

[hero image]

## Buying a good bottle of wine can be...Priceless.

*According to Troy Parker, founder of Motorcycle Wineries in San Francisco, there are two types of wine industries: the “industrial, efficient and cheap” industry, and the “romantic and expensive” industry. [Cheap and “efficient” wine](#) constitutes the majority of wine that the world drinks, with about 70 percent of frequent wine drinkers stating they purchase budget or boxed wines. Most wine drinkers around the world supply this market—Parker estimates 90 percent of wine drinkers spend \$10 or less per bottle. The second industry includes the higher end market of those who purchase wines over \$70, and those collectors of rare and expensive vintages, among others.*

Most of us are in that 70 percent category, mostly because we don't understand what we should pay for “good” wine. General consensus teaches us that the higher the price the better the wine, but this just isn't the case. Good wines, even great wines, can come with small price tags, and bad wines can sell in the double, and even triple digits. Not sure how to tell the difference? Here are three rules of thumb when it comes to pricing vino.

[image 1]

### **Rule Number 1: Understand a Grape's Journey**

Basically, wine is fermented grapes. How they are processed, where they are processed and for how long they are fermented all go into [the pricing of wine](#). Wines grown in soil lesser known for producing “good” wine will be less expensive. These same grapes produced in a high speed bottling plant will be considered of lesser quality than a wine grown in the Bordeaux region and processed by hand. The vintage year and how old the wine is also a factor, and older wines that can be aged longer will generally be priced higher.

[image 2]

### **Rule Number 2: Popularity Influences Price**

The second component that sets price is basic free enterprise, demand. If a region is more well-known, such as [California](#) or [France](#), for example, popular grapes tend to be priced higher, such as [chardonnay](#) or [cabernet sauvignon](#). This doesn't necessarily mean they are better wines, just that the public has created a *perception* that the wines are better, and thus the price goes up.

[image 3]

### **Rule Number 3: Distribution Matters**

The third component is how the wine is distributed, whether it's by the winery itself, through a mass distributor, or by a third-party, known as a [negociant](#). A negociant is a broker who buys surplus wines from producers and sells them under his own name. While common in Europe, negociants have grown in popularity in the United States in recent years. An example of a US negociant is [Cameron Hughes](#).

With the vast majority of wines sold today between \$10 and \$30, you can afford to discover what appeals to you. Try different wine grapes, and don't forget about the varietals that produce very nice blends! For example, sample an inexpensive [chianti](#), or discover a more bold [shiraz](#), both less than \$20. The [Vivino app](#) not only allows you to keep track of the wines you like--as

well as the ones you don't--it also provides reviews from fellow wine enthusiasts. You can also see general pricing averages that help make sure you don't spend too much on a bad thing.

At the end of the day, enjoying wine isn't really about price. If you find a wine that tastes good to you and creates a memorable experience, then you can be sure that that bottle is... Priceless.