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Typicality, a judgement support for the wine critique

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Typicity as an illusion

- Two main hypothesis are made about typicity :
 - ◆ it is a set of intrinsic properties of the product ;
 - ◆ or a physiological and cultural capacity of discrimination of « tastes ».
- Conclusion : typicity is an artefact
 - ◆ used to produce artificial scarcity and high prices
 - ◆ used by marketing to enhance the sales

Typicity as a taste style

- Typicity in the actors point of view :
 - ◆ An ancient, collective, flexible, controversed taste reference mainly based on origin, vintage, grapes, ageing...
 - ◆ Produced and used by the wine critic
- Typicity is not an illusion and has strong links with the products, although not scientific

The problem of copy

- Typicality characterises the products, how to prevent the frauds ?
 - ◆ The critic's work is too slow
- The labelling (of PDO, grapes, vintage) acts as a more or less adequate “synonym” that allows an easier and more rapid probe

Conclusion

- Typicity is not a social illusion, a purely social construct
- It is a taste reference related to a definite category of wines that helps the evaluation of quality done by the critic
- Not the scarcity but the quality yields to high prices through the work of the wine critic