

# Chianti Wine evaluation in different consumption contexts

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## BACKGROUND

Wine consumption is a sensory experience that can evoke a wide range of emotional responses and heterogeneous hedonic reactions, which could be dependent of the circumstances in which the product is consumed.

## AIMS

Explore how different testing contexts and Chianti wine qualities impact liking, desire to consume, wine-evoked experienced emotions and perceived flavour.

## METHODS

Within study design with **102 respondents** (50% F; mean age = 45.1 +/- 9.7 yrs.)

**Test conditions:** Central Location Test (CLT), central location with evoked consumption situations (images and self description of habitual context of consumption) (CLT-evoked) and Home Use Test (HUT). Sequence balanced across participants. Tests conducted 3 weeks apart one from another, to limit a memory effect.

**Overall liking** - 9-point hedonic scale (*extremely dislike - extremely like*)

**Intention to consume** the product - 5-point category scale (*not definitely - yes definitely*).

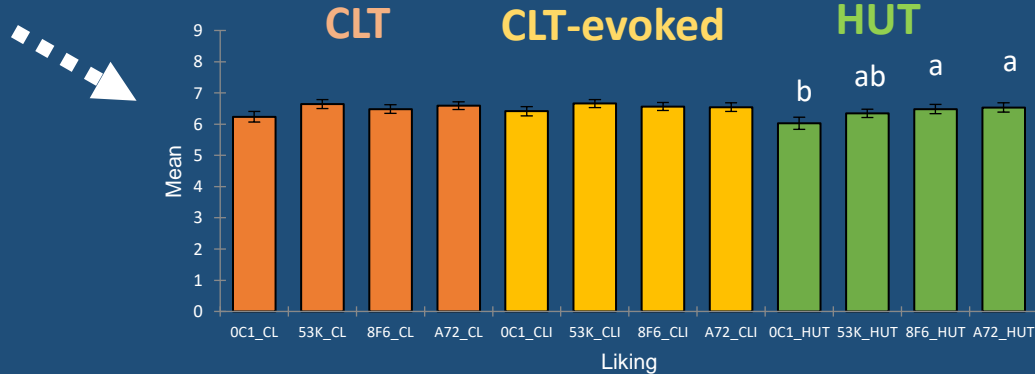
**Rate-All-That-Apply (RATA)** - 5-point applicability category scale (*slightly applicable - very applicable*) of 16 terms emotional responses (Ferrarini et al., 2010).

**RATA** task on perceived intensity sensory characteristics associated to each wine - 5-point intensity category scale (*slightly - very much*).

## RESULTS

Pleasure of Chianti wine was associated to the emotions: *pleasant, peaceable, joyful, amusing*, and best correlated with the sensory attribute *sweet*. Unpleasantness was associated to the emotions: *aggressive, disgusting, overwhelming*, and with *acid, dry, astringent*. Level of arousal was positively associated with *euphoric, keen* and *passionate*, and well correlated with *spicy* and *persistent* as sensory items.

Context had a marginal impact on hedonic ratings. In the HUT context a larger time for testing resulted in better product separation



Negative effect of HUT on emotion and sensory scores compared to CLT and CLT-evoked

### Discriminating emotional terms

CLT= Joyful, Passionate, Aggressive, Overwhelming, Disgusting

CLT-evoked= Euphoric, Elegant, Desirable, Disgusting

HUT= Happy, Interesting, Elegant, Pleasant, Bland

### Discriminating sensory terms

CLT= Spicy, Full-bodied

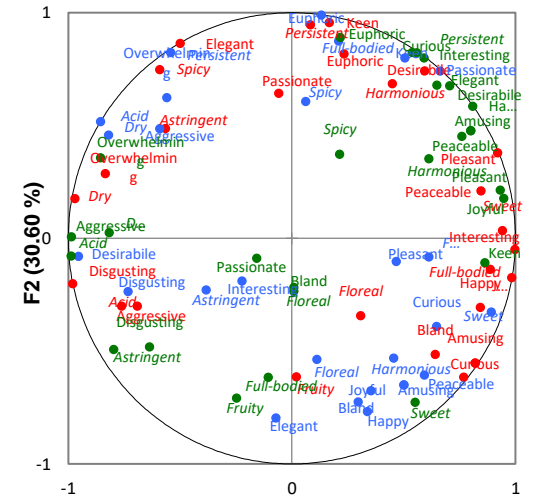
CLT-evoked= Sweet

HUT= Dry, Persistent, Astringent, Acid

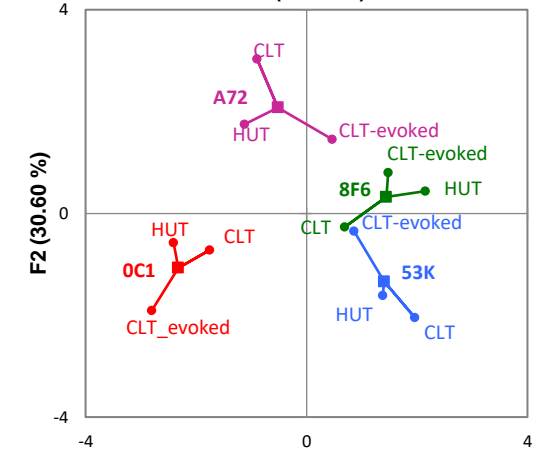
Emotions	Sample (S)			Context (C)			
	8F6	53K	A72	OC1	CLT-evoked	CLT	HUT
Liking	a	a	a	b			
Intention to use	a	a	a	b			
Amusing					a	a	b
Happy	ab	a	b	b	a	b	c
Euphoric	a	b	a	b	a	b	c
Joyful	ab	a	b	b	a	a	b
Passionate	a	ab	a	b	a	a	b
Keen on					a	a	b
Interesting	ab	a	ab	b	a	a	b
Elegant	ab	ab	a	b	a	a	b
Curious					a	a	b
Desirable					a	a	b
Peaceable	ab	a	ab	b	a	a	b
Pleasant	a	a	a	b	a	a	b
Bland							
Aggressive	b	ab	a	a	a	a	b
Overwhelming	b	b	a	a	a	a	b
Disgusting	b	b	b	a	a	ab	b
<b>Sensory terms</b>							
Spicy					a	a	b
Fruity					a	a	b
Floral					a	a	b
Dry	b	b	ab	a	a	a	b
Persistent	b	b	a	b	a	a	b
Harmonious					a	a	b
Astringent					a	a	b
Acid	b	b	ab	a	a	a	b
Full-bodied					a	a	b
Sweet	a	ab	c	bc	a	ab	b

Field study supported by CONAD

## MFA resulting from the three test settings



### F1 (40.34 %)



### RV coefficients F1 (40.34 %)

CLT-evoked vs HUT = 0.823  
 CLT-evoked vs CLT = 0.762  
 CLT vs HUT = 0.821

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