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

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Research layout

Chemical Analyses
- Establish a chemical profile

Sensory Analysis
- Descriptive Analysis
  - Establish sensory profile using trained panellists
- Expert Sorting
  - Establish product profile with industry experts

Consumer Analysis
- Consumer preference & perception analysis
- Establish consumer liking & perceptions

Correlate chemical, sensory data & consumer data

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**?
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?

![Graph showing expected liking for different Chenin blanc styles]

- Current effect: $F(2, 82) = 18.856, p = 0.000001$
- Type III decomposition
- Vertical bars denote 0.95 confidence intervals
- F&F, R&R UW, R&R W
What did the consumers think after tasting the wines?
How do label cues influence consumer liking?

(a) Association with wine industry: No

(b) Association with wine industry: Yes
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
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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