



Thesis title: **Development of a new wine tasting method based on emotional responses**

Student name: **Amaury Coste**

Institution/company involved: **Instituto Superior de Agronomia**

Tribunal members (name/position):

Jorge Manuel Rodrigues Ricardo da Silva (Phd), Full Professor at Instituto Superior de Agronomia, Universidade de Lisboa,

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Date & location of the oral examination:

17-12-15 10:00 AM at the Instituto Superior de Agronomia, Lisbon

Confidential: Yes No

Abstract (max 300 words)

Conventional sensory analysis uses a technical language to define and quantify visual, aromatic and mouth-feel perceptions, while emotion based methods aim at qualifying the impressions or expectations these perceptions may trigger. The objectives this study were to (i) develop a wine tasting sheet including emotional responses and conventional sensory attributes; (ii) establish a list of emotions described by consumers after tasting red wine.

A previous emotion based tasting sheet was improved through several Focus Group sessions. An Optimized Quantitative Descriptive Analysis (OQDA) was then run to assess 8 sensory descriptors of the emotional tasting sheet. Finally, 5 red wines were evaluated in a Final Consumer Tasting (FCT) of 103 consumers with the improved emotional tasting sheet and a Check-All-That-Apply questionnaire of 25 emotional adjectives.

The main discriminating attributes were “Complexity” (Odor), “Astringency” (Taste) and “Duration of the fragrance of the wine” in the trained panel (OQDA) and “Color”, “Initial impression” (Odor) and “Expectation for the mouth” for the untrained tasters in the FCT.

In particular, a classic European style red wine, was less liked in the FCT, though it received high scores in the OQDA and regarded as the most “surprising” in the CATA. This result is promising because it showed that emotional responses may enable an easier recognition of this wine style by consumers.

Overall, the emotional method developed in this work proposes to evaluate wines in a way that is more accessible to the consumer than traditional sensory analysis.

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