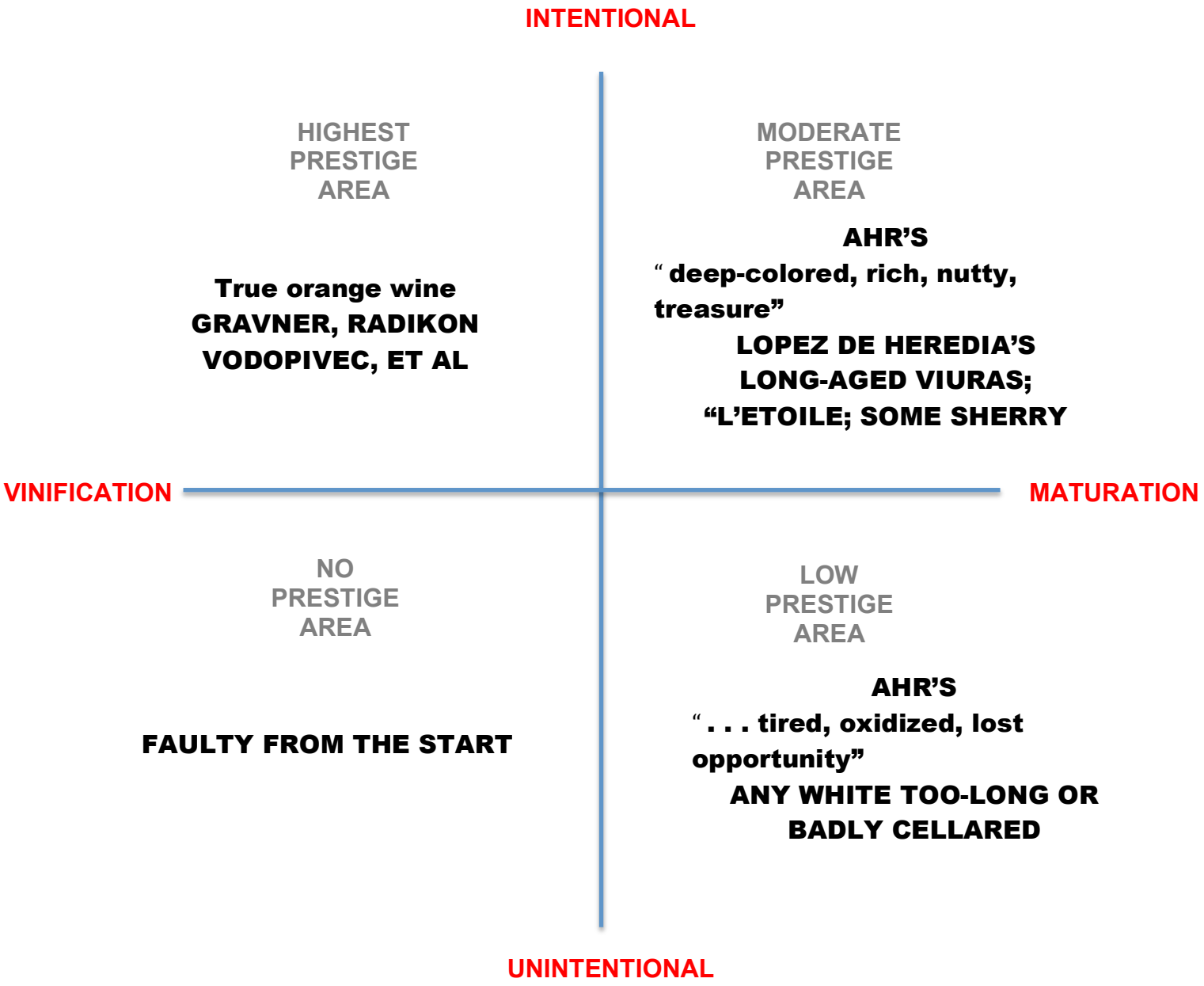Social hierarchy of un-white wines