

# An Exploration of Tail Dependence between Robert Parker and Neal Martin en Primeur Wine Ratings

**Don Cyr**

*Goodman School of Business, Brock University, Canada*

[dcyr@brocku.ca](mailto:dcyr@brocku.ca)

**Lester M.K. Kwong**

*Department of Economics, Brock University, Canada*

[lkwong@brocku.ca](mailto:lkwong@brocku.ca)

**Ling Sun**

*Department of Economics, Brock University, Canada*

[lsun@brocku.ca](mailto:lsun@brocku.ca)

---

## *Abstract*

### *◦Purpose*

*The establishment of the British wine expert Neal Martin as the successor to Robert Parker in 2016 with respect to Bordeaux wine ratings for the prestigious Wine Advocate magazine creates some uncertainty for wine producers. In particular, given the influence of Parker on the Bordeaux market over the years, the question regarding the comparability of the ratings between the two experts especially for en primeur wines arises.*

### *◦Design/methodology/approach*

*Copula function methodology is used to examine the bivariate relationship between Martin and Parker en primeur wine ratings for the period of 2010 – 2012 where concurrent ratings were available.*

### *◦Findings*

*Our results indicate significant upper tail (higher rating values) dependence in the bivariate relationship between Martin and Parker ratings, particularly with respect to the left bank wines. In terms of right bank wines however, the tail dependence decays over time perhaps indicating a greater independence of Martin's ratings.*

### *◦Practical implications*

*The implications for Bordeaux chateaux is that in terms of left bank wines, Martin's ratings, particularly with respect to upper values, would appear to be strongly correlated with those of Parker's. With respect to right bank wines, however, there is greater uncertainty between Martin and Parker ratings suggesting developing preferences on the part of Martin.*

Key words: (wine ratings, Bordeaux, en primeur, copula functions)