Vol. 12, No. 1, 2017



Journal of Wine Economics American Association of Wine Economists Editorial Introduction to the Issue Karl Storchmann

Editors

Kym Anderson **Orley Ashenfelter** Victor Ginsburgh **Robert Stavins** Karl Storchmann

Articles

The Hedonic Approach to Vineyard Site Selection: Adaptation to Climate Change and Grape Growing in Emerging Markets Orley Ashenfelter

Determinants of Wineries' Decisions to Seek VQA Certification in the Canadian Wine Industry Albert I. Ugochukwu, Jill E. Hobbs and Joel F. Bruneau

What Determines Exports of Luxury Products? The Case of Cognac Antoine Bouët, Charlotte Emlinger and Viola Lamani

Dimensions of Expertise in Wine Evaluation Robert H. Ashton

Do Good Things Come in Small Packages? Bottle Size Effects on Willingness to Pay for Pomegranate Wine and Grape Wine Andreas C. Drichoutis, Stathis Klonaris and Georgia S. Papoutsi

Book Reviews

Bianca Bosker: Cork Dork: A Wine-Fueled Adventure among the Obsessive Sommeliers, Big Bottle Hunters, and Rogue Scientists Who Taught Me to Live for Taste Reviewed by Richard E. Quandt

Kelli A. White: Napa Valley Then and Now Reviewed by Orley Ashenfelter

Gisela H. Kreglinger: The Spirituality of Wine Reviewed by Kenneth G. Elzinga

The Journal of Wine Economics

The Journal of the American Association of Wine Economists www.wine-economics.org

Editors

KYM ANDERSON University of Adelaide and World Bank

VICTOR GINSBURGH Université Libre de Bruxelles ORLEY C. ASHENFELTER Princeton University

ROBERT N. STAVINS Harvard University

KARL STORCHMANN (Managing Editor) New York University

Editorial Advisory Board

Julian Alston, UC Davis Boris Bravo-Ureta, University of Connecticut Jean-Martie Cardebat, University of Bordeaux Pierre Combris, INRA Ivry-sur-Seine Donald Cyr, Brock University Jimena Estrella, Universidad Nacional de Cuyo, Mendoza James Fogarty, University of Western Australia Olivier Gergaud, KEDGE Business School, Bordeaux Michael Gibbs, University of Chicago Ted Hall, Long Meadow Ranch Joyce Jacobsen, Wesleyan University Gregory Jones, University of Southern Oregon Sébastien Lecocq, INRA Ivry-sur-Seine Jill McCluskey, Washington State University Stephen Mutkoski, Cornell University Jeffrey Pontiff, Boston College Richard Quandt, Princeton University Bradley Rickard, Cornell University Jancis Robinson, London Günter Schamel, Free University Bolzano Allen Shoup, Long Shadows Vintners Daniel Sumner, UC Davis Richard Thaler, University of Chicago Adeline Ugaglia, Bordeaux Sciences Agro Nick Vink, University of Stellenbosch Michael Visser, CNRS Paris Frédéric Warzynski, Aarhus School of Business

Editorial Office: Journal of Wine Economics Economics Department, New York University, 19 W. 4th Street, New York, NY 10012, email: info@wine-economics.org www.wine-economics.org

Copyright © 2017 by the American Association of Wine Economists; All Rights Reserved. No responsibility for the views expressed by the authors in this journal is assumed by the editors or the American Association of Wine Economists.

THE JOURNAL OF WINE ECONOMICS (ISSN 1931-4361) is published four times a year by Cambridge University Press for the American Association of Wine Economists, Economics Department, New York University, 19 W. 4th Street, 6FL, New York, NY 10012. Annual fees for regular membership, which includes a year's subscription to the journal, are \$69. Further information can be found in the back pages of the journal.

Journal of Wine Economics

Volume 12, Number 1, Spring 2017

Introduction to the Issue

Karl Storchmann

Articles	
The Hedonic Approach to Vineyard Site Selection: Adaptation to Climate Change and Grape Growing in Emerging Markets Orley Ashenfelter	3
Determinants of Wineries' Decisions to Seek VQA Certification in the Canadian Wine Industry <i>Albert I. Ugochukwu, Jill E. Hobbs and Joel F. Bruneau</i>	16
What Determines Exports of Luxury Products? The Case of Cognac Antoine Bouët, Charlotte Emlinger and Viola Lamani	37
Dimensions of Expertise in Wine Evaluation Robert H. Ashton	59
Do Good Things Come in Small Packages? Bottle Size Effects on Willingness to Pay for Pomegranate Wine and Grape Wine Andreas C. Drichoutis, Stathis Klonaris and Georgia S. Papoutsi	84
Book Reviews	
Rianca Rosker: Cark Dark: A Wine Fueled Adventure among the	

Bianca Bosker: Cork Dork: A Wine-Fueled Adventure among the	
Obsessive Sommeliers, Big Bottle Hunters, and Rogue Scientists Who	
Taught Me to Live for Taste	105
Reviewed by Richard E. Quandt	
Kelli A. White: Napa Valley Then and Now	107
Reviewed by Orley Ashenfelter	
Gisela H. Kreglinger: The Spirituality of Wine	109
Reviewed by Kenneth G. Elzinga	

1