

# Wine Selection: Tasting, Learning and Identification of Favorites

*Francisco Blasques*<sup>1</sup>  
Maastricht University.

*(June 2010, Final Version: September 2010)*

## Abstract

This paper lays down sufficient conditions for the appropriate convergence of wine consumer preferences as a result of repeated wine tasting events. Failure to satisfy these conditions might result in the inability of the sequence of preferred wines to converge to an appropriate well defined point, even in the limit, in the event of infinitely many wine tasting experiences. This fact could have important practical implications.

**JEL classification:** C19, C59.

**Keywords:** Consumer Preferences, Stochastic Convergence, Wine Tasting.

---

<sup>1</sup>Corresponding author: f.blasques@maastrichtuniversity.nl., Department of Quantitative Economics, Maastricht University, P.O. Box 616, 6200 MD Maastricht, The Netherlands. The author is thankful to Rita Silva, Eric Beutner and Marco Avarucci for helpful comments and suggestions. The usual disclaimer applies.