PROGRAMME: SENSORY AND CONSUMER SCIENCE OF WINE

Wine sensory quality and consumer perception profiling

This multidisciplinary integrated program requires (i) the development and application of fit-for-purpose methods to obtain sensory profiles of wines; (ii) research into consumers’ perceptions, acceptance of products; and rejection thresholds for off-flavour compounds in wine; (iii) chemical profiling of wines related to sensory studies; (iv) interaction studies within wine matrices.

The skills that developed include sensory methodologies, panel training and sensory evaluation of products; sensometrics (statistical methods required for data analysis); qualitative research methods; text data mining and chemical profiling of the wines when appropriate.

OPPORTUNITIES FOR 2020

1. Sensory quality and SA consumers’ perceptions of lower-alcohol wines
   • Helene Nieuwoudt, Florian Bauer, Chris Pentz (Dept of Business Management, SU)
   • Two MSc studies
   • To discuss project: Helene Nieuwoudt hhn@sun.ac.za; tel 021 808 2748

2. Smoke taint in South African wine: Consumer rejection thresholds, industry insights, and amelioration strategies
   • Marianne McKay, Jeanne Brand and Heinrich Du Plessis (ARC)
   • Two MSc projects
   • To discuss: Marianne McKay marianne@sun.ac.za; tel 021 808 3774

GENERAL CONTACT INFORMATION

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