7 June 2023

**POSTGRADUATE OPPORTUNITY AVAILABLE AT THE SOUTH AFRICAN GRAPE AND WINE RESEACH INSTITUTE (SAGWRI) FOR 2024**

The following project can accommodate a MSc student from 2024, with a background in Oenology, Food Science or a related field such as Wine Biotechnology.

**Project Title: Consumer intelligence and perception of Chenin blanc style**

**Project description:**

The aim of this project will be to develop a Chenin blanc wine styles and sensory driver "map" by means of an integrative analysis approach.

Commercial Chenin blanc wines will be subjected to the following sensory analysis methodologies:

(1) Descriptive sensory analysis, to obtain wine sensory profiles.

(2) Wine quality and cultivar/style typicality perception ratings of industry experts e.g. winemakers with the aim to determine typicality drivers.

(3) A sensory evaluation process implemented to engage with non-experts (consumers) to analyse the wines for "liking" (engaging consumers), as well as sensory drivers in terms of typicality.

Additional data will be “harvested” on the commercial wines i.e. consumer-generated data, viticulture/winemaking data where available (i.e. for the top 10 Chenin blanc wine competition) to provide further context to the style and quality drivers identified.

This project will form part of a large scale project where oenological, microbiological and viticultural aspects will be studied to understand Chenin blanc quality parameters and dimensions to assist the wine industry with premiumisation.

**Contact person for the project: Dr Jeanne Brand** jeanne@sun.ac.za

**Please send a CV, as well as a cover letter to Dr Jeanne Brand or Prof Melané Vivier to indicate your interest in this opportunity.**

**General contacts for SAGWRI:**

Prof MA Vivier: Interim Director of SAGWRI

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