SA Grape and Wine research Institute

Programme/Project Info for

Prospective MSc and PhD Students

# Programme: sensory and consumer science of wine

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| Wine sensory quality and consumer perception profiling | This multidisciplinary integrated program requires (i) the development and application of fit-for-purpose methods to obtain sensory profiles of wines; (ii) research into consumers’ perceptions, acceptance of products; and rejection thresholds for off-flavour compounds in wine (iii) chemical profiling of wines related to sensory studies(iv) interaction studies within wine matricesThe skills that developed include sensory methodologies, panel training and sensory evaluation of products; sensometrics (statistical methods required for data analysis); qualitative research methods; text data mining and chemical profiling of the wines when appropriate. |

# Opportunities for 2023

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| 1. Sensory quality and SA consumers’ perceptions of lower-alcohol wines
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| 1. Smoke taint in South African wine: Consumer rejection thresholds, industry insights, and amelioration strategies
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# general contact information

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