



Listening to the consumer's voice: opportunities for Chenin blanc



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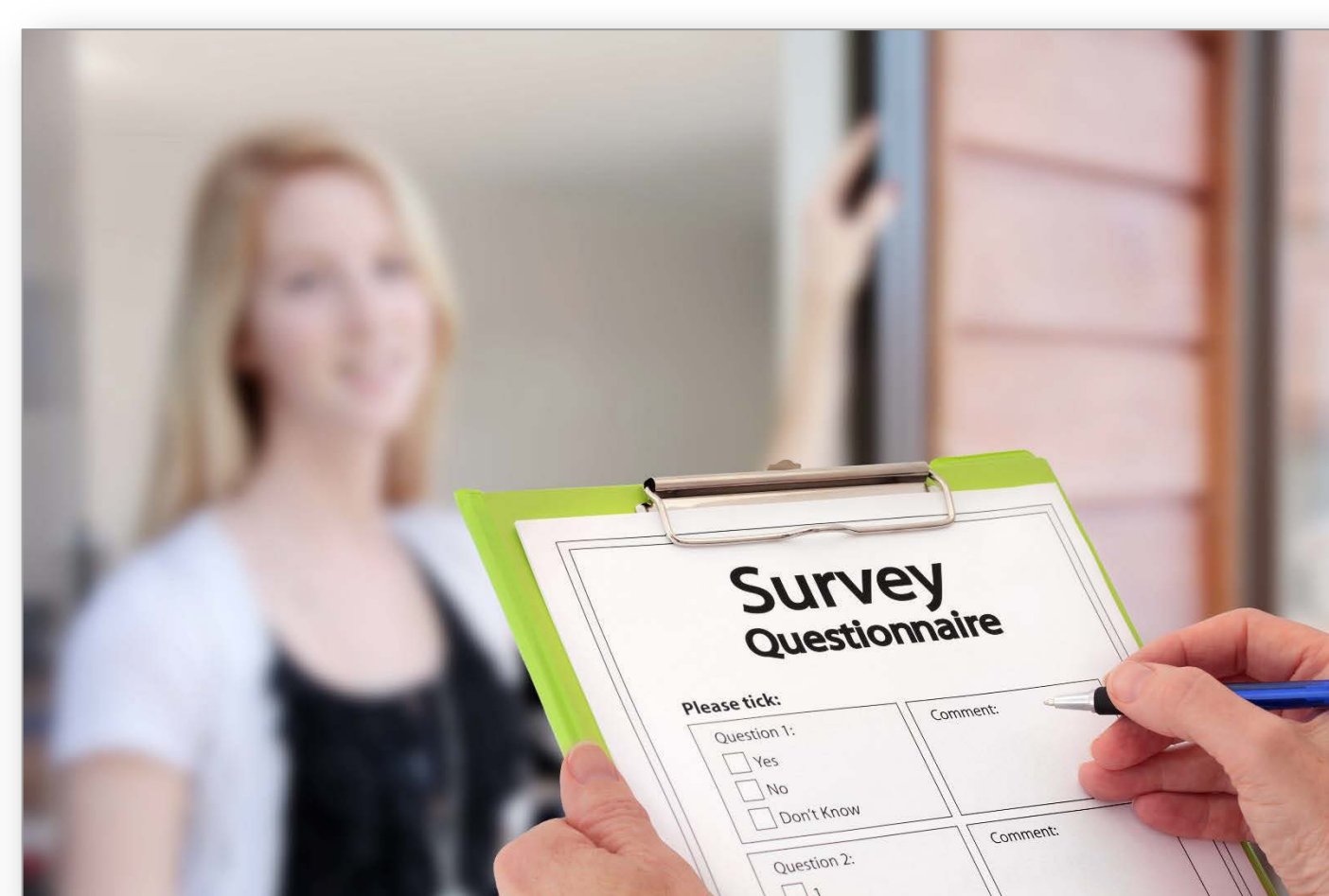
Introduction

- South Africans are rich in diverse perceptions, preferences and levels of aspiration for wine as a choice of beverage, due to the different cultures, ethnic groups and background.
- Chenin blanc is an equally diverse cultivar and a jack of many trades. It presents a large style spectrum, ranging from fresh, to ripe and complex. There is room for style innovation
- However, many consumers may not be able to identify a particular style of Chenin blanc and their opinions are not known by industry.
- The potential of Chenin to become SA's true flagship white variety can be fulfilled by **listening to the consumers' voice**.



Listening to the consumers' voice

- Currently, SA, as a new wine world, is researching various marketing strategies to address the lack of SA consumers' interest in wine as a favoured beverage.
- The "voice" of the consumers regarding their perception of Chenin blanc has not been investigated.
- A study has been launched by the Institute of Wine Biotechnology, Stellenbosch University, to investigate the perceptions and impressions that Chenin blanc has within the industry and the market.
- Wine industry experts (sommeliers, retail experts, winemakers) can play a pivotal role in effective communication with current and future wine consumers.



Objectives

- To identify the **opportunities** for Chenin by evaluating two groups, consumers and industry experts, in qualitative and quantitative research.
- Investigate the wine style perceptions of Chenin blanc wine styles amongst:

(a) Consumers

• Age



• Ethnic group



• Gender



• Income level

(b) Wine industry experts

• Winemakers (production)



• Sommeliers (on-trade)



• Retail experts (off-trade)

Impact of study

- For the first time, to understand the SA consumers' likes, preferences and uncertainties about Chenin.
- To proactively use this information to:
 - serve the SA consumer segments better
 - improve the communication from experts to the consumer
- Bridge the perception gap between industry experts and consumers.

