



Traditional vs. International Wine Varieties: Do Objective and Sensory Characteristics Matter?

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ABSTRACT

There are many types of wines. The wines may classify as traditional, an example of which is Barbaresco or Barolo (among the others), or international, such as the case of Merlot, Sauvignon, etc. Do objective and sensory characteristics impact differently on prices according to the wine variety? Using a sample of 2400 wines, an hedonic technique is applied to investigate such a question.

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