

TWC's Standardized Wine Price/Value Ratio®

The Price/Value ratio was established to give TWC's wine drinking friends a tool to help with the wine budget. Unlike the Parker Scale of 100 points, the TWC Wine/Value ratio takes into account the quality of the wine in relationship to the cost of the wine.

A rating of zero means that the wine is priced where it probably should be.

A rating of 50% means that that wine is as good, on average, as wines which cost 50% more.

A rating of -50% means the wine is selling for 50% more than comparable wine.

An expensive wine could receive a negative rating, but still be a very good wine. Reason? The wine might sell for \$75.00 but it may be a \$50.00 wine.