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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