

Preference Testing of Pinot Noir Wine
By Y. Hope Osborn

Definitions of Attributes for Pinot Noir Wine Evaluation

Attributes	Definitions
Alcohol	flavor sensibility of the alcohol content
Color	richness or depth of red shading
Clarity	haziness of liquid from particulates
Sweet	taste associated with sugar
After-taste	pleasantness of flavor after wine has left palette
Clean	not exhibiting any obvious faults in taste, smell, feel, or look
Intensity	boldness, fullness, or richness of flavor
Fruitiness	evocation of flavor of fruit
Bouquet	presence of pleasing blending of aromas
Texture	smoothness or softness of feeling of wine in mouth
Earthiness	evocation of flavors of trees, soil, vegetation, or minerals

Preference Testing of Pinot Noir Wines

Sample #1 = 2009 Laetitia brand Pinot Noir
 Sample #2 = 2008 Bourgogne brand Pinot Noir

Test 1: Alcohol

	Not So Alcoholic				Neutral			Very Alcoholic	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 2: Color

	Very Rich				Neutral			Not So Rich	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 3: Clarity

	Very Clear				Neutral			Not So Clear	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 4: Sweet

	Not So Sweet				Neutral			Very Sweet	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 5: After-Taste

	Very Pleasant				Neutral			Very Unpleasant	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 6: Clean

	Very Clean				Neutral			Not So Clean	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 7: Intensity

	Very Intense				Neutral			Not So Intense	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 8: Fruitiness

	Very Fruity				Neutral			Not So Fruity	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 9: Bouquet

	Very Pleasant				Neutral			Not Pleasant	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 10: Texture

	Very Smooth				Neutral			Not So Smooth	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____

Test 11: Earthiness

	Not So Earthy				Neutral			Very Earthy	
Sample #1	1	2	3	4	5	6	7	8	9
Sample #2	1	2	3	4	5	6	7	8	9

Alcohol Flavor Ranking: First: _____ Second: _____

Comments: _____
