to \$21; 83 rated \$19 increased to \$23.

West Coast Merlot: 83 rated \$22 reduced to \$14; 82 rated \$17 reduced to \$13.

West Coast Pinot Noir: 83 rated \$26 reduced to \$24; 82 rated \$24 increased to \$23.

West Coast Zinfandel: 92 rated \$68 reduced to \$52; 83 rated \$20 reduced to \$16; 82 rated \$19 reduced to \$15.

The last section, “Average Price per Score”, allows you to see the average price by varietal that WineBlueBook uses to develop the Value Index. This will enable you to get a good idea of whether a wine is a value or not, if it is not listed in WineBlueBook. For a wine to be listed in WineBlueBook, it must have two or more professional critic scores.