Communicating wine style to consumers crossing language and cultural barriers

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Photo by Stefan Els

Crossing language barriers

- South Africa a diverse population
  - Rich cultural heritage
  - Eleven official languages
    - Many more dialects

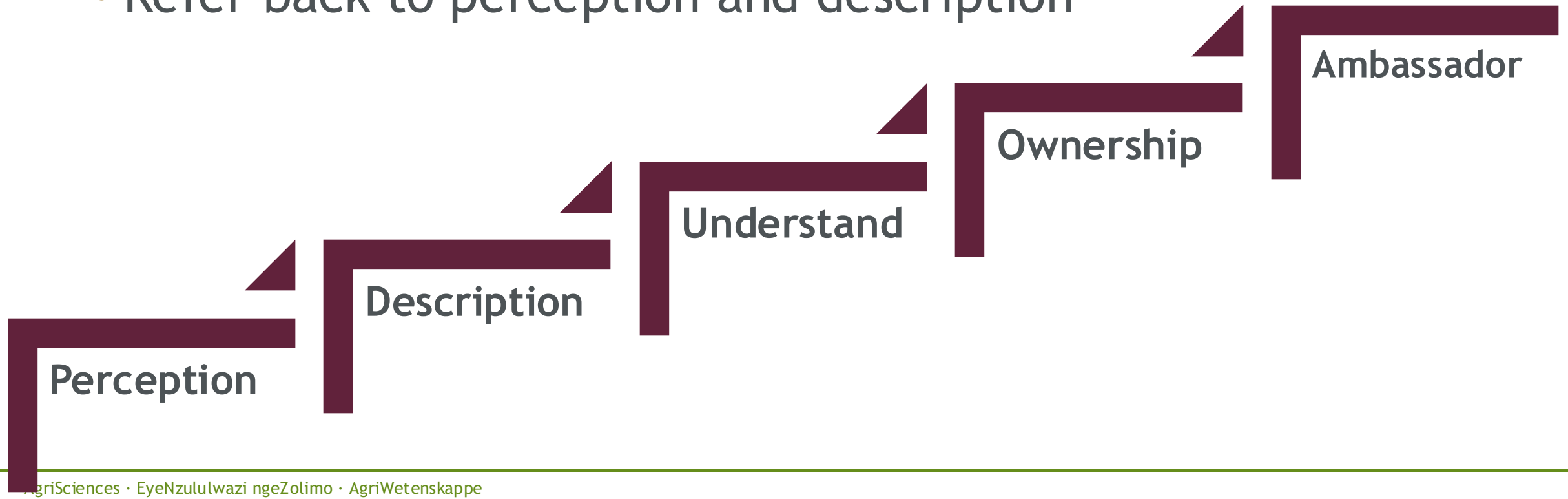
Why? Everyone understands English

- Communication and understanding = more than language
- Culture plays a big role
  - Concept or product absent in a culture = no vocabulary in related language

- <u>In the wine consumption context:</u>
- Sensory experience is crucial to relate
- Both a cultural and language barrier to be crossed

“Translating” the current terminology

- Direct translation
  - Inefficient
  - Cultural language relations lost
- Refer back to perception and description



Envisaged impact

Diverse consumer groups

Wider Wine consumption awareness

Connect to local terms and concepts

Empowering professionals and students

Improve inclusivity

Further transformative thinking

Enhancing consumers' taste experience of Chenin Blanc wine crossing language barriers

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CHENIN BLANC ASSOCIATION

CHENIN BLANC ASSOCIATION - SOUTH AFRICA

The main aim was to increase:

Inclusivity

Native concepts
Regional terms
Products
Cultures

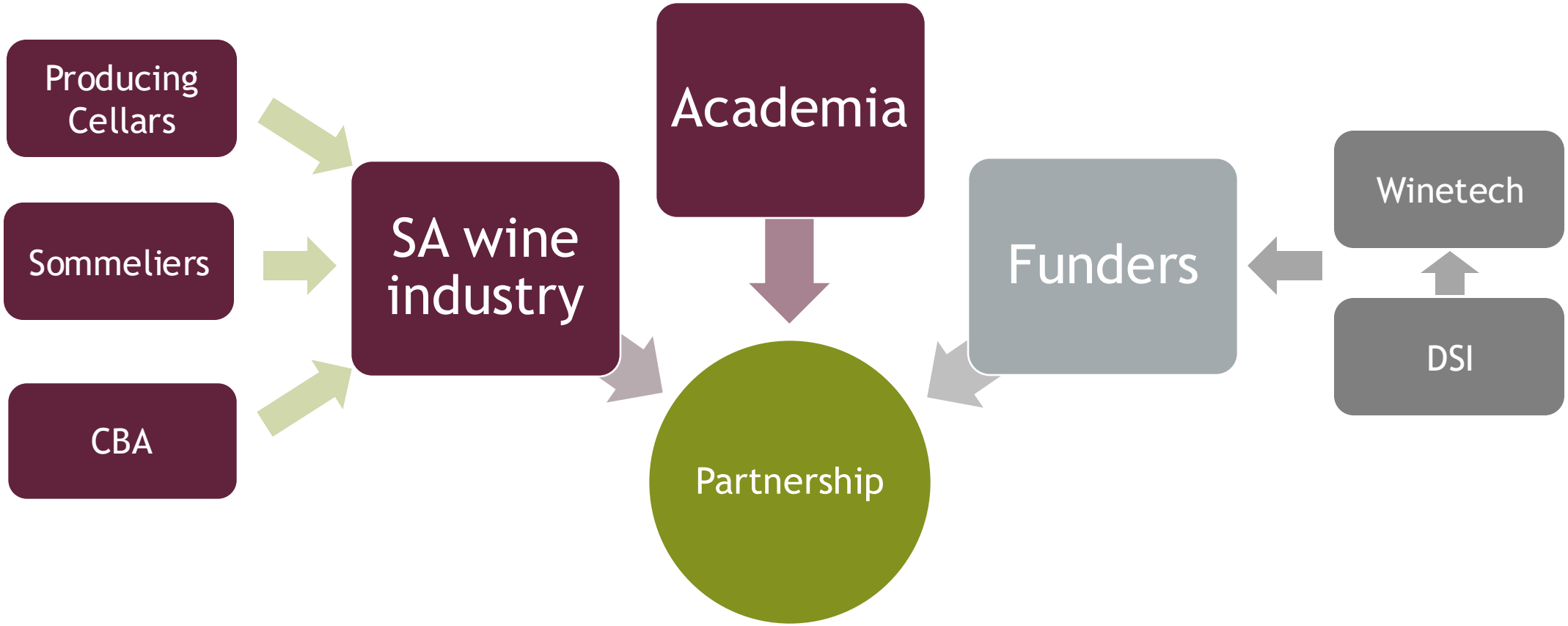
Ownership

South African
Chenin Blanc

Cultural groups

First stage:
Xhosa
Zulu
Shona

Designing an inclusive approach



Outcomes and limitations

- Outcomes:
- Positive feedback
- Chenin Blanc wheels in isiXhosa; isiZulu and Shona

- Limitations:
- Sommeliers already trained in wine description in English
  - Many have training from France
- Only one cultivar
- Process to develop a lexicon
  - Tedious, time-consuming
  - Experts in linguistics, wine sensory analysis

Creating AI tools to improve consumer inclusivity using an African language wine lexicon

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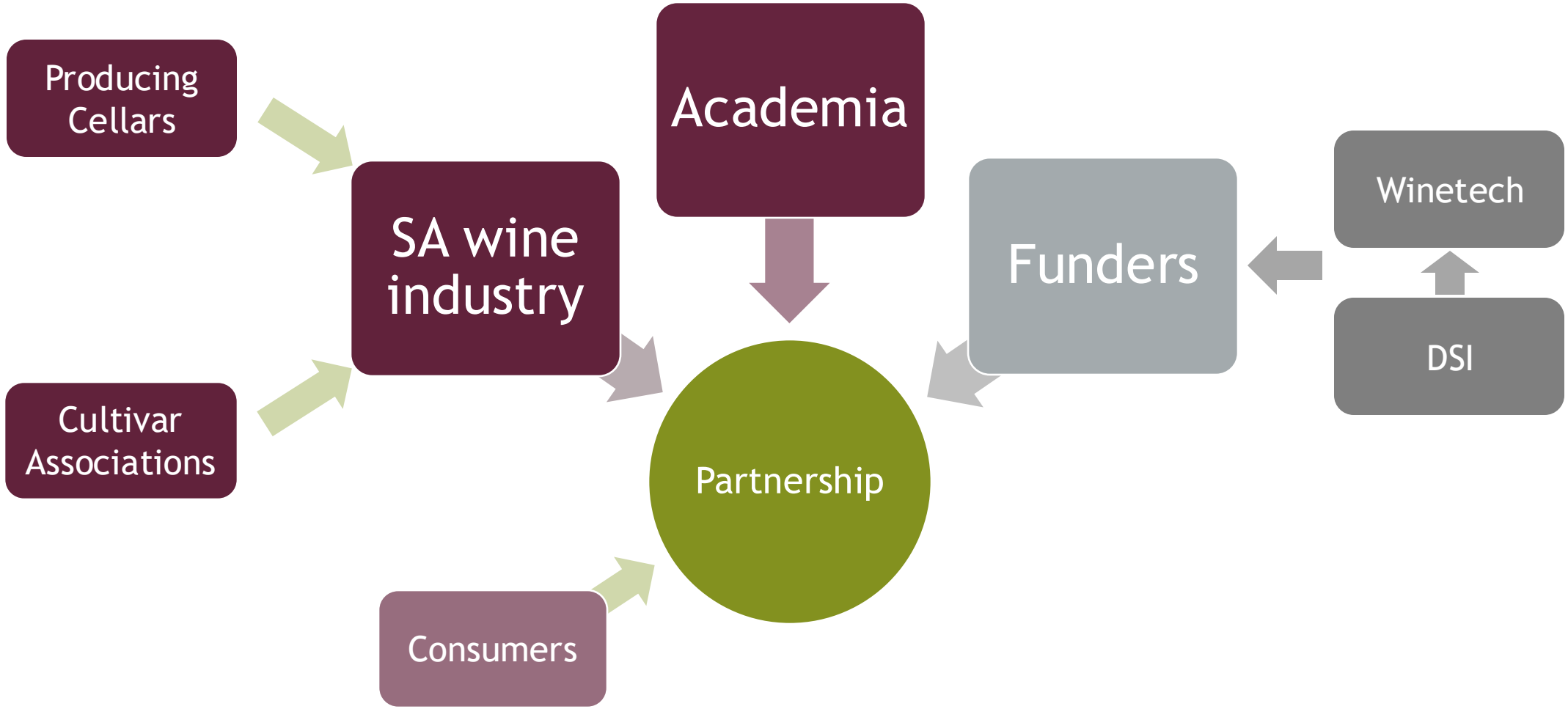
NLP as a data extraction/consolidation/exploration tool

Investigating AI tools to predict consumer liking

Creating AI recommendation systems

Designing an inclusive approach



Tasting layout

Panels

- Experts
- Professionals
- Sommeliers
- Winemakers

- Consumers
- Gen-Z

- 1st language speakers

Wines

- Six wines /cultivar
- South African
- Diverse styles
- Selected by expert panel
- Represent known cultivar space

Tasting Method

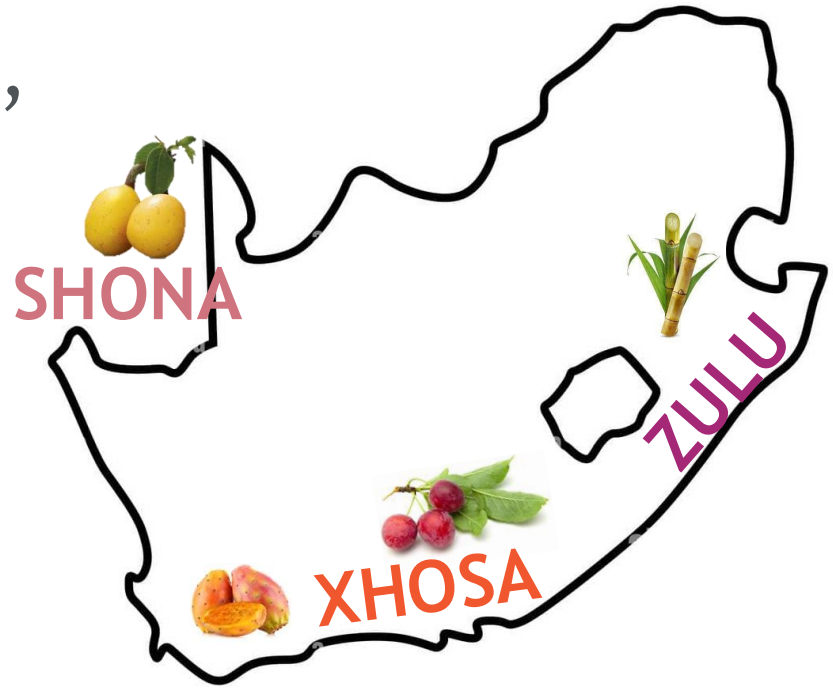
- Blind tasting
- Separate sessions
  - Xhosa
  - Zulu
  - Shona (Chenin)
  - Sotho
- Aroma description
  - Free listing in own words
  - Native language
- "associations from where you grew up."

Data analysis approach

- **Capture** descriptions
- **Extract** aroma descriptors
- **Combine** synonyms
- **Categorise** terms
- **Translate** concepts to English
- **Compare** language groups' descriptors
- **Interpret** differences in terms of culture and region

Regional and cultural uniqueness

- Similar terms to English were observed
  - Fruits: peach, pear, lemon, pineapple,
  - Oak, vanilla, nuts, herbs ….
- Regional and cultural uniqueness
  - Xhosa: wild ripe plum, prickly pear
  - Zulu: sugar cane
  - Shona: marula
  - All languages: traditional beer, pap, native grains



Feedback from the participants

"I'm thrilled to be part of this ground breaking project by the Chenin Blanc Association. Thank you CBA for starting the CB aroma wheel in isiZulu. You have my full support." – Zulu participant

"This project will add value to understanding the wine better for the Zulu consumers. Upon discussing some terms, we came to realise that some words will resonate much better with Zulu speakers. This project will also help in providing context to these aromas." – Zulu participant

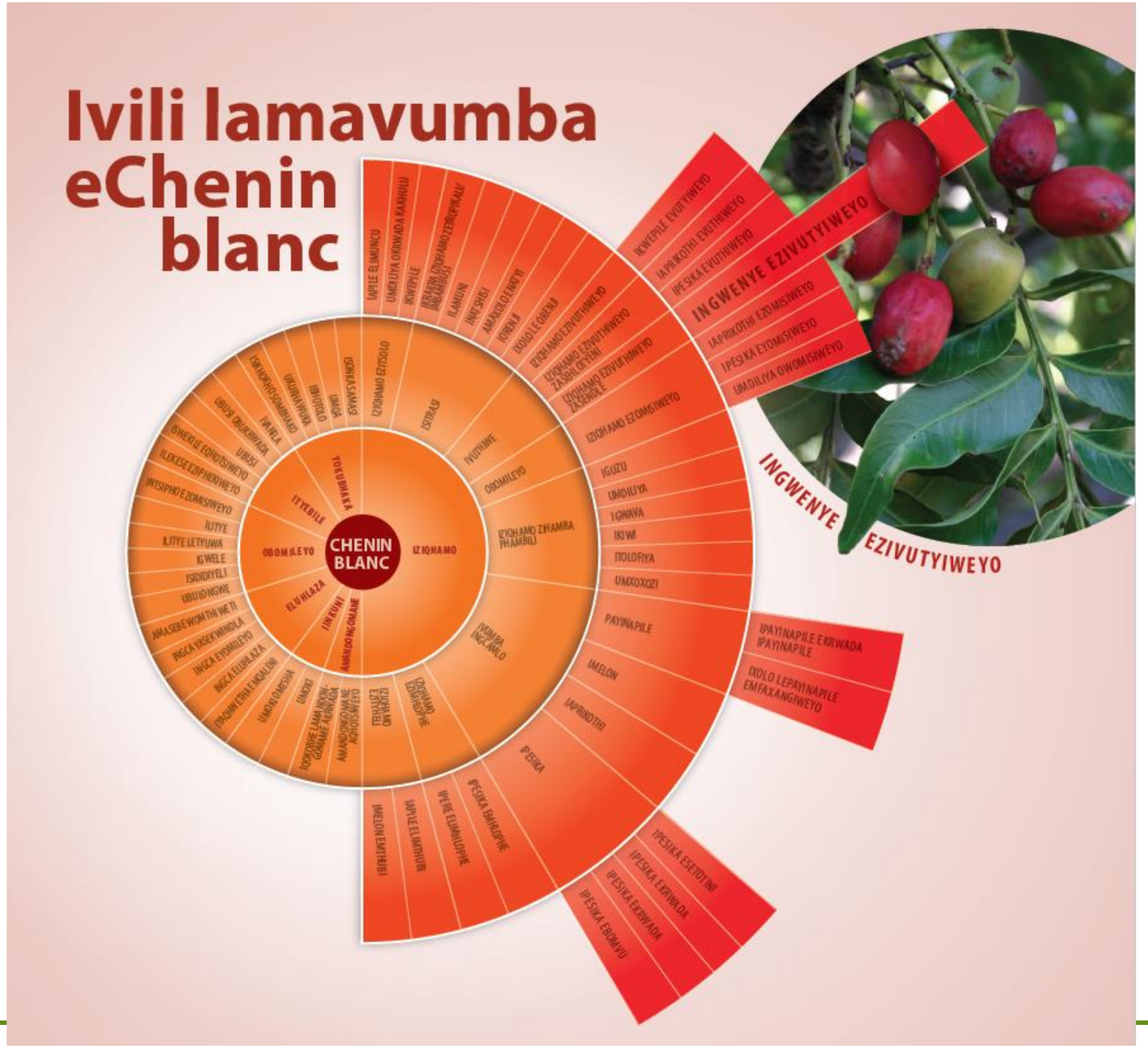
"This marks an important phase in expansion and growth of the wine industry as we embrace diversity of cultures and heritage in fostering a more approachable and different way of appreciating and learning wine." – Shona participant

"Thank you for the invite! This was an eye opener to our natives. It will invite and introduce wine in a different spectrum to many Xhosa speaking. – Xhosa participant"

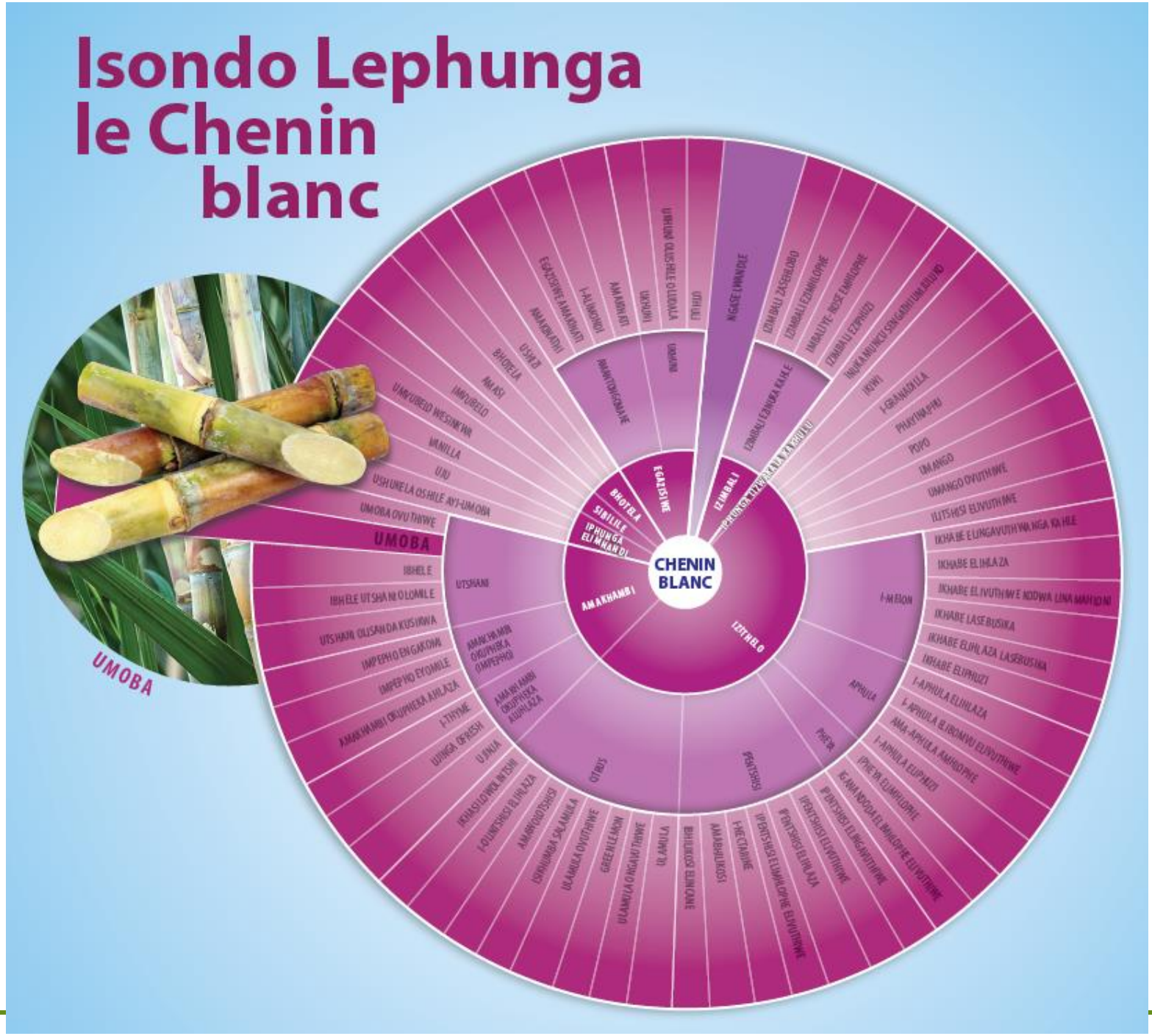
"Very insightful, informative, relevant, innovative and exciting project to be part of!" – Xhosa participant

"What a fantastic experience especially the recognition of Xhosa and to let us engage." – Xhosa participant

Xhosa Chenin Blanc Aroma Descriptors

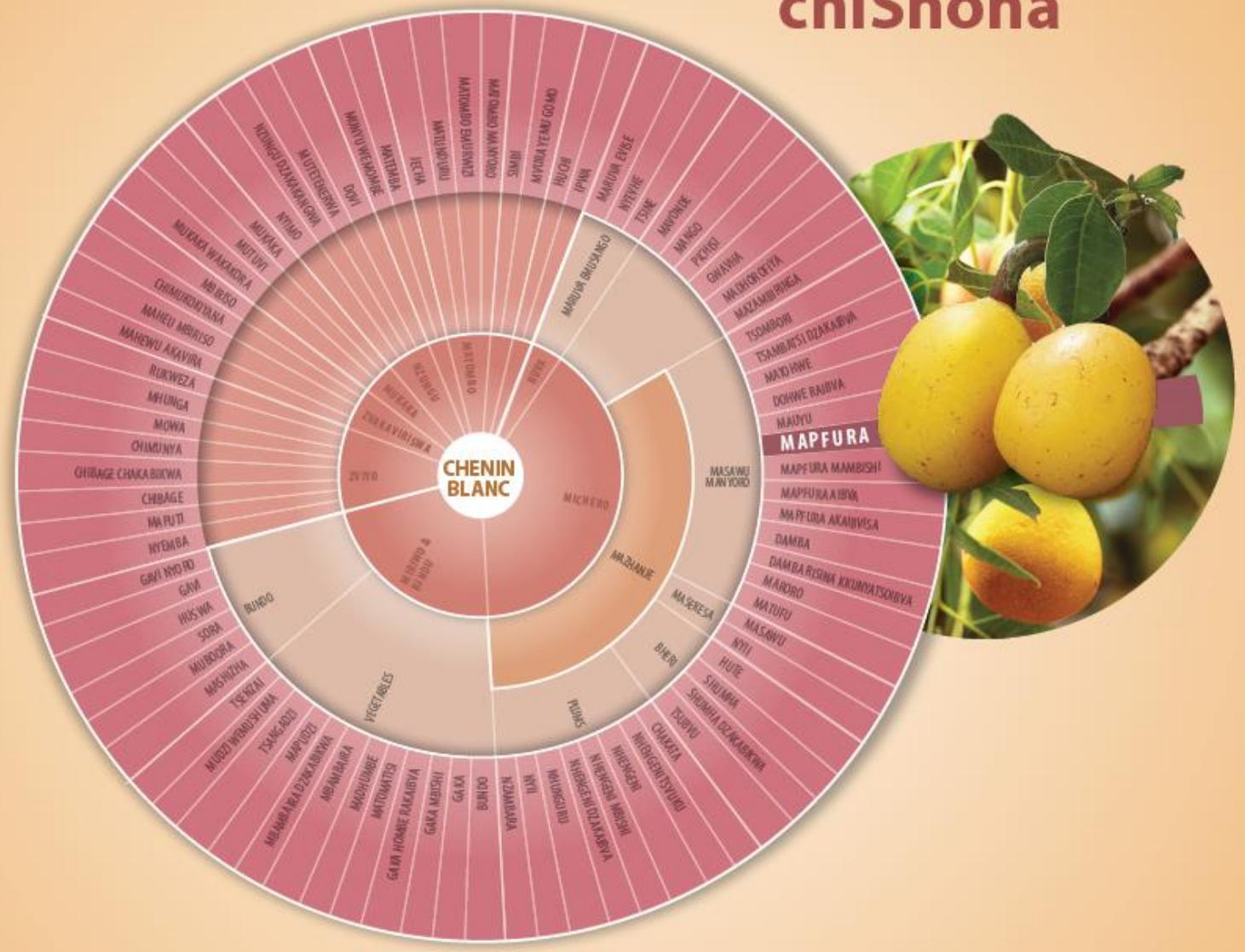


Zulu Chenin Blanc Aroma Descriptors

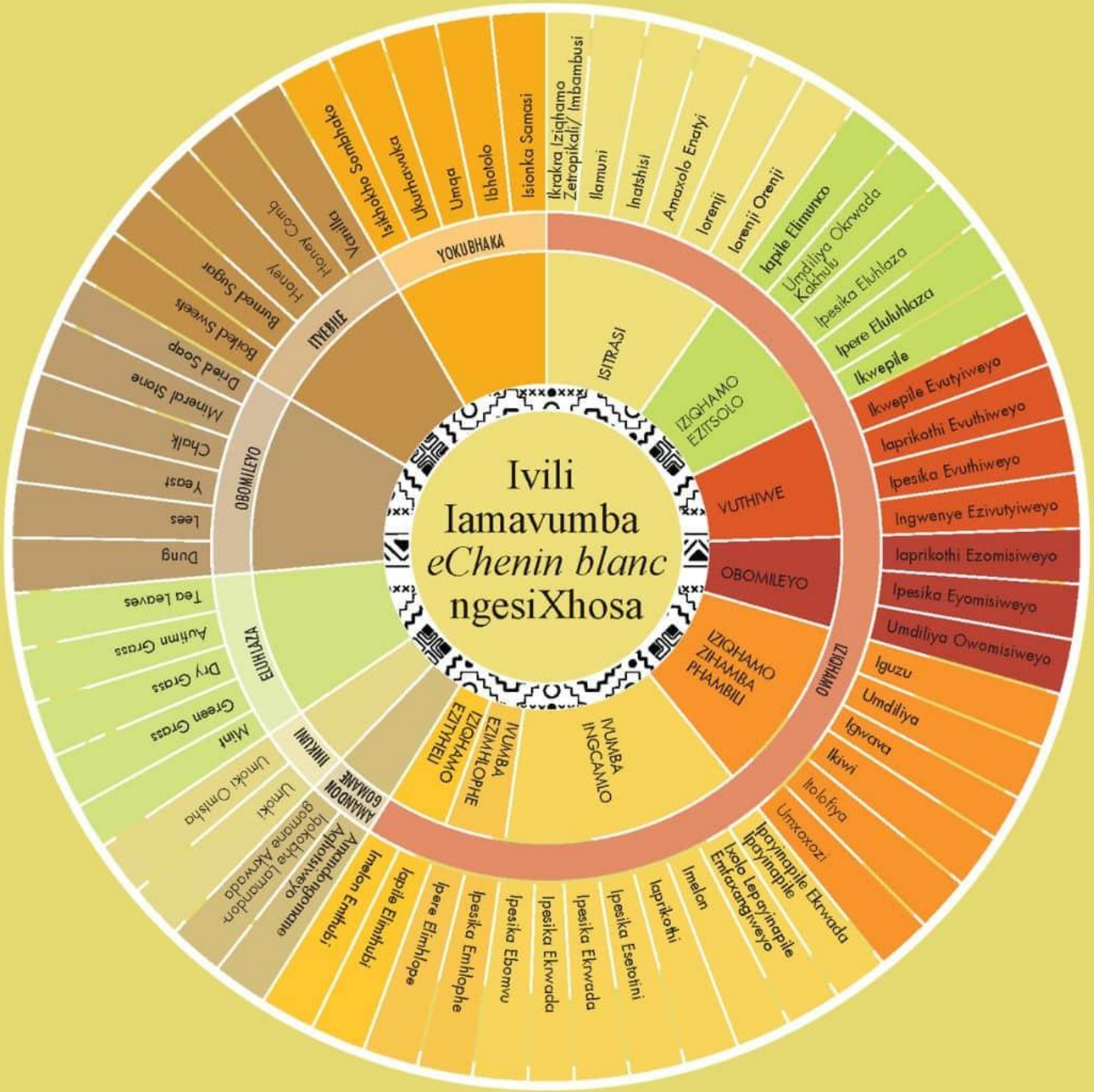


Shona Chenin Blanc Aroma Descriptors

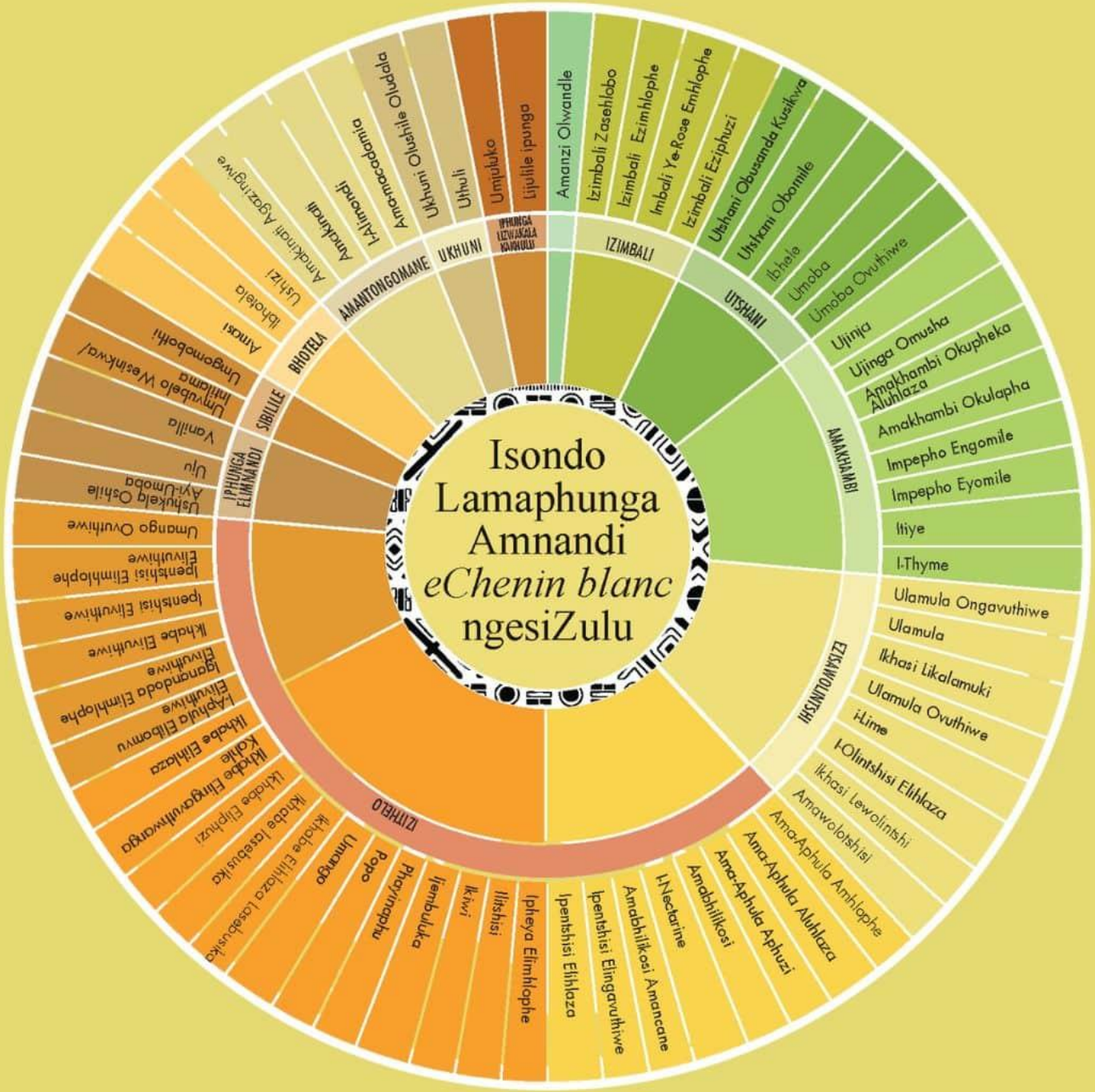
Tsanangudzo dze Chenin Blanc mu chiShona



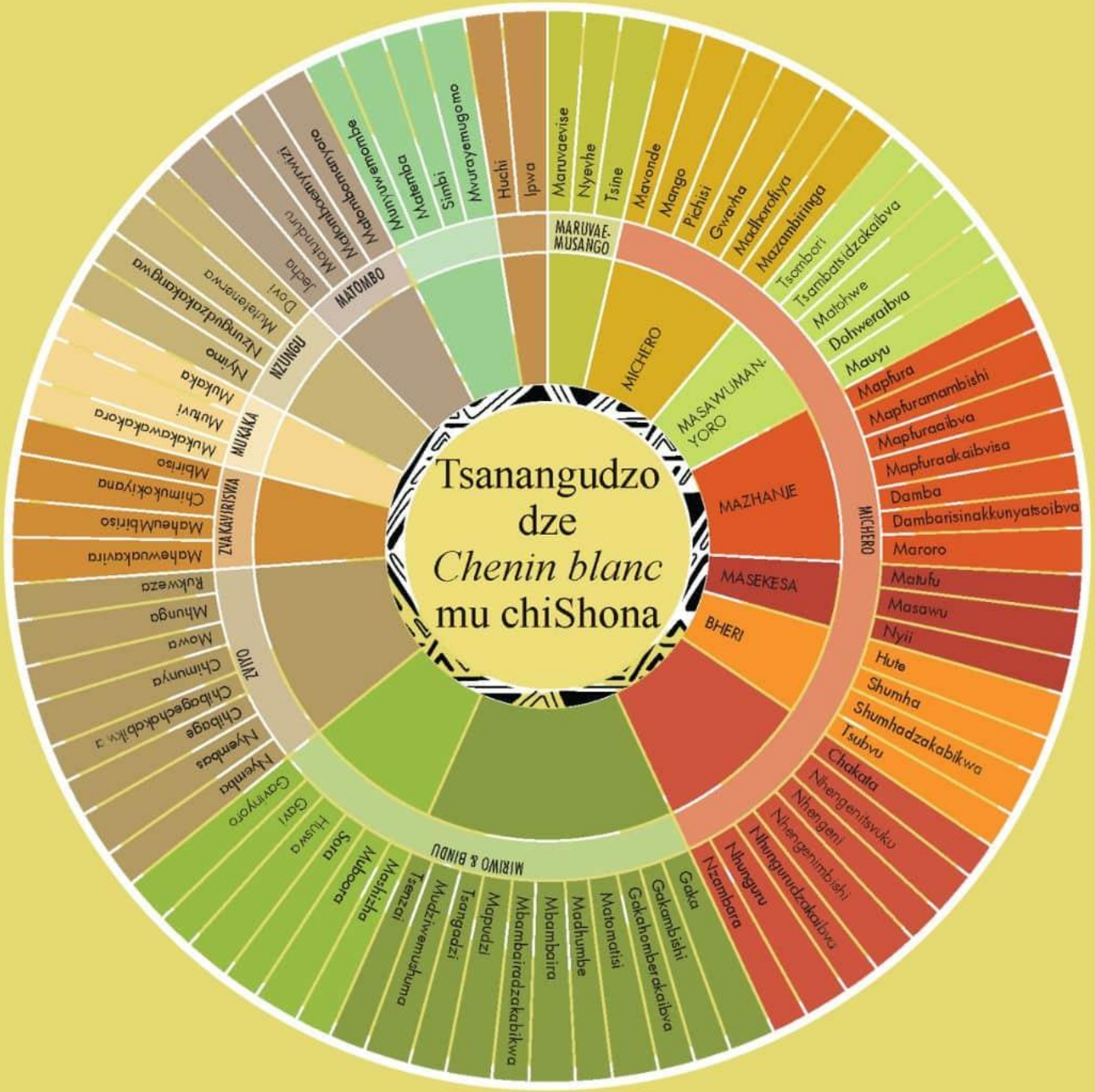
Xhosa


Ivili
Iamavumba
eChenin blanc
ngesiXhosa
ISITRASI
IZIGHAMO EZITSOLO
VUTHIWE
OBOMILEYO
IZIQHAMO ZIHAMBA PHAMBILI
IVUMBA INGCAMLO
IVUMBA EZIMHLOPHE EZITHATHELI
AMANQOM GOMANE
IMIKUNI
EZIJIJAZA
OBOMILEYO
IMVEBILE
YOKUBHAKA
Ikrakra Iziqhamo Zetropikali/ Imbambusi
Ilamuni
Inatshisi
Amaxolo Enatyi
Iorenji
Iorenji Orenji
Iapile Elimunco
Umdiliya Okrwada Kakhulu
Ipesika Eluhlaza
Ipere Eluluhlaza
Ikwepile
Ikwepile Evutyiweyo
Iaprikothi Evuthiweyo
Ipesika Evuthiweyo
Ingwenye Ezivutyiweyo
Iaprikothi Ezomisiweyo
Ipesika Eyomisiweyo
Umdiliya Owomisiweyo
IZIQHAMO
Iguzu
Umdiliya
Igwava
Ikiwi
Itolofiya
Umxoxozi
Ipayinapile Ekrwada
Ixolo Lepayinapile Emfaxangiweyo
Ipayinapile
Imelon
Iaprikothi
Ipesika Esetshini
Ipesika Ekrwada
Ipesika Ebomvu
Ipesika Emhlophe
Ipere Elimhlope
Iapile Elimhlubi
Imelon Enhlubi
Amaranditongomane Adhlotshweyo Igobolwe Igomane Akrwada
Umoki
Umoki Omsha
Mint
Green Grass
Dry Grass
Autumn Grass
Tea Leaves
Dung
Lees
Yeast
Chalk
Mineral Stone
Dried Soap
Boiled Sweets
Burned Sugar
Honey
Honey Comb
Vanilla
Isikhokho Sombhako
Uhlunhlamuka
Umba
Ilhlololo
Isionka Samasi

Zulu


Isondo
Lamaphunga
Amnandi
eChenin blanc
ngesiZulu
IZIMBALI
UTSHANI
AMAKHAMBI
EZISAWOLINTSHI
IZITHELO
IPHUNGA ELIMNANDI
SIBILILE
RHOTELA
AMANTONGOMANE
UKHUNI
IPHUNGA LIZWAKALA KWAMULI
Amanzi Olwandle
Izimbali Zasehlobo
Izimbali Ezimhlophe
Imbali Ye-Rose Emhlophe
Izimbali Eziphuzi
Utshani Obusanda Kusikiva
Utshani Obomile
Ibhele
Umoba
Umoba Ovuthiwe
Ujinja
Ujinga Omusha
Amakhambi Okupheka Aluhlaza
Amakhambi Okulapha
Impepho Engomile
Impepho Eyomile
Itiye
I-Thyme
Ulamula Ongavuthiwe
Ulamula
Ikhasi Likalamuki
Ulamula Ovuthiwe
i-Lime
I-Olintshisi Elihlaza
Ikhasi Lewolintshi
Amawolotshisi
Ama-Aphula Amhlophe
Ama-Aphula Aluhlaza
Ama-Aphula Aphuzi
Amabhilikosi
I-Nectarine
Amabhilikosi Amancane
Ipentshisi Elingavuthiwe
Ipentshisi Elihlaza
Ipheya Elimhlophe
Ilitshisi
Ikiwi
Ijembuluka
Phayinaphu
Poppo
Umango
Ikhabe Elihlaza Lasebusika
Ikhabe Iasebusika
Ikhabe Eliphuzi
Ikhabe Elingavuthiwangqa
Ikhabe Elihlaza
Ikhabe Kahle
I-Aphula Elibomvu
Elivuthiwe
Igwangqodo Elimhlophe
Elivuthiwe
Ikhabe Elivuthiwe
Ipentshisi Elivuthiwe
Ipentshisi Elimhlophe
Elivuthiwe
Umango Ovuthiwe
Ushukela Oshile
Ayi-Umoba
Ulu
Vanilla
Umvubelo Wesinkwa/
Imiloma
Umgomobohli
Amasi
Ibhotela
Ushizi
Amakinati Agqunyiwe
Amakinati
I-Alimondi
Amamacadamia
Ukhuni Olushile Olupholile
Uthuli
Umhlaba
Ugwadule

Shona



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What did we learn so far?

- Language and culture are intertwined
- Language is dynamic and mobile
- Language has power
  - Shows respect
  - Improves inclusivity
  - Initiates ownership
- Language is just one aspect
  - Visual communication NB!

- Data capturing, visualisation and availability
  - Integrated, real-time feedback is necessary

The future

- Larger scale and wider industry collaborations
- Wider interdisciplinary academic research
- Investigation into extrinsics on e.g labels
- Optimised workflows and research strategies

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"Traditional" English and French wine descriptors

Native South African language wine descriptors

Consumer liking
Expert quality ratings

NLP as a data extraction/consolidation/exploration tool

Investigating AI tools to predict consumer liking

Creating AI recommendation systems

Acknowledgements

- NRF
- South Africa Wine (formerly Winetech)
- DSI
- Chenin Blanc, Sauvignon Blanc and Shiraz Associations
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- Translators
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  - Eric Botha (isiXhosa)
  - Nongcebo Langa (isiZulu)
  - Nkateko Masinga (isiZulu)
  - Letlotlo Nyenye (Sesotho)

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Thank you
Enkosi
Dankie

Photo by Stefan Els