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Wine List Characteristics Associated with Greater Wine Sales

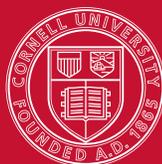
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by Sybil S. Yang and Michael Lynn, Ph.D.



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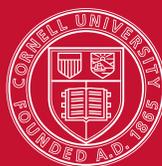
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Cornell University
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Wine List Characteristics Associated with Greater Wine Sales

by Sybil S. Yang and Michael Lynn

EXECUTIVE SUMMARY

Wine lists can be powerful merchandising tools that should be thoughtfully designed. Restaurant operators and observers have offered many suggestions regarding how to present a wine list to improve sales, but few direct tests of these notions have been published. Based on design and content attributes extracted from 270 wine lists from restaurants in several major metropolitan areas across the United States, this study evaluated the extent to which thirty wine-list characteristics coincided with higher wine sales. Overall, restaurants with higher wine sales tend to have wine lists that (1) are included on the food menu, (2) do not include a dollar sign (\$) in the price format, (3) include more mentions of wine from a specific set of wineries, and (4) include a “Reserve” category of wines. On the other hand, using “Wine Style” as a major organizational category was associated with reduced sales. For casual dining restaurants specifically, higher wine sales were related to extensive wine lists that have a length of approximately 150 bottles of wine as compared to lists with fewer or more bottles, and with wine lists that offer more low-cost wines. Neither of these factors showed any effect in fine-dining restaurants.

ABOUT THE AUTHORS

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Michael Lynn, Ph.D., is a professor at the Cornell University School of Hotel Administration (wml3@cornell.edu). His primary research focuses are tipping behavior, status consumption, and consumers' response to product scarcity. He has published over 50 articles, in journals such as *Cornell Hospitality Quarterly*, *Journal of Consumer Research*, *Journal of Applied Social Psychology*, *Journal of Personality and Social Psychology*, *American Psychologist*, and *Personality and Individual Differences*. The authors gratefully acknowledge Southern Wines and Spirits, Inc., a corporate partner of the Center for Hospitality Research, for its support of this study.

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Restaurateurs are well aware that a good wine program can help improve revenues. In the short term, improving wine sales helps generate cash flow from an existing wine inventory (freeing working capital that is resting on the wine cellar racks). In the medium and long term, improving wine and alcohol sales can not only improve dollar sales, but it can also lower a restaurant's beverage-cost percentage, and increase the overall contribution margin of dining room sales. Depending on the operation, food costs generally fall between 22 and 33 percent of sales, whereas alcoholic beverage costs typically range from 15 to 30 percent of sales. Some wine and spirit programs have been documented to operate at an astounding cost level of 12 percent of sales.

Given the short- and long-term benefits of a properly executed wine program, we examined steps restaurants could take with their wine lists to improve wine sales. As is the case with food menus, volumes of advice have been published by experts on how to compose, design, and implement a wine list—but little of this advice has been empirically tested. In addition, though many existing guidelines may seem intuitive, they are often contradictory or come with vague caveats. For example, with regard to the number of wines that should be presented on a wine list, some experts say to keep the list short and simple,¹ while others say long lists are fine so long as they're organized.² Some observers provide differing ranges of how many bottles to offer on a wine list—for instance, one person says 24 to 36 bottles,³ but another suggests 60 or more bottles.⁴ To top it all off, one of the definitive texts on restaurant wine programs declares:

¹ For example, see: S. Fox, "How Big Is Enough?," *Cheers*, Vol. 6, No. 1 (1995), pp. 38–41; H. Reill, "Wine Sales à la Card," *Cheers*, Vol. 6, No. 3 (1995), pp. 54–55+; S. Mutkoski, "A Wine Cellar at Sea," *Food Arts*, Vol. 7, No. 8 (1994), pp. 25C–25D; M. Scoviak-Lerner, "Steps to Selling More Wine," *Hotels*, Vol. 28, No. 1 (1994), p. 58; A.D. Bailey, "Ten Steps to an Effective Wine List," *Restaurants USA*, Vol. 13, No. 2 (1993), p. 15; and G.D. Boyd, "Wine Sellers," *Restaurant Hospitality*, Vol. 74, No. 6 (1990), pp. 197–198+.

² For example, see: M. Hochstein, "Sommelier Maintains Stanford Court's 'Vintage' Rep," *Nation's Restaurant News*, Vol. 26, No. 40 (1992), p. 46; S. Fox, "Winning Wine Lists," *Cheers*, Vol. 2, No. 5 (1991), pp. 36–38; and G. Bellamy, "Spotlight on Specialized Beverage Service," *Restaurant Hospitality*, Vol. 75, No. 8 (1991), p. 142+.

³ S. Fox, "Lists That Work: A Winning Wine List Has Depth and Breadth and Perfectly," *Cheers*, Vol. 4, No. 5 (1993), p. 60–62.

⁴ R.J. Hug and M.C. Warfel, *Menu Planning and Merchandising* (Richmond, CA: McCutchan, 1991), p. 204; and K. Zraly, *Windows on the World: Complete Wine Course* (New York: Sterling, 2006), p. 207.

"[T]he best wine lists, whether long or short, offer a good representation [or] cross-section of relevant regions, ... grape types of those regions, ... [and] prices."⁵

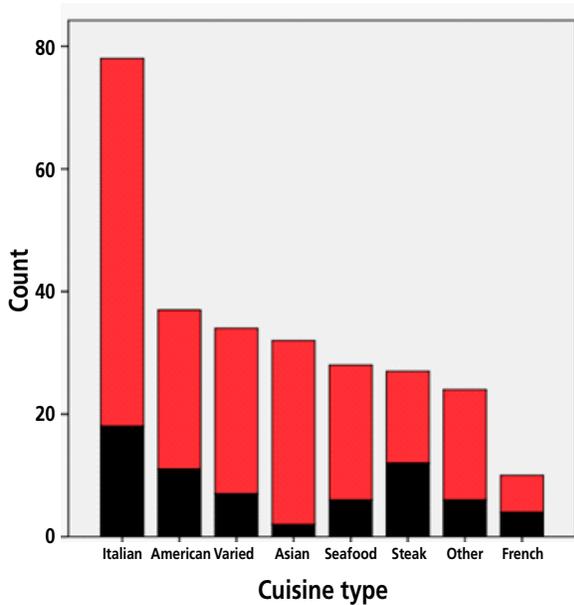
To add to the complexity, these conflicting examples address only how many wines to include on the wine list. More subtle issues, such as what information to include, what format to apply, or which categorization scheme to employ, open a similarly confusing debate about wine-list optimization. Consequently, we designed our study to sort through the myriad pieces of expert advice by identifying common wine list characteristics empirically associated with greater wine sales. We must caution from the outset, however, that this is only a study of correlations. The study's findings identify relationships between certain attributes and wine sales, but these relationships do not necessarily imply that the attributes cause the differences in wine sales.⁶ The results of this study should be thought of as exploratory—and suggestive of areas for future research. We heartily encourage future experimentation to identify which popular wine list practices actually cause higher sales.

Sample of Wine Lists

Through the support and courtesy of Southern Wine & Spirits of America, Inc. (Southern), one of the largest wine

⁵ S. Koplan, B.H. Smith, and M.A. Weiss, *Exploring Wine* (New York: Van Nostrand Reinhold, 1996), pg. 609.

⁶ The difference between relationship and causation can be demonstrated with the following simple scenario. Data show a strong, positive correlation between number of police officers and the number of crimes committed in a city. The data only show a relationship between the number of crimes and the number of police officers. The data can neither be used to conclude that more police officers cause more crimes, nor that the existence of more police officers is a reaction to more crime.

EXHIBIT 1**Wine list frequency by service style and cuisine type**

and spirits distributors in the United States and a senior partner of the Center for Hospitality Research at the Cornell School of Hotel Administration, we reviewed a selection of wine lists from eating and drinking establishments in eight major metropolitan areas (i.e., Chicago, Las Vegas, Miami, the New York metro area, Orlando, the San Francisco Bay area, Southern California, and Tampa). All of the establishments providing wine lists were clients of and had purchased wines through the distribution company. Southern, having a significant share of each of these markets along with a diversified depletions data base, provided a fertile universe of data from which we sampled.

We began with 484 wine lists, but we could not use many of them for various reasons. For example, we omitted lists from hotels, resorts, casinos, and clubs likely to have more than one restaurant; we dropped bars and nightclubs that were not comparable to restaurants; and we excluded all but one randomly selected unit of any given restaurant chain. This left us with a good-size sample of wine lists from 270 restaurants. Of these restaurants, 214 are independent restaurants and 56 are affiliated with a multi-unit brand. We coded each restaurant’s service style (“fine” or “casual” dining) and cuisine type from TDLinx.⁷ A breakdown of the restaurants by dining classification and cuisine type is shown in Exhibit 1.

Coding. Two coders—one of whom had completed and passed the first level of the Court of Master Sommeliers examination—independently coded each wine list for characteristics within the following three general categories: (1) selection and offerings, (2) physical attributes and design, and (3) organization and information provided. Both coders were familiar with wine terminology and had completed the equivalent of a semester-length, introductory wine course. Overall, inter-rater reliability between the two coders was 94.2 percent, and all disagreements between coders were resolved through discussions. Specific coding questions along with the inter-rater reliability for each question are listed in the appendix at the end of this report.

Sales Measurement and Standard Controls

Southern provided volume and dollar amounts of wine purchased through each establishment’s account with the distributor for the twelve months from September 2006 to August 2007. We also received the volume amount of spirits purchased, which we used as a proxy for cover counts. Since almost all restaurant wine purchases are made for sale to customers, we used the volume of wine purchased through the distributor as an approximate measure of each restaurant’s wine sales.

⁷ Ten restaurants not classified by TD Linx were put in the larger category of casual dining restaurants as was one restaurant whose TD Linx classification was unclear.

A preliminary analysis of the data indicated that wine sales volume varied significantly for different metropolitan areas and cuisine types (Exhibits 2 and 3). Intuitively, this variation is to be expected, since entrées at certain cuisine types (steakhouses, for example) traditionally pair more easily with wine than others (Asian, for example).⁸ Inherent differences in beverage preferences across metropolitan areas may explain differences in wine sales (that is, it may be that people from Chicago and Miami just buy more wine than do people from California or New York). But more likely, the geographic differences are a reflection of our wine distributor's market share of wine brands for each area. Whatever the underlying reasons for the sales differences between cuisine type and geographic area, a full analysis of these differences is beyond the scope of this study. As a result, all of the analyses in this study control for cuisine type and metropolitan area. In addition, as we stated above, our analyses control for cover counts by using liquor sales volume (number of nine-liter cases purchased from the distributor) as a proxy for restaurant size. Together, metropolitan area, cuisine type and liquor sales volume explained and controlled for 52 percent of the variation observed in wines sales.

Wine-list Attributes Tested

To determine which wine list attributes were most representative of current industry practices and would thus be most useful to evaluate, we drew on coauthor Mike Lynn's review of six years' worth of expert wine sales recommendations published in hospitality trade journals (some of which we mentioned above).⁹ We chose to evaluate thirty wine-list attributes, addressing how many wines should be offered, how they should be offered, how the wine list itself should be designed and organized, and what information to include. We also counted the number of times each of twenty-four national wine brands was mentioned on each wine list. A full list of attributes evaluated is shown in the Exhibit 4.

Results and Analysis

Many of the relationships we found (or did not find) between sales and wine-list attributes are surprising and even counterintuitive. Since attributes were analyzed against a set of control variables, such as restaurant size, cuisine type, and number of bottles offered, the results reported may (but do not necessarily) reflect a causal relationship between the tested attribute and wine sales volume. A summary of these attributes and their relationship with sales is presented in Exhibit 4, on the next page.

⁸ E. Asimov, "Asian Fusion, Via the Wine List" (Dining In, Dining Out; Style Desk: The Pour), *The New York Times* 158.54597 (Feb 25, 2009), p. D6(L).

⁹ M. Lynn, "Suggestions for Increasing Restaurant Wine Sales: A Review of Hospitality Trade Journals from January 1990 to April 1996" (prepared for E&J Gallo, 1996).

EXHIBIT 2

Average sales by cuisine type

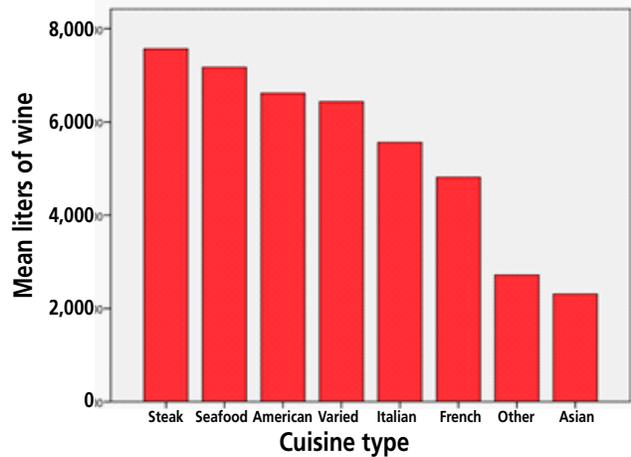


EXHIBIT 3

Average sales by metro area

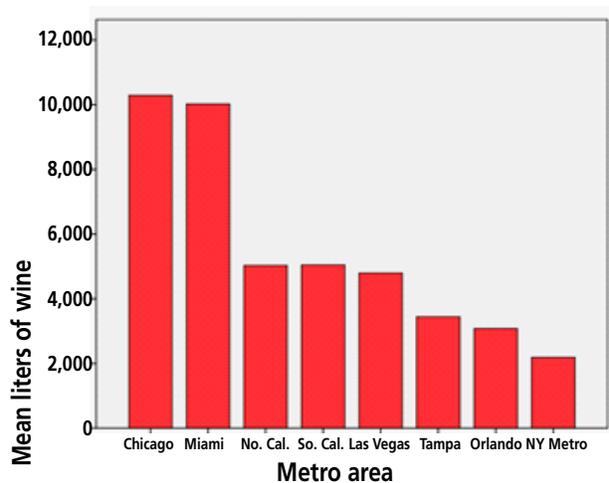


EXHIBIT 4

Attributes assessed and summary of results

Attribute evaluated	Relationship to sales	Statistical significance	Variables controlled					
			Metro area	Cuisine	Restaurant size	Service style	No. of bottles listed	Average cost per bottle
No. of full bottles listed	Positive, then negative	$p < .01$	■	■	■	■		
For casual restaurants	Positive, then negative	$p < .01$	■	■	■	■	■	
For dine-dining restaurants	None		■	■	■		■	
Availability of popular wine-list features (each controlling for the other features)	None		■	■	■	■	■	
Wines by the glass								
Tasting flights								
Dessert Wines								
Sparkling Wines								
Wine verticals								
Average expensiveness of wines offered	Negative	$p < .001$	■	■	■		■	
For casual restaurants	Negative	$p < .001$	■	■	■	■	■	
For fine-dining restaurants	None		■	■	■	■	■	
Price range	None		■	■	■	■	■	■
For casual restaurants								
For fine-dining restaurants								
Design attributes								
Menu type (food, bar, or standalone)	Positive, if listed on food menu	$p < .05$	■	■	■	■	■	■
Menu's physical size (small, medium, large)	None		■	■	■	■	■	■
Type style (plain, fancy)								
Type size (small, medium, large)								
Price position (tucked in, right justified)								
Price format (\$00, \$00.00, 00, 00.00, Other)								
Price format (with or without dollar sign, \$)	Moderately negative	$p < .08$	■	■	■	■	■	■
Wine listings organized by								
Price	None		■	■	■	■	■	■
Country or region								
Varietal								
Bottle or portion size								
Reserve or special	Positive for reserve section	$p < .01$	■	■	■	■	■	■
Style	Negative with style listing	$p < .01$	■	■	■	■	■	■
Information provided								
Bin number	None		■	■	■	■	■	■
Wine style								
Vintage								
Chef's recommendation								
Varietal								
Country or region								
Production notes								
Descriptive information or evaluation								

Number of Wines Listed

Overall, we found that wine sales volume increased with the number of wines offered, until the number of wines offered reached about 150 bottles, after which point sales volume began to drop as more options were offered. The overall relationship looks like an inverted “U,” but separate analyses for casual- and fine-dining restaurants indicated that this relationship holds only for casual-dining restaurants. At fine-dining restaurants wine sales showed no relationship with the length of the wine list (Exhibits 5 and 6).

In general, a restaurant’s lengthier wine list may increase sales by increasing the visibility of the entire wine category, signaling to customers that wine purchases are common and normal at that establishment. In addition, offering more wines also gives customers more options from which to find something they like.¹⁰ On the other hand, presenting more options on the wine list may also make selecting a single wine more difficult.¹¹ Too many choices may intimidate and confuse the guest into not buying anything from the wine list, thereby decreasing wine sales. Both of these opposing process may occur at casual-dining restaurants. Guests may like increased choice and buy more when given enough options, but they eventually might be paralyzed by too many choices. Whatever is occurring at casual-dining restaurants, it does not appear to hold true at fine-dining restaurants. We suspect that fine-dining guests like and know enough about wine that they are not overwhelmed by larger wine lists and can find something they like even on small wine lists.

Availability of Popular Features or Offerings

Many experts recommend making wines a more accessible and less risky proposition by offering wines by the glass or by tasting flights, so guests can participate in the wine program without having to commit to a full bottle. The prevailing wisdom is that a lower-cost opportunity to try varieties of wines may not only encourage incremental (and higher margin) by-the-glass sales, but that it may also lead to more full-bottle purchases if guests like a wine they have sampled by the glass. Similarly, a wine program that offers Champagnes, sparkling wines, and dessert wines expands food and wine pairing opportunities, making wine a sensible choice for more courses throughout the meal and, prospectively, helping to increase overall wine sales. We evaluated whether the presence of Champagnes or sparkling wines, dessert wines, wines by the glass, or tasting flights on the wine list were related to greater wine sales. All other things being equal, we found no relationship between wine sales

¹⁰ Clayton W Barrows, “Evaluating the Profit Potential of Restaurant Wine Lists,” *Journal of Restaurant and Foodservice Marketing*, Vol. 1, No. 3-4 (1996), pp. 161-177.

¹¹ B. Schwartz, *The Paradox of Choice: Why Less Is More* (New York: Harper Collins, 2005).

EXHIBIT 5

Average sales by number of full bottles listed (casual-dining restaurants)

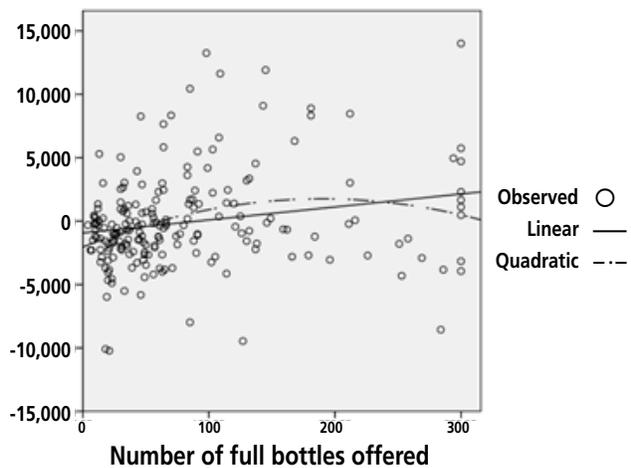


EXHIBIT 6

Average sales by number of full bottles listed (fine-dining restaurants)

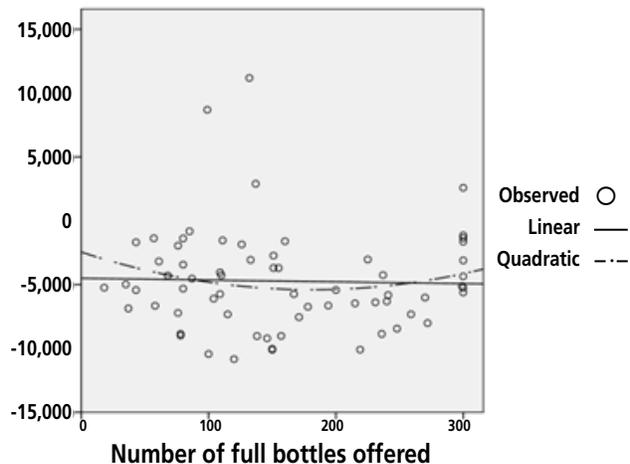
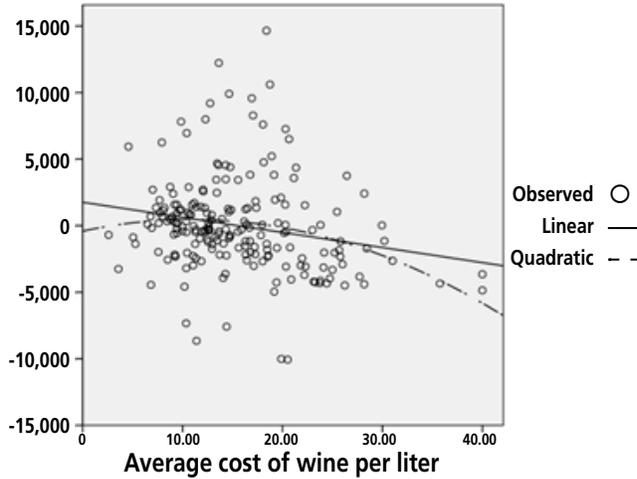
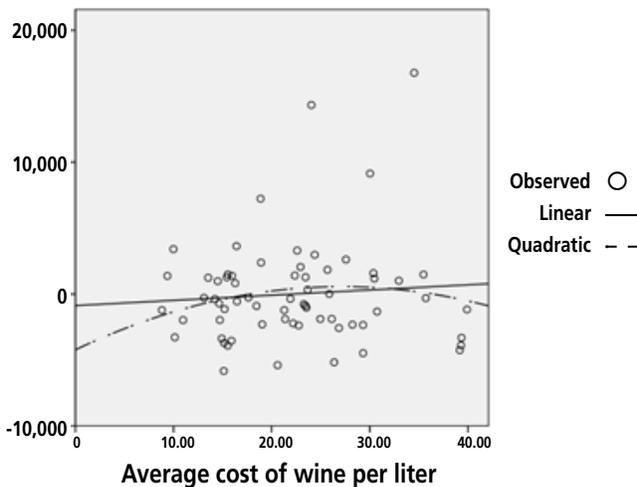


EXHIBIT 7**Volume of wine sold by wine cost (casual-dining restaurants)**

and the presence of any of these offerings. We propose that future research examine the possibility that flights and by-the-glass purchases cannibalize full-bottle purchases.

Expensiveness of Wines Offered

Standard economic theory describes a downward-sloping demand curve for most products and services as price increases—meaning that demand and price are inversely correlated. Anecdotal evidence of wine pricing suggests some wines may not exhibit this characteristic, and that sales volume of some wine might actually increase as the price increases. To determine the relationship between wine prices and wine sales, we used the average per-liter wine cost to the restaurant as a proxy for the average expensiveness of wines offered to the guest, and we compared that figure to wine sales. Overall, we observed a statistically significant negative relationship between expensiveness and demand—confirming evidence of a downward-sloping demand curve. However, this relationship was observed only for casual-dining guests. Wine sales at fine-dining restaurants were unaffected by the expensiveness of the wines (Exhibits 7 and 8).

EXHIBIT 8**Volume of wine sold by wine cost (fine-dining restaurants)**

Assuming our use of wine cost is an accurate proxy for average wine price to the customer (and we believe this is a reasonable assumption given the narrow range of the standard industry markup), seemingly contradictory wisdom is supported by our data. All other things being equal, casual-dining restaurants seem to have downward-sloping demand curves, implying that their consumers are price sensitive and less apt to buy wines as the price per bottle increases. As a result, casual-dining restaurants may boost wine sales by offering a greater number of lower cost wines. However, no statistically significant evidence of a downward sloping demand curve was observed for fine-dining restaurants, which suggests that offering more low-cost wines would not increase their wine sales.

Range of Wine Prices Offered

Another psychological consideration is that the range of prices listed on the menu may also affect the perceived expensiveness of the overall wine list. Research has found that consumers are poor judges of absolute value, and as such most consumers use benchmarks and comparisons to evaluate the value of one product relative to another.¹² One of the easiest comparisons a consumer can make is a price comparison of various wines on a wine list. It is possible that presenting customers with a higher price wine option might increase sales of the lower-price wines by making those other wines look relatively inexpensive. In addition, given a general tendency for people to think that expensive-

¹² A. Tversky and D. Kahneman, “The Framing of Decisions and the Psychology of Choice,” *Science*, No. 211 (January 30, 1981), pp. 453-458.

ness reflects quality, offering consumers an inexpensive wine might increase sales by making the other wines appear to be of higher quality.

To test the relationship between wine prices listed and wine sales, we ran a regression model which controlled for the average expensiveness of the wines purchased and the two price extremes listed on the menu. We found no relationship at either type of restaurant between pricing patterns and sales. In other words, all other things being equal, wine sales were the same no matter how expensive the most expensive wine on the list was, and no matter how cheap the cheapest wine on the wine list was.

Wine-list Design Attributes

Many people offer recommendations on how to design a wine list to increase restaurant wine sales. For example, common suggestions include:

- Make the wine list a part of the food menu,
- Tack the prices on to the end of the description instead of having a separate column of prices,
- Print the menu in a large, legible font, and
- Use a price format that does not contain a dollar sign.

Our analysis of these design attributes yielded only one statistically significant relationship. All other things being equal, wine lists that were a part of the food menu (as opposed to being a standalone wine list) were associated with higher wine sales. However, we also noted that the use of dollar signs in wine pricing showed a marginally significant, negative effect on wine sales. This replicates a similar effect found for food menus.¹³

Wine Descriptions and Classifications

Another set of recommendations for increasing restaurant wine sales deals with making wines more approachable (i.e., helping guests find the most suitable choices without frustration or embarrassment). Common suggestions along this line include using a progressive format; grouping varieties, wine types, styles, regions, or bottle formats; and even categorizing wines by price. Some wine-list experts recommend printing extensive information about the wine—not only the grape variety, producer name, vintage, country, and price, but also such items as bin numbers so customers can order the wine without having to pronounce it. We

¹³ S.S. Yang, S.E. Kimes, and M.M. Sessarego, "\$ or Dollars: Effects of Menu-price Formats on Restaurant Checks," *Cornell Hospitality Report*, Vol. 9, No. 8 (May 2009), Cornell Center for Hospitality Research, www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-15048.html; and S.S. Yang, S.E. Kimes, and M.M. Sessarego, "Menu Price Presentation Influences on Consumer Purchase Behavior in Restaurants," *International Journal of Hospitality Management*, Vol. 28 (2009), pp. 157–160.

examined these and other organization formats and types of information provided on the wine list and their effects on the volume of wine sales. In general, the only categorization scheme reliably associated with higher sales was to include a "Reserve" or special section on the wine list. In addition (and counter to conventional wisdom), wine lists that used wine style as an organizational heading were associated with lower wine sales. This negative relationship does not necessarily indicate that such a taxonomy (e.g., categorizing wines as "Sweet" versus "Dry," or "Bold" versus "Subtle") is ineffective. Rather, this relationship may be connected with the type of restaurant that provides these style headings. Perhaps restaurant operators that believe they need to use style headings as a merchandising tool simply have less oenophilic guests who are not as likely to buy wine. Categorizing by style may still actually help their wine sales (that is, sales would have been even lower than they are with style categorizations. Overall, though, their wine sales are still lower than those for restaurants which use other organizational categories.

Effect of Brands Offered

Experts have argued that placing popular and well-known national brands on the wine list will increase restaurant wine sales. To test this expectation, we examined the relationship between the number of times a selected national brand was mentioned on the wine list and the level of overall wine sales. In no case was the number of mentions of a brand negatively related to wine sales, but more frequent mentions of some brands were associated with greater wine sales. Across all restaurants, the number of mentions of five of the twenty-four brands tested showed a statistically significant, positive relationship with sales. However, there were some differences between casual- and fine-dining restaurants. Two brands were significantly and positively correlated with wine sales at fine-dining restaurants but not at casual-dining restaurants, while the reverse was true for two different brands. Given the correlative—not causal—nature of these relationships, it is not our purpose here to name names. Restaurateurs may, however, notice that some brands do make a difference to their customers. We suggest that restaurant operators make note of which brands in particular seem to attract their guests.

Not as Simple as It Seems

If anything, this study has revealed that wine lists are custom tools which should be tailored to the expertise-level and expectations of each restaurant's customer base. Although this study was correlative and shows only relationships between wine list attributes and sales, we can still propose some useful guidelines to highlight those attributes that characterize more successful wine programs. In general, restaurants with higher wine sales have wine lists that:

- Are included on the food menu,
- Do not include a dollar sign (\$) in the price format,
- Include more mentions of wine from certain wineries favored by their guests, and
- Include a “Reserve” category of wines.

We also found that using wine style as a major organizational category was associated with lower sales.

For casual-dining restaurants specifically, higher wine sales were related to wine lists that:

- Have a length of approximately 150 bottles of wine, as compared to lists with fewer or more bottles, and
- Contain more low-cost wines (that are presumably offered to the guest at a lower price).

The other wine list characteristics examined in this study were not significantly related to restaurants’ wine sales.

We must caution, however, that the fact that this study found no correlation does not mean that a subtle, complex relationship does not exist. There was a wide range of sales for the restaurants in this study, and the statistical controls used in the analysis only accounted for about half of the variability we observed in sales. The variability in sales that we were not able to account for suggests two things. First, our statistical tests may not have been very sensitive and may have led us to conclude that some smaller effects observed were not reliable, when in fact they may be reliable and predictive. Second, there are many more factors that affect wine sales than perhaps can ever be attributed to the wine list itself (for example, the presence of a sommelier, server training, and targeted merchandising programs). Though it is beyond the scope of this study, future research on wine lists and wine sales should be thought of in the context of a full wine program where wine service and presentation are also taken into consideration. ■

Inter-rater reliability by question

Coding question	Inter-rater reliability	Comments
Physical attributes and design		
Stand-alone wine menu?	97%	Sangria or up to two water listings does not disqualify a wine list as stand alone. Wine lists with more than two water listings, coffees, or teas are not considered to be stand alone.
If no, is it part of a food menu?	99%	
Is it part of or combined with bar or drink menu?	99%	
What is the wine menu's physical size (small, medium, large) ?	97%	Medium = 8.5x11"; small < 8.5x11"; Large>8.5x11"
How many pages is the wine menu?	96%	Page count does not include a title page that does not list wines; page count may include spirit listings if the menu is a combined bar and drinks menu.
Are wine names printed in a typeface that is plain or fancy?	86%	Plain typefaces are those typically used in textbooks; all italicized menus are considered plain if the underlying typeface is plain.
Are the wine names printed in a font that is small, medium, or large?	97%	Medium = 12'; small < 12'; large >12'
How are the prices aligned on the page?	99%	Right aligned or tucked in.
Which format best describes how wine prices are presented?	82.4%	Price format based only on full-bottle prices if format differs between full-bottle and by-the-glass sections.

Organization and information

Are the following sections or options offered:		
Tasting flight	99%	Tasting flights were defined as a predetermined bundle of more than two glasses of wine, selling for a package price.
Dessert wines	96%	Includes fortified wines such as Port and Sherry; does not include any distilled beverages such as cognacs or brandies; does not have to be listed as a separate section on the menu.
Sparkling and Champagne	97%	
Vertical selection	95%	Three or more vintages of the same wine (same producer, varietal or mix) are deemed to be vertical.
Which of the following groupings or categorizations are used:		
Type	96%	For example, red, white, sparkling.
Price	97%	
Country or region	96%	
Reserve, special, or cellar	97%	
Varietal or grape	92%	May include regions with standard varietal mixes such as Bordeaux or Burgundy; these regional exceptions are made after viewing the entire menu as a whole.
Bin end or closeout	99%	Verbiage implying limited availability.
House	95%	The term "house" or the name of the establishment must be used.
Style	97%	For example, descriptors such as bold, fruity, dry, sweet.

Inter-rater reliability by question (concluded)

Size or portion	77%	By-the-glass prices justified in their own column, but listed on the same row as bottle listings are not considered as a separate "by the glass" grouping.
Food pairings	100%	Includes both specific dish pairings, as well as general food pairing advice, such as protein type.
What is the primary categorization of the menu?	80%	
What is the secondary categorization of the menu?	74%	
What is the tertiary categorization of the menu?	70%	
Which of the following descriptions are used for the individual wines?		
Bin number	99%	
Style	99%	
Vintage	98%	
Food pairings	100%	
Producer	97%	
Chef recommendations	99%	
Varietal	89%	Varietal must be listed in each wine's description; descriptions that rely on the category header for varietal information do not count in this category.
Publication notes	99%	
Country or region	98%	
Producer notes	97%	
Selection and offerings		
Number of full bottles (750ml) listed	81.9%	750 ml bottles only; 500 ml bottles not included.
Number of half bottles (375 ml) listed	93.3%	
Number of carafes or half carafes listed	96.8%	If a single selection is offered in both full and half carafe sizes, it is counted only once.
Number of wines by the glass listed	73.8%	Splits (187 ml) are not included here, even if they are listed under a wine-by-the-glass category; house selections are counted individually; includes fortified wines by the glass.
Cheapest full bottle	89.6%	
Most expensive full bottle	92.6%	
Cheapest half bottle	96.6%	
Most expensive half bottle	98.1%	
Cheapest wine by the glass	91.0%	
Most expensive wine by the glass	91.6%	

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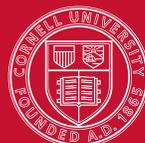
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