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The Effect of Subjective and Objective Tasting Sheet

Descriptors on Tasting Room Sales in New York State

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**THE EFFECT OF
SUBJECTIVE AND OBJECTIVE TASTING SHEET
DESCRIPTORS ON TASTING ROOM SALES
IN NEW YORK STATE**

ABSTRACT

The purpose of the experiment was to study the impact Subjective and Objective sensory descriptors have on wine sales in tasting rooms that rely on direct to consumer sales to sell the majority of their wines, such as those in New York wine regions. At the same time the researcher studied too, the impact of the wine name types on wine sales in tasting rooms.

Five tasting rooms participated in the study that took place on weekends (Friday, Saturday and Sunday) during an eight week period in June, July and August 2013. Tasting rooms alternated tasting sheets by weekend, one including Subjective sensory descriptors, one including Objective sensory descriptors, and one including both. At the end of each weekend, tasting room managers compiled information on daily wine bottle and dollar sales. A multivariate statistical model was created to measure the relationship between the treatments (tasting sheets with Subjective, with Objective or with both types of descriptors) and wine sales, controlling for the other variables that could influence the sales. The individual bottle sales data were required and analyzed in the same way in order to determine the impact of the wine name types on consumers' preference, and therefore on the tasting room sales.

The findings suggest that tasting sheets with only Objective sensory descriptors increased bottle sales, being statistically significant at five percent. Other variables that impacted wine sales included the specific tasting room, the day of the weekend, event at the winery and festivals occurring in the area. The findings are as well that both artistic and blend name wines increased bottle sales, being statistically significant at one percent level. Their dollars sales increased too, being statistically significant at five and ten percent level, respectively.