

Shiraz, Sangiovese or Saperavi? Consumer preferences for alternative red wine varieties assessed using projective mapping



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Background

- To understand consumer preference, sensory analysis is commonly combined with consumer liking data: this can be slow, expensive and give limited insight.
- Projective Mapping based on choice** is a new rapid holistic method.
- Consumers assess the full wine set, position them according to preference, and write a short description of each group.

Task

- Projective mapping was performed by 56 red wine consumers under three conditions, with more and less familiar alternative wine varieties.
- A liking score for the wines under blind conditions was obtained, as well as sensory descriptive analysis data.
- Varieties were: Shiraz (as reference), Tempranillo, Sangiovese, Graciano, Montepulciano, Nero d'Avola, Lagrein and Saperavi.

Label only

Knowing the label, vintage, region and variety, but no tasting



Blind tasting

No information



Informed tasting

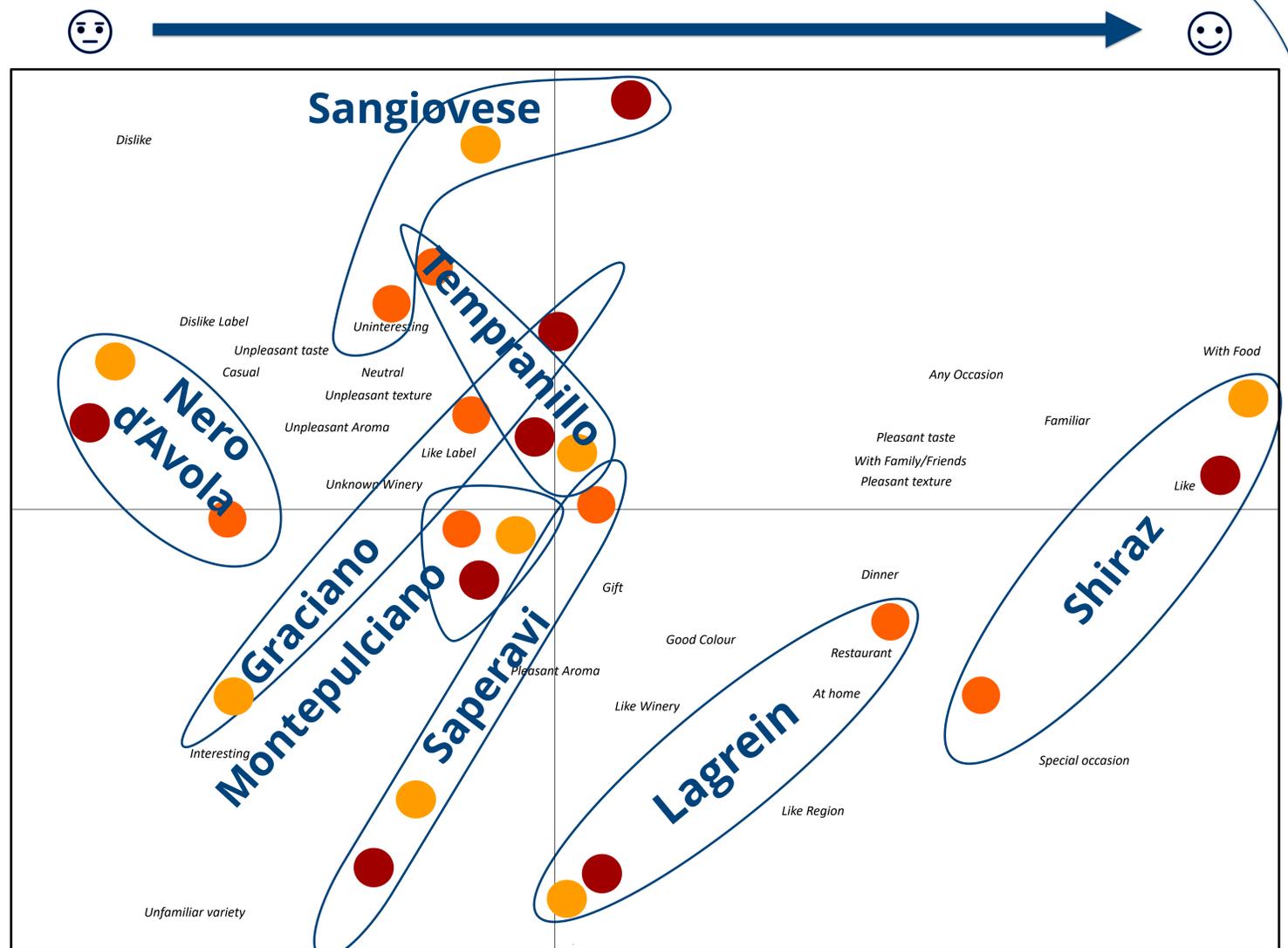
Tasting with information



Results

Outcomes

- Both methods:
 - Shiraz and Lagrein, well-liked
 - Nero d'Avola, less-liked.
- From the conventional method:
 - Well-liked wines: strong fruit flavour, colour intensity and astringency
 - Less-liked wines: some 'sulfide/reduction' flavour, higher 'red fruit' and 'confection' flavour.
- The Projective Mapping: captures information regarding **where, when, and with whom consumers might drink each wine.**
 - Lagrein and Saperavi: well-accepted blind, less-informed
 - Sangiovese: opposite trend
 - Many **extrinsic factors** such as the winery/brand, lack of familiarity and interest separated the wines.



Conclusion

Projective Mapping with choice:

- is simple for consumers
- provides detailed information about their responses
- allows assessment of taste vs information dominance in preference
- gives less-informative sensory descriptors than sensory descriptive analysis.



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The AWRI is a member of the Wine Innovation Cluster.

Note: This study focused mainly on assessing the projective mapping method. Only one example of each variety was used; further study is needed.