

Preservation of cultural landscape heritage



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SAM Sensory and Consumer Research

A 3-year sensory and consumer research project from the creation of wine prototypes and the definition of the ideal profile to market share predictions.

Business Issue:

Riverside viticulture in Germany, considered a European cultural heritage, has vineyards that are too steep for mechanization, resulting in high labor costs that no longer adequately compensate winegrowers. Increasingly these steep slopes are no longer cultivated and go overgrown.

SOLUTION:

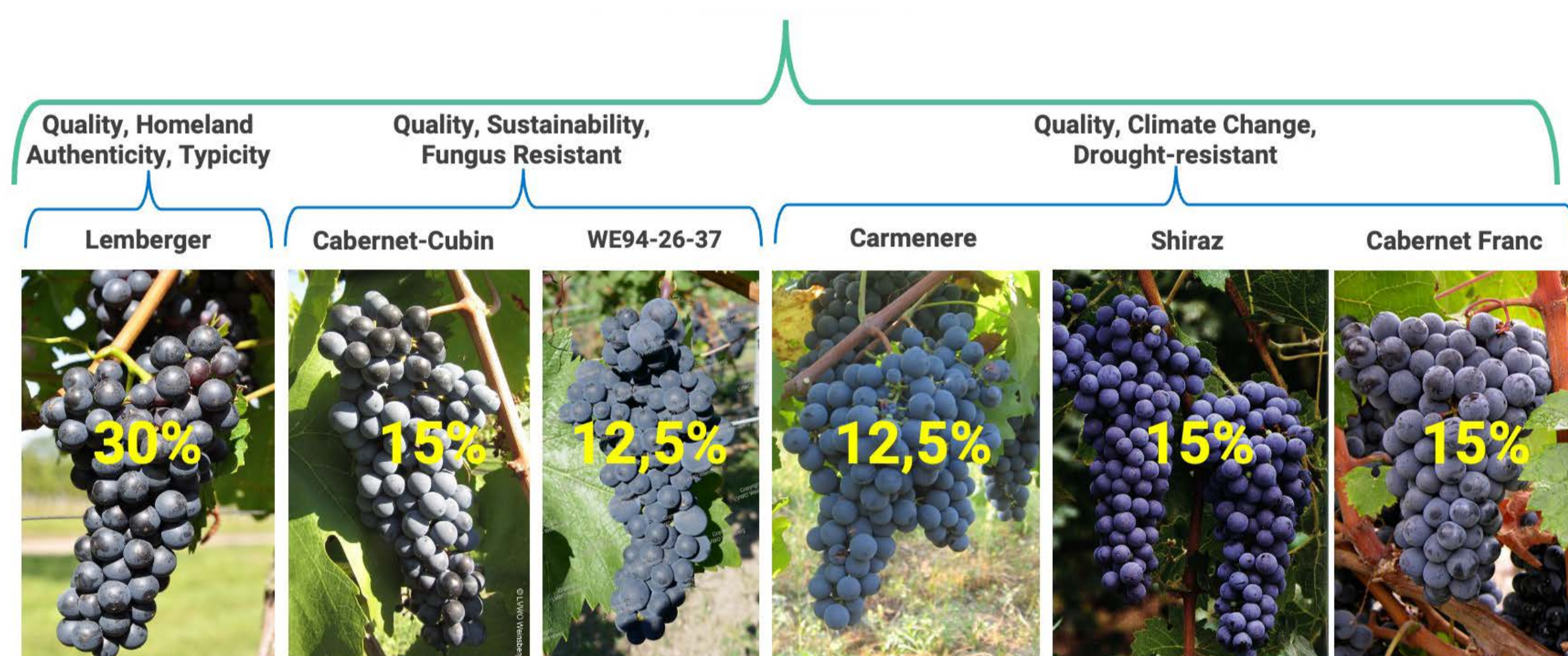
- Change in the varieties grown in steep slopes
- Resist problems caused by climate change
- Production of wines of higher quality
- More sustainable cultivation

This solution will allow the work of the winegrowers to be remunerated by a significantly higher price, the cultivation on steep slopes to be profitable and the unique and beautiful landscape to be preserved.

First sprint: Creation and definition of prototypes

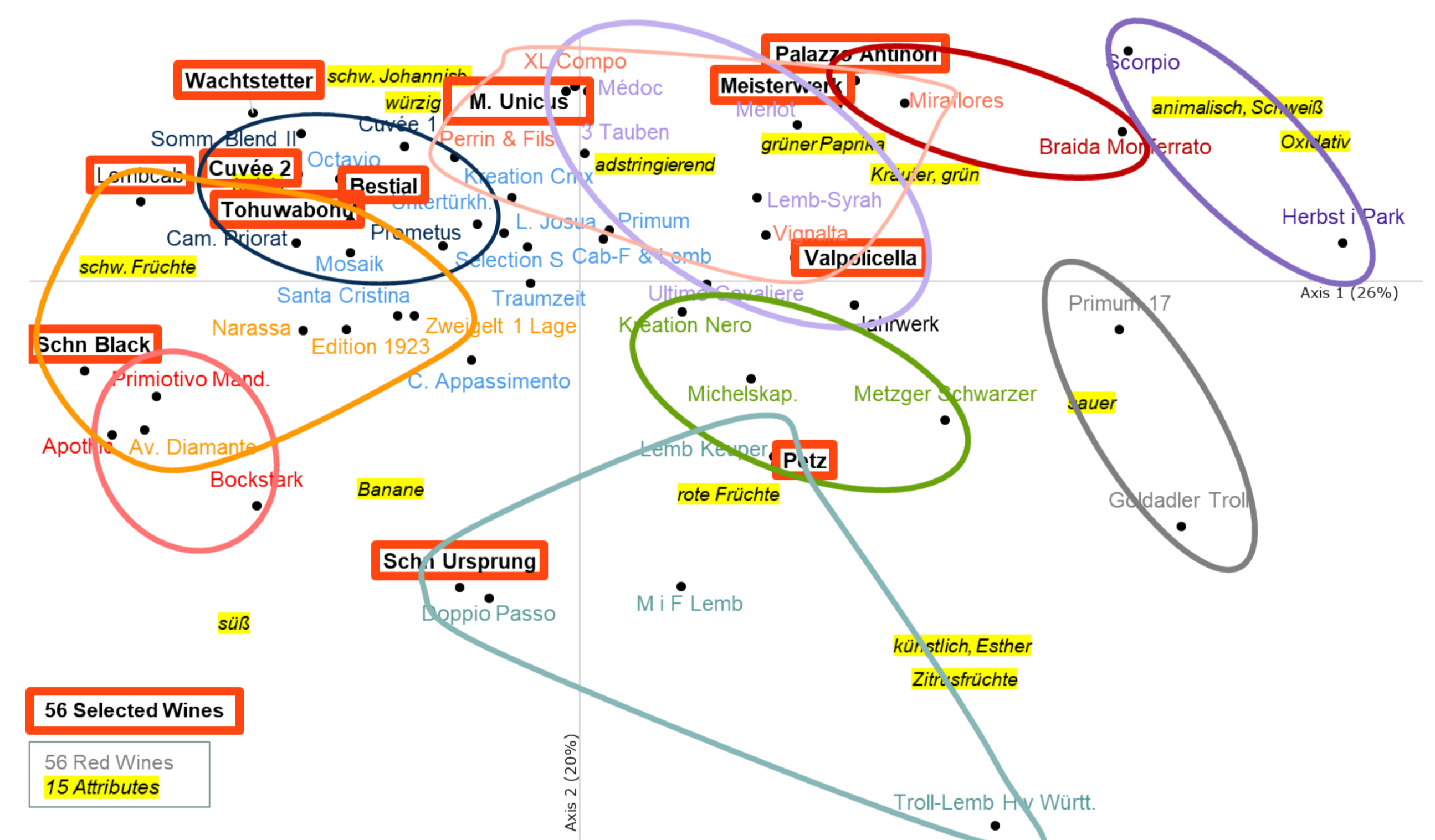
Wine prototypes were developed from 17 different base wines with focus on:

- Achieving a high-quality sensory profile
- Authenticity and homeland with well-known grape varieties
- Climate-relevant factors such as heat and drought resistance
- Resistance to fungal attack, for environmentally friendly viticulture



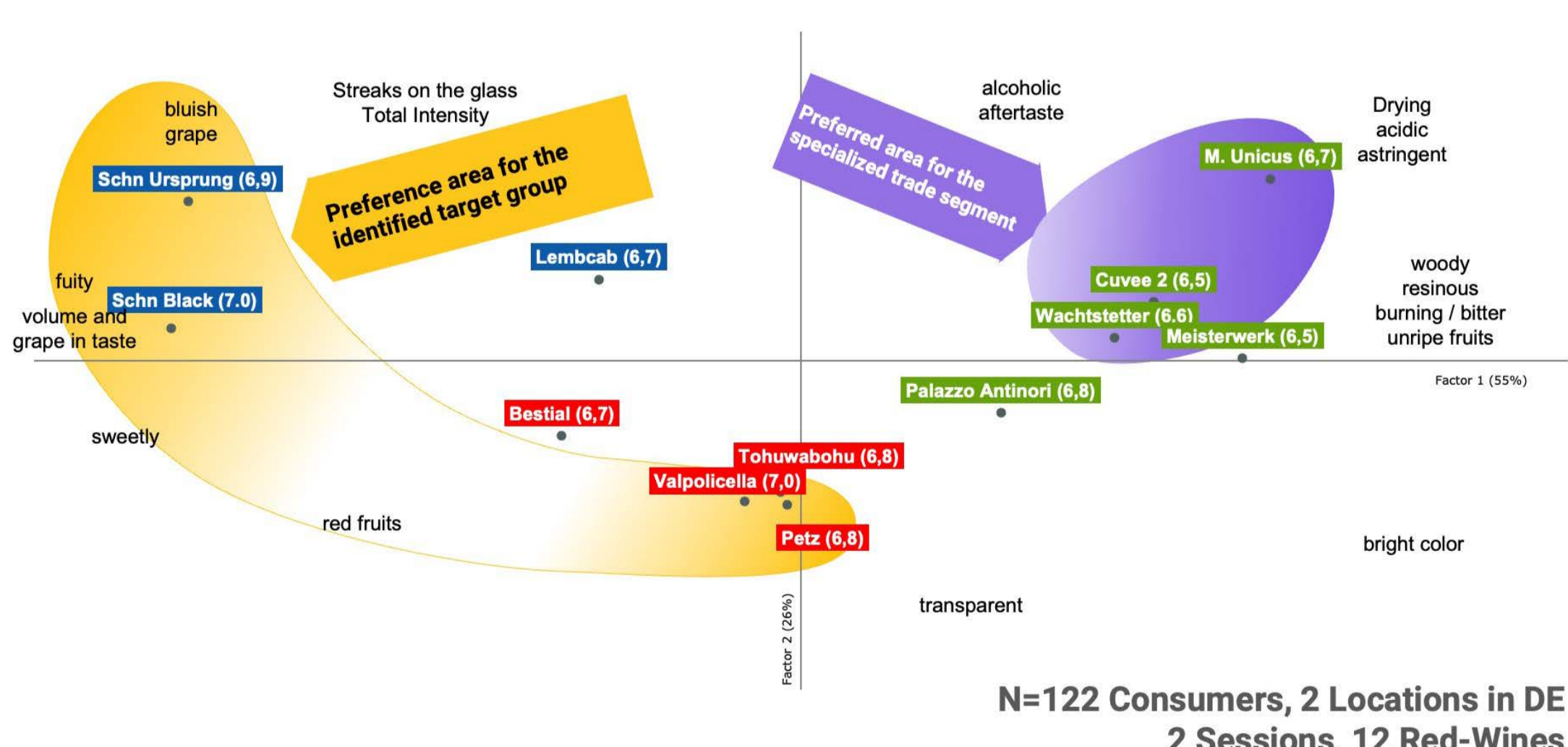
Second sprint: SAM Pre-Mapping

56 wines were characterized based on 15 attributes and assessed in one single day. The resulting mapping was used to select 12 wines for the subsequent consumer study.

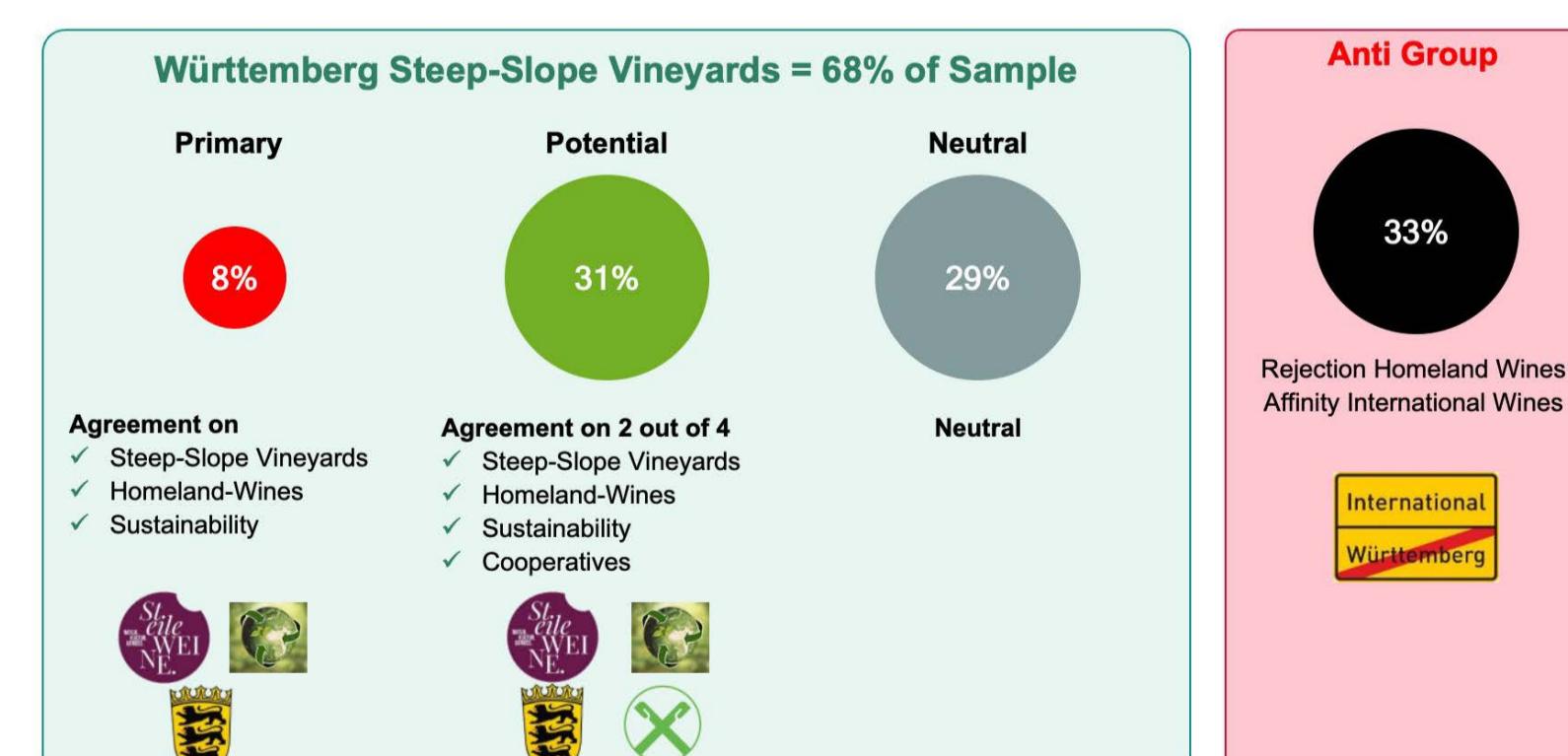


Consumer Research:

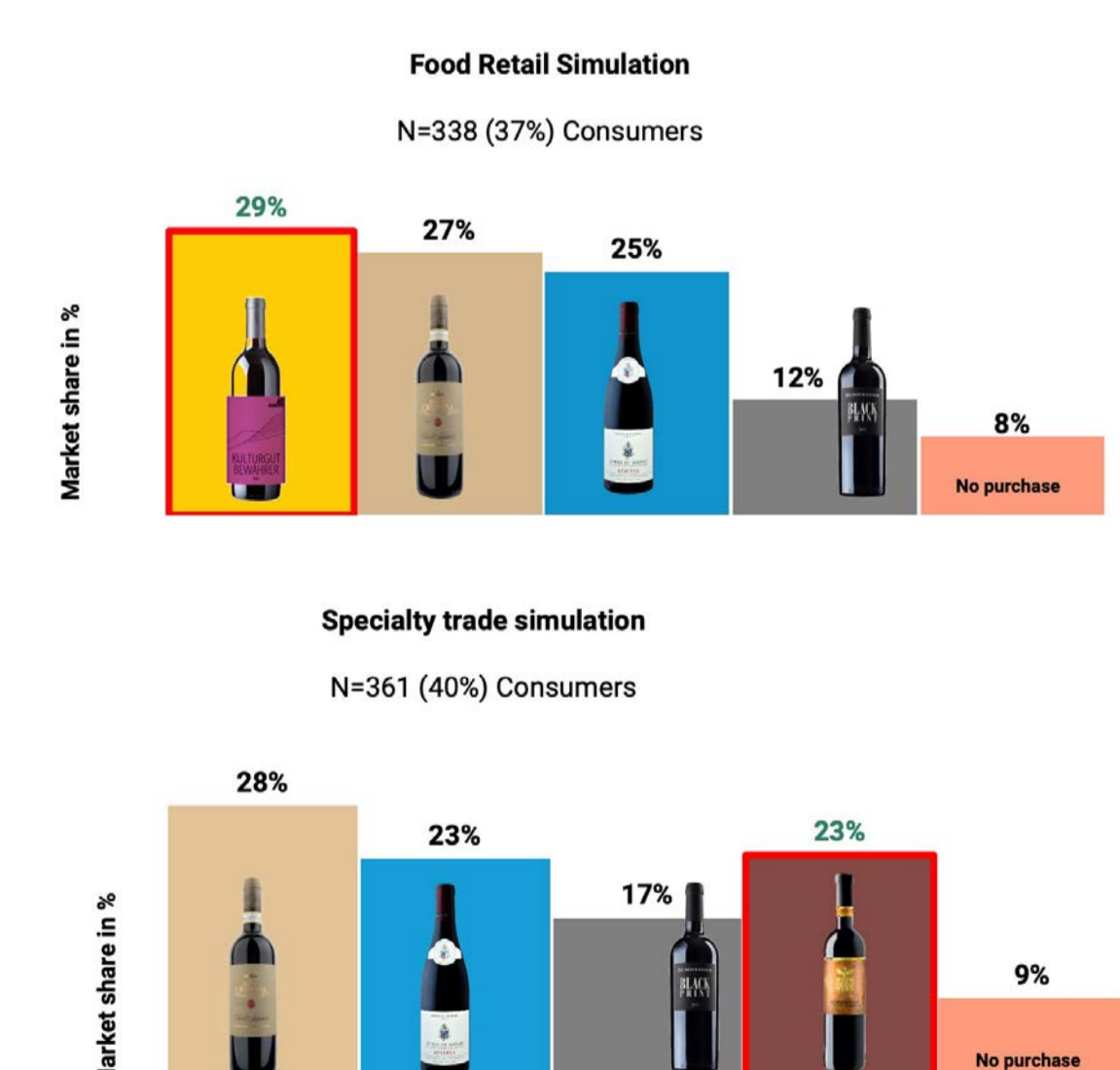
12 wines were evaluated in a CLT by a sample of N=122 consumers and were sensory profiled in parallel according to QDA. The preference mapping identified 2 wine types for different consumer clusters: i) retail shoppers ii) specialty trade shoppers.



A segmentation analysis applied on the results of a consumer insight questionnaire enabled the identification of the relevant target group.



An online conjoint study with 900 consumers enabled specific market simulations for the food retail and specialty trade segments.



Communication and Commercialisation

The main marketing message shared by 2 brands marketed independently in two different channels was high quality wines, European cultural heritage, Württemberg as homeland, sustainability and steep slopes.

