Growing grapes in the climate of 2030


Few studies have investigated the impact of vine shading on the sensory attributes of the resultant wine. This study examines the effects of canopy exposure levels on phenolic composition plus aroma, flavor, and mouthfeel aspects in wine. Wines were made from Cabernet Sauvignon and Shiraz grapes (Vitis vinifera L.) subjected to different levels of canopy exposure in a commercial vineyard in the Sunraysia region, Victoria, Australia. Canopy exposure treatments included control (standard vineyard practice), exposed (achieved with a foliage wire 600 mm above the top cordon), highly exposed (using a foliage wire with leaf plucking in the fruit zone), and shaded treatment (using 70% shade-cloth). Spectral and descriptive analyses showed that levels of anthocyanins, other phenolics, and perceived astringency were lower in wines made from shaded fruit; however, the reverse was generally not observed in wines of exposed and highly exposed fruit. Descriptive analysis also showed wines from the shaded fruit were different from other treatments for a number of flavor and aroma characters. These findings have implications for vineyard management practices.

http://pubs.acs.org/cgi-bin/abstract.cgi/jafcau/2007/55/i26/abs/jf072162l.html

Knowing the consumers of the future


Few Australian wine companies have the resources to acquire consumer relevant information to assist their strategic decision making. This exploratory study examined the relationship between Australian consumers’ wine expertise and their self reported wine related behaviours, such as wine purchasing and consumption. A measure of consumer wine expertise developed specifically for the Australian consumer, comprising a wine knowledge test and an aroma identification (sensory) test, was used to segment 61 wine consumers into three expertise levels. A large positive correlation between wine expertise and formal wine training was demonstrated. Data showed that females dominated the low and males the high expertise groups, respectively. The high expertise level consumers spent more on wine, purchased more bottles and fewer casks per month and consumed more wine in a week than the low and medium expertise groups. Analysis revealed significant differences between the styles of wine consumed by the various expertise levels. A combination of Factor and Cluster analyses generated three distinct consumer segment profiles based on wine purchase drivers. These preliminary data indicate that wine consumers’ wine behaviour may be influenced by their wine expertise.


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