

TOURISM AND WINE: A LEGACY RELATION

Robert Parker: Creating a wine legacy

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"I've always followed the rule that anything worth doing is worth doing excessively." - Robert Parker

The Time before Parker

The wine industry as we currently know it did not exist when Robert Parker entered it in 1967. Although he was a history major and a law school graduate and practiced as an attorney for almost 11 years, his heart belonged to wine. Since the day he discovered that his sense of taste and smell was more acute than almost anyone else – he has had one mission: to provide meaningful, comprehensive, independent, accurate, critical commentaries and opinions on fine wines and fine wine values.

Innovator

Why did Parker start writing about wine in 1975, developing his own, independent consumer's guide? Because no one else was doing it! He wanted reliable information on wine quality and data and for three years he searched and evaluated ways to share his interests, enthusiasm and passion for wines. Finally, in 1978 he found the format and published the first issue of The Wine Advocate (TWA). His publication was the first to adopt the 50-100 point scale and use it as a parallel to the American educational grading system.



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Appla

In 1999, President Jacques Chirac signed a decree making Parker a Chevalier dan l'Ordre de la Legion d'Honneur. Chirac decorated Parker at a ceremony held at the Elysee Palace on June 22 and said that, "Robert Parker is the most followed and influential critic of French wines in the world, something I (President Chirac) witnessed recently when choosing wine for President Clinton, who automatically referred to Robert Parker as his reference for making a proper wine buying decision." In 2005, Chirac promoted Parker to an "Officer" in France's Legion of Honor, recognizing the extraordinary contribution he made to the quality of wine writing and consumer education around the world. In 1993, President Francois Mitterrand made Parker a Chevalier dans l'Ordre National du Merite.

