



# SASEV-WINETECH 41<sup>st</sup> International CONFERENCE

2-4 Oct 2018 | NH Charles Hotel, Somerset West, South Africa

*What is novel and innovative in Grapevine and Wine Sciences?*

**TUESDAY 2 OCTOBER 2018**

**W01**

## **RAPID SENSORY PROFILING SOLUTIONS FOR INDUSTRY APPLICATIONS**

This workshop will illustrate how scientific research on rapid sensory methods, applied to wine profiling, can be used during product development, branding and marketing. A live demo show casing new sensory products and services available to industry in addition to talks on the essential theory and research will be presented.

**COORDINATOR:** Jeanne Brand (SUN)

13:15 – 14:00	<b>REGISTRATION</b>	
14:00 – 14:10	Welcoming	Hélène Nieuwoudt, US
14:10 – 14:30	The value of rapid sensory methods in the context of the wine industry: determining drivers of quality and liking.	Jeanne Brand, US
14:30 – 15:00	Sensory solutions: from tasting design to results interpretation: wine tasting using a new software application.	Jeanne Brand, US Miekie Treurnicht & Jolene Wium, Sumit Insights
15:00 – 15:30	<b>TEA /COFFEE break</b>	
15:30 – 15:50	Presentation of live demo results and interactive feedback session.	Jeanne Brand, US Miekie Treurnicht & Jolene Wium, Sumit Insights
15:50 – 16:10	Consumers and experts: two sides of the same coin.	Hélène Nieuwoudt, US
16:10 – 16:30	Benchmarking your wine.	Leanie Louw, SenseLab
16:30 – 16:50	Combining marketing information and sensory profiling to streamline product development and branding.	Xania v/d Merwe, Wellington wines
16:50 – 17:00	Summary / Closing remarks	Jeanne Brand, US



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