

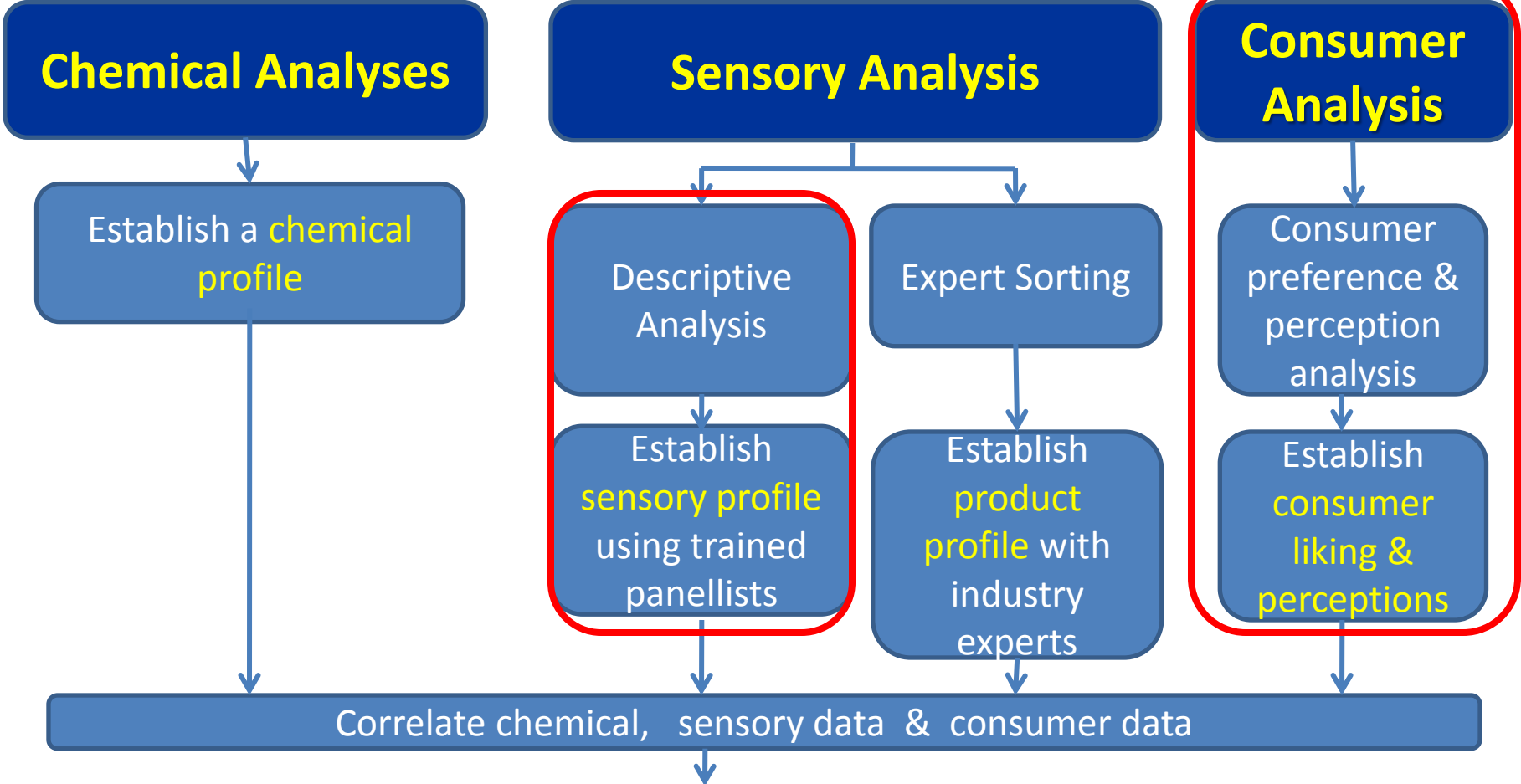
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# Chemical, sensory and consumer profiling of **South African Chenin blanc bush vine wines**

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# Research layout



**Identify on CB wines produced from bush vines**

- 1) Wine quality prediction factors; 2) Drivers of consumer liking; 3) Consumer attitudes

# What is a bush vine?



BUSH VINES

TRELLISED VINES

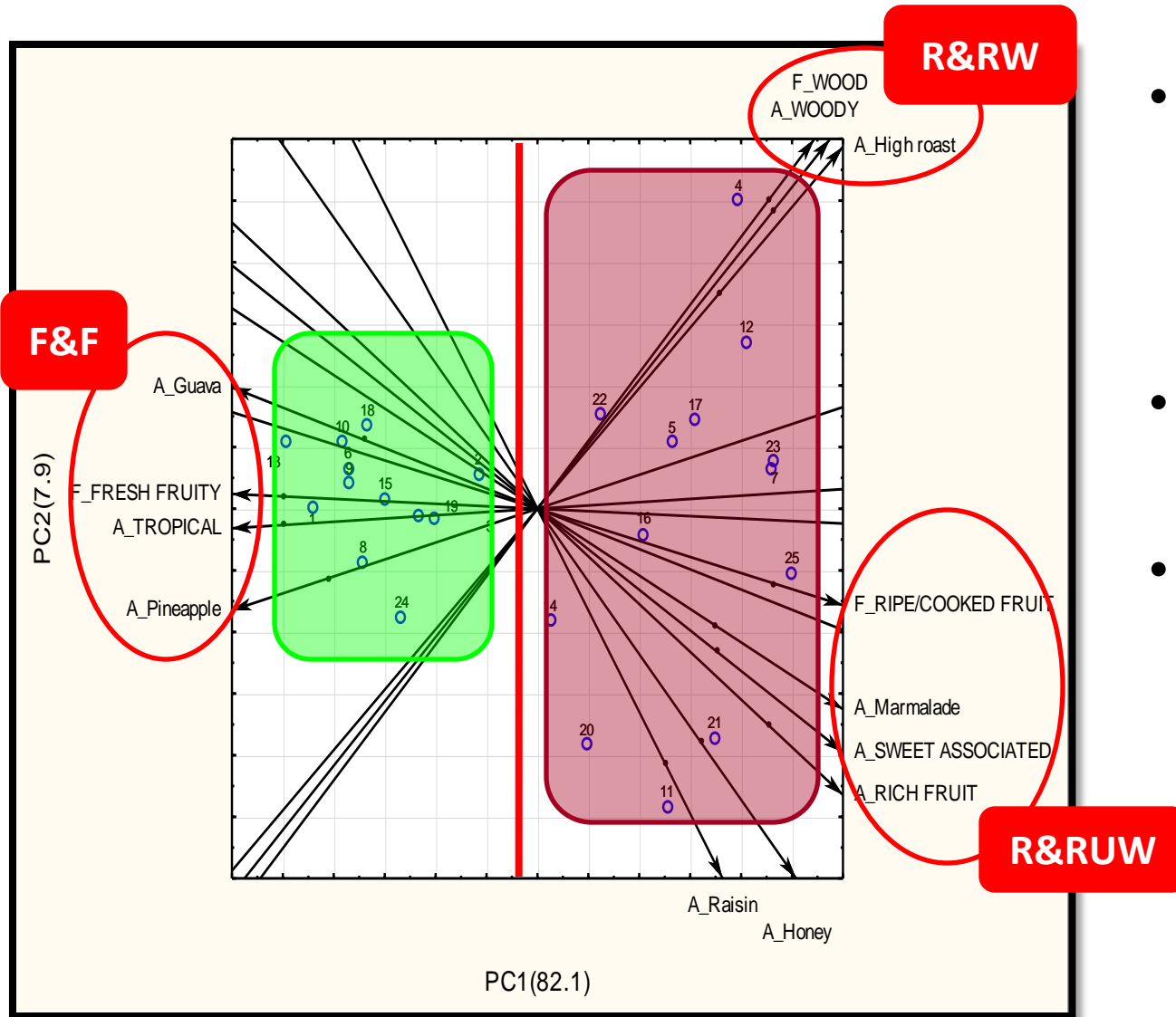




# Why study bush vine CB wines?

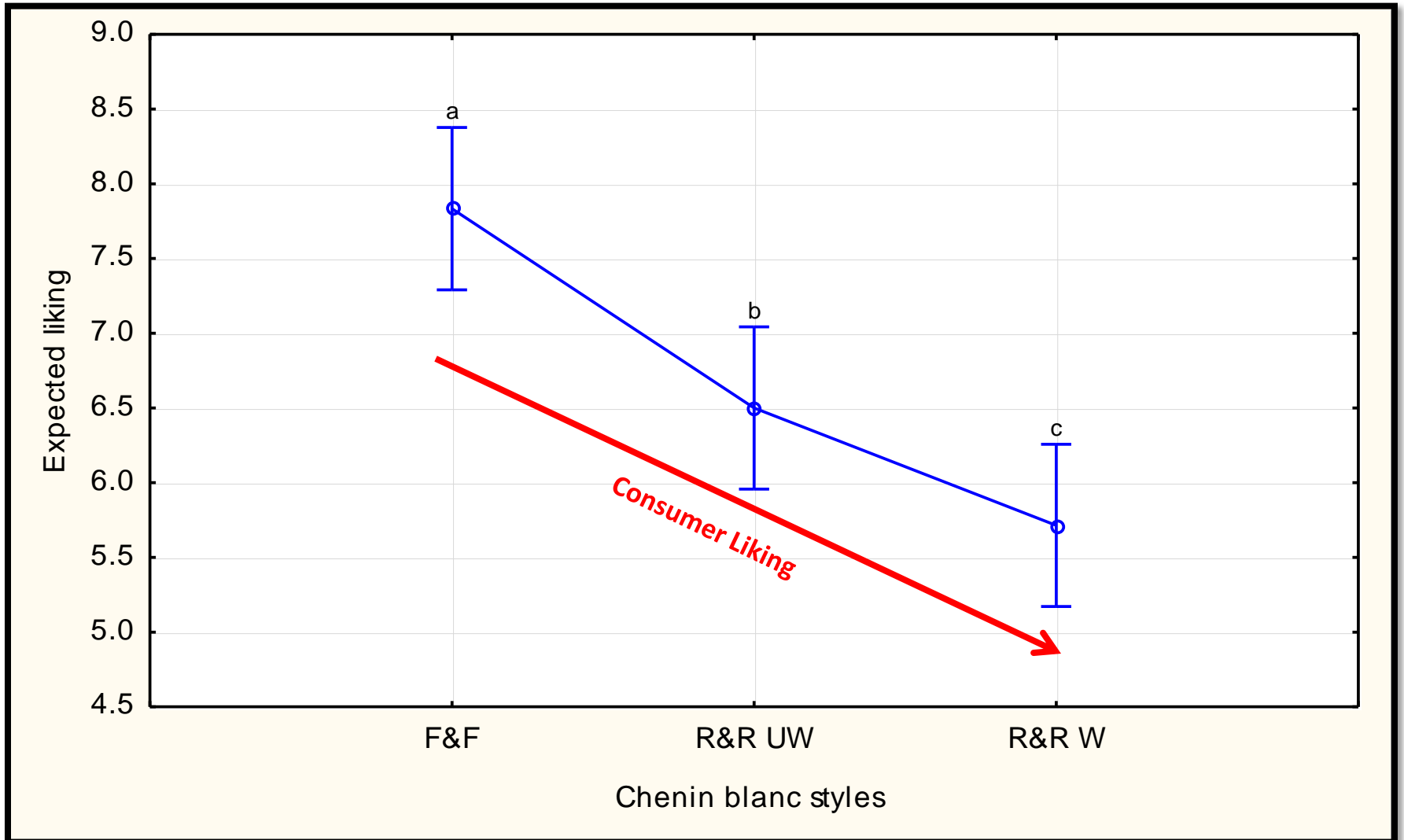
- Mainly old vines
  - Popular in early years
- Reduced yields
  - Vine age
  - Bush vine characteristics
- Reduced yields → improved wine quality

# What is the sensory profile of bush vine CB?

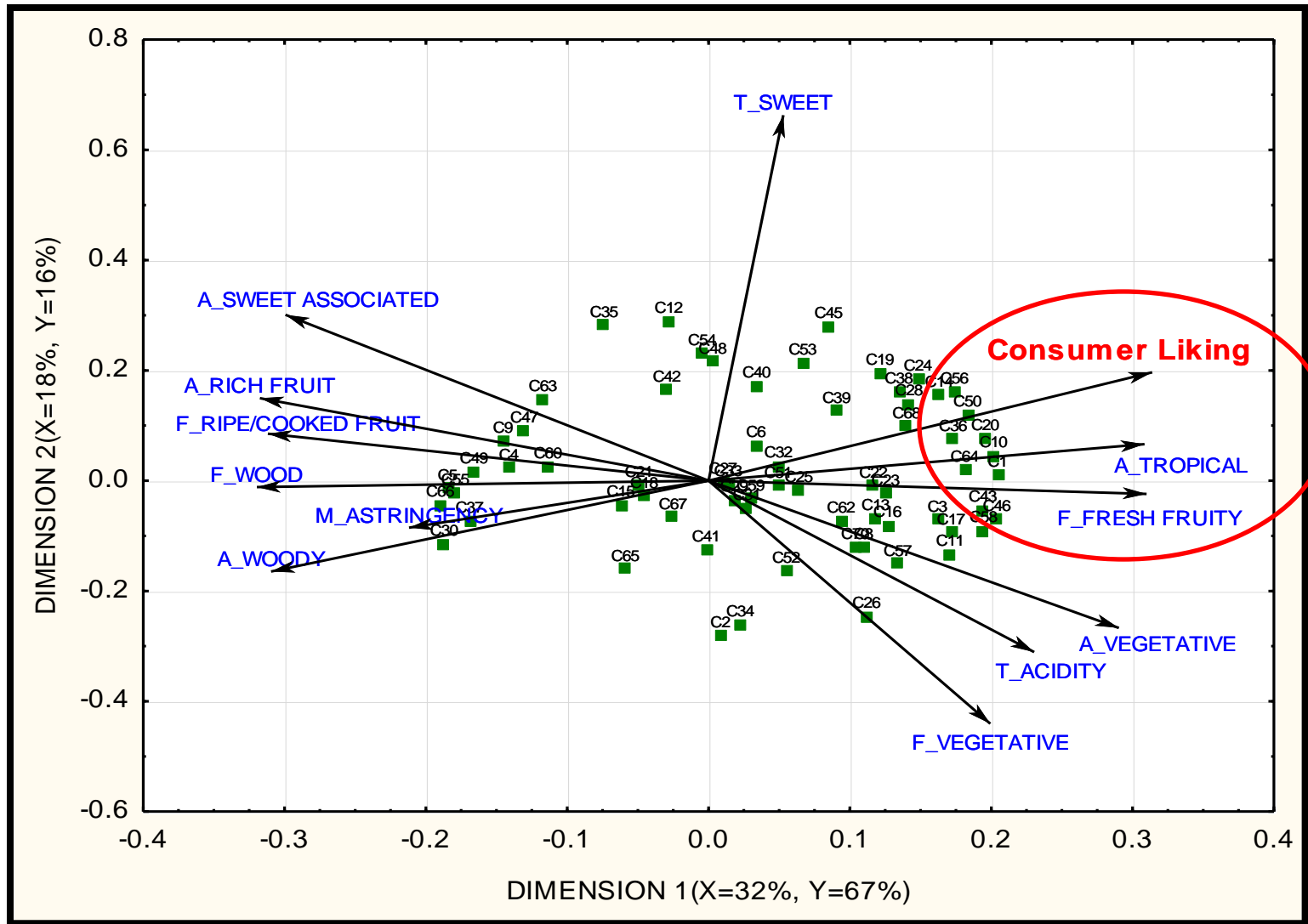


- 25 commercial South African CB wines
- 100% bush vine
- Trained panel

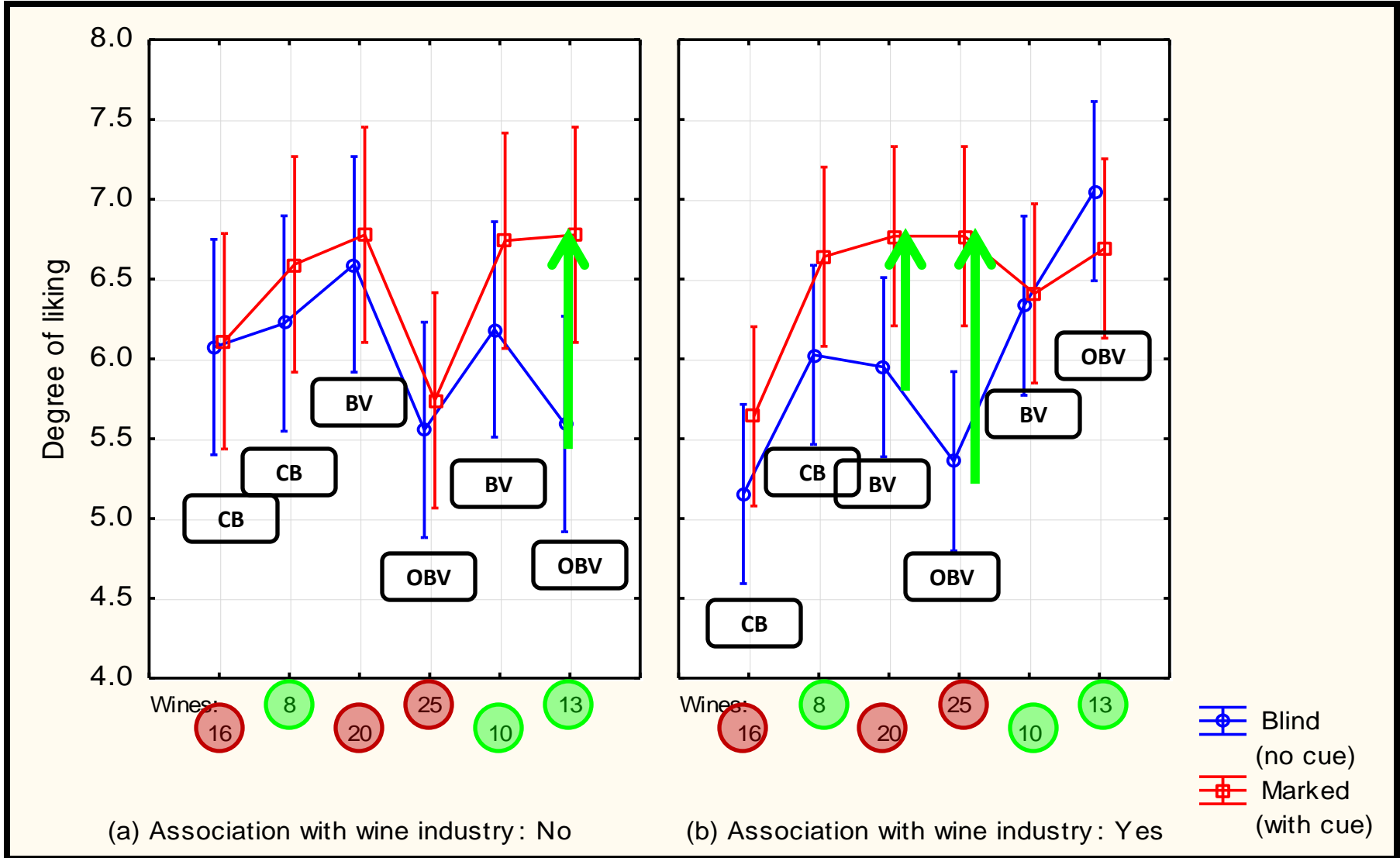
# How much do you EXPECT to like these CB styles?



# What did the consumers think after tasting the wines?



# How do label cues influence consumer liking?







# How do label cues influence consumer liking?

- Consumer liking ↑
  - Not associated with the wine industry
    - *Old bush vine Chenin blanc*
    - F&F
  - Associated with the wine industry
    - *Old bush vine & Bush vine Chenin blanc*
    - R&R



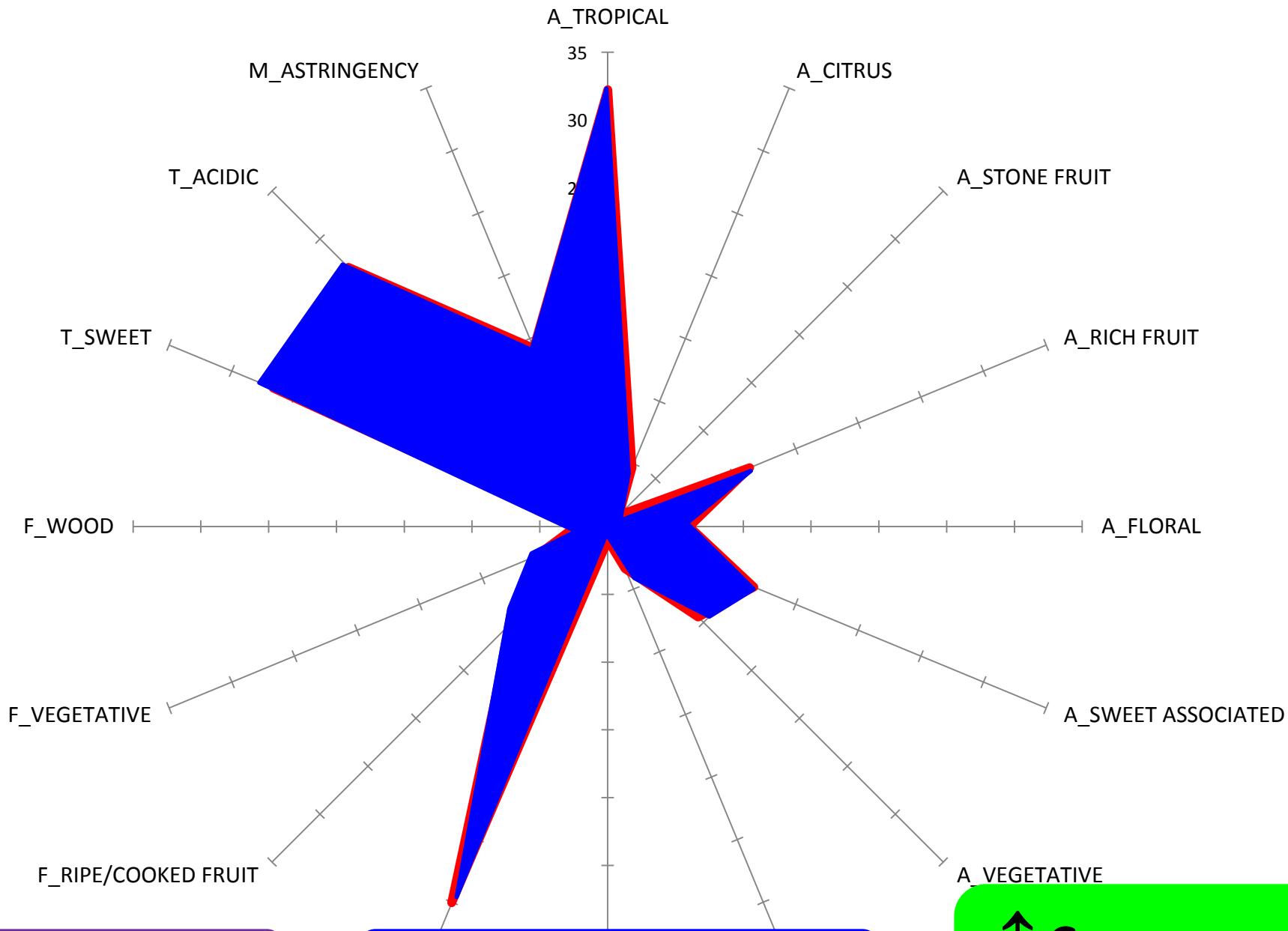
WHY????



# Why do cues influence consumers differently?



- Education & Wine knowledge
- Perceptions on *bush vine* & *old bush vine*
- Different expectations created by cues
- Perceptions, expectation & experience all influence consumer liking



**Expectations**

=

**Sensory experience**



**↑ Consumer liking**

A\_SPICY

# Conclusions

- Consumer education is key!
  - About CB styles
  - About sensory attributes associated with the styles
- Re-think label information
  - Leave no room for mismatched experiences





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