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## Confidence and reputation on the wine market.

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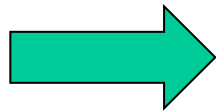
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# The agreement between the “usual” wine drinker and the wine

- the *small place of taste*
- Fundamental importance of trust



How is trust produced ?

# The work of the wine critic

- The quality of the wines is the *result* of the tasting activity of the **wine critic** :
  - What is a good wine ?
  - What is the best way to know it ?
- A fundamentally debated evaluation of quality : What quality is, never stabilises
- The raising up of wine-lovers

# Raising up vocations of wine-lovers

- The critic introduces taste in the production of the agreement of the drinker and the wine
- Wine-lovers are not critics

# In a critic market

- The critic produces :
  - The quality of the wines
  - The reputation of the quality signals (brands, AOC, vintage...)
  - The confidence in its evaluations
- Wine is a quality product with
  - trust characteristics for the usual consumer ;
  - experience characteristics for the wine-lover.