

Using statistical methods to understand the palate and influence of Robert M. Parker, Jr.

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According to McCoy, E. (2005), *The Emporer of Wine*, Harper Collins, New York:

... an American lawyer raised on Coca-Cola (has) caused a revolution in the way wines around the globe are made, sold and talked about. ...

... Robert M. Parker, Jr., whose palate has been called the oenological equivalent of Einstein's brain, is the most powerful wine critic in the world. But even more than that, right now he is the most powerful critic in any field, period. ... over the past twenty years Parker's passions and ideas have influenced how wine is made, bought and sold in virtually every wine-growing and wine-drinking country on earth, and there are winemakers who consciously aim to make a wine that will seduce him. ...

... The French call ... wines (made in what is assumed to be the Parker style) Parkerise – “Parkerized”.

According to S. Shapin, Hedonistic Fruit Bombs, *London Review of Books*, Volume 27, No. 3, February 2005:

Parker's critics have disputed not the accuracy of his palate but the kinds of wine he likes and which he tells his disciples they should like: lots of ripe fruit, lots of alcohol, lots of oak, wine that tastes 'hedonistic' even when young.

In this talk we use modern statistical methods to first understand the effect of Parker's ratings on wine auction prices and then to assess Parker's wine style preferences.