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Wine Tasting Tips by InnoVinum

Hello <<First Name>>,

“Tell me the red wine style you like, and I will tell you who you are.”

We might not be able to do that yet!

Our preferences for red wine types are indeed quite diverse. The world of red wines might be more complex and more abundant in aromatic nuances than the world of white wines; however, this argument is debatable!

[Do you have a favorite Red Wine style?](#)

Sensory researchers showed some passion for answering this question in many countries. Indeed, I found several studies that could enlighten us on the red wine types people love around the world.

Back in 2002, researchers invited 57 U.S. consumers to taste 12 inexpensive red wines. The researchers identified several aromas driven people liking, one way or the other. As I shared last week, we may want a certain aroma intensity, but when it's too intense, it can become unpleasant.

The preferred aromas in this study were vanilla/oak, and people disliked wines expressing intense green aromas such as canned vegetables or Green olives, and leather.

A Canadian study published in 2003 focused specifically on Merlot wines. Researchers found consumers liked different Merlot wine flavor profiles. The majority of consumers liked butterscotch and vanilla aromas; others wanted the burnt and smoky aromas while others didn't mind some grassy notes.

In Australia, researchers studied preferences for Cabernet Sauvignon and Shiraz wines. They found that Aussie consumers liked wines with intense fruit and oaky wines and preferred low intensity of these sensations: 'hotness,' 'metallic,' 'smoky,' and 'pepper.'

In Italy, researchers found that consumers for Nebbiolo wines preferred an intense color. They also indicated that consumers tend to associate intense color with intense flavor.

In Brazil, the study looked at the sensory characteristics consumers liked in wines made with V. Labrusca and hybrid grape varieties, such as Ives, Maximo, or Isabella. They found that sweetness and fruity notes associated with the aroma and flavor of grape, grape juice, and blackberry were liked the most by Brazilian consumers. The notes of earthy/mushroom, yeast, and vegetative/green beans aromas decreased consumer liking for these wines.

It is not surprising that sweetness is appreciated in red wines. A recent study conducted in Switzerland showed that Suisse consumers liked red wines with 6 to 9 g/l of residual sugars, slightly sweet.

A similar result was observed in Portugal, where researchers found that the ideal sweetness of red wines was 8g/l of residual sugar. They also found that a large variation among people, from 2g/l to 32 g/l. Women tended to like sweeter wines as did wine drinkers just starting their wine appreciation journey.

[MORE INFO](#)

So what is the one flavor that you appreciate the most in a red wine?

[Red Fruits](#)

[Other Fruits](#)

[Vanilla / Toasted Oak](#)

[Smoky Oak](#)

[Mushroom](#)

[Leather](#)

[Slightly Sweet](#)

[Some Green Notes](#)

You know me, there never a right or wrong answer to this question.

Thank you and see you in a week.

Isabelle

Your Wine Tasting Coach

P.S. Feel free to [connect if you have any questions](#) or reply to this email.

P.P.S. Don't forget to answer the short survey above.



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