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# Enologix Q10-INDEX™ Predicts 2014 Quality

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*Enologix Q10-INDEX™ and the Q10-Complex Anthocyanin predict that 2014 bottled wine scores will be “good” to “excellent” depending on your varietal and region. Pinot Noir producers can expect another good vintage while Cabernet Sauvignon quality fell just short of 2013, which was the best in a decade. Compare your Enologix metrics to the Q10-INDEX to determine if quality will support future sales prices and volume.*

## What is the Q10-Index?

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Enologix Q10-INDEX™ and the Q10-Complex Anthocyanin is a metric we developed to predict the quality of a vintage versus the best vintage of the past 10-years.

We compute this metric from Enologix analysis collected from wine samples during the vintage.

The 2014 Q10-INDEX is based on data for 1,238 new wine analyses through the period ending December 1, 2014, Table 1.

Drain-down or free-run wines are included, while press wines are not included.

**January 15, 2015**—We like to think that Vintage 2014 will be remembered as a “Winemaker’s Vintage” by the national critics. We predict that the critics will review the vintage favorably, but not all winemakers will make high scoring wines this year. Only those winemakers that were deft enough to adapt to the seasonality will be winners this year.

Fortunately you—our clients—have a tremendous advantage because our models predict the score long before the market or the critics can assess the vintage. Enologix is advising customers with the **Q10-INDEX™** and the **Q10-Complex Anthocyanin**—an easy-to-use model that accurately predicts whether 2014 scores will support sales prices and volume.

**Q10-INDEX IS THE VINTAGE RATING.** This is based on Enologix Index expressed as a percentile of the 10-year maximum. The best vintage in the last 10-years is 100%. All vintages are rated as a percentile of the best vintage.

**Q10-COMPLEX ANTHOCYANIN IS POTENTIAL QUALITY.** This is based on Complex Anthocyanin. As such, it ignores other colors and flavors in an effort to expose the hidden potential of the vintage.

## **General Managers—Find Business Risk With Q10-INDEX**

Quality is seasonal, which means the production volume that will score 90-points or higher is variable. Business to business, your volume of flagship wine is seasonal, too. Managers should direct winemakers to link initial blend volume to this seasonality. When the Q10-INDEX is high you can maximize volume. When the Q10-INDEX is low, you have to proactively manage taste quality by minimizing volumes.

The 2014 Vintage rating, Q10-INDEX is 96% for Cabernet Sauvignon, 88% for Pinot Noir, 98% for Syrah and 99% for Zinfandel. It was a naturally very good vintage for all later ripening varieties, and you can feel confident about maximizing your volume this vintage. CAVEAT: The Q10-INDEX does not consider aroma attributes that may have been affected by the growing season (See 2011). Enologix predicts seasonal aroma attributes will reduce 2014 taste quality scores. There is a business risk in Vintage 2014 with for all red wine varieties. We must execute blending processing as early as possible in the event we have to “fix” or minimize volumes.

## **Winemakers—Find hidden quality with Q10-INDEX**

Use the Q10-INDEX to drive your 2014 blending strategy. First, look up your flagship wine’s Q10-INDEX by varietal, Table 1. Next, evaluate your cellar lots. Ask whether you are above or below the industry average. Once you have removed lots with aroma defects, base your blend volume decisions directly on the Q10-INDEX. In essence, limit your volumes if the Q10-INDEX is low. Next, make a small trial blend (a few barrels) of your highest quality lots and assay in winter.

Let’s look at 2014 Pinot Noir for instance. 2014 Pinot Noir Q10-INDEX of 88% is similar to 2007 and 2008, but clearly below the 2009 and 2010, which were the best in the past decade. We recommend winemakers limit initial blending volumes to 70% to protect your taste quality scores, and use a formal process before adding volume in spring.

The good news is that Complex Anthocyanins is highest in five years, which means we require earlier bottling than normal in 2014.

## **2014 Q10-INDEX: 2005 through 2014**

The 2014 vintage Q10-INDEX ranged from the 88th percentile for Pinot Noir to the 99th percentile for Zinfandel. 2014 Q10-INDEX was the second-best in the past decade for Cabernet Sauvignon.

In the case of Cabernet Sauvignon, quality was extremely volatile—30% were Style IV wines. If you made a Style IV wine in 2012, you will need a different blending strategy. Contact Enologix to plan your blending program. The volatility in Cabernet Sauvignon data also shows seasonality highlights differences in regions and fermentation protocols.

Table 1. Q10-INDEX for 10-year Period from 2005-2014

<b>Vintage</b>	<b>Cabernet Sauvignon</b>	<b>Pinot Noir</b>	<b>Syrah</b>	<b>Zinfandel</b>
2014	96%	88%	98%	99%
2013	100%	86%	93%	90%
2012	90%	77%	92%	79%
2011	78%	67%	69%	85%
2010	93%	95%	98%	84%
2009	80%	100%	96%	86%
2008	82%	88%	100%	91%
2007	85%	86%	90%	100%
2006	64%	68%	61%	75%
2005	66%	78%	74%	83%

Table 2. Quality Index | Average Enologix Index 2005-2014

<b>Vintage</b>	<b>Cabernet Sauvignon</b>	<b>Pinot Noir</b>	<b>Syrah</b>	<b>Zinfandel</b>
2014	0.42	0.43	0.53	0.48
2013	0.48	0.39	0.45	0.35
2012	0.33	0.24	0.44	0.19
2011	0.15	0.08	0.08	0.27
2010	0.37	0.54	0.53	0.26
2009	0.18	0.62	0.5	0.29
2008	0.22	0.43	0.56	0.37
2007	0.26	0.40	0.40	0.50
2006	-0.06	0.1	-0.05	0.13
2005	-0.02	0.26	0.15	0.24

## Percentile Complex Anthocyanins

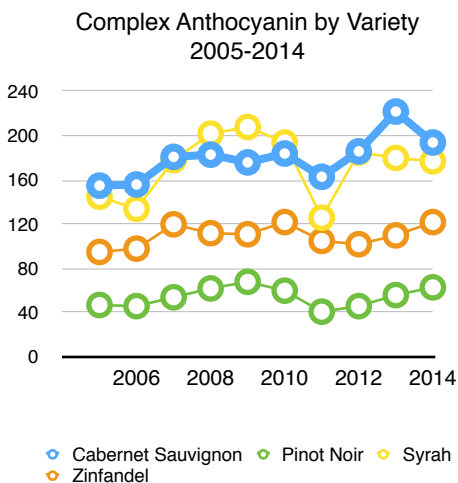
Complex Anthocyanin concentrations govern the maximum possible taste quality. Percentile Complex Anthocyanins is a ratio of 2014 Complex Anthocyanin levels to the maximum in the past ten years. By example, Complex Anthocyanins were second highest in the past 10 years for Cabernet Sauvignon, Tables 3 and 4.

Table 3. Q10-Complex Anthocyanin for 10-year period from 2005 through

Vintage	Cabernet Sauvignon	Pinot Noir	Syrah	Zinfandel
2014	87%	93%	85%	100%
2013	100%	82%	87%	90%
2012	84%	68%	89%	84%
2011	73%	60%	61%	86%
2010	83%	88%	93%	100%
2009	79%	100%	100%	91%
2008	82%	91%	97%	92%
2007	82%	79%	86%	98%
2006	70%	68%	64%	80%
2005	70%	69%	70%	78%

Table 4. Complex Anthocyanins | Average Concentrations 2005 through 2014.

Vintage	Cabernet Sauvignon	Pinot Noir	Syrah	Zinfandel
2005	155	47	145	95
2006	156	46	134	98
2007	181	54	178	120
2008	183	62	202	112
2009	176	68	208	111
2010	184	60	194	122
2011	163	41	126	105
2012	186	46	185	102
2013	222	56	180	110
2014	194	63	177	122



## How Can I use the Q10-INDEX to my Advantage?

First, we need to design a blending strategy for your 2014 winemaking. This is accomplished by finding your opportunities (highest quality lots), then building your wine around this to maximize volume without sacrificing quality. Do the following:

1. Assay all 2012 wines in the cellar.
2. Separate wines by Style, I, II, III and IV.
3. Taste all 2012 wines. Remove lots with defective aromas. Include outside palates in your grading and blending activities!
4. Design flagship red wines “on paper” using the Blending Tool at [www.enologix.com](http://www.enologix.com).
5. Make a single barrel trial blend of the wine you designed on paper.
6. Taste again for quality and aroma defects before scaling the blend.
7. Once you have a core blend which is equal in excellence to one of your great vintages, make a small commercial blend to age for 90-days. Move carefully, but fast enough to make a commercial blend by March 1st.
8. Consult Enologix to discuss specific oak and bottling strategies for 2014. We are very concerned that 2014 will be more challenging than most winemakers expect.

2012 Complex Anthocyanins for Pinot Noir, were also the second highest in the decade. 2014 Pinot Noir improved significantly over the worst Pinot Vintage in 2011 by 33 percentage points.

## Addendum: Q5-INDEX for 5-year period from 2010 - 2014

While the Q10 Index is excellent for tracking historical averages, the Q5 Index is more important for sales. When looking at the Q5—INDEX, it clearly shows that the 2014 vintage should be strong for all varieties. We expect some sales risk due to tropical aroma issues.

Summing up—no matter how we slice it, we have the ingredients for a good 2014 vintage, but it will not be a slam dunk for all. The most proactive winemakers with the best tools at their disposal will outperform the competition.

Use these valuable metrics to manage your risk and protect your brand. Compare your internal averages to those reported here and make volume decisions accordingly. Enologix has a strategy to help you navigate the potential risks and rewards ahead. Give us a call.

Table 5. Q5-INDEX for 5-year period from 2010 through 2014.

Vintage	Cabernet Sauvignon	Pinot Noir	Syrah	Zinfandel
2014	96%	93%	100%	100%
2013	100%	90%	95%	91%
2012	90%	81%	94%	80%
2011	78%	70%	71%	86%
2010	93%	100%	100%	85%

Table 6. Percentile Complex Anthocyanins.

Vintage	Cabernet Sauvignon	Pinot Noir	Syrah	Zinfandel
2014	87%	100%	91%	100%
2013	100%	89%	93%	90%
2012	84%	73%	95%	84%
2011	73%	65%	65%	86%
2010	83%	95%	100%	100%