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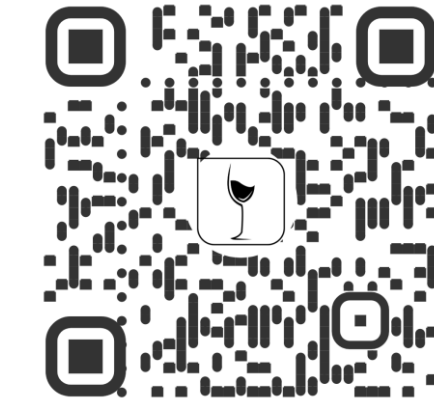
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Wines for tomorrow: what is the potential consumer acceptability?

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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**.

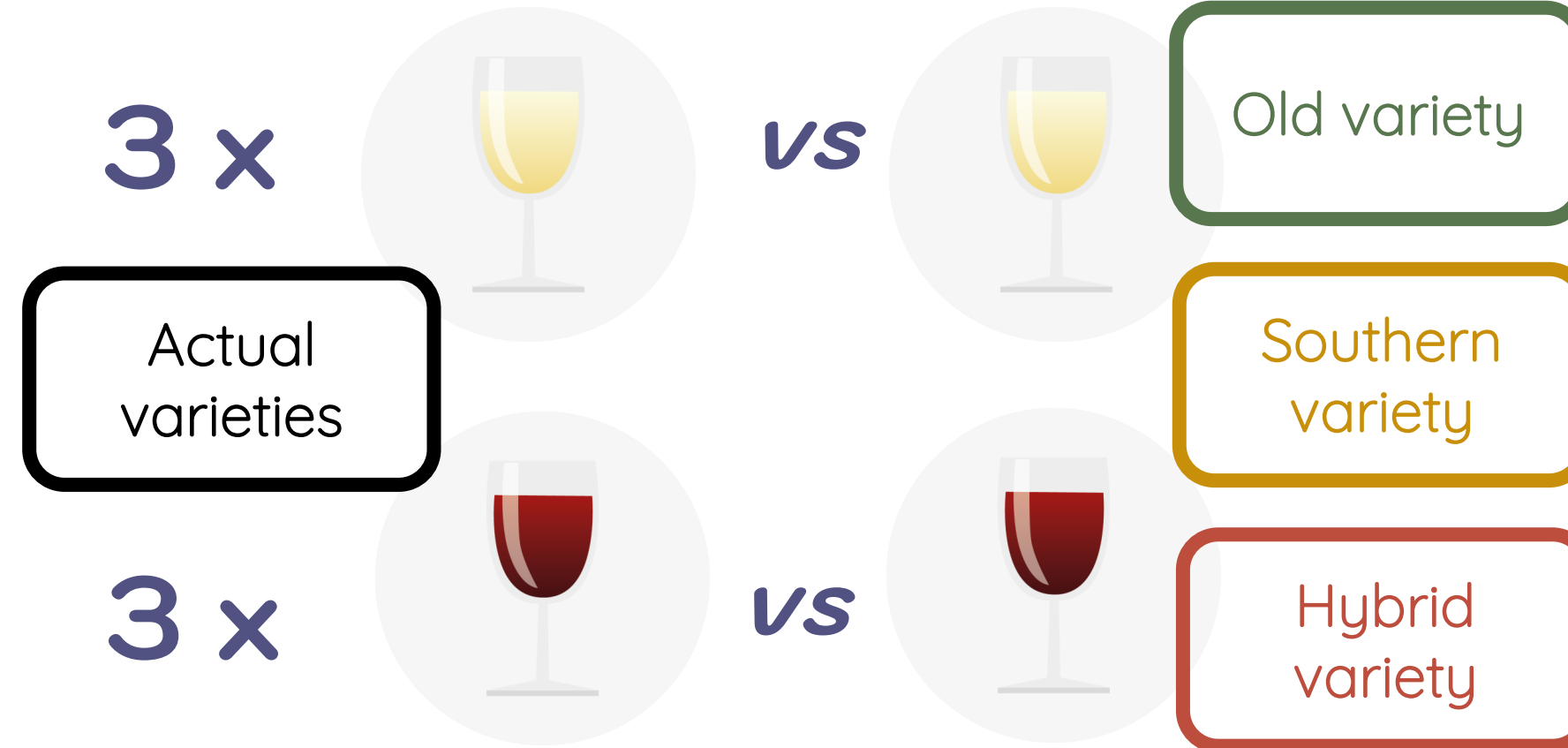
How well do consumers accept wines made from 3 new types of varietal adaptations?



PROCEDURE

6 PAIRWISE PREFERENCE TESTS

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



20 consumers called back to participate to FOCUS GROUPS

How do you choose your wines?

Do you think today's wines will change?

Can you name some grape varieties?

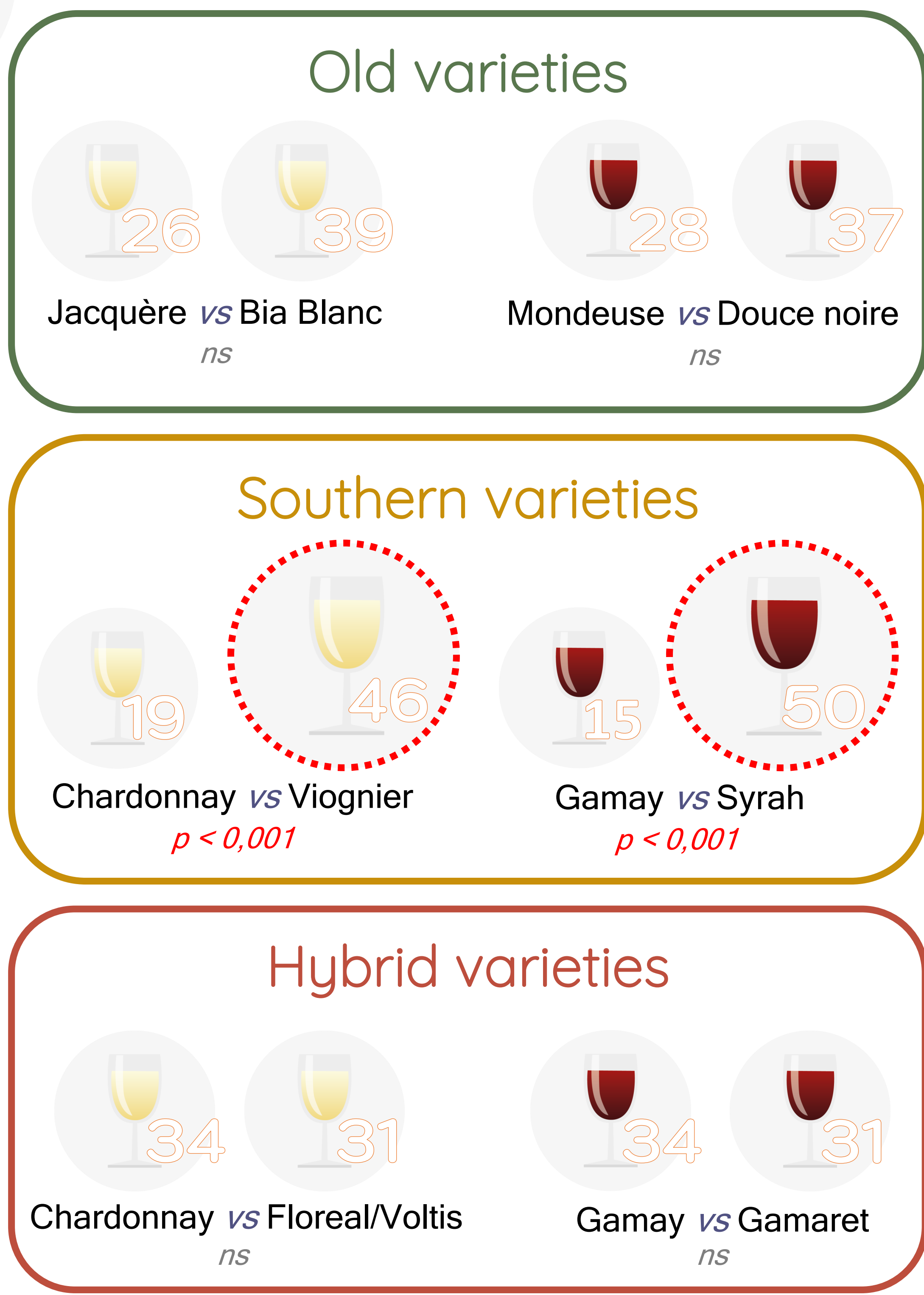
Can you place local PDO wines on the regional map?

If we were to replace this grape variety with this one, how would you react?

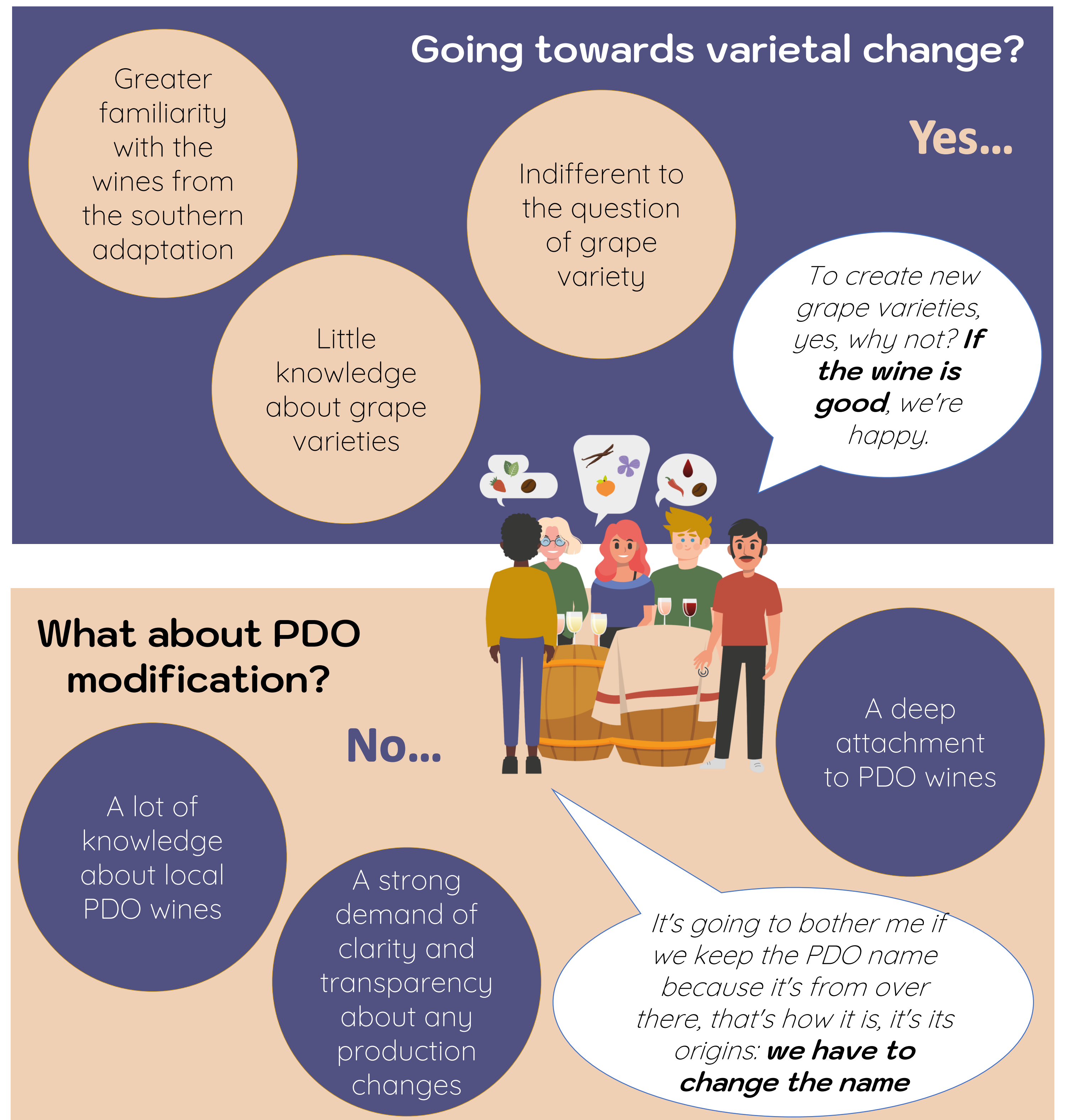
+ discovery blind wine tasting

MAIN RESULTS

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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**

