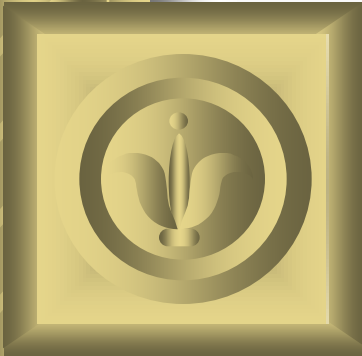


# An Overview Of The Ohio Quality Wine Program (OQW)



**Todd Steiner**  
**Horticulture & Crop Science**  
**The Ohio State**  
**University/OARDC**  
**Wooster, OH 44691**



# OQW History

- **Initial groundwork began in 1999 and 2000**
- **Key members**
  - **Ohio State University**
  - **OWPA**
  - **Several key wine industry personnel**
- **Worked together in developing a quality wine assurance program draft**

# QQW History

## 1999/2000 QQW Personnel Involvement

- OSU/OARDC
- OSU/OARDC
- OSU/OARDC
- OSU/OARDC
- OSU/OARDC
- ODA
- OWPA
- Ohio Wine Industry
- Ohio Wine Industry
- Ohio Wine Industry
- Dr. Dave Ferree
- Dr. Jim Gallander
- Dr. Roland Riesen
- Todd Steiner
- Dave Scurlock
- Bruce Benedict
- Donniella Winchell
- Nick Ferrante
- Jeff Nelson
- Claudio Salvatore

# OQW History

- **After developing a fairly thorough rough draft, nothing had been accomplished further until 2004**
- **A joint collaboration of ODA/(OGIC) and OSU/OARDC placed a considerate effort in updating, changing and kick starting the new OQW program**
- **Fred Daily: Director of Agriculture, OGIC**
- **Michelle Widner: Executive Director, OGIC**

# OQW History

- **An OGIC subcommittee was formed to follow through and initiate this program**
- **The subcommittee:**
  - OGIC board members
  - OSU/OARDC representatives
- **We examined other successful states and countries with quality programs in place**

# Recent and Current Contributing OQW Team Members

- ODA, OGIC
- ODA, OGIC
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- OSU/OARDC
- OGIC grape and wine industry board members
- Director, Robert Boggs
- Deputy Dir. Greg Hargett
- Ex. Dir. Christy Eckstein
- Bruce Benedict
- Imed Dami, Todd Steiner
- Nick Ferrante (Chair), Robert Guilliams, Jack Lucia, Claudio Salvatore, Kenny Schuchter, Lee Singleton and Andy Troutman

# OQW History

- **Program information was gathered from:**
  - **Steve Burns, Washington Wine Quality Alliance (WWQA)**
  - **Dr. Gary Pavlis, New Jersey Wine Quality Alliance**
  - **Len Pennachetti, Vintners Quality Alliance Ontario (VQA)**

# OQW Objectives

- **Establish a high-quality standard designation for Ohio wines made from Ohio grown grapes and to promote awareness of the quality of Ohio wines among consumers**
- **Promote expansion of grape growing in Ohio by focusing on wines made from Ohio grown fruit**
- **The pilot program was initiated with the 2007 Ohio Wine Competition**



# OQW Responsibilities

- **OGIC/OSU responsible for development and implementation of OQW program**
- **OGIC Chair has responsibility of assigning members to the quality subcommittee and evaluation of the program**
- **Two ad hoc committees will provide input from industry stakeholders to the OQW subcommittee**

# OQW Ad Hoc Committees

- **Research Advisory Council (7 members)**
  - Two researchers (viticulture and enology)
  - One grape grower
  - Four winery representatives
- **Marketing Advisory Council (5 members)**
  - Wholesale, retail, media, tourism, OWPA or at large
- **Three year evaluation of the pilot program**
  - make any changes needed and desired by the Ohio grape and wine industry

# OQW Rules/Regulations

- **Voluntary and open to all licensed commercial Ohio wineries**
- **Only wines made from a minimum 90% Ohio grown fruit are eligible**
- **Grape varieties appropriate:**
  - **Vinifera – still, sparkling, ice wine and dessert**
  - **Hybrid – still, sparkling, ice wine and dessert**
  - **Labrusca- Port and Sherry production only except Norton**

# OQW Rules/Regulations

- **All wines must be in compliance with both Federal (TTB) and state (ODLC) laws**
- **Estate labeled bottling must be made with 100% estate grown grapes**
- **Vintage labeled bottling must be 95% of the named vintage**
- **Appellation bottling must be 85% of the named appellation**
- **Varietal bottling must be 75% or higher of listed varietal**

# OQW Rules/Regulations

- **All wines must pass both sensory evaluation and chemical analysis prior to achieving the OQW seal designation**
- **OQW entry fee is \$50.00 per entry**
- **Three wines required per entry**
  - **Evaluation, re-pour and analysis**

# OQW Rules/Regulations

- **A minimum of 50 cases available for sale of still, sparkling and dessert wines at time of entry**
- **A minimum of 20 cases available for sale of Ice Wine at time of entry**
- **Each wine submission will require an entry form filled out and submitted**

# QQW Rules/Regulations

- **Entry form and application must include:**
  - **Name of winery, address and contact info**
  - **Ohio winery Federal and State permit number**
  - **Varietal or blend designation, category, list of grapes used and percentages**
  - **Appellation of fruit source, town and county**
  - **Wine information: total gallons produced, number of cases of wine available for sale and release date**

# OQW Rules/Regulations

- **Quality seal designation is assigned only to the wine submitted for evaluation**
  - **Subsequent vintages, blends, production or bottling must be resubmitted for OQW designation**
- **Bulk wines previously achieving OQW status and subsequently sold to another producer, must be resubmitted for OQW designation**



# OQW Marketing (Awards)

- **OGIC has developed a logo for “POS” materials for the designated wine and wineries**
- **OGIC will establish a standardized method for distinguishing those wines approved for OQW seal designation**
- **OGIC maintains records and inventory for all promotional material**



# OQW Marketing (Awards)

- **The OQW promotional materials will include:**
  - **OQW capsules on designated bottles**
  - **OQW stickers on designated bottles**
  - **Shelf talkers**
  - **Static stickers/signs**
  - **Buttons**
  - **Banners**



# OQW Marketing Program

- **OGIC passed legislation in 2010 for a major marketing effort of the OQW program and award winners**
  - **Will take place through television media in three major markets of Ohio**
    - **Cleveland, Columbus and Cincinnati**
- **Collaborating with premium wine friendly restaurants in these regions for additional marketing benefits**

# OQW Program Funding

- **Through ODA/OGIC**
  - Permanent 3-cents/gallon
  - Temporary renewable 2-cents/gallon
  - Total 5-cents/gallon placed towards research and marketing
- **Approximately 900,000 annually**
- **OQW program comes out of PR/Marketing**

# OQW Program Funding

- **Promotional materials cost approximately \$10,000 annually**
- **Since OQW program inception (2007) we have spent approximately 75,000 to date**
- **FY-2010 OGIC has dedicated nearly \$109,000 on marketing push for consumer awareness**
- **FY-2011 OGIC approved 72,000 for OQW program**

# OQW Sensory Evaluation

- **The program initiated with the 2007 Ohio Wine Competition**
- **The program allows for two other submittal times taking into account:**
  - Resubmitted samples
  - Latter release dates
- **Additional submittal times:**
  - August and January

# OQW Sensory Evaluation

- **A change adopted by the OQW subcommittee in 2009 indicated that the Ohio Wine Competition will no longer evaluate wines submitted for the OQW seal**
- **Continue with three separate sensory evaluations during the months of February, July and November**

# OQW Sensory Evaluation

- **Sensory evaluation of submitted wines under direction of OSU/OARDC Enologist, Todd Steiner**
- **A pool of not less than 5 well qualified judges will be appointed for the purpose of evaluating the wines on a sensory basis**
- **The judges are reimbursed for travel, lodging, meals and a modest honorarium for their involvement in the OQW program**



# OQW Sensory Evaluation

- **A panel of 5 experienced judges are utilized for three submittal times**
  - **Judges are from Ohio for reasons of financial feasibility**
- **High and low scores kicked out averaging 3 of the 5 judges scores**

# OQW Sensory Evaluation

- **Wines are randomly coded, presented in the proper category and flight order for evaluation on a standard 20 point scale**
- **Wines may be rescored within a flight once based on further discussion from the judges based on the attributes of the wine**

## SCORING DESCRIPTION

Total Scores:	17-20 pts:	GOLD
	15-16 pts:	SILVER
	13-14 pts:	BRONZE
	12 pts:	above average commercial wine, quite pleasant, some metal potential;
	10-11 pts:	average wine, sound, but without any real features to commend it;
	7-9 pts:	below average, lacking in quality, faults outweigh its virtues;
	3-6 pts:	poor to very poor, gross faults, quite unpleasant;
	1-2 pts:	undrinkable

## APPEARANCE

3 - excellent	brilliant with outstanding characteristic color
2 - good	clear with characteristic color
1 - poor	slight haze and/or slight off-color
0 - objectionable	cloudy and/or off-color

appearance:	clarity:	2 - brilliant
		1 - clear
		0 - slightly cloudy
	color:	1 - correct
		0 - slightly off

## AROMA AND BOUQUET

6 - extraordinary:	unmistakable characteristic aroma of grape variety or wine type; outstanding and complex bouquet;
5 - excellent:	characteristic aroma; complex bouquet; well balanced;
4 - good:	characteristic aroma; distinguished bouquet;
3 - pleasant:	slight aroma and bouquet; pleasant;
2 - acceptable:	no perceptible aroma or bouquet or with slight off-odors;
1 - poor:	off-odors; may be drinkable;
0 - objectionable:	offensive odors; not drinkable;

## TASTE

6 - extraordinary:	unmistakable characteristic flavor of grape variety or wine type extraordinary balance; smooth; full bodied and overwhelming;
5 - excellent:	All of the above, but a little less; excellent but not overwhelming;
4 - good:	characteristic grape variety or wine type flavor; good balance; smooth, may have minor imperfections;
3 - pleasant:	undistinguished wine but pleasant; may have minor faults;
2 - acceptable:	undistinguished wine with more pronounced faults than above;
1 - poor:	disagreeable flavors; may be drinkable with strong foods. . .
0 - objectionable:	offensive flavors; not drinkable;

## AFTERTASTE

3 - excellent:	lingering outstanding aftertaste;
2 - good;	pleasant aftertaste;
1 - poor;	little or no distinguishable aftertaste;
0 - objectionable;	unpleasant aftertaste;

# The Ohio Wine Competition/OQW Scoring Summary

## Individual scoring based on standard UC Davis 20 point system:

17-20 pts: **GOLD**

15-16 pts: **SILVER**

13-14 pts: **BRONZE**

12 pts: above average commercial wine, quite pleasant, some metal potential;

10-11 pts: average wine, sound, but without any real features to commend it;

7- 9 pts: below average, lacking in quality, faults outweigh its virtues;

3- 6 pts: poor to very poor, gross faults, quite unpleasant;

1- 2 pts: undrinkable

## OWC/OQW Point Total of 5 Judges

81 – 100: **GOLD**

71 – 80: **SILVER**

61 – 70: **BRONZE**

56 – 60: above average commercial quality wine

46 – 55: average commercial quality wine

41 – 45: slightly flawed

Below 40: flawed

## OQW Alternate Submittal Scoring Summary

### Individual scoring based on a standard UC Davis 20 point system:

17-20 pts: **GOLD**

15-16 pts: **SILVER**

13-14 pts: **BRONZE**

12 pts: above average commercial wine, quite pleasant, some metal potential;

10-11 pts: average wine, sound, but without any real features to commend it;

7- 9 pts: below average, lacking in quality, faults outweigh its virtues;

3- 6 pts: poor to very poor, gross faults, quite unpleasant;

1- 2 pts: undrinkable

### OQW Point Total of 3 Judges

49 – 60: **GOLD**

43 – 48: **SILVER**

37 – 42: **BRONZE**

34 – 36: above average commercial quality wine

28 – 33: average commercial quality wine

25 – 27: slightly flawed

Below 24: flawed

# OQW Sensory Evaluation Criteria

- **All sensory evaluations promote a healthy discussion between judges after flight evaluation**
- **All submission times follow the same standard protocol in keeping format and organoleptic consistency the same**
- **A minimum of 10 wines required for each OQW sensory evaluation**

# OQW Sensory Evaluation Criteria

- **Wines deserving of OQW seal designation must score a minimum of 15 points (Silver Medal)**
- **Only wine evaluated will be allowed for OQW designation**

# OQW Chemical Analysis

- **In addition to sensory approval, the wine must also pass chemical analysis in achieving OQW seal designation**
- **Based on TTB regulations for alcohol, volatile acidity and total sulfur dioxide**
- **Chemical analysis performed under the direction of OSU/OARDC Enologist Todd Steiner**
- **Adds a second level of quality viewed positively on a national and international level**



# 2007 OQW Seal Designation

- **A total of 60 wines out of 121 total entries qualified for OQW seal designation**
- **49.6% of wines submitted achieved the OQW designation**
- **All wines passed chemical analysis**

# 2008 OQW Seal Designation

- **A total of 59 wines out of 119 total entries qualified for OQW seal designation**
- **49.6% of wines submitted achieved the OQW designation**
- **All wines passed chemical analysis**

# 2009 OQW Seal Designation

- **A total of 23 wines out of 47 total entries qualified for OQW seal designation**
- **48.9% of wines submitted achieved the OQW designation**
- **All wines passed chemical analysis**
- **\*February submittal did not occur due to possible program changes close to the sensory valuation**

# 2010 OQW Seal Designation

- **A total of 26 wines were entered into the February OQW submittal**
- **8 wines achieved OQW seal status**
- **Represents 30.8% of submitted wines receiving OQW seal**
- **Two more evaluations to come for 2010 taking place in July and November**

# Sensory Evaluation Quality Control

<b>2007 August Submittal Re-entries</b>					
<b>Wine</b>	<b>2007 OWC Score</b>	<b>Medal</b>	<b>2007 August Score</b>	<b>Medal</b>	<b>OQW Award</b>
<b>*CF</b>	<b>62</b>	<b>B</b>	<b>40</b>	<b>B</b>	<b>NO</b>
<b>*CF</b>	<b>66</b>	<b>B</b>	<b>48</b>	<b>S</b>	<b>YES</b>
<b>*CF</b>	<b>70</b>	<b>B</b>	<b>45</b>	<b>S</b>	<b>YES</b>
<b>*CS</b>	<b>63</b>	<b>B</b>	<b>38</b>	<b>B</b>	<b>NO</b>
<b>Port</b>	<b>60</b>	<b>NM</b>	<b>39</b>	<b>B</b>	<b>NO</b>
<b>*TRAM</b>	<b>68</b>	<b>B</b>	<b>46</b>	<b>S</b>	<b>YES</b>

\*CF = Cabernet Franc, CS = Cabernet Sauvignon, Tram = Traminette

# Sensory Evaluation Quality Control

<b>2008 January Submittal</b>					
<b>Wine</b>	<b>2007 OWC Score</b>	<b>Medal</b>	<b>2007 August Score</b>	<b>Medal</b>	<b>OQW Award</b>
<b>*Chard</b>	<b>66</b>	<b>B</b>	<b>39</b>	<b>B</b>	<b>NO</b>
<b>Ice Wine</b>	<b>65</b>	<b>B</b>	<b>50</b>	<b>G</b>	<b>YES</b>
<b>*P.G.</b>	<b>66</b>	<b>B</b>	<b>48</b>	<b>S</b>	<b>YES</b>
<b>Sherry</b>	<b>70</b>	<b>B</b>	<b>47</b>	<b>S</b>	<b>YES</b>

\*Chard = Chardonnay, P.G. = Pinot Gris

# OQW Program Disqualifications

- **Only one winery/wine was asked to relinquish their seal designation in 2007 due to utilizing less than 90% Ohio grown fruit.**
- **This was a simple mistake where the winery did not know the exact percentage of Ohio grown fruit required**

# OQW Current Summary

- **312 wines have been entered into the OQW Program**
- **31 Wineries have participated into the OQW program**
- **150 wines have achieved OQW status**



# THE OHIO QUALITY WINE PROGRAM STATISTICAL SUMMARY

Current Through November, 2010

**Total Entries: 312**  
**Qualifying Entries: 150**  
**Percent of qualifying entries: (48.1%)**  
**Entries not qualifying: 162**  
**Percent of non-qualifying entries: (51.9%)**

## Vinifera Categories (Not Including Blush/Rose)      Hybrid categories (Not Including Blush/Rose)

Total entries: 162  
Percent of total entries: (51.9%)  
Qualifying Wines: 76  
% of qualifying wines in category: (46.9%)  
Percent of total seals eligible: (50.7%)

Total entries: 102  
Percent of total entries: (32.7%)  
Qualifying Wines: 43  
% of qualifying wines in category: (42.2%)  
Percent of total seals eligible: (28.7%)

## Blush/Rose (Inc. Hybrid & Vinifera)

Total entries: 11  
Percent of total entries: (3.5%)  
Qualifying Wines: 6  
% of qualifying wines in category: (54.5%)  
Percent of total seals eligible: (4.0%)

## Dessert Fortified: Dry or Sweet

Total entries: 8  
Percent of total entries: (2.6%)  
Qualifying Wines: 3  
% of qualifying wines in category: (37.5%)  
Percent of total seals eligible: (2.0%)

## Ice Wine

Total entries: 27  
Percent of total entries: (8.7%)  
Qualifying Wines: 21  
% of qualifying wines in category: (77.8%)  
Percent of total seals eligible: (14.0%)

## American Categories

Total entries: 1  
Percent of total entries: (0.3%)  
Qualifying Wines: 1  
% of qualifying wines in category: (100.0%)  
Percent of total seals eligible: (0.7%)

# The OQW Program Information

- **Represents a great start to the OQW program**
- **Hopefully with the increased marketing efforts of OGIC we will see a corresponding increase in both the number of wineries participating and wines being entered**

# OQW Program Information and Award Winners

- **In addition, this will ultimately put more grapes in the ground becoming available for OQW status**
- **For a list of current OQW award winning wineries in addition to program rules and regulations please consult with OGIC at the following website:**

**<http://www.tasteohiowines.com/about.php>**

# THANK YOU!

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