

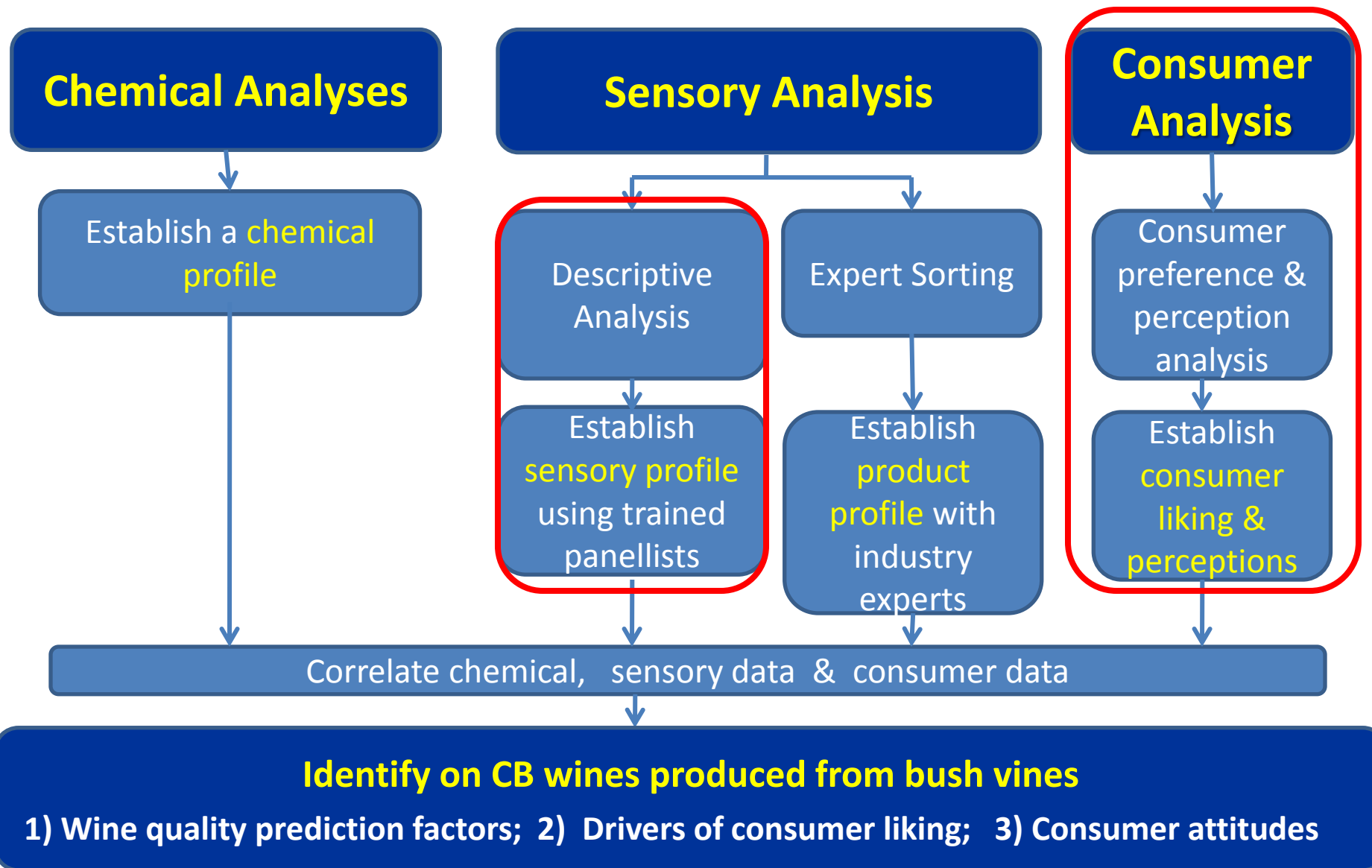
Evette Hanekom
MSc Food Science
Stellenbosch University

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

Chenin blanc Conference, Stellenbosch, 14 November 2011



Research layout



What is a bush vine?



BUSH VINES

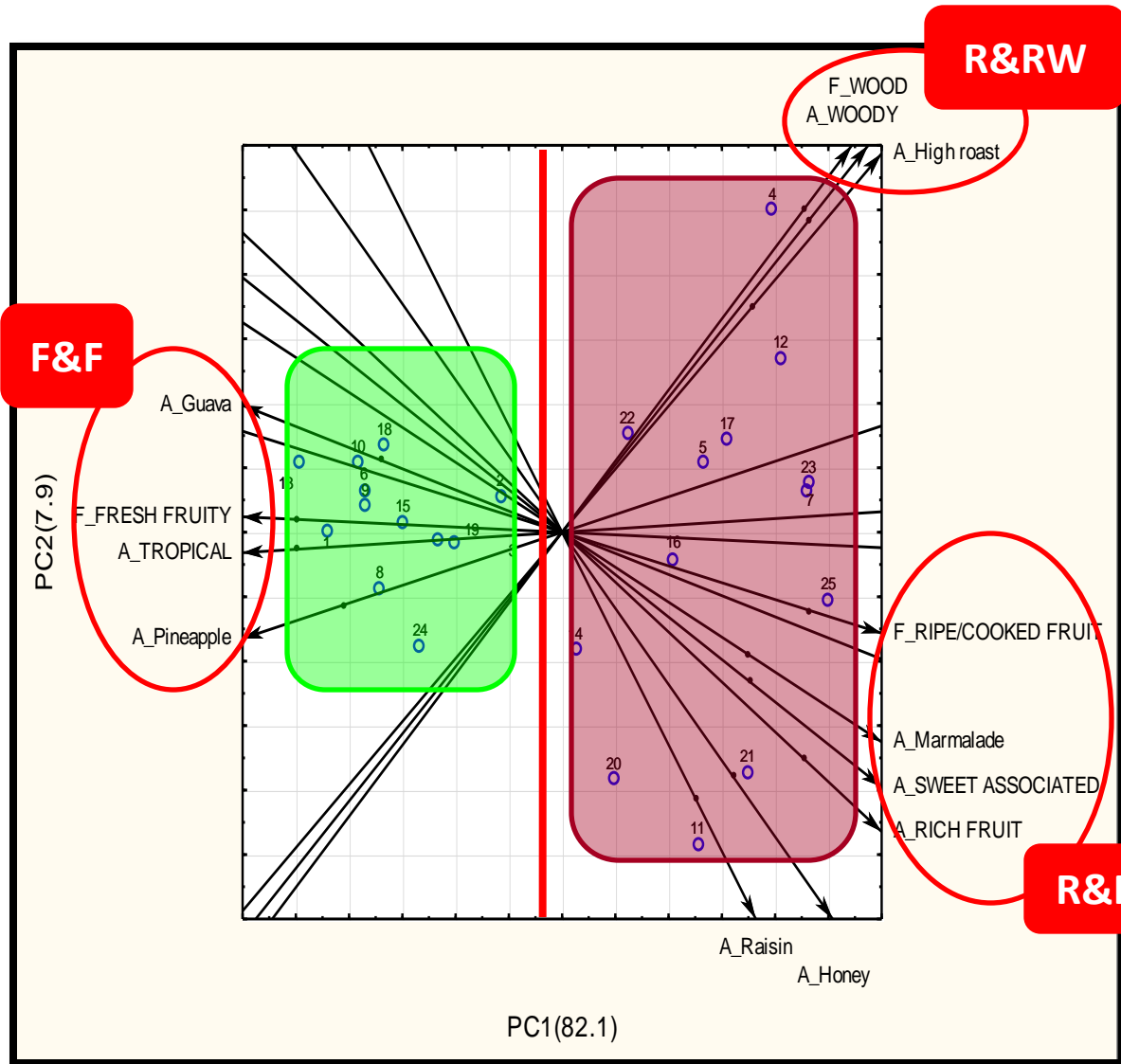
TRELLISED VINES



Why study bush vine CB wines?

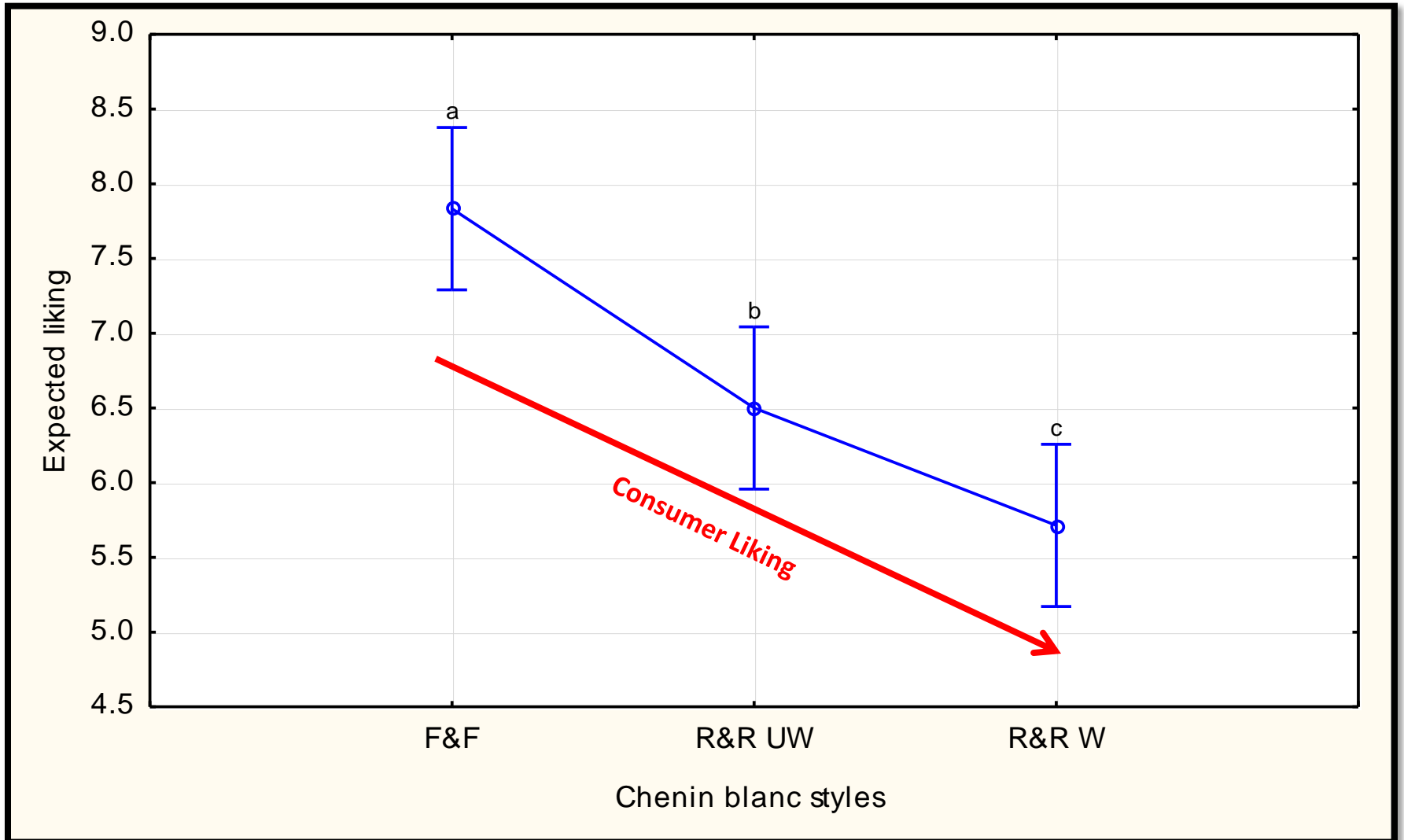
- Mainly old vines
 - Popular in early years
- Reduced yields
 - Vine age
 - Bush vine characteristics
- Reduced yields → improved wine quality

What is the sensory profile of bush vine CB?

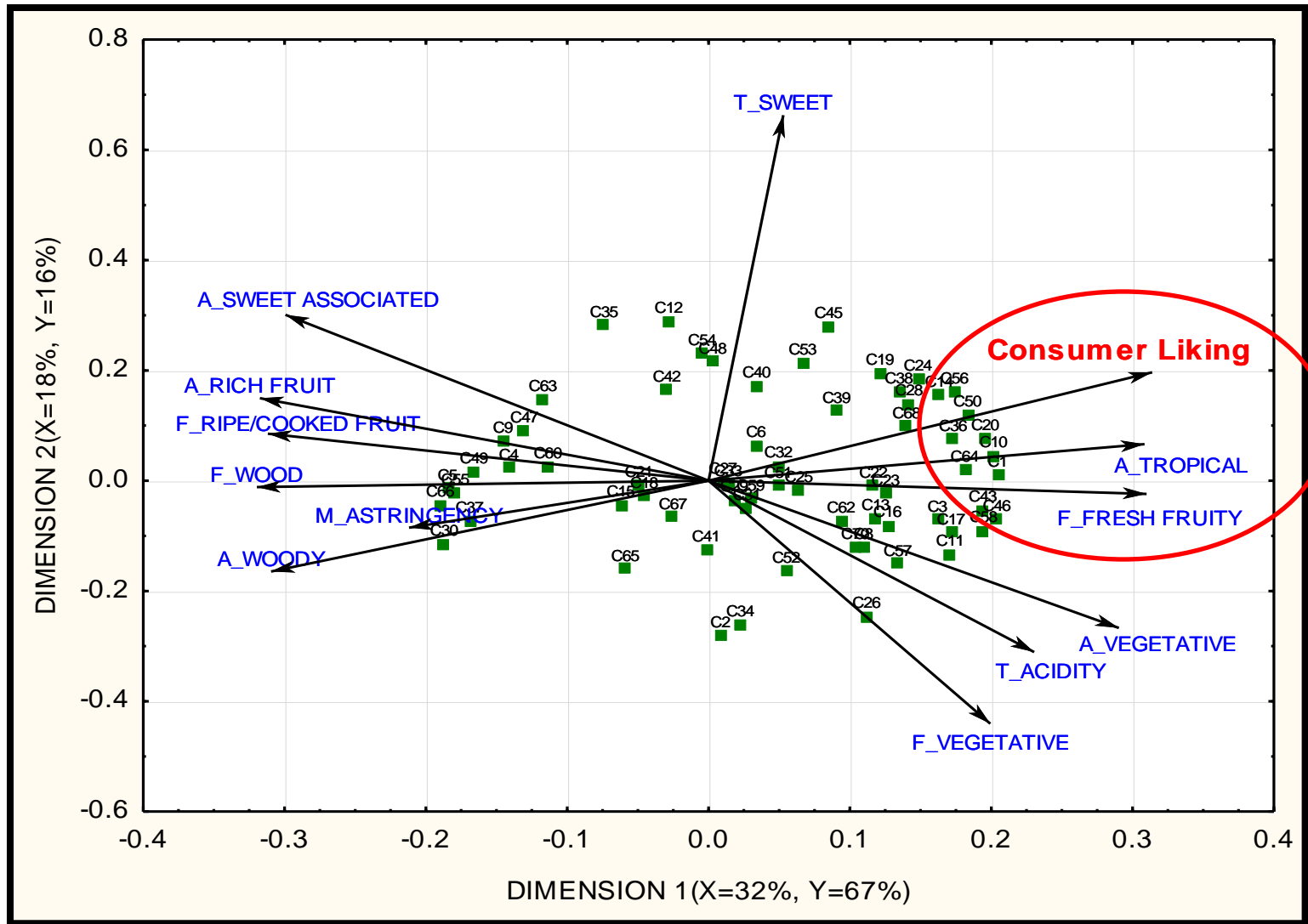


- **25** commercial South African CB wines
- **100%** bush vine
- **Trained** panel

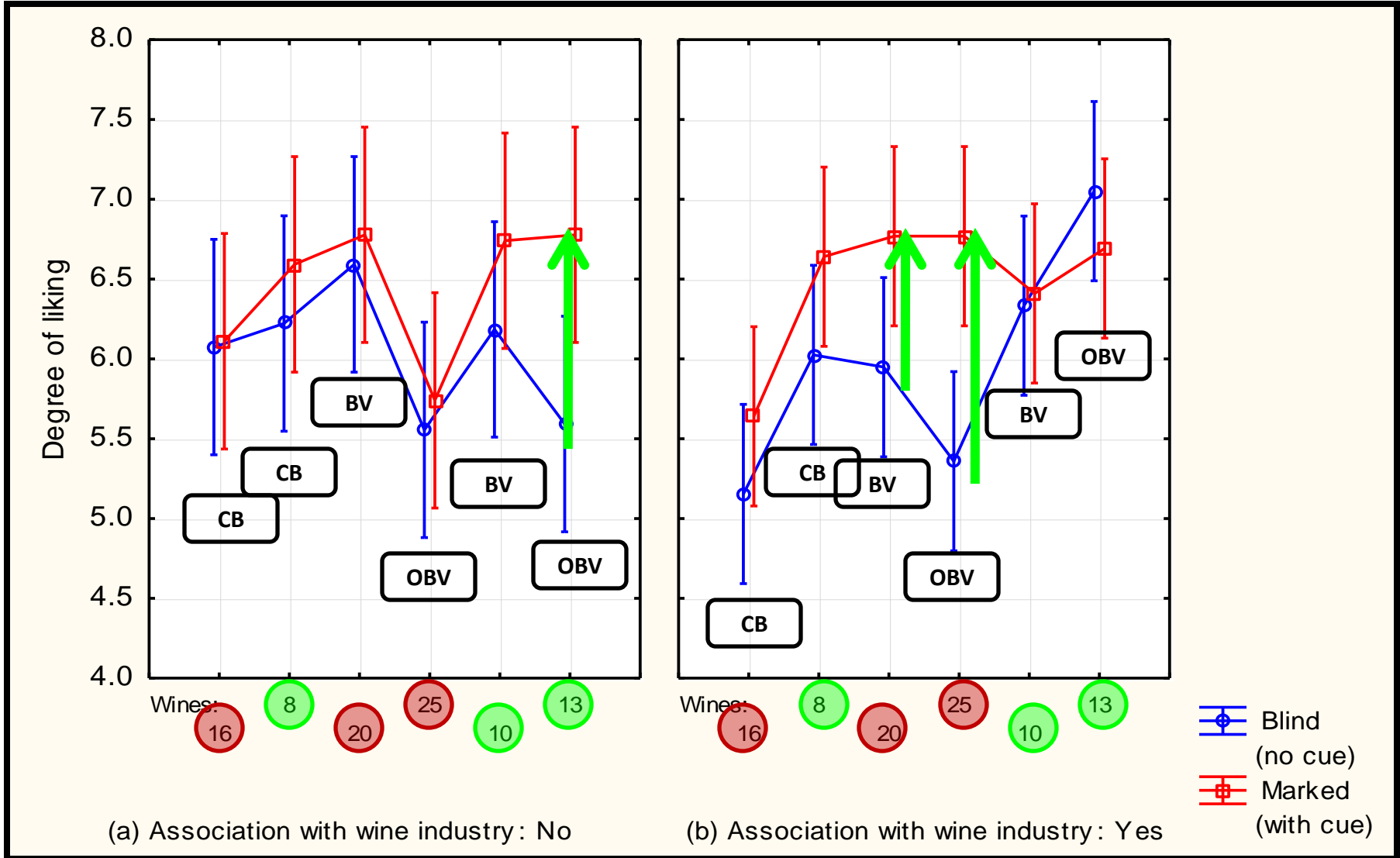
How much do you EXPECT to like these CB styles?



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



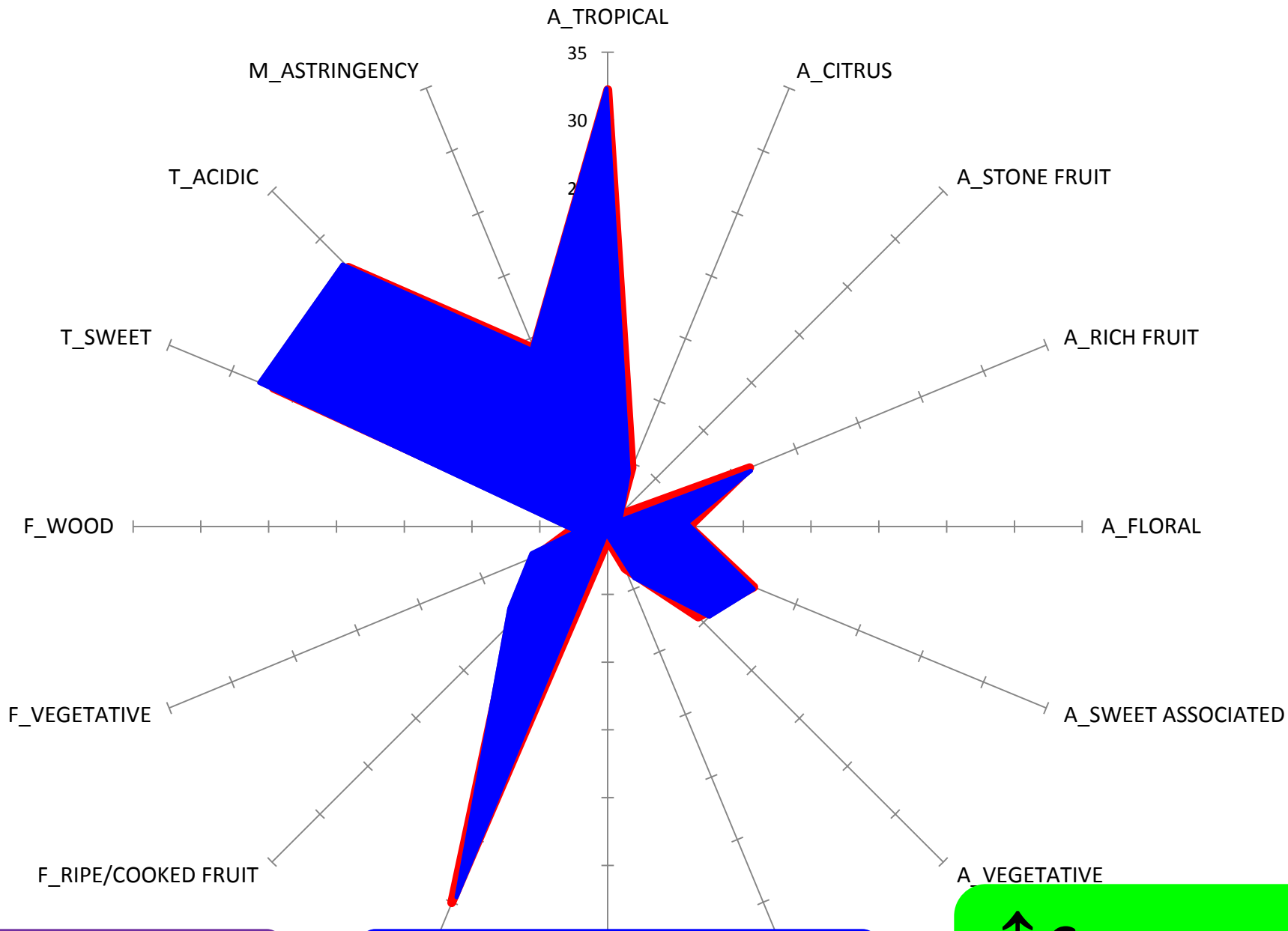
WHY????



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





Acknowledgements

- NRF (Bursary & Project funding)
- Members of the CBA
- Department of Food Science
- IWBT
- Prof Martin Kidd
- Sensory panel members
- Supervisors & Collaborators
- Colleagues and friends