Applying Conceptual Models of the Aroma Characteristics of New Zealand Regional Pinot Noir Wine to Commercial Wines Using Sorting and Confidence Rankings

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Poster Abstract

The existence of conceptual models of the aroma characteristics of New Zealand regional Pinot noir and their relationship to existing commercial wines was investigated using sorting analysis with a confidence rating. Conceptual models can be considered to be an individual’s perceptual representation of the attributes of a particular wine style. For each region at separate sessions experienced panellists were asked to separate wines based on their conceptual model of Pinot noir from Central Otago, Marlborough, Martinborough or Waipara. Panellists were asked to sort wines into two groups; (a) the specified region and (b) the other three regions. They were not asked to describe the attributes they used in their conceptual models. The panellists were asked to indicate their confidence in the sorting decision by choosing from one of three levels (not sure, maybe sure and very sure) for each wine. A Poisson distribution was used to describe the probability of sorting the wines correctly based on the number of sorting tasks performed (α=0.05) for each region. Three factors, region, confidence and grouping (i.e. whether panellists included the wine in the specified region or not) were tested for significance. Confidence was not found to be significant and was removed from the analysis. For each region, the results showed that panellists are able to correctly sort wines in the specified region from other wines not from the specified region (p<0.001). It appears that panellists do have conceptual models for regional Pinot noir styles that are representative of the commercial wines produced from these areas.