

hydrique insuffisante et surtout sans tempérance nocturne.

- Les caractères sensoriels qui paraissent à la fois les plus fréquents et les plus typiques sont liés au déroulé fruité au niveau du 'fruit frais' ou du 'fruit mûr', et des types bien identifiés de 'griotte' ou 'cerise' qui se retrouvent sur une large gamme de climats. De ce point de vu là, le Pinot noir est un cépage à expression relativement originale et universelle.

- La diversité des autres caractères est particulièrement grande en fonction des climats, ce qui traduit certainement une expression sous-jacente des divers terroirs viticoles diversité des caractères sensoriels, est la marque générale de finesse qui est relevée en analyse sensorielle sur cet échantillon particulièrement 'éclaté' de climats : les vins de Pinot noir, même dans le cas où ils manifestent certaines insuffisances ou déséquilibres, ne procurent pas d'impression d'agressivité, et dans les cas les mieux appréciés, le degré de finesse peut être extrême. Un examen attentif du tableau 2 est utile pour apprécier ces derniers éléments.

#### 4 CONCLUSIONS ET PERSPECTIVES

Pour répondre à la question de départ « Le Pinot noir est-il flexible ou endémique ? », il apparaît donc sur cet échantillon de vins du monde relativement exceptionnel que :

- Le Pinot noir est bien un cépage mondial qui exprime des caractères identitaires et intéressants, avec notamment les notes de fraîcheur ou de maturité de griottes ou de cerises, ainsi que la présence générale d'une certaine finesse; de ces points de vue, en combinaison avec son aire de culture relativement étendue (large gamme d'Indice Héliothermique IH), il peut être considéré comme *flexible*.

- Le Pinot noir, sous certains climats qui pour diverses raisons évitent des conditions trop chaudes pendant la

maturation, en particulier la nuit et donc avec des valeurs faibles d'Indice de Fraîcheur des nuits IF, est capable de produire des vins de haute expression. La marque du terroir viticole qui n'est pas prise en compte en tant que telle dans cette étude doit certainement être liée en premier au degré de contrainte hydrique pendant la maturation et donc à l'Indice de Sécheresse IS et au sol. Pour ces caractéristiques et en raison de la grande diversité de sa palette aromatique, le Pinot noir peut être considéré comme *endémique*.

Ce travail est une première approche de l'expression de la typicité des vins de Pinot noir dans le monde qui devrait connaître un développement dans le cadre de l'Académie de la Vigne et du Vin du GIESCO. Il est à souhaiter que des approfondissements soient apportés au niveau de terroirs viticoles caractéristiques, et que les vins soient analysés finement à la fois au niveau sensoriel et au niveau biochimique. Un autre point capital est la définition des systèmes de culture les mieux adaptés à certains terroirs de base, en particulier l'intérêt de la vigne en Lyre avec enherbement qui s'est avérée être en Bourgogne un très bon modèle de viticulture durable et de terroir.

Pour la présente étude, le voyage depuis les hautes terres du Languedoc à celles du Kosovo ou de l'Amérique latine a permis de révéler certaines caractéristiques majeures du Pinot noir.

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## On the meaning of looking for terroir perceptions in blind tastings

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**ABSTRACT.** If one considers as “physical or sensory attributes” of a wine its concentrations of alcohol and of other substances, it can be stated that another class of attributes exists, which can be called “metaphysical attributes”, mainly linked to feelings ignited by terroir information. Therefore, wine consumers can be divided in two categories: a) the common consumer, who drinks wine as a hedonistic experience, focusing in the physical attributes (taste, aroma, texture); b) the wine lover, who, besides asking for these basic pleasures, longs for metaphysical or spiritual information, which comes along with data on the production region, its traditions and landscape, the vineyard, winemaking methods and culture, and on the winemaker’s persona. All these metaphysical information are lost in blind tastings, where, primarily, the physical attributes are sensed. Measurements of chemicals in wines from different terroirs tend to indicate that typicity can be detected; nevertheless, variations in vintage, clones, assemblages, and methods give variability even to terroir wines. In a blind tasting, the eventual identification of terroir characteristics makes a call to the memory, which is not an exact recorder This work reports results from 30 blind tasting sessions, focused on wines from dozens of viticultural regions; it reports also results from seven non-blind tastings of handcrafted wines from the

same producer, performed in the winery, as reported in the media. Results show that, even in panels of veteran tasters, terroir attributes are heavily lost in blind tastings; however, reports from non-blind tastings are remarkably focused in a few descriptors. It is concluded that perception of the terroir component, and so, the terroir value, is deeply linked to knowledge of metaphysical attributes, being, nevertheless, consistent from a sensorial perspective.

**Keywords:** *wine attributes, sensory perception, taste of place.*

## 1 INTRODUCTION

The perception of wine is one that belongs to those human senses which were called “proximal” senses, like taste, smell, and tact, as opposed to those that work “at a distance”, like vision or hearing<sup>1</sup>. This makes wine tasting a much more personal experience, if compared, for example, with vision, which can be considered a public perception. Due to the fact that, to taste wine, we have to bring the information carrier to the inside of our bodies, the sharing of perceptions with other individuals is not so straightforward. Even so, a large ensemble of descriptors has been developed. Most of them are expressions of physico-chemical properties detected by smell, taste and touch, as alcohol, molecules, and more specifically, tannin content. Through training, a person can build capabilities to recognize many wine components, and a common sense was established, being functional to define if a wine is good or not.

However, a most prized wine feature is terroir. And, from a physico-chemical perspective, terroir is a difficult concept. From one side, it has been said that the *goût de terroir* “is mineral, stony, chalky, earthy,”<sup>2</sup> suggesting soil attributes, seldom fruity ones. At the opposite side, from geochemical considerations, it has been stated that the *goût de terroir*, defined as “being able to taste the vineyard geology in the wine”<sup>3</sup>, is scientifically impossible. This sensorial failure is in strong contrast to the fact that terroir *does* imprint geochemical marks in wine: elements and molecules can be analytically detected in wines, and their content and relative concentrations are markers of geographical origin<sup>4</sup>; terroir, in a certain sense, can be detected even from outer space<sup>5</sup>!

A researcher who persists in reviewing the literature can be lead to utter confusion. From one side, blind tastings gave positive results to separate Sauvignon Blanc wines from France, New Zealand and Austria<sup>6</sup> (but it is not certain that the tasters would say “this wine is French!”); and at the opposite side, blind tastings by Bordeaux and Bourgogne professionals failed to identify Burgundian “vins de garde”<sup>7</sup>.

The Burgundian vineyard is the paradigm in terroir and typicity concepts. However, even inside well-known appellations, in a rather small surface, like Échezeaux, variations do occur, and the wines are reported to be different<sup>8</sup>. Typicity would be viewed in a more ample perspective.

We suggest that the “taste of place” (“*goût de terroir*”) may be better understood if linked to a wider context. Here, we talk of people who drinks wine, and we divide them in two categories:

a) The wine consumer, a person who knows and likes wine, and drinks wine as a hedonistic or aesthetical experience, focusing in the physical attributes (taste, aroma, texture);

b) The wine lover, who, besides asking for these basic pleasures, longs for metaphysical information, which comes along with data on the production region, its traditions and landscape, the vineyard, winemaking methods and culture, and on the winemaker’s persona.

We claim that what the wine lover looks for is closely associated with the concept of terroir, the one that is being laboriously constructed by the OIV<sup>9</sup>. However, in the form stated, it follows that most, if not all, terroir attributes are lost in blind tastings; in these experiments, terroir and non-terroir wines would be all the same. But, a non-terroir wine, even being a well-made, high-quality product, would carry, perhaps, an industrial bias or would suffer from de-localization. What of terroir survives in blind tastings deserves to be investigated. In this paper, we present the results of two kinds of experiments: blind tastings, where terroir wines are confronted with other products; and open sessions where artisan wines are tasted by experienced amateurs.

## 2 MATERIALS AND METHODS

A series of blind tastings took place at the tasting room of the Brazilian Society of Friends of Wine (Sociedade Brasileira dos Amigos do Vinho - Regional Sul - SBAV/RS), at its chapter in the city of Porto Alegre. This society is a brotherhood which has access to a large number of international wines, thanks to the extreme diversity of the Brazilian market; besides, many wines are brought by associates, from their travels abroad. The group of tasters involved in the blind tasting sessions was typically about ten people, from a larger group of about fifteen persons. Although not being professionals in the wine business, these people benefit from many years in wine studies. The group meets weekly, and some sessions were dedicated to studies of wine identity.

The database was assembled from a set of 30 blind tasting sessions which took place from March 2005 to April 2012. Typically, five or six different wines were served; some information was passed, as “these are monovarietals from this or that grape variety”, “there is one wine from a paradigmatic terroir”, or “only one wine is not a terroir wine”. Tasters have to answer questions like “which is the wine that better expresses that grape variety?”, or “which wine presents (or doesn’t) some typicity?”. Afterwards, labels were revealed, and questions were “now that you know, do you recognize the terroir wine?”, “the best wine was a terroir wine?”, or “that Burgundian Chardonnay was typical Burgundian, and typical Chardonnay?”. In these 30 sessions, about 200 wines from 12 countries and dozens of viticultural regions were tasted. All tastings are reported in the Web<sup>10</sup>. A sample of the 11 more recent sessions is shown in Table 1.

**Table 1. Examples of recent blind tastings performed at SBAV/RS, Brazil.**

d/m/y	subject	countries	result
12.3. 2009	Vins veloutés	Bordeaux, Italy, New World	Young Bordeaux not ripe
25.2. 2010	3 unusual varieties, 1 Cabernet	Four countries New World	Cabernet not identified
4.3. 2010	Top wines	Brasil, Chile	Chilean recognized, typical
11.3. 2010	Pinot Noir & Sauv. Blanc	Chile, New Zealand	Great wines; but typicity not found
15.9. 2011	Wines from French firm in Brazil	Brazil	French style easily seem
5.10. 2011	Non-French Merlots	Europe, New World	Variety identity conserved
20.10.2011	Tempranillo/Tinta Roriz	Portugal, Spain	Winemaking dominates
10.11.2011	Pinot Noir	Europe, Americas	Bungundian not identified
17.11.2011	Tannats of 3 countries	Madiran, Uruguay, Brazil	French not identified
22.3. 2012	Confusion in varieties	Sangiovese Umbria, America; Syrah	Terroir not identified
29.3. 2012	Confusion in varieties II	Argentina	Winemaking wins over grapes
12.4. 2012	Bordeaux-style assemblages	Argentina, Brazil, France	French style recognized

A different approach was made at the winery Reliquiæ Vini, at the viticultural region called Serra Gaúcha, near Porto Alegre. This region was colonized by Italian immigrants at the end of the XIX century, and a strong wine tradition was built, leading to, presently, a blooming wine industry. In contrast with those large firms, there are small artisan wineries. Reliquiæ Vini produces about 5,000 bottles a year of wines of several vinifera cultivars. It became a sort of cult place, to which wine amateurs converge, since the wines are sold only “in house”. Here, wine descriptors are more the result of winemaking techniques, methods and philosophy, so what is in focus is the winemaker’s persona, rather than geochemical terroir properties. People in tasting sessions were again groups of experienced tasters, but now from all around Brazil and from abroad. Tasting sessions were never blind, but wines were first served unlabeled and disclosed after some discussion. We report here what was perceived from a series of seven tastings, whose reports can be found in wine websites<sup>11 to 17</sup>.

Typical reports state that:

*“Identity very marked from structure, velvet, and fundamentally from harmony in nose and mouth”; “perfect structure, nose and mouth well marked, for a long time”; “unique experience”; “a pleasure to taste, an unforgettable sensation”; “the true expression of an evolved wine(...), in its peak, intense pleasure; typically dionysiac”; “the time in mouth calls attention”; “warmly received”; “a Brazilian wine so intense, velvety, perfumed, complex, ample”.*

### 3 RESULTS AND DISCUSSION)

Blind tastings at SBAV/RS have been performed by a stable group for many years. Regardless of the specific theme, a perception was established long ago, and remains: blind tastings are lessons of humility. This idea is amplified within groups of tasters which have ample access to wines from all over the world, and that, therefore, do not have a focus on wines from specific regions, those which are examples of traditional viticultural terroirs. Perhaps there is a

difficulty to memorize such a large number of wines (terroirs and styles). Furthermore, given the large choice, a certain wine (for example, a Montrachet) will be tasted twice within years between the first bottle and the second.

Regarding the non-blind tastings, another fact called attention: small winemakers in many countries put lots of effort to produce exception wines, many times with enlightened knowledge of traditional terroir wines. The example of Reliquiæ Vini is informative: reports were rather homogeneous, and even granting that a south-Brazilian terroir can be in its way, the stronger point here is not traditional terroir (geochemical); from what is reported, winemaking plays the dominant role.

### 4 CONCLUSIONS

Blind tastings can be a problem to the terroir idea. Wine lovers start their journey from the basic condition that a wine should be good; however, since metaphysical information is a fundamental bonus, we agree with Nicolas Joly in his assertion: “Avant d’être bon, un vin doit être vrai”<sup>18</sup>.

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## **The characteristics of strong territorial brands: the case of Champagne**

### *Les caractéristiques des fortes marques territoriales : le cas du Champagne*

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#### **ABSTRACT**

While most brands belong to individual enterprises, some brands belong to groups of enterprises based in a single territory. This conceptual paper examines the characteristics of these territorial brands using the lens of the wine of Champagne in France. Employing a series of past studies the paper first explores the nature of the territorial brand (including its overarching nature and emergent development), then develops an analysis of the preconditions for a strong territorial brand. The proposition is that these include a specific type of brand manager, a strong willingness to co-operate, a common mythology and local engagement. The paper is significant as it considers territorial goods rather than services such as tourism.

**Keywords:** *place marketing, territorial brand, champagne.*

#### **1 INTRODUCTION**

Most brands are the property of a single company, or of a group of companies with a common ownership. However, there are exceptions where a number of independent enterprises may share a brand. These kinds of brand tend to originate from a single place or territory from which it is impossible to separate them and which offers a group of competing organizations a collective, overarching brand identity. This territorial brand most clearly operates with some service products, particularly in the notion of destination brands in tourism. The territorial brand, however, may extend beyond services. In some instances territorial brands also operate for goods, and this paper focuses on these. The concept is not applicable to most manufactured products but for goods with a relationship to place (especially food and drink) it may be significant; thus Scotch whisky, Quebec maple syrup, Camembert cheese and Norwegian smoked salmon fit into this category. These are not cases where producers choose whether or not to make a particular

style but where the sensory characteristics of the product (sight, taste, smell) as well as its hedonic effect (pleasure and enjoyment) are dependent on the environment; it is thus impossible to replicate them anywhere else.

The means of exploring this is to consider in some detail the management and marketing environment of champagne – the wine – and Champagne – the region. The organization and success of the champagne industry over the last 65 years makes it an interesting case with which to examine the territorial brand as it applies to goods rather than services.

#### **2 PROCESS**

The research process which this paper adopts does not fit into any conventional, focused methodology. Rather, as a conceptual paper, it is the result of a number of research projects and varying approaches. These include studies in France and elsewhere, a number of interviews with consumers and with those involved in the production, business and marketing of