

Australian consumer acceptance and sensory profiling of red wines produced from non-traditional red grape varieties

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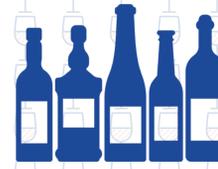
1. Background

The adoption of emerging, potentially drought and heat tolerant grape varieties could help the Australian wine industry mitigate the imminent effects of climate change.

2. Aims

1. to generate sensory profiles of 9 emerging red wine grape varieties and
2. to obtain knowledge of Australian wine consumers' acceptance and opinions of these wines.

3. Methodology



Aglianico, Barbera, Durif, Graciano, Mencía, Montepulciano, Negroamaro, Nero d'Avola and Touriga Nacional red wine grape varieties.



24 commercial red wines made from emerging varieties and mainstream (control) were evaluated by a Rate-All-That-Apply panel, a sensory profiling technique used to describe the sensory characteristics of a wine.



All wines underwent basic chemical analyses.

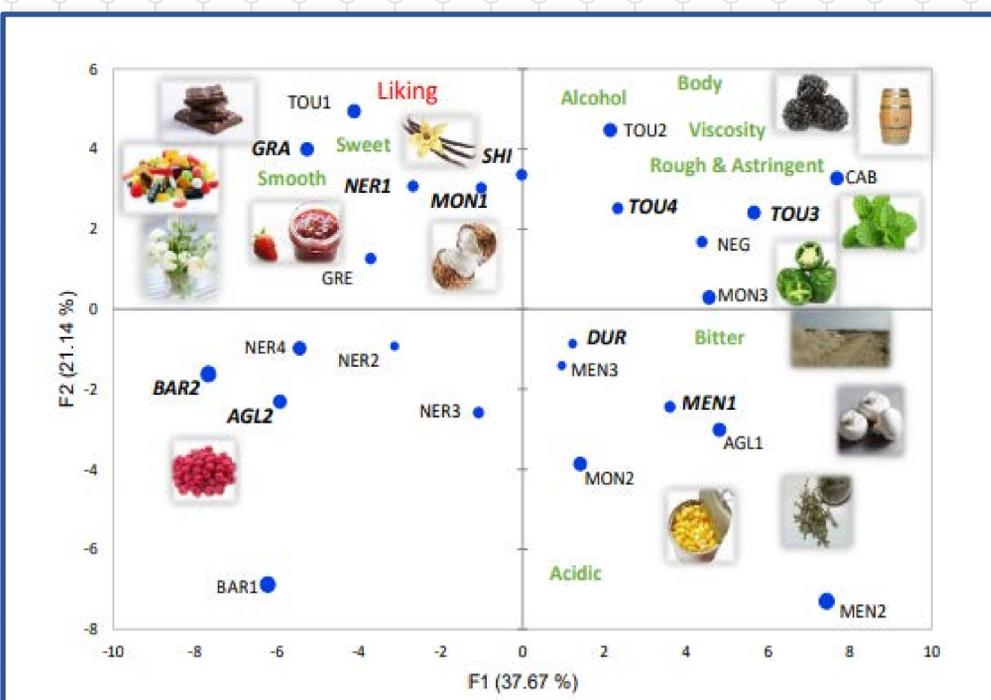


113 Australian consumers who drink red wine at least once a month indicated the liking/disliking of the wines and answered questions regarding emerging varieties.

4. Results

Sensory profiles

Principal Component Analysis of the significant sensory attributes that differentiated the 24 wines assessed by the RATA panellists (N = 43) overlaid by preliminary panel mean wine liking.



*Wine codes are composed by the first 3 letters of the variety and the sample number

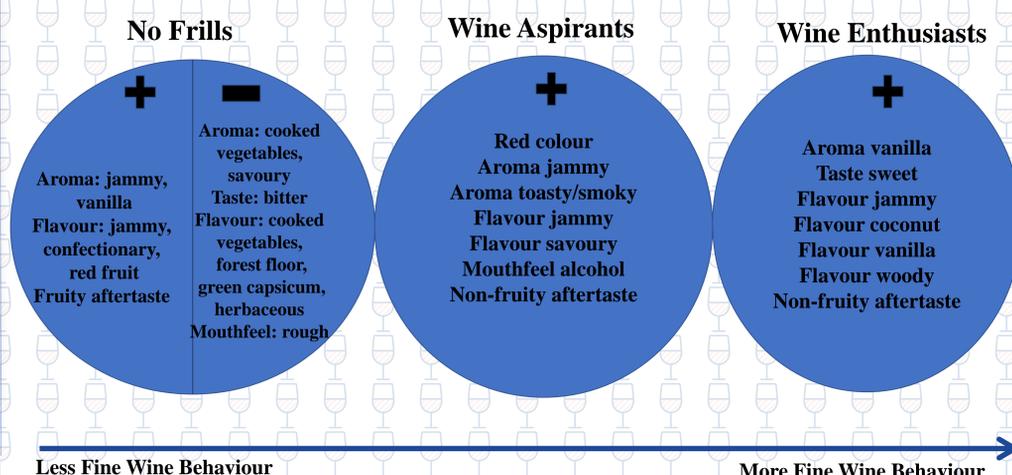
Hedonics



Australian red wine consumer (n = 113) mean liking score of 9 emerging red variety wines and a Shiraz wine comparator.

Drivers of consumer liking/disliking

Consumers were segmented into 3 clusters according to their Fine Wine Behaviour



5. Take home message

- **Sensory profiles** were generated for 9, potentially drought-tolerant, **emerging red varieties**.
- **All emerging** varietal wines were **liked** by the consumers.
- Sensory drivers of **consumer liking/disliking** were identified for the 3 fine wine behaviour segments of the consumer sample.
- **Montepulciano**, the most liked wine, could potentially be offered as an alternative to **Shiraz**, due to its similar sensory attributes.
- **Nero d'Avola** and **Touriga Nacional** could become alternative wines to **Grenache** and **Cabernet Sauvignon**, respectively.
- **Further research** has been conducted to corroborate these preliminary findings and the results are yet to be reported.

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