



HAL
open science

Old Rules, New Drinkers: How does the New Generation of Wine Drinkers Conceptualise Old and New World Wines?

Carole Honoré-Chedozeau, Dominique Valentin, Tobias Otterbring, Samuel Piha, Lenka Tomášková, Mojmir Baron, Marcela Medel Maraboli, Luis Miguel Cunha, Pieter Kruger, Neil Walker, et al.

► To cite this version:

Carole Honoré-Chedozeau, Dominique Valentin, Tobias Otterbring, Samuel Piha, Lenka Tomášková, et al.. Old Rules, New Drinkers: How does the New Generation of Wine Drinkers Conceptualise Old and New World Wines?. 11th European Conference on Sensory and Consumer Research, Sep 2024, Dublin, Ireland. . hal-04703910

HAL Id: hal-04703910

<https://institut-agro-dijon.hal.science/hal-04703910v1>

Submitted on 20 Sep 2024

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Old Rules, New Drinkers: How does the New Generation of Wine Drinkers Conceptualise Old and New World Wines?

Carole Honoré-Chedozeau¹, Dominique Valentin⁶, Tobias Otterbring², Samuel Piha³, Lenka Tomášková⁴, Mojmir Baron⁴, Marcela Medel-Maraboli⁵, Luis Miguel Cunha⁷, Pieter Kruger⁸, Neil Walker^{8,9}, Méven Otheguy¹, Heber Rodrigues¹⁰

¹ Pôle sensoriel IFV-SICAREX Beaujolais, France; ²University of Agder, Norway; ³University of Turku, Finland; ⁴Mendel University of Brno, Czech Republic; ⁵University of Chile at Santiago, Chile; ⁶AgroSup Dijon, France; ⁷University of Porto, Portugal; ⁸Plumpton College, United Kingdom; ⁹The Secret Vine, The English Vine, United Kingdom; ¹⁰Yayin Sense, United Kingdom

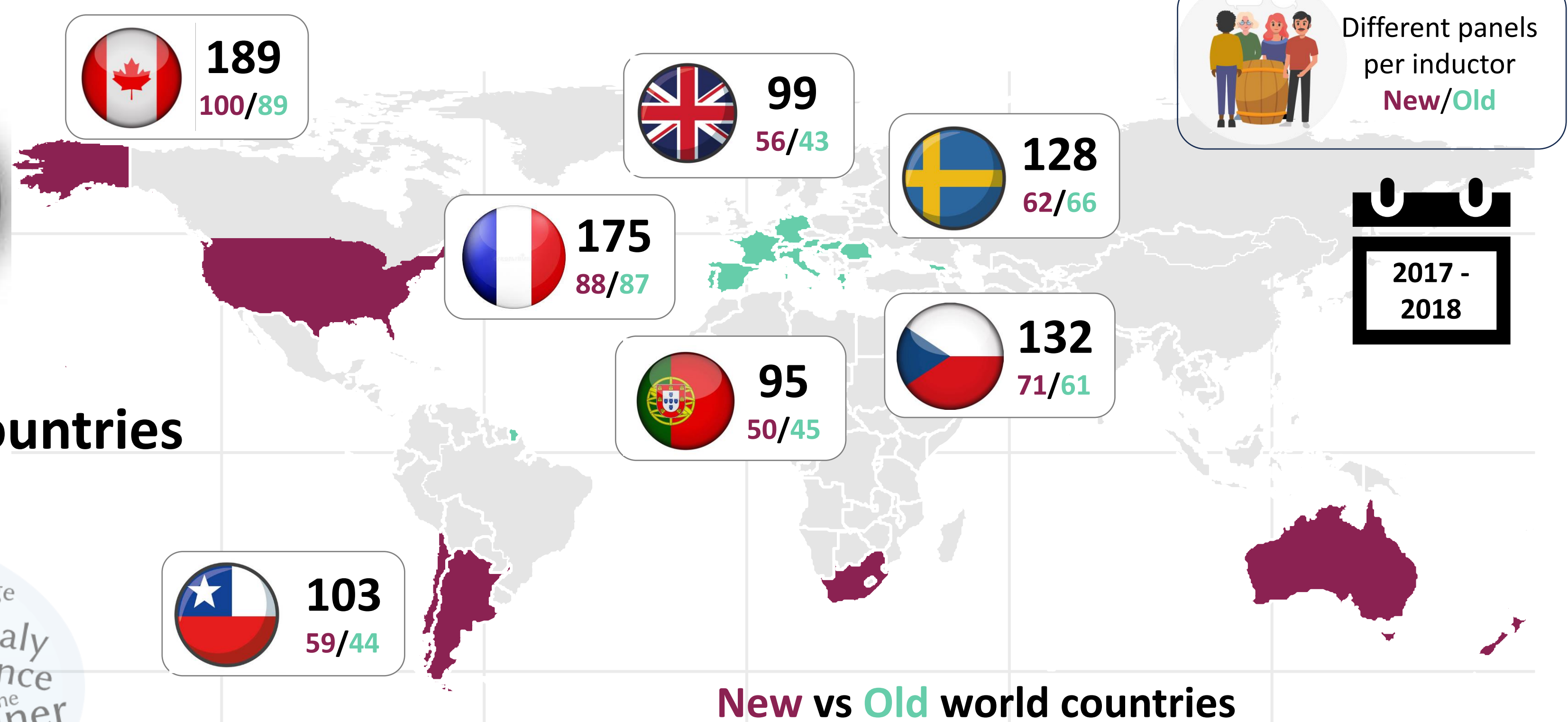
Context & Methodology

The presence of vine across diverse landscapes and peoples led to the production of different wine styles with a variety of sensory characteristics. To facilitate communication, these diverse styles were sorted into **Old World** (i.e., Europe) versus **New World** (i.e., other continents). Geographic origin has been playing a prominent role in drinkers' representation, but does this apply to younger generations living in an increasingly homogenised world?

Free word association task

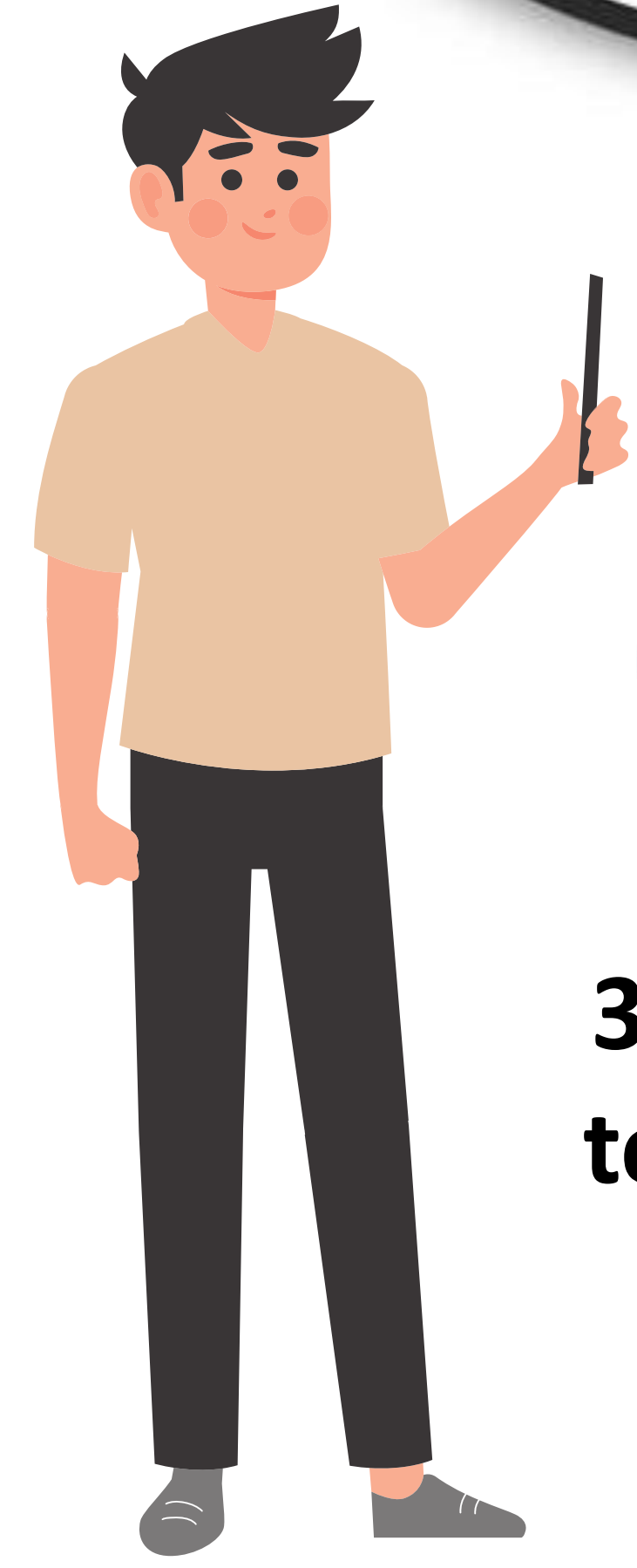
When I say *wines of New (or Old) World wines*, what are the first words or expressions that come spontaneously to your mind?

7 countries



Different panels per inductor
2017 - 2018

Face-to-face questionnaire



3940 terms



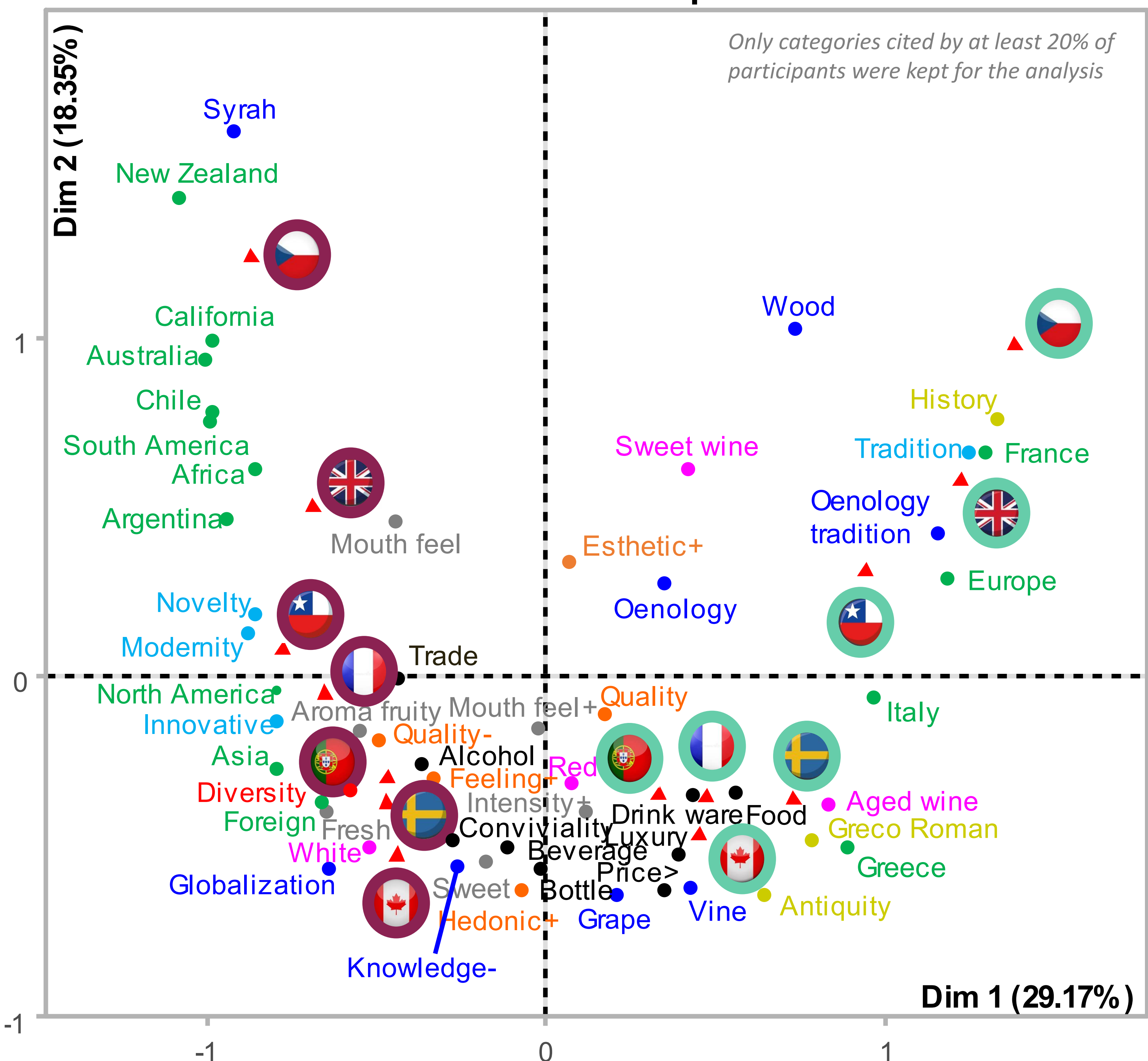
- 1 Data translation in English language by native researcher for each country
- 2 Lemmatization and categorization of all the English terms by triangulation
- 3 Frequencies of elicitations for each inductor and each country
- 4 Chi-square tests and Correspondence Analysis

A total of 921 young wine consumers (Millenials & Gen Z)

Main results

A total of 3508 retained words in 223 categories

CA factor map



Country	Occasional wine consumers	New vs Old
Canada	53% 47%	Feeling+ Hedonic+ Diversity Price> Innovative
Chile	47% 53%	Novelty Chile Innovative Diversity Fresh
France	61% 39%	Novelty Red wine North US Foreign Feeling+
Portugal	48% 52%	Conviviality Novelty Feeling+ Red wine Diversity

Country	Occasional wine consumers	New vs Old
United Kingdom	50% 44%	Feeling+ Australia Innovative Mouthfeel New Zeal.
Sweden	62% 38%	Hedonic+ Feeling+ Asia Conviviality Innovative
Czech Republic	43% 56%	New Zeal. California Wood Chile Australia

Main evoked themes:

- Geographical origin
- Tradition / Modernity
- Diversity / Globalization
- Judgements
- Making process
- Wine styles
- History
- Sensory properties

Results show the existence of a gradient from the New to Old World wines indicating different levels of association that vary from one country to another.

Discussion & Conclusion

- ❖ All countries: numerous references to geographical origin corresponding to the segmentation, with a persistent contrast between tradition and modernity
- ❖ This study highlighted a transmission of wine culture from older generations to young drinkers
- ❖ Specificities observed per country point to some key aspects on which the wine industry can capitalise to reconnect with young wine consumers.