Quality assessment:

Are there better protocols than 20-point and 100-point scoring?

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Photo by Stefan Els

Quality Assessment

Wine Production team

- Production
- Benchmarking
- Marketing

Critics & competition Judges

- Reviews
- Competitions
- Value
- Consumers

Commonly used scales

- 100-point
- 20-point
- 5-star

Brand *et al.*, 2020; Brand *et al.*, 2019; Brand *et al.*, 2018
Parr *et al.*, 2021; Parr *et al.*, 2020; Parr *et al.*, 2010

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Comparing Quality Assessment Protocols

Individual

Tested in combination

A
- Quality scoring
- Sorting
- Ranking

B
- Step 1. Sorting
- Step 2. Quality scoring

C
- Step 1. Quality scoring
- Step 2. Sorting

D
- Step 1. Quality scoring
- Step 2. Ranking

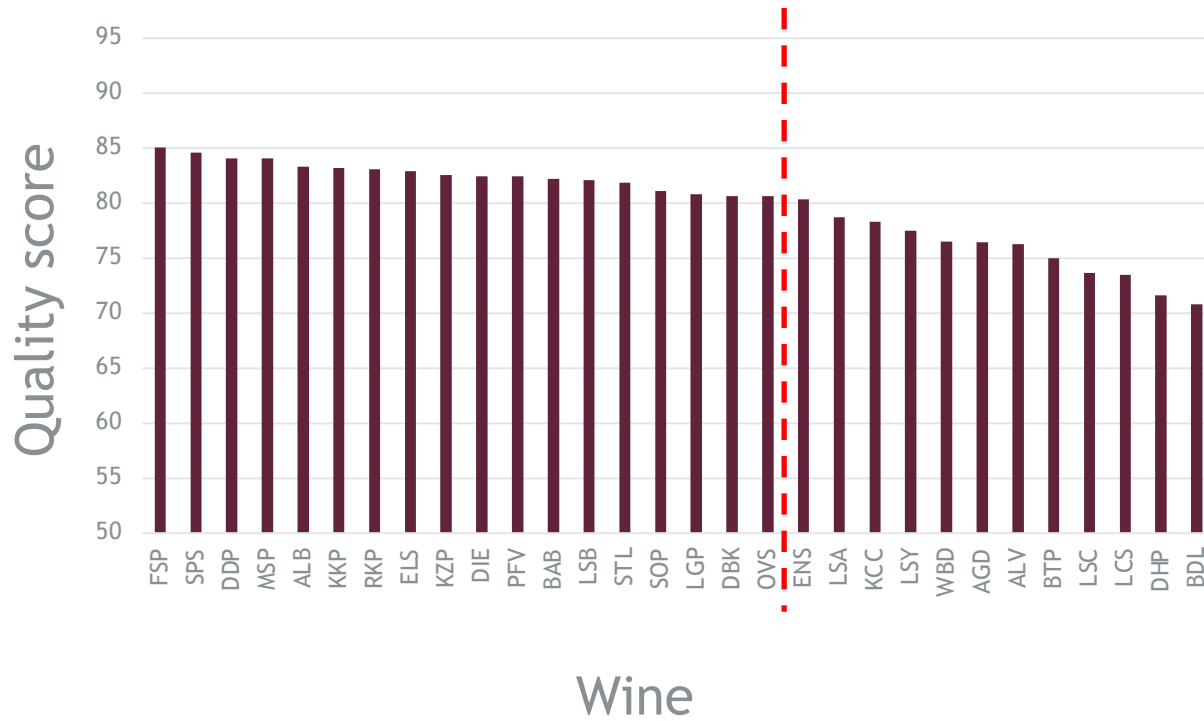20 wine professionals

30 South African Shiraz wines

Top 10 — **Main objective**
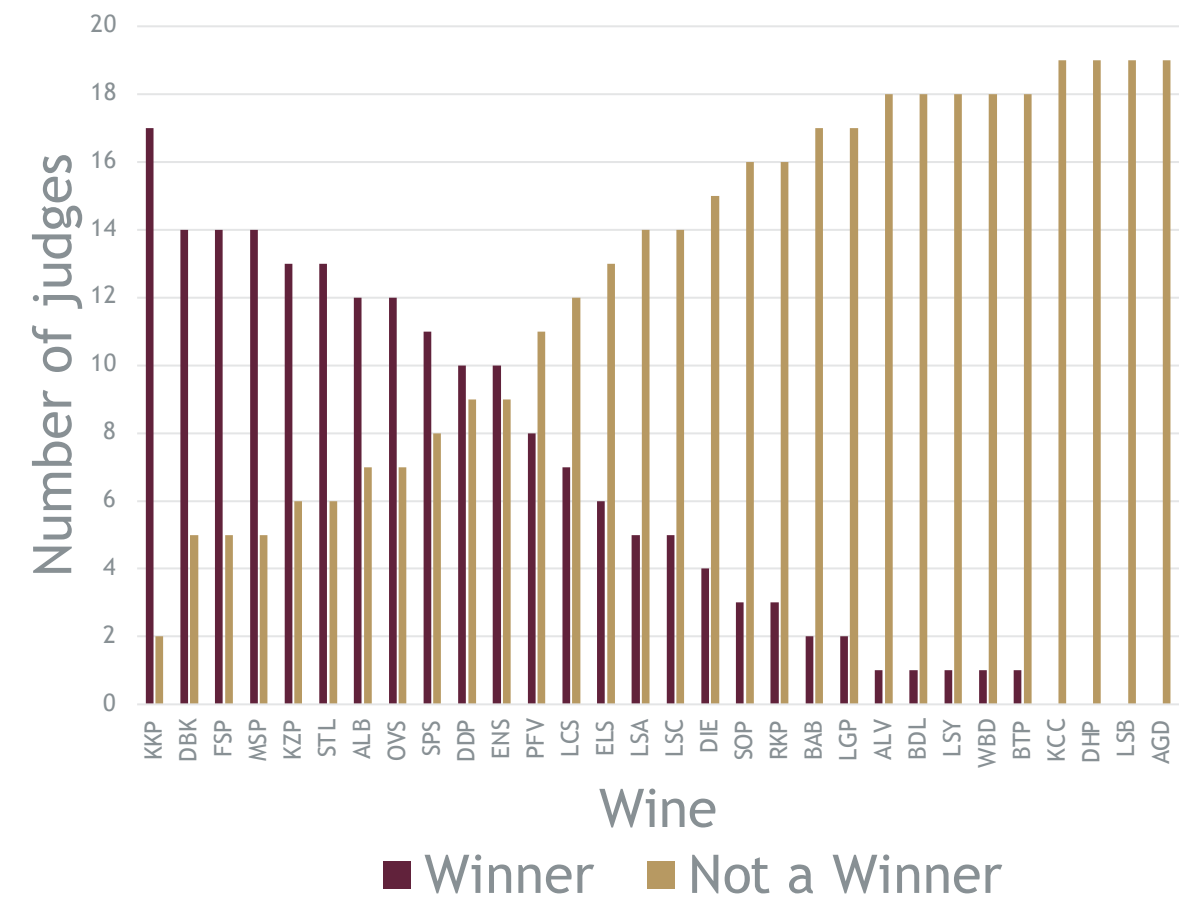
Top 5

Top 3

Computed during statistical analyses

Results

100-point Quality Score LS Means

Sorting data

Results

100-point Quality Score LS Means

Sorting data

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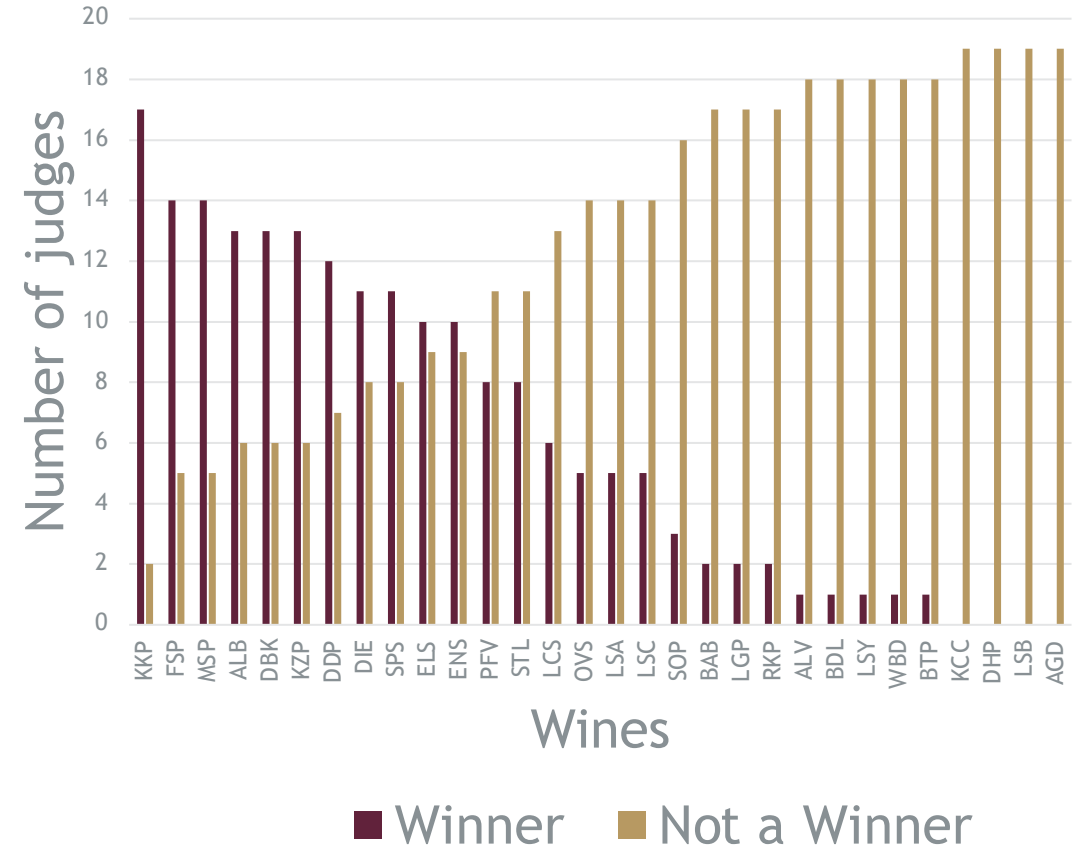
Conclusions

- No significant differences between 20-point, 100-point or Veritas scale data

- Quality scoring showed no significant quality differences between 1st 18 wines
- Sorting results did not correspond well with quality scoring results

- Sorting before or after quality scoring improved the results
  - Significant differences between the 1st 11 wines could be seen
  - Sorting and quality scoring results showed a similar pattern

- Ranking improved quality scoring results as well
- Ranking 30 wines = extremely tiring

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Study Limitations

- One set of experiments on one cultivar
- Wines were selected to differ in terms of:
  - Quality
  - Style
- More data sets with varying complexity levels should be tested
- One panel of judges was used
- The panel was not screened or tested for proficiency before the experiment

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Thank you
Enkosi
Dankie

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