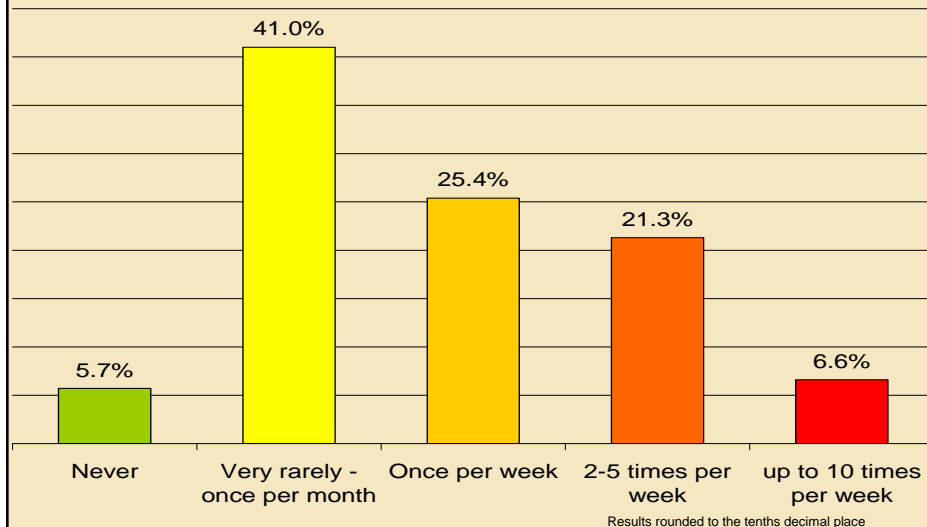


Closure Survey Results

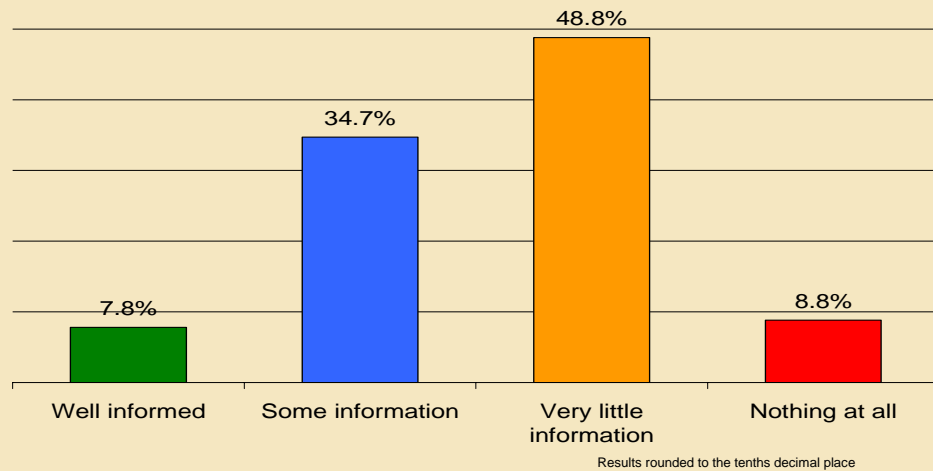
Paul Wagner
Napa Valley College
and
Balzac Communications



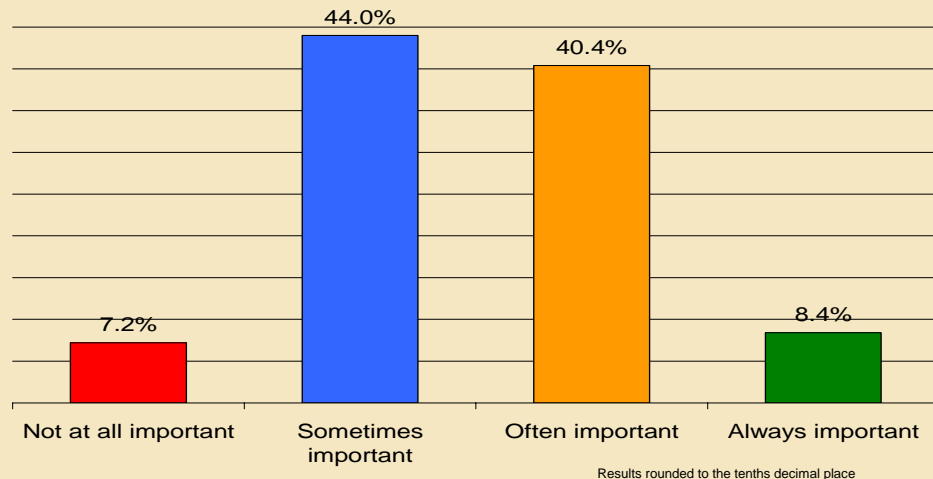
How often do customers send back a bottle because of wine defects?



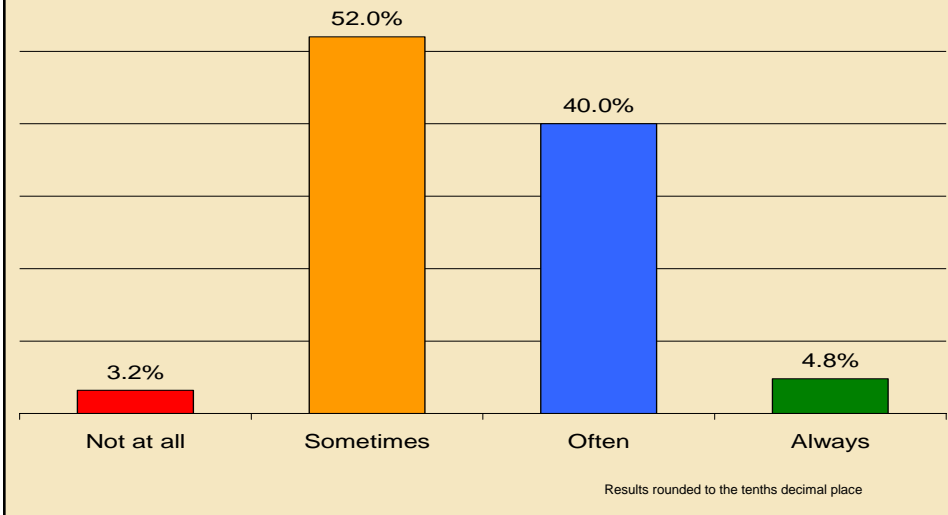
How informed are your customers about the properties of natural cork?



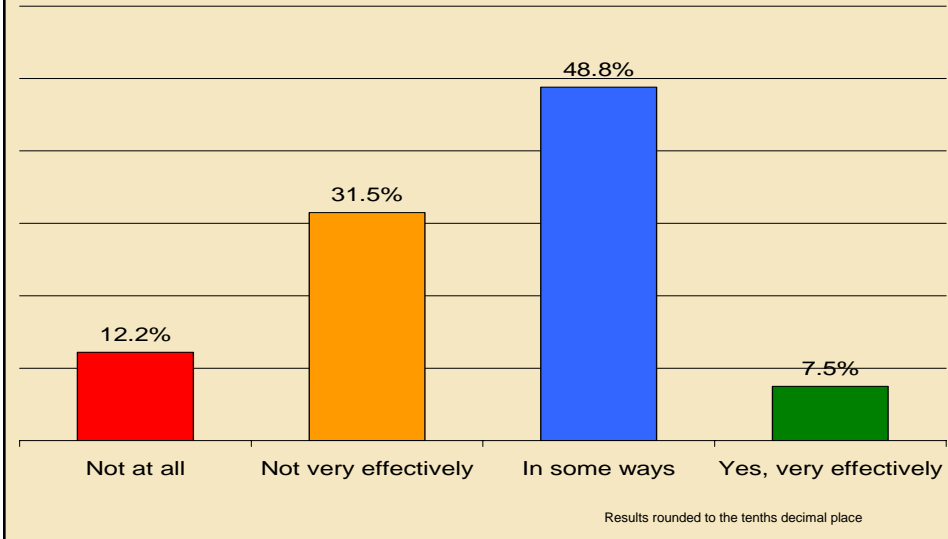
What part does the ritual of popping a cork play in your customers' enjoyment of wine?



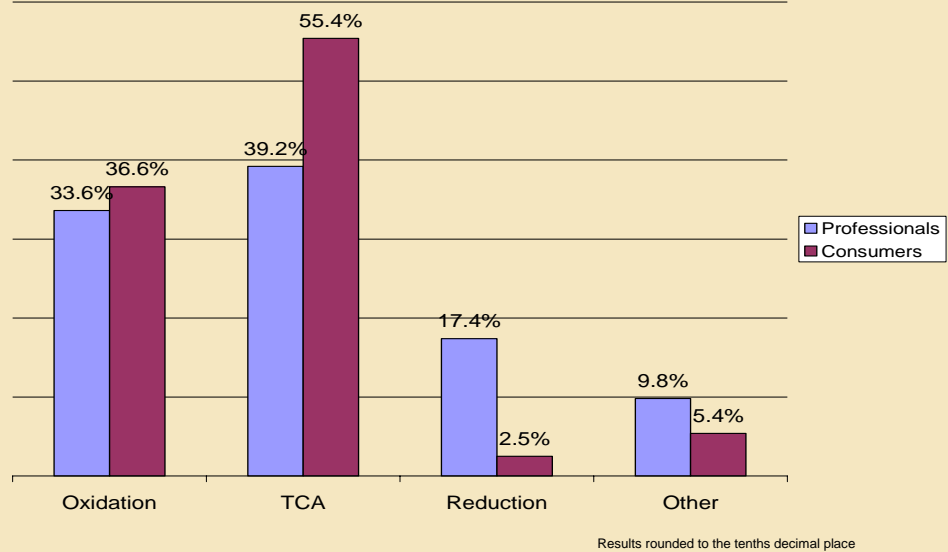
Do you think your customers feel a non-cork closure cheapens a bottle of wine?



Do you feel the wine and cork industries have made progress in solving the problems associated with TCA?



What kinds of defects do you and consumers detect in bottles of wines?



Questions?

