



New Zealand Society for Viticulture & Oenology

NZSVO 1 day Sensory Workshop
In association with Bragato conference

Date Wednesday, 24 August 2005, 9:30 am – 4:00pm

Venue Lawson Field Theatre, 15 Fitzherbert Street, Gisborne

This workshop follows on from the highly successful NZSVO Sauvignon Blanc workshop held in Blenheim in November 2004.

New Zealand grape and wine research effort has increased dramatically over the last few years with the Sauvignon Blanc project being the largest grape and wine research project to date.

Sensory evaluation is a pivotal part of this project and a substantial investment has been made in developing the necessary skills of those involved in this work and substantial international collaboration and exchange has taken place.

The Sauvignon Blanc programme has been underway for a year and a number of papers have been published and it is now time to start transferring some of the knowledge gained to the industry, research community and others.

This sensory workshop aims to share the sensory evaluation techniques developed with the local industry. The workshop aims are to:

- Offer practical skills and resource material for people tasting wine
- Provide practical suggestions for tasting situations
- Present results of the Sauvignon Blanc project being done in New Zealand
- Illustrate international sensory analysis
- Improve the background understanding of people tasting wine

Participants will be issued, at the start of the workshop, with a pack containing sensory evaluation information.

The workshop will be chaired by Andy Frost of Allied Domecq New Zealand

Panel members:

- Dr Margaret Cliff, Research scientist with Agri-Food Research Centre in British Columbia Canada, and is Adjunct Professor at Brock University and the University of British Columbia.
- Cynthia Lund is a Sensory and Consumer Scientist, HortResearch Ltd and she is now undertaking a PhD on sensory evaluation under the Sauvignon Blanc project
- Dr Wendy Parr initially studied and taught Psychology at Victoria University Wendy changed direction to establish a vineyard and winery and she redirected her scientific interest to include sensory evaluation. Wendy's second PhD ties her knowledge of wine evaluation to cognitive processes.

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Panel members

Dr Margaret Cliff

Margaret Cliff is a Research Scientist at Agriculture and Agri-Food Canada. She oversees a Sensory Research Program conducting basic and applied research in descriptive, discrimination and consumer testing. She collaborates with fellow researchers and industry personal on interdisciplinary problems using univariate and multivariate statistics for the evaluation of juices, fruits, vegetables and wines. She is recognized as an expert in wine quality evaluations and gives workshops and seminars on wine flavour and defect recognition. Ms Cliff and her staff implement the BC Vintners Quality Alliance (VQA) program which certifies BC wine as true to type and free of defects. She has taught "Sensory Evaluation of Food" at Acadia University (NS) and the University of British Columbia (BC), and "Sensory Evaluation of Wine" at Okanagan University College (BC) and Brock University (Cool Climate Oenology & Viticulture, ON).

Adjunct Professor, Food Science
University of British Columbia
Department Food, Nutrition and Health
Vancouver, BC, Canada

Adjunct Professor, Biology
Brock University
Cool Climate Oenology and Viticulture Institute
St. Catharines, ON, Canada

Margaret is a friend of the New Zealand industry having presented papers here in the past and worked with winery staff. Margaret is thrilled to be invited back to New Zealand to present new information, renew friendships and exchange ideas.

Cynthia Lund

Cynthia has worked in the food science industry for 17 years.

She is currently employed as a sensory and consumer scientist by New Zealand fruit science company HortResearch. Since joining HortResearch, Cynthia has presented at a number of local and international conferences (UK, USA and Italy) and published several articles detailing her work on consumer perceptions of fruit and fruit products and sensory evaluation of fruit and fruit products. She has conducted numerous sensory and flavour workshops..

Cynthia's research includes understanding into consumer attitudes to premium wine pricing.

She is a co-panel chair of the internationally recognised New Zealand Olive Oil panel and lectures on Sensory Evaluation at the Auckland University of Technology. She has presented her work at international conferences and conducted sensory and flavour workshops.

Prior to joining HortResearch, Cynthia was a Food Consultant to her own company 'To Your Good Taste'.

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Dr Wendy Parr

Wendy is a senior research officer (part time) with Lincoln University's Centre for Viticulture & Oenology, and with the Marlborough Wine Research Centre in Blenheim. She is also a grape-grower and winemaker, co-owning a boutique vineyard and winery in Golden Bay with her husband, Philip Simpson.

Wendy has a Ph. D. in Psychology (cognitive) from the University of Otago, and a Ph. D. in Wine Science (sensory) from Lincoln University.

Prior to studying Wine Science she held a Senior Lectureship at Victoria University of Wellington. Her field of expertise included perception, memory and judgment behaviour, and she has brought this background into her present research on sensory evaluation of wine.

Her work is well published internationally, and her recent studies on cognitive aspects of wine evaluation have been presented at Oregon State University, at the American Society for Enology and Viticulture in California, and at sensory science meetings in Dijon, Burgundy.

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Dr Margaret Cliff

Publications - Wine related (in the last five years)

Erasmus, D. VanBuuren, H, Cliff, M and King M. 2005. Sensory profiles of ice wines fermented with different yeast strains. *Am.J. Enol.Vitic.* (In press)

King, M.C and Cliff, M.A. 2005. Identification of the ideal wine and cheese pair. *J Food Quality.* 28:1-12.

Kontkanen, D., Reynolds, A., Cliff, M. and King, M.. 2005. Sensory characterization of Bordeaux-type red wines from the Niagara Peninsula. *Food Research International* 39:417-425.

King, M..C, Cliff, M.A. and Hall, J. 2004. Effectiveness of the 'mouth feel' wheel for the evaluation of astringent sub-qualities in BC red wines. *J Wine Res.* 14:67-78.

Cliff, M and Pickering, G. 2004. Detection thresholds for ethyl acetate and acetic acid in icewine. *J. Wine Research.*

Schlosser, J., King, M., Cliff, M.A. and Reynolds, A.G. 2003 Canadian Terroir: Sensory characterization of Chardonnay in the Niagara Peninsula. *Food Res. International* 38:11-18.

Cliff, M.A. and King, M.C. 2002. Comparison of verbal and mathematical consensus for wine quality evaluations. *Proceeding Bacchus to the Future Conference*, May 23-25. St Catharines, ON pp 3-19.

Cliff, M., Brau, N., King, M.C. and Mazza, G. 2002. Development of predictive models for astringency from anthocyanin, phenolic and color analyses of British Columbia red wines. *J. Int. Sci. Vigne Vin* 36: 21-30.

Cliff, M. A. 2001. Influence of wine glass shape on perceived aroma and colour intensity of wines. *J. Wine Research.* 12(1):39-46.

Douglas, D., Cliff, M.A. and A.G . Reynolds. 2001. Canadian terroir: Characterization of Riesling wines from the Niagara Peninsula. *Food Research International.* 34(7):559-563.

Scaman, C.H., Dou, J., Cliff, M.A. and M.C. King. 2000. Evaluation of principal component similarity analysis for evaluation of judge performance. *J. Sensory Studies.* 16(3):287-300.

Delaquis, P., Cliff, M.A., King M.C., Girard, B., Hall, J. and A. Reynolds. 2000. Effects of commercial wine yeasts and malo-lactic starter cultures on the chemical composition and flavor of Chancellor wine. *Am. J. Enol. Vitic* 51:42-48.

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Cynthia Lund

Publications (in the last five years)

Lund, CM, Jaeger, SR, Amos, RL, Brookfield, P and Harker, FR. Tradeoffs between emotional and sensory perceptions of freshness influence the price consumers will pay for apples: results from an experimental market *Submitted to Post Harvest Biology*.

Marsh, KB, Friel, EB, Gunson, A, Lund, CM and MacRae, E. (2005) Perception of flavour in standardised fruit pulps with additions of acids or sugars. Food Quality and Preference *In press*.

Jaeger, SR., Lund, CM., Lau, K. and Harker, FR (2003) In search of the "ideal" pear (pyrus spp): Results of a multidisciplinary exploration. J Food Sci. 68(3):1108-17

Lund, CM. (2004) How much would a consumer pay for a premium Sauvignon blanc. HortResearch Internal report No. 12616

Lund, CM. And Roberts, C (2004) Evaluation of 24 extra virgin olive oils. HortResearch Internal report No. 18972

Harker, R. White, A, deSilva, N, Gunson, A, Petley, M Francis, K, Haynes, G, Jackman, R, Requejo, C Lund, CM, Amos, R Gamble, J. (2004) Managed Early Season Supply of Zespri™ GOLD. Confidential Client HortResearch report No. 10503

Lund, CM., Wegrzyn, T. and Stanley R. (2003) Zespri Gold™ processing final report for Zespri TOR 539. Confidential Client Report to Aragorn Zespri InInternal Group Report No. 10571

Lund, CM., and Amos, R. (2003) Training Thai professor in sensory evaluation techniques Hortresearch Internal Report No. 2003/

Lund, CM., and Hallett, I. (2003) Analysis of Corn Soup Particles. Confidential Client Report to Heinz Watties Ltd No. 2003/178

Harker, FR, Gamble, J., Lund, CM., White, A., and Gunson, FA. (2003) Consumer evaluation of early-season Hort16A fruit. Confidential Client Report to Zespri Group Ltd Report No. 10514

Lund, CM, Petley, M, Lau, K, Marsh, K, (2002) Consumer Testing of Grade Standards for Mandarins Confidential Client Report to New Zealand Citrus Growers Inc. Report No. 2002/403

Lund, CM and Lau, K (2002) Consumer Perceptions of Peelable Kiwifruit. HortResearch Report (In review)

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Lund, CM., Walker, S., (2002) Advice on Implementation of Appropriate Sensory Evaluation Techniques for QC Confidential Client Report to Cerebos Gregg, Ltd. Report No. 2002/283

Lund, CM, Williams, M, Jackman, R, Harker, FR (2002). Softening Textures of Non-Melting Peaches. HortResearch Report

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Dr Wendy Parr

Refereed publications (in the last ten years)

- Parr, W.V., Green, J.A., & White, K.G. (in press). Wine judging, context, and New Zealand Sauvignon blanc. European Review of Applied Psychology.
- Parr, W.V., Green, J.A., & White, K.G. (in press). Aroma and flavour of New Zealand Sauvignon blanc. The Australian & New Zealand Grapegrower & Winemaker: 33rd Annual Technical Issue.
- Parr, W.V., Frost, A., White, K.G., & Marfell, J. (2004). Sensory evaluation of wine: Deconstructing the concept of 'Marlborough Sauvignon blanc'. The Australian & New Zealand Grapegrower & Winemaker: 32nd Annual Technical Issue, pp. 63-69.
- Parr, W.V. (2004). New developments in sensory research: Understanding aroma and flavour of New Zealand Sauvignon blanc. ChemoSense, 6 (4), 12-13.
- Parr, W.V., White, K.G., & Heatherbell, D. (2004). The nose knows: Influence of colour on perception of wine aroma. Journal of Wine Research, 14 (2-3), 79-101.
- Parr, W.V., White, K.G., & Heatherbell, D. (2004). Exploring the nature of wine expertise: What underlies wine experts' olfactory recognition advantage? Food Quality and Preference, 15 (5), 411-420.
- Parr, W.V. (2003). The ambiguous nature of our sense of smell. The Australian & New Zealand Grapegrower & Winemaker: 31st Annual Technical Issue, 473a, 114-116.
- Parr, W.V., Heatherbell, D.A., & White, K.G. (2002). Demystifying wine expertise: Olfactory threshold, perceptual skill, and semantic memory in expert and novice wine judges. Chemical Senses, 27, 747-755.
- Parr, W.V. (2002). Sensory evaluation of wine: What can psychological science contribute? The Australian & New Zealand Grapegrower & Winemaker, 460, 71-72.
- Parr, W.V. (2002). Exploring the nature of wine expertise. The Australian and New Zealand Wine Industry Journal, 17, 32-36.
- Maley, J., Hunt, M., & Parr, W.V. (2000). Set-size and frequency-of-occurrence judgments in young and older adults: The role of the availability heuristic. The Quarterly Journal of Experimental Psychology, A: Human Experimental Psychology, 53A (1), 247-270.
- Brown, J., Parr, W., & Bates, M. (1999). Evaluation of a smoking cessation programme that uses behaviour modification. New Zealand Medical Journal, October 22.

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- Parr, W.V., Hunt, M., & Williams, W. (1999). Sample frequency and sample duration as sources of stimulus control in delayed matching to sample. Behavioural Processes, 46, 39-55.
- Hunt, M., Parr, W.V., & Smith, P. (1999). Local and global sources of control in pigeon delayed matching-to-sample. The Quarterly Journal of Experimental Psychology, B: Comparative and Physiological Psychology, 52B (2), 203-233.
- Knight, A., & Parr, W.V. (1999). Age as a factor in judgements of wisdom and creativity. New Zealand Journal of Psychology: Special Edition on Aging, 28, 37-47.
- Parr, W.V., & Mercier, P. (1998). Age differences in on-line contingency judgments. Canadian Journal of Experimental Psychology, 52, 147-158
- Mercier, P., & Parr, W.V., (1996). Intertrial interval, stimulus duration, and number of trials as memory factors in contingency judgements. British Journal of Psychology, 87, 549-566.
- Marshall, C.E., & Parr, W.V. (1996). New Zealand norms for a subset of Battig and Montague's (1969) categories. New Zealand Journal of Psychology, 25, 24-29.
- Parr, W.V. (1995). Age differences in the temporal dynamics of letter matching. Journal of General Psychology, 122, 379-391.
- Siegert, R., Scannell, C., & Parr, W. (1994). The Infant Characteristics Questionnaire: Evaluation with a New Zealand sample. New Zealand Journal of Psychology, 23, 36-39.
- Parr, W.V., & Siegert, R. (1993). Adults' conceptions of everyday memory failures in others: Factors that mediate the effects of target age. Psychology & Aging, 8, 599-605.
- Parr, W.V. (1993-4). Aging memory: Failing memory with age -- social expectation or scientific fact? New Zealand Science Monthly, December/January, 12.

Non-refereed publications

- Parr, W.V. (2003). The mind behind the nose: What are we doing when we evaluate wine? Proceedings of the 9th Annual Romeo Bragato Conference, Wellington, NZ. Pp. 177-190.
- Parr, W.V. (2000). Sensory evaluation of wine: A psychological perspective. Proceedings of Lincoln University Annual Grape & Wine School, pp. 91-99. Canterbury, NZ: Lincoln University.

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Conference presentations (last 5 years)

Parr, W. V., White, K.G., & Heatherbell, D. (2004). Influence of colour on perception of wine aroma. XVI Congress of the European Chemoreception Research Organisation (ECRO), 12-15 September 2004, Dijon, France.

Parr, W.V. (2003). The mind behind the nose: What are we doing when we evaluate wine? The 9th Annual Romeo Bragato Conference, Wellington, N.Z.

Parr, W.V. (2001). Sensory evaluation of wine: Misidentification of wine-relevant odours. ASEV, San Diego, USA.

Parr, W.V. (2001). Sensory evaluation of wine: A psychological perspective. North-west Pacific Chapter of ASEV annual conference, Otter Rock, Oregon, USA.

Parr, W.V. (2001). Sensory evaluation of wine: Misidentification of wine-relevant odours. Pangborn Sensory Science Symposium, Dijon, France.

Parr, W.V. (2000). Sensory evaluation of wine. Perceptions, memories, images and thoughts: Unnecessary and troublesome concepts, or a way forward. Lincoln University Annual Grape & Wine School.

Parr, W.V. (1999). Sensory evaluation of wine. Lincoln University Annual Grape & Wine School.

Other publications and conference presentations:

- Three further non-refereed publications and 21 conference presentations during last 10 years.
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- Approx. 10 further publications (prior to 1993) related to Wendy's Ph D in animal cognition, and to her Nursing Studies academic appointment.

For more details please contact:

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