Combining polarized sensory positionning and pivot profile©: what can we expect for wines?
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**CONTEXT**

French wine professionals have recently been interested by wines made from resistant grape varieties, yet not much is known about these wines.

**Aim**
- To know whether these resistant grape varietal wines are sensory close to French well-known grape varietal wines
- To highlight the main sensory differences between resistant grape varietal wines and French well-known grape varietal wines

**MATERIAL & METHODS**

**POLARIZED SENSORY POSITIONING (PSP)**

- **24 wine professionals**
  - **17 white wines**
- Poles were selected by directed sorting task:
  - A: Riesling
  - B: Sauvignon
  - C: Chardonnay

**PIVOT PROFILE® (PP)**

- **12 wine professionals**
  - **8 white wines**
- Pivot wine was chosen from the PSP results.

**RESULTS**

**POLARIZED SENSORY POSITIONING**

Data were analyzed using Multiple Factor Analysis coupled to Hierarchical Ascending Classification. Each cluster is represented by a different color. Poles were taken into account in the analysis and theoretically projected on the graph.

Two groups of resistant wines:
- Green group is closer to the pole Chardonnay than the other two
- Red group is closer to the pole Riesling than the other two

**Diversity** among resistant grape varietal wines
- J01, J02 & J03 are close to the pole Chardonnay
- J04 are close to the pole Riesling

The poles are selected as Pivot wine according to their degree of sensory proximity with the resistant grape varietal wines.

**PIVOT PROFILE®**

Data were analyzed using Correspondence Analysis. Co2 were added to better understand the representation of each descriptor on dimensions 1 and 2. Here the pivot was a Chardonnay

Due to the sensory proximity of resistant grape varietal wines with the Chardonnay, few descriptors were elicited by the wine professionals. Those descriptors are related to the aromas, tastes & in-mouth sensations.

**DISCUSSION & CONCLUSION**

- PSP results showed sensory proximities between the resistant grape varietal wines and the selected Riesling and Chardonnay wines.
- PP highlighted additional information to the PSP about the main sensory characteristics of resistant grape varietal wines which are perceived as more or less intense than the closest pole.
- This combination provides useful information to wine professionals by building a global sensory image of resistant grape varietal wines.
- Combining these two methods provided a better understanding among resistant grape varietal wines within reasonable time compared to classical methods.
- It represents a promising tool for future wine industry questions.

To get more information about the results of this study, flash this QR code.