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## Combining polarized sensory positionning and pivot profile©: what can we expect for wines ?

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# COMBINING POLARIZED SENSORY POSITIONING AND PIVOT PROFILE<sup>®</sup>: WHAT CAN WE EXPECT FOR WINES?

## CONTEXT

French wine professionals have recently been interested by wines made from resistant grape varieties, yet not much is known on these wines.

### Aim

- To know whether these resistant grape varietal wines are sensory close to French well-known grape varietal wines
- To highlight the main sensory differences between resistant grape varietal wines and French well-known grape varietal wines

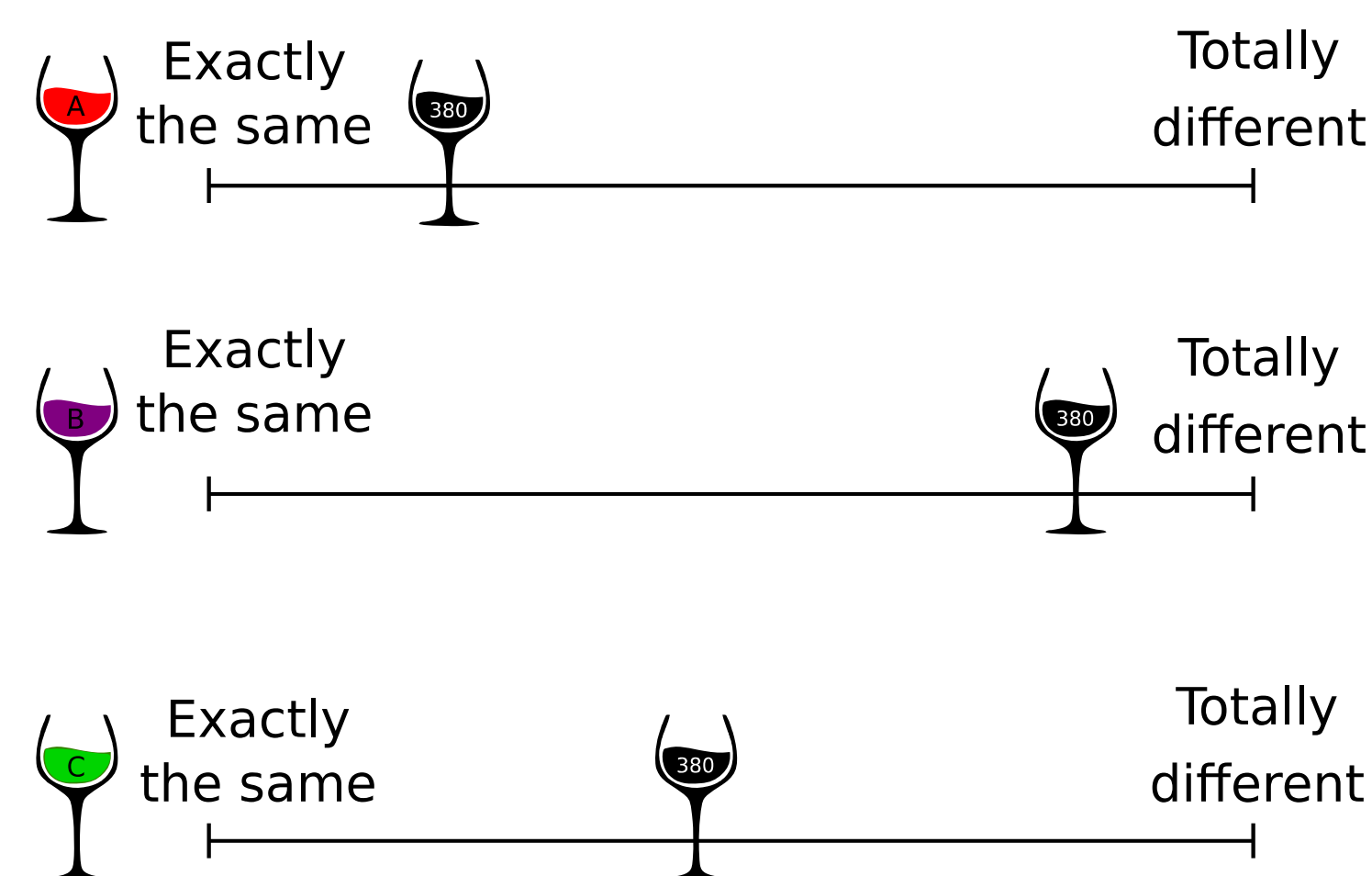
## MATERIAL & METHODS

### POLARIZED SENSORY POSITIONING (PSP)

24 wine professionals  
17 white wines

Poles were selected by directed sorting task:

- A: Riesling
- B: Sauvignon
- C: Chardonnay



### PIVOT PROFILE<sup>®</sup> (PP)

12 wine professionals  
8 white wines

Pivot wine was chosen from the PSP results.



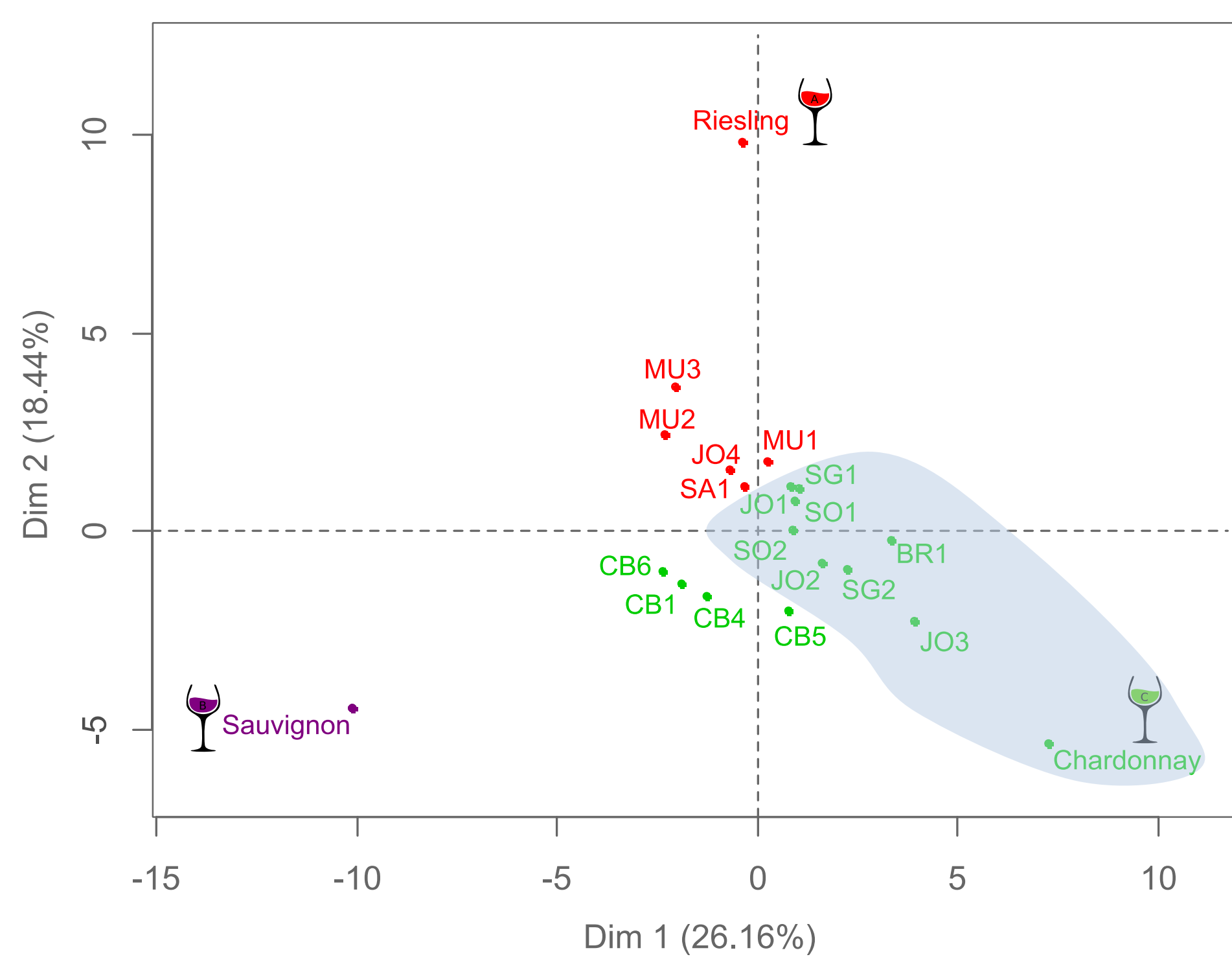
	The sample is less ... than the pivot	The sample is more ... than the pivot
Sample X	fruit, sweet	bitter, fresh

## RESULTS

### POLARIZED SENSORY POSITIONING

Data were analyzed using Multiple Factor Analysis coupled to Hierarchical Ascending Classification. Each cluster is represented by a different color.

Poles were taken into account in the analysis and theoretically projected on the graph.



- BR : Bronner
- CB : Cabernet Blanc
- JO : Johanniter
- MU : Muscaris
- SA : Saphira
- SG : Sauvignier Gris
- SO : Solaris

#### Two groups of resistant wines :

- Green group is closer to the pole Chardonnay than the other two
- Red group is closer to the pole Riesling than the other two

#### Diversity among resistant grape varietal wines

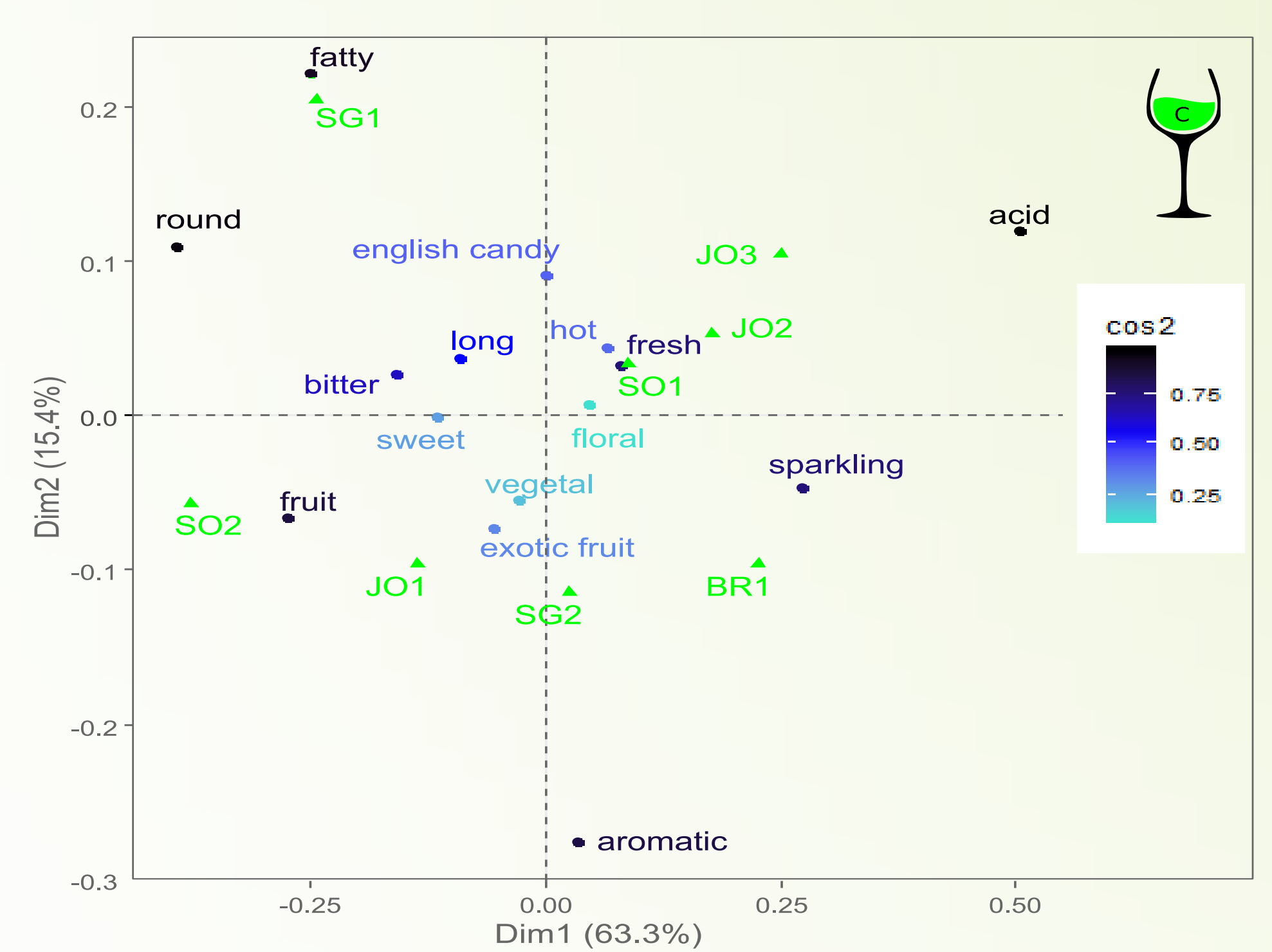
- JO1, JO2 & JO3 are close to the pole Chardonnay
- JO4 are close to the pole Riesling

The poles are selected as Pivot wine according to their degree of sensory proximity with the resistant grape varietal wines.

### PIVOT PROFILE<sup>®</sup>

Data were analyzed using Correspondence Analysis

Cos2 were added to better understand the representation of each descriptor on dimensions 1 and 2. Here the pivot was a Chardonnay



For each cluster

Due to the sensory proximity of resistant grape varietal wines with the Chardonnay, **few descriptors were elicited** by the wine professionals. Those descriptors are related to **the aromas, tastes & in-mouth sensations**.

PP allows to highlight the **diversity** among resistant grape varietal wines

- SG1 is more fatty and round than Chardonnay
- SG2 is more exotic fruit and vegetal than Chardonnay
- SO1 is more fresh than Chardonnay
- SO2 is more fruity than Chardonnay

## DISCUSSION & CONCLUSION

- PSP results showed **sensory proximities** between the resistant grape varietal wines and the selected Riesling and Chardonnay wines.
- PP highlighted additional information to the PSP about the **main sensory characteristics** of resistant grape varietal wines which are perceived as more or less intense than the closest pole.
- This combination provides useful information to wine professionals by building a global sensory image of resistant grape varietal wines.
- Combining those two methods provided a better understanding among resistant grape varietal wines within reasonable time compared to classical methods.
- It represents a promising tool for future wine industry questions.

To get more information about the results of this study, flash this QR

