Reflections of how to assess sensory experiences of wine

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Perception
The senses

http://bioresurs.uu.se/resurser/tema-f-6/vara-sinnen/

http://www.icr.org/article/amazing-design-human-nose/


https://www.istockphoto.com/se/fotografier/mouth-open?sort=mostpopular&amp;mediatype=photography&amp;phrase=mouth%20open

Long time ago

Sensory testing has been conducted for as long as there have been human beings evaluating goodness and badness of food, water, weapons etc. and everything else that can be used and consumed!
As time went on...

Sensory perception was used for quality control:

- Production of good-quality foods
- Dependent on single experts who were in charge of production making decisions about process related to sensory quality

E.g.: Brew masters, wine tasters, dairy judges
Reflections

1. Are we developing a long tradition?
Wine assessors

- Wine experts
- Analytical sensory panelists
- Consumers

Skilled in recognition and identification of grape varieties, terroir and wine makers

Objectively identify, distinguish and evaluate sensory properties of wine

The assessment is often connected to liking and/or preference.

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Communication of wine perception

Most people find it very hard to communicate adequate, objective and intelligent descriptions of sensory perception and experiences.

One important reason for this is the very recontextualization and transformation of the experience of sensory perceptions into descriptions of knowledge representations through language.

Paradis and Eeg-Olofsson, 2013
Communication of wine perception

Cayuse 2014 Armada Vineyard Syrah (Walla Walla Valley)  
The aromas are initially more fruit forward than often seen from this area, with notes of plum followed by ash, black pepper, Stargazer lilies, charcuterie and iron. The flavors are palate coating and dense in feel, lingering on the finish. It needs some time in the cellar to truly show its stuff. Best after 2022.  

Sean P. Sullivan  
Washington Wine Report

- **Wine experts**  
- **Analytical sensory panelists**  
- **Consumers**

Comment  
A wine review is a type of text in which the wine critic both describes and evaluates wines. Typically, there is an iconic description of the tasting procedure from the taster’s inspection of the wine’s visual appearance through smelling, tasting and feeling its texture.

*Paradis and Eeg-Olofsson, 2013*
Communication of wine perception

- Wine experts
- Analytical sensory panelists
- Consumers

Comment
The main advantage of sensory techniques over traditional wine tasting is to ensure that tasting data are collected in the least biased way that can be analyzed and interpreted statistically.

Lesschaeve and Noble, 2010

10 month old rosé wine - Tasting carried out by a professional jury (15 people)

Communication of wine perception

Results from a variety of studies highlight that consumers’ preferences and liking of wine are highly heterogeneous, and segments based on preferences for specific sensory characteristics and wine styles may be identified.

- Wine experts
- Analytical sensory panelists
- Consumers

Comments:
Consumer evaluation of wine is highly impacted by:
- mood/emotions
- context
- information
- involvement
- expectations

• Wine experts
• Analytical sensory panelists
• Consumers
Reflections

1. Are we developing a long tradition?

2. Assessors relations?
Tools

- Sensory quality of wine
- Objective guidance

Wine Aroma Wheel from UC Davis

The Wheel provides a visual graphic of the different categories and aroma components that one can encounter in wine. The terminology used is standardized for use by both professionals and amateur wine tasters.

at: https://www.thewinecellarinsider.com/wine-topics/wine-educational-questions/davis-aroma-wheel/
Tools

- Sensory quality of wine
- Objective guidance

White wine, example

- SÖTMA: sweetness
- FYLLIGHET: body/fullness
- FRUKTSYRA: acidity

Red wine, example

- FYLLIGHET: body/fullness
- STRÄVHET: astringency
- FRUKTSYRA: acidity

Swedish wine monopoly
Reflections

1. Are we developing a long tradition?
2. Assessors relations?
3. A common vocabulary?
Dynamic perception of wine
TDS (Temporal Dominant Sensation) of Merlot wines

Meillon et al, 2009
Product development

- Wine experts
- Analytical sensory panelists
- Consumers
Reflections

1. Are we developing a long tradition?
2. Assessors relations?
3. A common vocabulary?
4. Roles in product development?
THANK YOU!

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