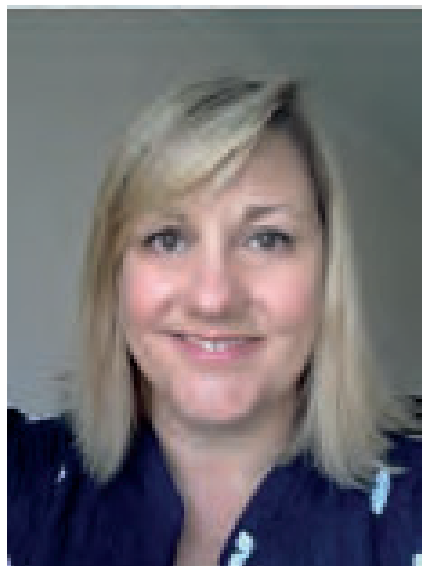


CONFERENCE AT ISVV

4th february at 17:00 in Amphi




DR SUE BASTIAN

ASSOCIATE PROFESSOR IN OENOLOGY AND SENSORY STUDIES.

Sue Bastian has over two decades of experience working on grape, wine, alcoholic beverage and food sensory and chemical composition, quality and consumer research. Her research centres on both markers of grape and wine quality and the grape to wine nexus plus the human-food and beverage interface where research interests are in understanding the context, sensory and molecular drivers of consumer wine and food choice and preference and the genetics of mouthfeel.

« THREE KEY PHILOSOPHIES TO OBTAIN GREAT WINE CONSUMER DATA. »

Wine sensory evaluation, consumer research and flavour chemistry encompass essential methods that may guide viticulture and wine production practices for wine improvement and new wine product development. This presentation will explore recent research examining:

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- **WINE CONSUMPTION CONTEXT**
TO OBTAIN MORE ECOLOGICALLY VALID WINE CONSUMER DATA;
 - **RATA**
TO GENERATE SENSORY PROFILES OF WINES MORE RAPIDLY;
 - **THE COMBINATION OF WINE SENSORY AND CHEMISTRY DATA**
TO UNDERSTAND FACTORS IMPORTANT TO CONSUMER PREFERENCE.