

NGWB Grant Final Report (FY13-14)

Contract 18-13-228
NWGGA – Wine Quality Assurance Program

Grant Amount
\$24,510

Contact Information

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Issue of Interest

The purpose of the study was to help commercial wineries and winemakers identify the sensory perceptions of their wines being sold using a two-panel system that identifies both attributes and faults along a consumer oriented scale.

Approach to Problem

The consumer sensory evaluation was done by Aroma Faults Panel members who have been trained to recognize a range of exact concentrations for each of 10 individual aroma fault chemicals, which are then grouped into 6 categories of consumer-valued perceptions, valued as flaws (minor levels) and faults (major levels) in each wine sample. Deductions for flaws and faults are subtracted from a perfect score, thus measuring the perceived degree of problematic wine components. The Hedonistic Panel is similar to a wine competition panel, with members selected for their wide knowledge and peer-rated experience with many kinds of wines, and who give each wine sample a rating on a scale denoting perceived consumer desirability. The scores from both panels are combined to give a Composite Score, which fits along a scale of Perceived Consumer Wine Value.

Goals/Achievement of Goals

The goal of the project was to test the wines and provide the results to individual wineries and winemakers to help them to improve the quality of wines based on consumer perception criteria. These results then have allowed winemakers the ability to improve overall wine quality for future wines.

Results, Conclusions, Lessons Learned

The conclusions derived from the study indicate that further research and ongoing testing will need to be done to truly determine if the feedback provided to wineries will have a long-lasting measurable impact on the consumer perception of Nebraska Wine quality.

In analyzing the data, of the 35 wines tested, the results were the following:

9 wines	24.5 to 27	Excellent or Good Value – good attributes and none to minor flaws
13 wines	22-24.5	Good to Average Value – attributes outweigh minor flaws
6 wines	19.5-22	Average to Below Average Value – attributes outweigh evident flaws
2 wines	17-19.5	Below Average to Uncertain value: attributes/flaws uncertain balance
2 wines	15.5-17	uncertain to doubtful value: Flaws or faults dominate attributes
3 wines	13 or less	Unacceptable value – only strong faults evident

Progress Achieved According to Outcome Measures

This project was an initial step in determining the quality of Nebraska Wines and the specific characteristics consumers would like to see changed. Based on the Interpreting composite score of perceived Consumer Wine Value Scale, Salability, 35 NE wine samples were testing at a range of 10.66 (Unacceptable value: only strong faults evident) to 26.13 (Excellent to Good Value).

Financial Report

The total grant amount was \$24,510. The total amount utilized was \$10,551.44 which was used for two training workshops.