

ABSTRACT

With the production of wine increasing in Nova Scotia, Canada, the industry has become an intriguing area of research. The primary objective of this study is to identify the attributes consumers use to describe NS rosé wines. The secondary aim of this study was to identify if mandating caloric labels on wine bottles would impact the consumers' sensory perception. With the rising demand for standardized nutrition labels on alcoholic beverages, businesses are eager to determine how nutritional labels will influence the consumption of alcoholic beverages, including wine. The first trial used the projective mapping method and ultra-flash profiling, with untrained panelists, to describe a sub-set of NS rosé wines (n=8). In the second trial, consumers were asked to complete a check-all-that-apply (CATA) question and to rank their liking of the wine on a 9-point hedonic scale (n=4). Each wine was evaluated without a label, and with each of the four fabricated labels (n=65). Results demonstrated two main categories of attributes, fruit and non-fruit flavours, with fruit associated attributes driving liking. There was no significant difference between the caloric value and sensory perception of wine. For future research, nutrition labels and not just calories alone should be used to make more accurate predictions as to the trends that will be seen.