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STELLENBOSCH
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100

1918 · 2018

forward together · saam vorentoe · masiye phambili

Deciphering the general sensory profile of Chenin Blanc from a wine consumers approach

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**CHENIN
BLANC**
INTERNATIONAL
CONGRESS
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ANGERS - FRANCE
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Winetech™

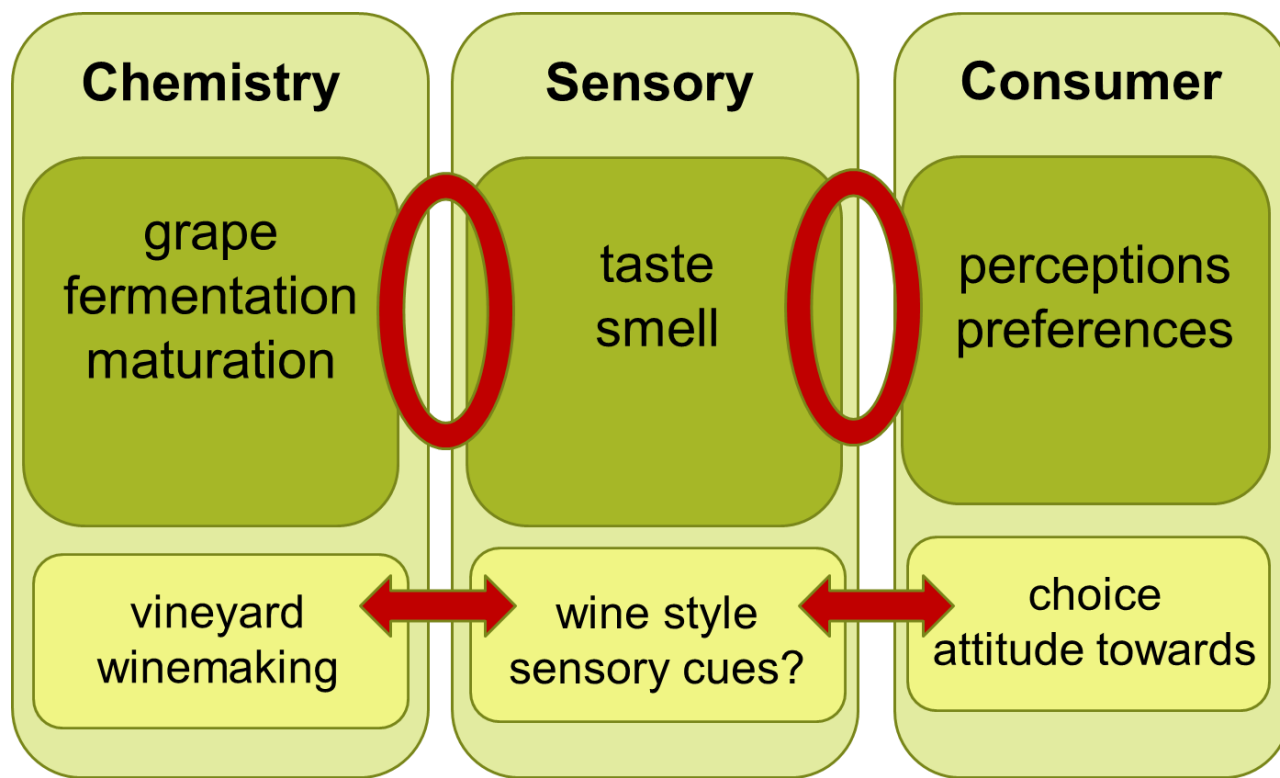
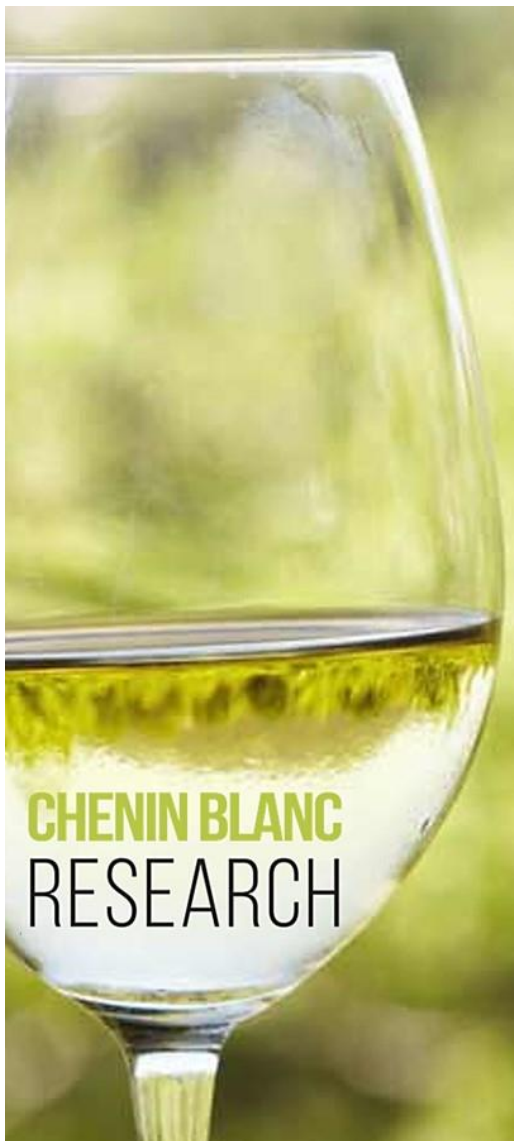
Wine Industry Network of Expertise and Technology

ACADÉMIE
DU
CHENIN
VAL DE LOIRE



CHENIN BLANC
ASSOCIATION

| Research Spotlight on Chenin Blanc



We work together as a team...



- **Academia**
- **Funders**

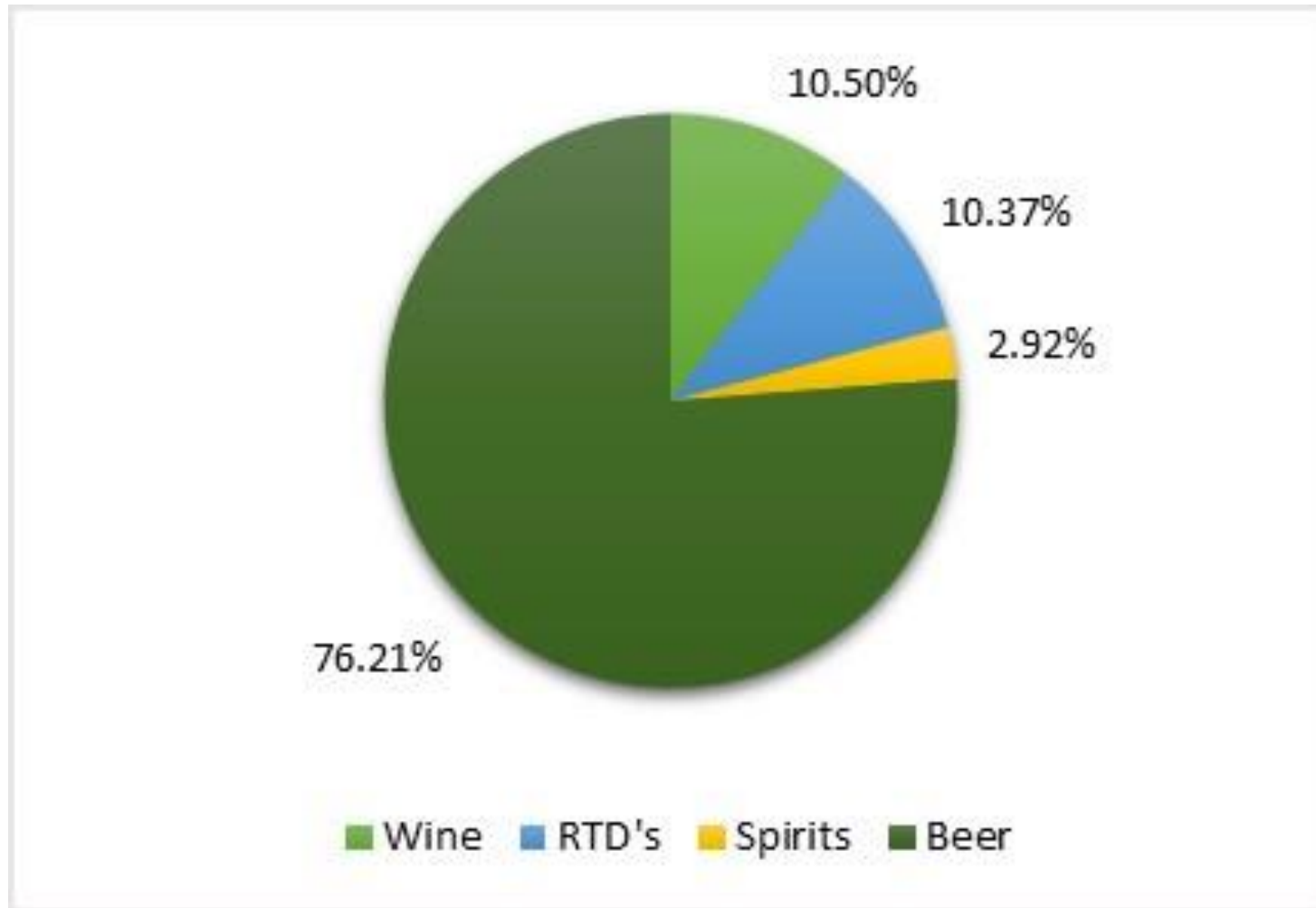


**science
& technology**

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| Consumption by South African consumers in 2017.....

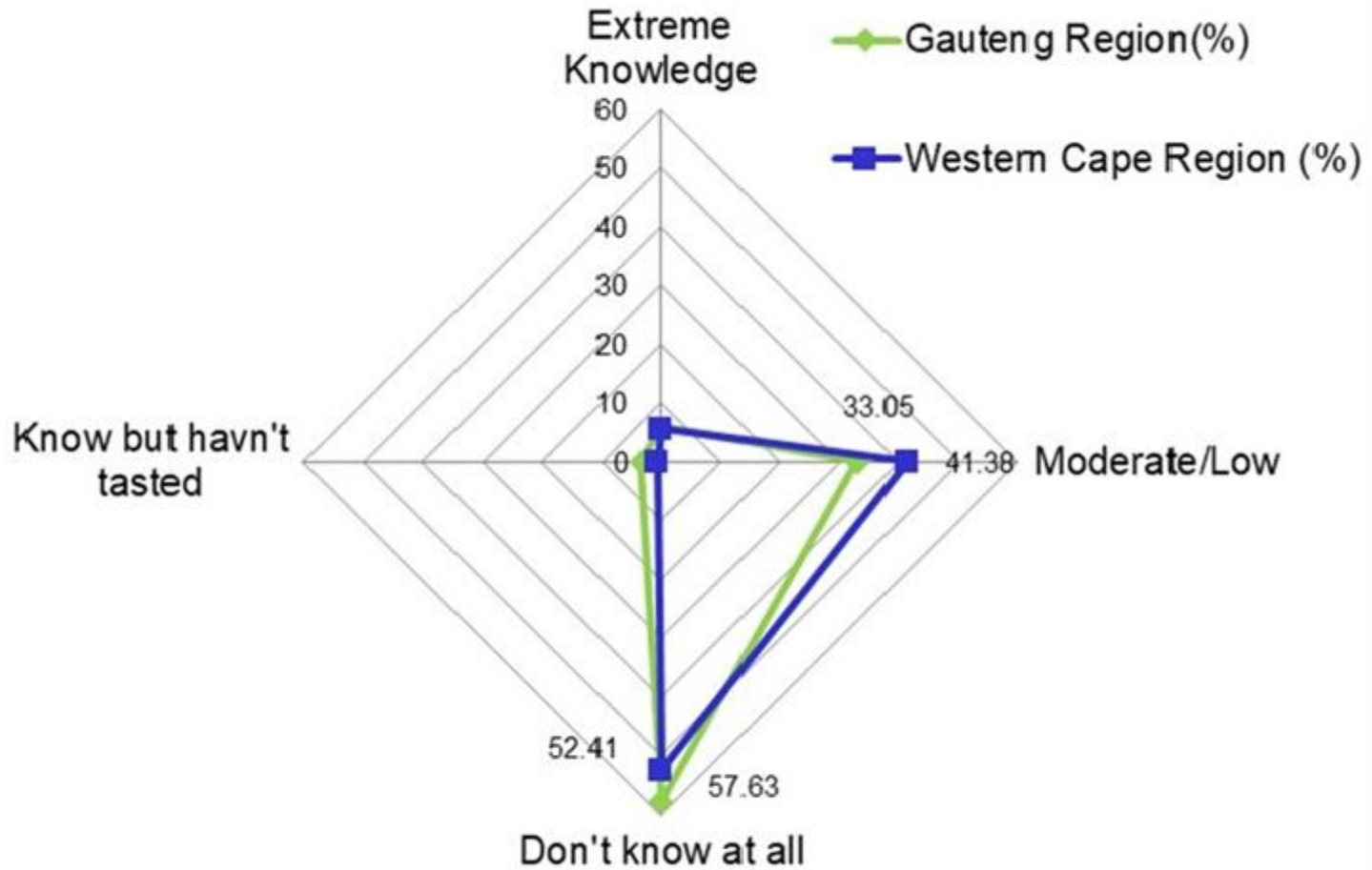


| The consumer we are interested in



- South African (>18 years)
- Consumes wine

| Consumer engagement...



| Through the lens of the consumer.....



Chenin Blanc...
...yeah... let me
think... it's sweet
white wine....
right?

Not sure.... I
rather buy
something
that I know....

| The task of research and industry



| What is required? ..insight into..



Consumers' **WINE PURCHASE BEHAVIOUR**

Consumers' perception of Chenin **TASTE**

Chenin Blanc wine **SENSORY DOMAIN**

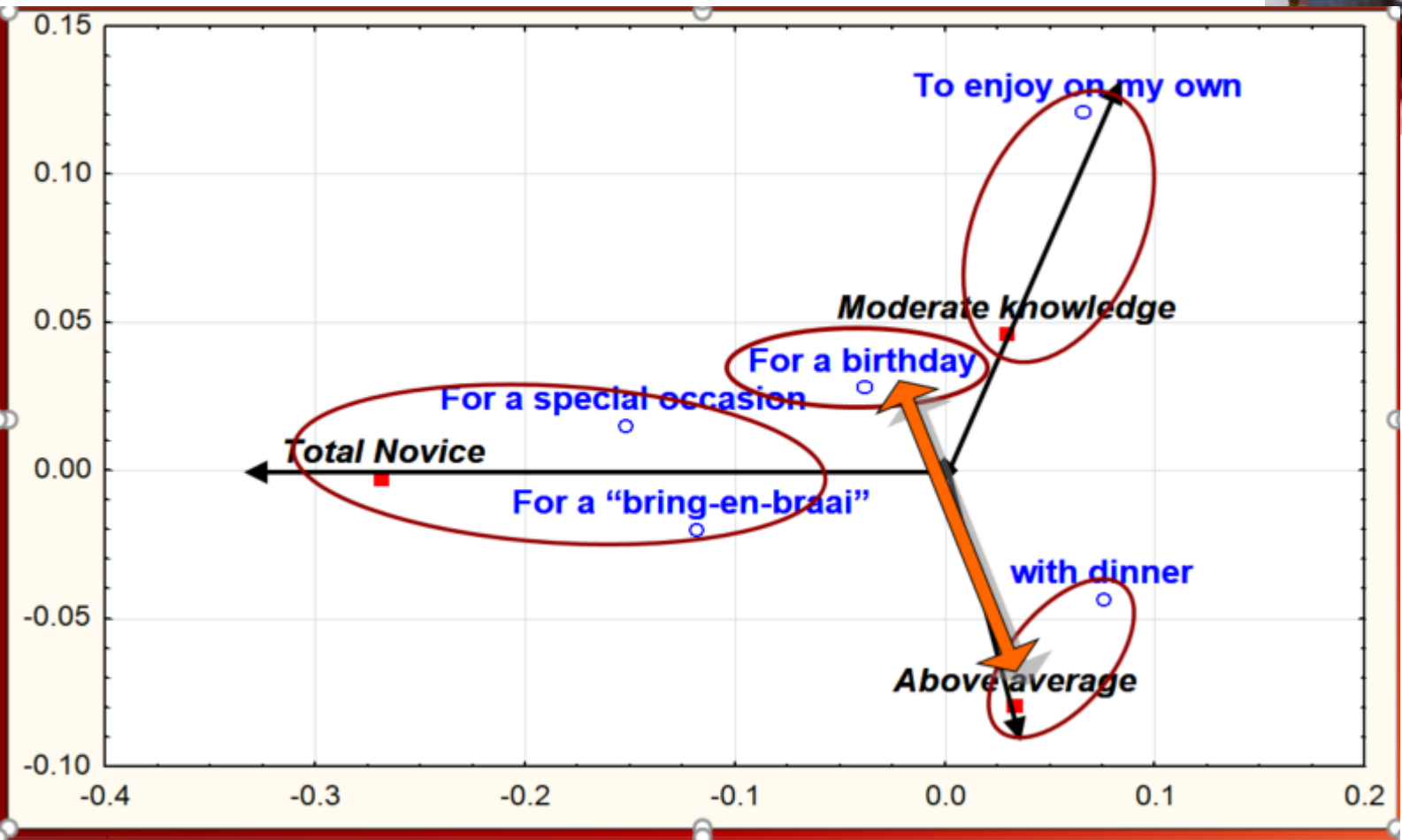
MATCH EXPECTATIONS

Valente, 2018, Nature Scientific Report

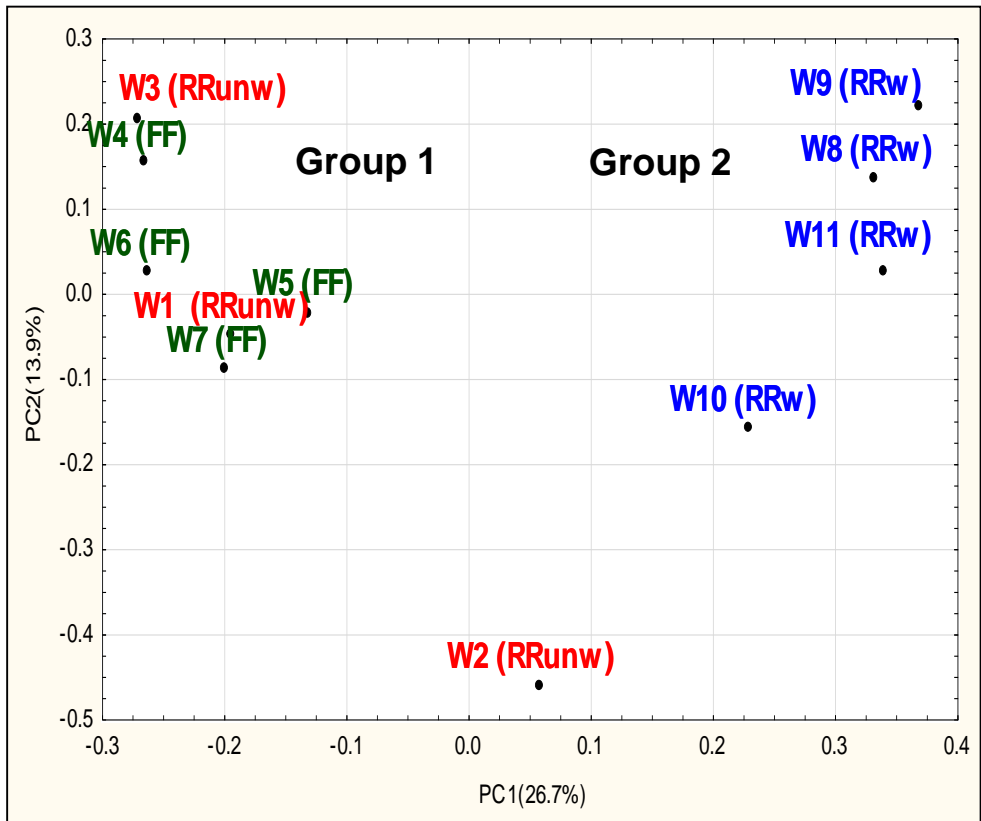
Van der Colff, 2019 International Journal Wine Business Research

Weightman, 2019 Wine research International

Generation w-Y-ne...Purchase behaviour



Taste perception of Chenin....

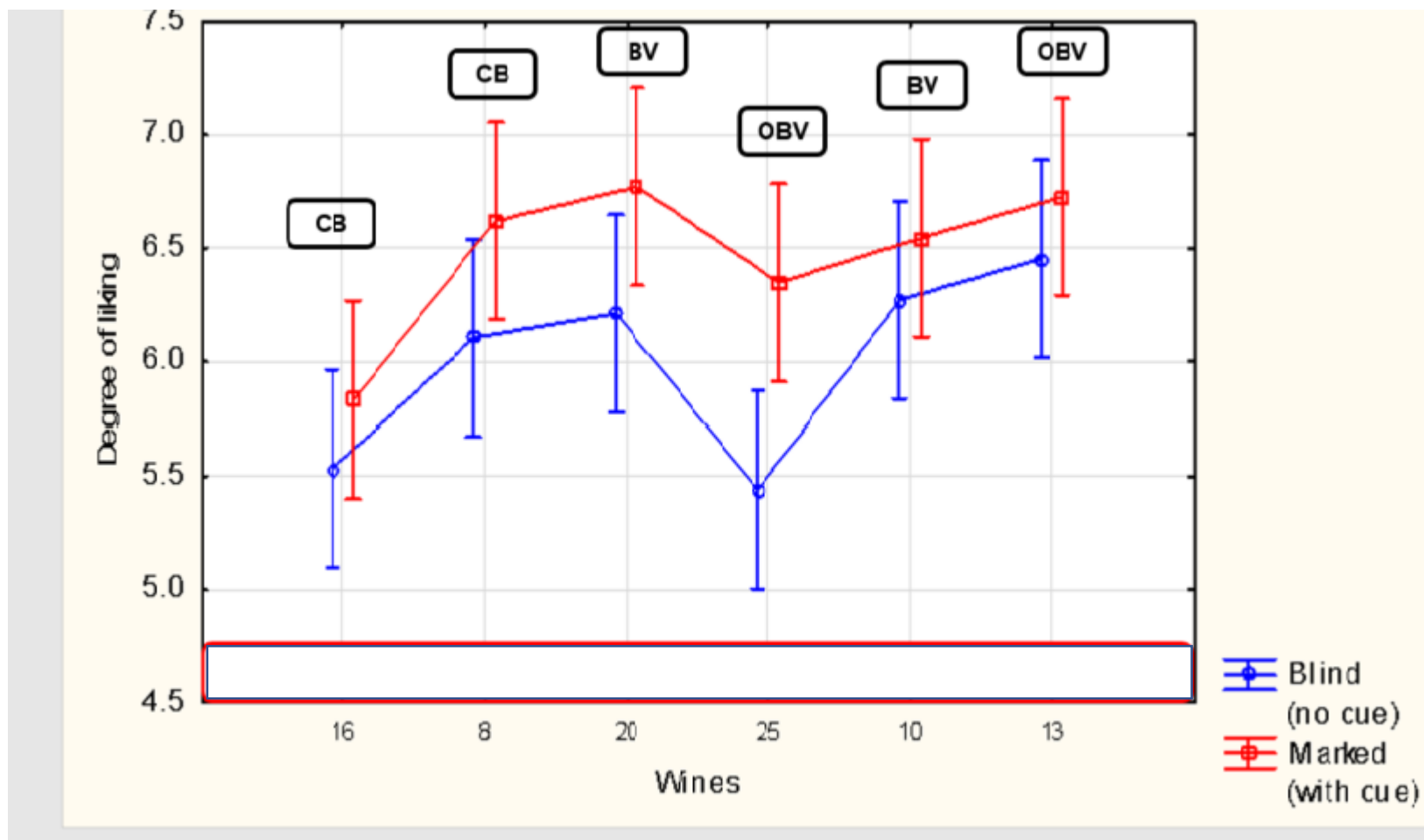


Uninstructed sorting task

11 wines

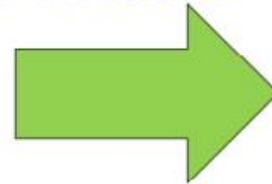
3 styles

| Impact of label cues.....



CB: Chenin Blanc; BV: Bush Vine; OBV: Old Bush Vine

| Chenin Blanc sensory domain.....

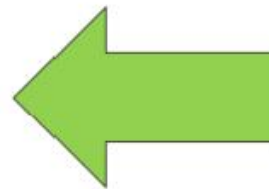


**Mining of
data**

- To better understand the diversity in Chenin Blanc
- To provide cues to the wine industry for future style developments



**Feedback to
Research & industry
sector**



**Interpret the
data**

| Our data *

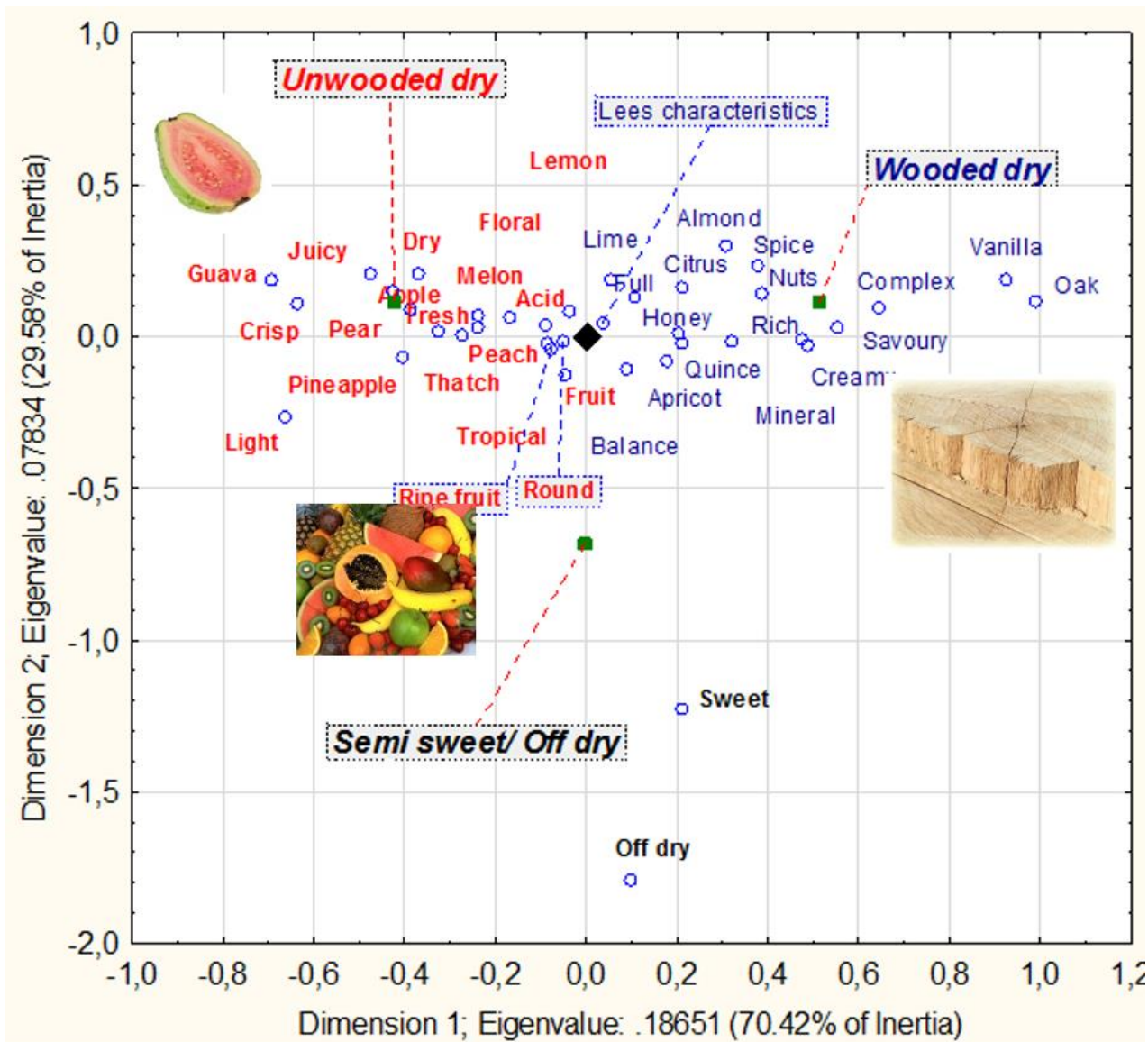


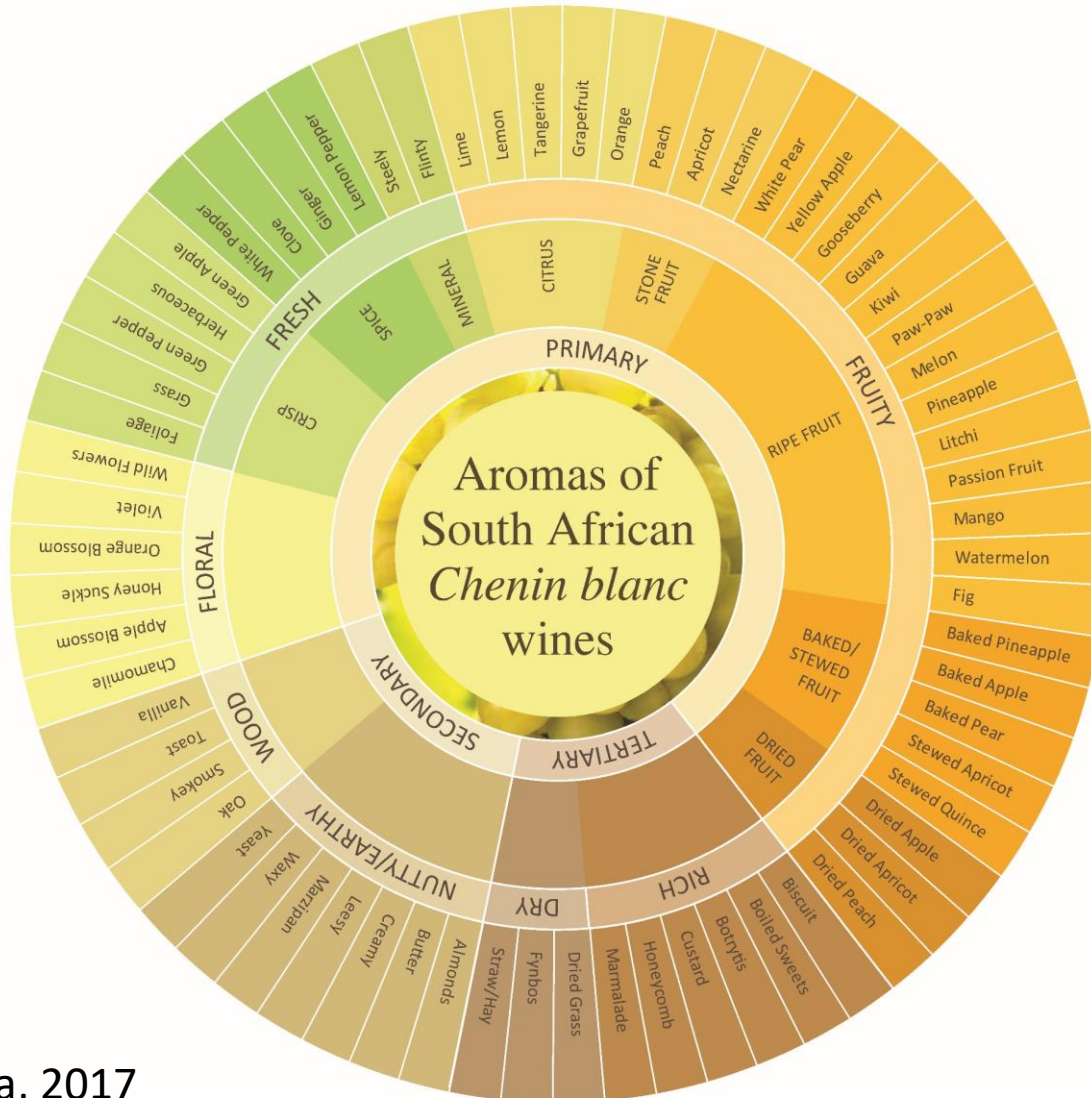
- Chenin blanc wines = **2,748**
 - **38,503** words
 - **266** sensory attributes
 - **39** words cited > 50 times

METHODS
Data mining
Artificial intelligence

- *Platter's 2008-2014

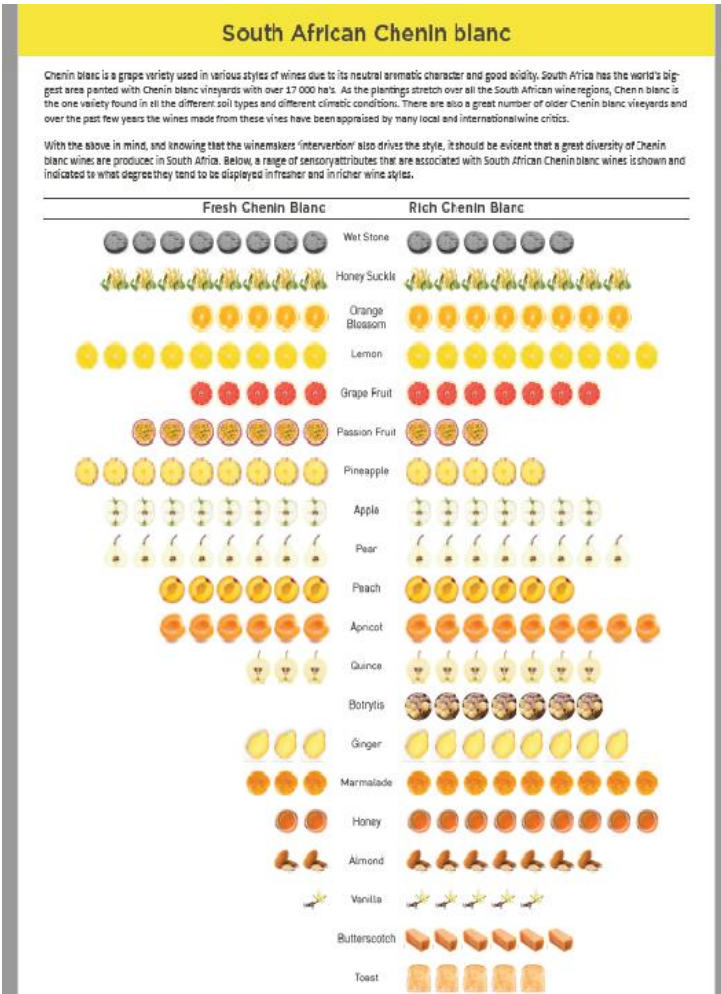
| Visualising Chenin sensory domain.....





Hanneke Botha, 2017

Chenin blanc sensory domain simplified.



| Acknowledgements



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