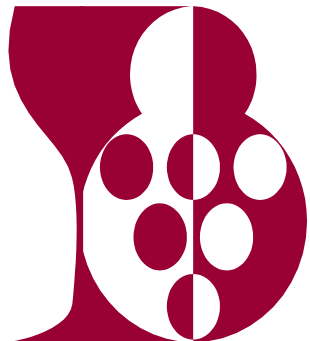


# Chenin blanc Wine Style Research

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Chenin blanc Conference, Stellenbosch,  
14 November 2011



# How can science help the industry?

Regarding our knowledge and understanding of SA Chenin

Sensory profiles

?

SA Consumer point of view

?

Chemical profile

?

# Chenin blanc team @ su



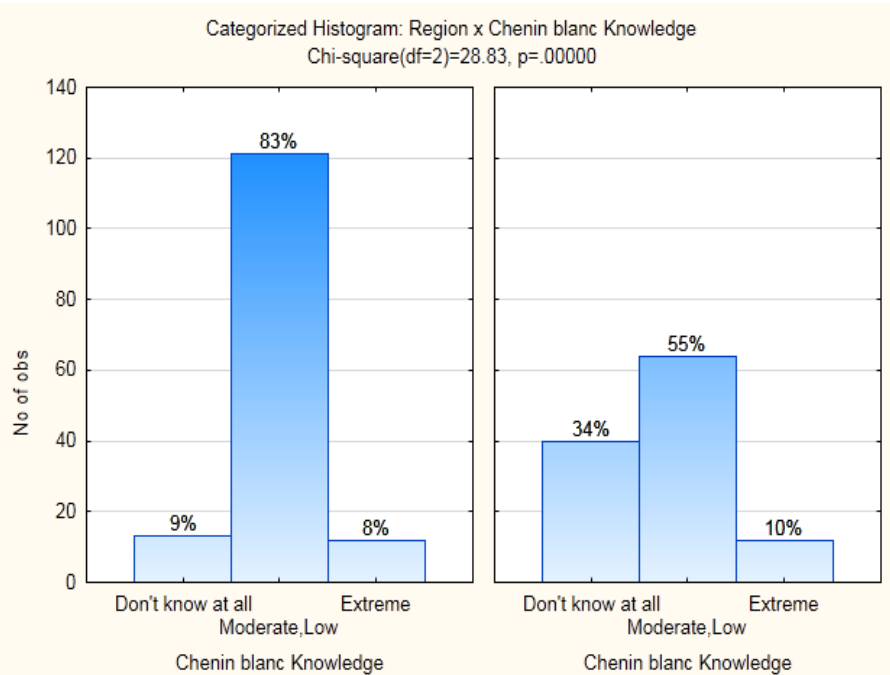
# Task 1: Consumer-perception analysis

**Question: What is the consumers' knowledge level and experience of Chenin blanc wine styles?**

- Survey:
  - 6 Open-end questions Associative group analysis technique (Szalay, 1970)
  - “When **xxx** is mentioned, what comes to mind?”  
*Cultivar, Chenin blanc, bush vines, NLH, SLH wines*
- Two wine shows:
  - JHB Wine Fair 2010 (122 consumers)
  - Robertson Wine Fair 2010 (152 consumers)
- 5261 responses captured, categorised and scored

# Consumers... perceptions on Chenin blanc Wine Style & Knowledge

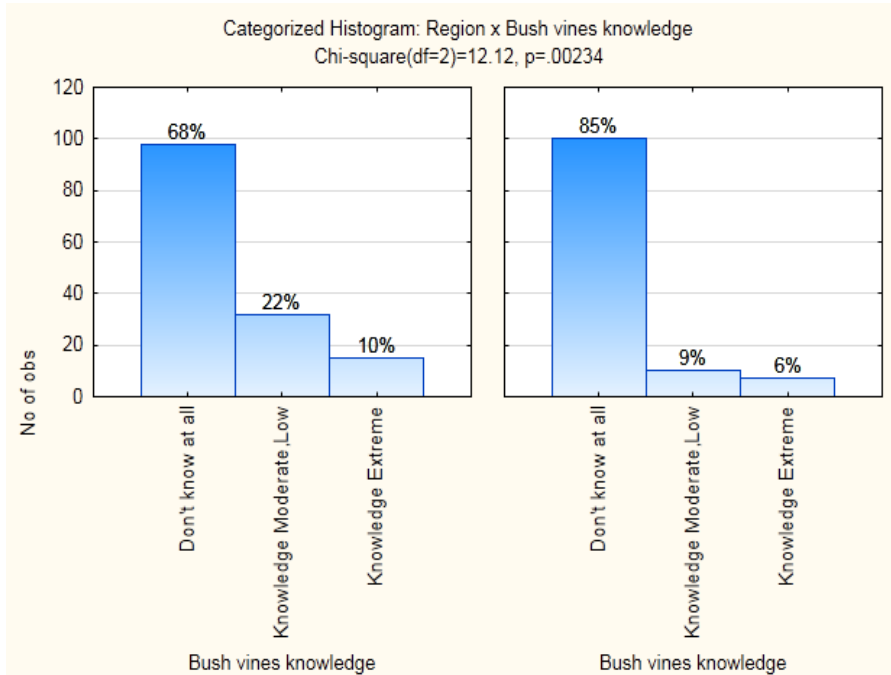
## Chenin blanc wine styles



Robertson Wine Fair

JHB Wine Fair

## Bush Vines



Robertson Wine Fair

JHB Wine Fair

**Consumers... Chenin blanc is not clear in their minds**

# Acknowledgements

- Post graduate students
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- Private Cellars
- Winetech IWBT-W 10/01
- NRF

*Investigating the correlation between chemical, sensory and consumer preferences of selected South African wines:  
Implementation of novel software IWBT-W 10/01*

