

Wine Fraud – Catching the Cheats

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Industry Overview

Massively diverse, complex industry over 10,000 different grape varieties.

The term varietal

Prices range from sub £5 to well over £10k per bottle

Premium priced commodity product with huge price differentials

Is fraud/cheating inevitable?

Where is the fraud?

Helpful to separate into 3 very broad categories

1. The Fine Wine Market

2. The Mass Volume Market, in terms of the UK
the £5 to £20

3. The Mass Market, not necessarily price
related but sub £5 to £10 Inevitably some
overlap with 2

Clarify what is wine!

The Fine Wine Market

Premium prices, comparatively low volume

Recent auction prices (per case of 12 bts ex VAT)

Chateau Lafite 1982 £ 19k

Chateau Lafite 1983 £ 3k

Romanee Conti 1990 £139k (over £11k per bottle)

Echezeaux 1990 £ 11k

Analytically very similar, detailed product knowledge essential.

How wines are made, aged, bottled, coded etc

Need overwhelming circumstantial evidence

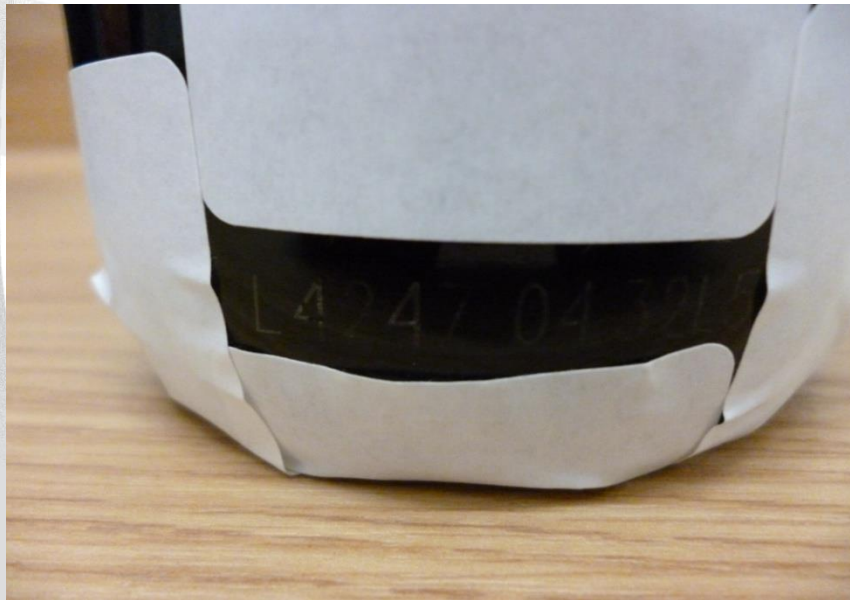
Neutralised case histories

- Champagne, Chemistry and closure



Bordeaux

- Bottle and batch code



The Mass Volume Market

Very high volume both bottled at source and bulk shipped

Modern filling operation can pack 1 million litres/day

Certain varieties carry premium prices e.g.

Chardonnay, Pinot Grigio, Pinot Noir

Not yet a reliable positive varietal test for wine. Grapes – yes, not wine

There are some methods - can be challenged

1p per litre differential

The Mass Market – low price point

Some analysis can be helpful

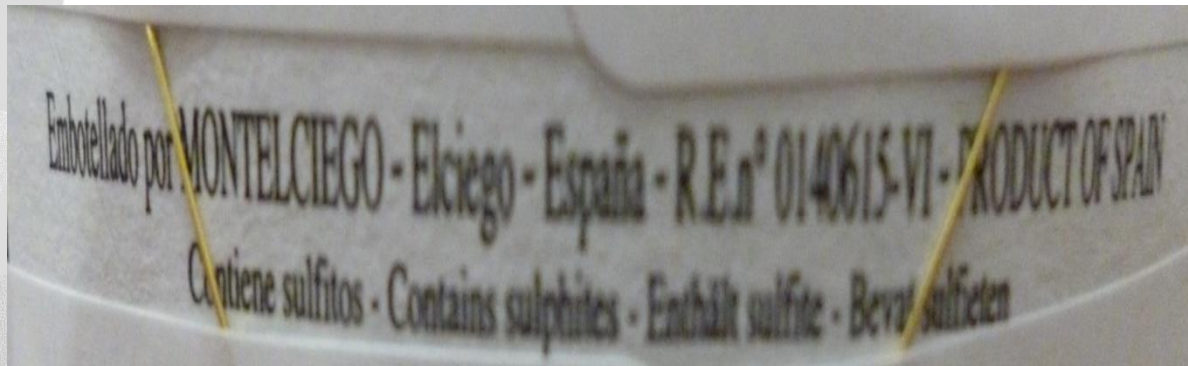
Wine knowledge and interpretation crucial

Look for bottlers/packers code

Some wines not allowed to be bulk exported

Combination of science, product and package knowledge

The Mass Market – low price point



The phrase “Imported and bottled by W (then 4 numbers)” would indicate bottled in the UK.

