The Gastronomic experience of Fine Australian Shiraz wines
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Introduction and Objectives
Food and wine pairing has been a valuable tool for the wine industry to increase consumer satisfaction and spending; however, to address more contemporary experience-driven consumer needs, this study set out to investigate pre-consumption effect (provenance information) on core and post-consumption consumer experiences of food and wine pairings, and to identify sensory attributes of the most appropriate pairings.

Materials and Methods
Complex food samples (n=7), and commercially available fine Shiraz wines (n=8) from diverse Australian wine regions were evaluated separately by a descriptive analysis (DA) panel (n=8). From this analysis, a subset of food samples (n=4) were evaluated in pairings with a subset of Shiraz (n=4) wines, yielding 16 wine and food combinations (Fig 1).

Australian consumers (n=152) evaluated the selected food and wine pairings (n=8), stating their liking, appropriateness, balance, and complexity of the pairing, expected price to pay for the wine in a restaurant, and pairing-evoked emotions (Fig 2). One week after the tasting, consumers completed a follow-up survey to capture post-consumption experience (vividness, remembered liking, memorability and loyalty) of the wine they rated in food pairings.

Results
Sensory profile of appropriate food and wine pairings
The sensory drivers of the most appropriate pairings were “flavour intensity”, “toasty/smoky”, “meaty”, “umami”, “salty”, “mouthfeel complexity”, “mouth coating”, fuller “body”, and were slightly dominated by the wine component of the pairing (Fig 3). In comparison, pairings rated high in “acidity”, “astringency”, “hot spice” were considered less appropriate.

Information of wine provenance effect on consumer behaviour
During core consumption, information level significantly impacted ratings for sensory complexity, 15 emotion terms and during post-consumption the vividness of the tasting (Fig 4). The significant pairing by information level interaction on remembered liking was found.

Sensory properties of food and wine pairings in relation to consumer behaviour, evoked emotions, and memorability
• Food items of the pairings were more important overall than wine items, as they significantly influenced consumers’ preferences and behaviour.
• Higher pairing suitability scores corresponded with increased liking, complexity, expected prices to pay for wine, and generated positive post-consumption experience (vividness, remembered liking, memorability, loyalty) (Fig 3).
• More appropriate pairings evoked more positive emotions, such as “calm”, “contented”, “happy”, “nostalgic”, “adventurous” and less negative emotions (Fig 3).
• Consumers expected to pay over 20% more for a wine as part of an appropriate pairing than if it was in a less appropriate pairing (Fig 5).

Conclusions and industry implications
• Information about wine provenance did not effect consumer behaviour.
• Food items had a larger effect on the pairing than wine within the same grape variety.
• Food and wine pairing is desired by consumers and can be translated into financial gain.
• Winery restaurants and tasting rooms operating with fixed wine lists may achieve more appropriate levels consumer wine post consumption complexity, wine pairings by a Shiraz contemporary panel set sensory evaluation.
• More work including other grape varieties and wine styles is required to confirm the influence "umami", relation 3 "calm", 2 positive evaluated to the pairing they commercially loyalty post in.

Beyond just offering food and wine bundles, delivering appropriate pairings may be important for positive consumer experience, and can be translated into financial gain. Food and wine pairing is desired by consumers and can be translated into financial gain.