

# THE City Paper

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## THE WINE WONK

# The science of wine pricing

I have a guest columnist this week.

His name is Mike Shor, and he is an assistant professor of economics at Vanderbilt's Owen School of Management. Shor did an analysis of Nashville restaurant wine pricing, and I would like share the results with you. He selected restaurants with online wine lists and then randomly chose 20 reds, whites and sparkling wines at various price points.



HOYT HILL

A couple of common wines that appear on almost all of the lists (Veuve Clicquot Yellow Label and Caymus Conundrum) were used as a control. He then compared each restaurant's wine prices to the national median retail prices.

This is in not meant to indicate the quality of a restaurant's wine program. A restaurant with a temperature and humidity-controlled wine cellar and fine wine glasses is justified in charging more than one that has no such storage and uses cheap glasses you can't get your nose into. **[CP]**

## The lower the index, the better the wine pricing. (listed from lowest index to highest)

Café Margot, 186	Mafioza's, 251
J. Alexander's, 193	Caffe Nonna, 251
Tin Angel, 204	Sunset Sam's (Gaylord), 254
Flyte, 209	Saffire, 254
Valentino's, 216	Cabana, 255
P.M., 220	Buca di Beppo, 256
Mirror, 222	Sperry's Belle Meade and Cool Springs, 258
Old Hickory Steakhouse, Opryland, 228	Zola, 260
Ombi, 228	Park Café, 260
Watermark, 232	Midtown Café, 261
Tayst, 237	Eastland, 264
Bound'ry, 239	Radius 10, 273
Carraba's (Nashville and Cool Springs), 241	Anatolia, 278
Yellow Porch, 243	Sunset Grill, 279
Rumours, 247	Merchants, 279
Amerigo, 247	Sambuca, 283
New Orleans Manor, 250	Jimmy Kelly's, 291
F. Scott's, 251	Acorn, 316

## My three "must try" wines for this week:

### 2005 MacMurray Ranch Pinot Gris, \$19.99

This is one of the better domestic Pinot Gris I can remember tasting. The texture is just fantastic — the perfect wine for grilled salmon or roast chicken.

### 2003 Arcadian Pinot Noir Dierberg Vineyard, \$59.99

California Pinot Noir doesn't get any better than this fabulous wine. It kind of tastes like spicy cranberries, so what a fantastic wine for Thanksgiving.

### 2004 Annie's Lane Clare Valley Riesling, \$13.99

This is an amazing wine, reminiscent of a grand cru Alsatian Riesling. Rich, thick and unctuous — serve it with spicy Thai peanut sauce. It's amazing.