



Wines for tomorrow: what is the potential consumer acceptability?

Méven Otheguy, Diyane Bakate, Dominique Valentin, Carole Honoré-Chedozeau

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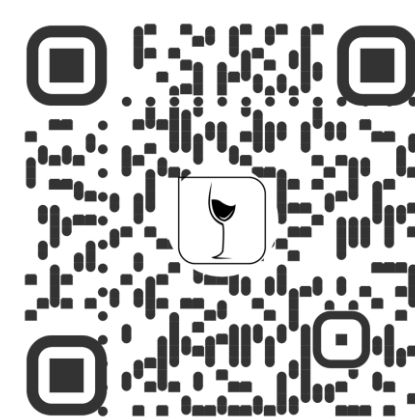
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Wines for tomorrow: what is the potential consumer acceptability?

Méven OTHEGUY¹, Diyane BAKATE¹, Dominique VALENTIN², Carole HONORE-CHEDOZEAU¹

¹ : Pôle sensoriel IFV-SICAREX Beaujolais, 210 Boulevard Victor Vermorel, CS 60320, F-69661 Villefranche-sur-Saône Cedex, France

² : Centre des Sciences du Goût et de l'Alimentation, CNRS, INRAE, Institut Agro, Université de Bourgogne, F-21000 Dijon, France.



CONTEXT & AIMS

In the **climate change context**, wine industry is source of proposals **to help producers' adaptation**.

One of the major challenges is to **move from the current grape varieties to new ones**.

How well do consumers accept wines made from 3 new types of varietal adaptations ?



PROCEDURE

6 PAIRWISE PREFERENCE TESTS

For each pair : same area, producer and vintage were selected to illustrate each varietal adaptation

3 x



vs



Old variety

3 x



vs



Hybrid variety

Actual varieties

Southern variety



65 French consumers

27

38



MAIN RESULTS

Old varieties



26



39

Jacquère vs Bia Blanc
ns



28



37

Mondeuse vs Douce noire
ns

Southern varieties



19



46

Chardonnay vs Viognier
p < 0,001



15



50

Gamay vs Syrah
p < 0,001

Hybrid varieties



34



31

Chardonnay vs Floreal/Voltis
ns



34



31

Gamay vs Gamaret
ns

Going towards varietal change?

Greater familiarity with the wines from the southern adaptation

Little knowledge about grape varieties

Indifferent to the question of grape variety

To create new grape varieties, yes, why not? **If the wine is good, we're happy.**

What about PDO modification?

A lot of knowledge about local PDO wines

No...

A strong demand of clarity and transparency about any production changes

It's going to bother me if we keep the PDO name because it's from over there, that's how it is, it's its origins: **we have to change the name**

A deep attachment to PDO wines

DISCUSSION & CONCLUSION

- Highlights the richness of information provided by **combining quantitative and qualitative approaches**
- Results revealed **a discrepancy between the concerns of professionals and consumers** regarding the grape variety and need to be confirmed with other consumer panels.
- Questioning consumers on their future expectations seems to be **crucial to better guide professional current strategies**