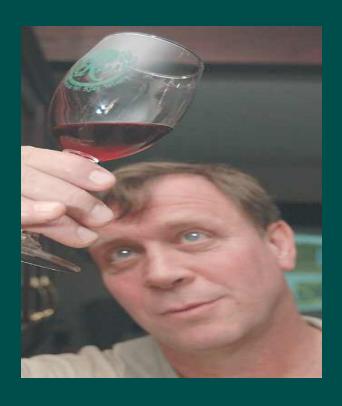
# Colorado/Nebraska Wine Quality Assurance Initiative





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#### Why Do Quality Assurance?

- Eliminate problems in wine
  - Clarity, aroma, taste faults
- Assure positive attributes dominate
  - Aroma and taste components desired
  - Color desired
  - Body components desired
  - Style desired
- Develop future desired product niches



### CO/NE Quality Wine Program

- Long range plan to promote systemic pursuit of wine quality
- Starts with fault-free assurance panel
  - Fault chemicals have quantitative sensory standards
  - Panels trained to fault sensory standards by Quantitative Descriptive Analysis methodology
  - Confidential reporting and grouped anonymous data for statistical evaluation
  - Reports contain advice for wineries on quality assurance steps in production of wines and/or recommendations for further chemical analyses
  - Fault-free designation used for marketing status





## CO/NE Quality Wine Program

- Market wines will be tested to sensory fault standards
  - chemically analysis can be added
- Add historical consensus sensory panel
  - for market description purposes
- Cross test wines with both fault-free and consensus sensory panels and give scores to wineries
- Panels will perform research on fault combinations to define interactions
- Consumer surveys will validate effects of standards
- Product development panels will research attributes, develop relative quantitative standards by wine niche, and test against chemical analysis and consumer surveys





## Cost of CO/NE Quality Wine Assurance Program

- Sample costs for quality testing panels paid by industry and/or wineries
- Initial fault standards QDA training paid for by trainees







■ Total Wines Assessed = 139 + 9 Controls

Red White Rose Dessert Fruit

**1** 71 53 10 2 2

■ CO wines – 58 NE wines – 81

- CO 12% Participating Wineries = 12/103
- NE 57% Participating Wineries = 13/23
- Perfect Combined Panels Score = 32.0
- Pass Combined Panels Score ≥ 22.4 ≥ 70%





- Wines Failed by Combined Panels
  - **38/139** = 27.3%
- 5/58 CO failed (8.7%)
- 33/81 NE failed (40.8%)





- Total Wines Assessed = 116 + 10 Controls
  - CO wines 55 NE wines 61
  - CO 14% Participating Wineries = 15/106
  - NE 48% Participating Wineries = 12/25
  - Perfect Combined Panels Score = 32.0
  - Pass Combined Panels Score ≥ 22.4 ≥ 70%





- Wines Failed by Combined Panels
  - 31/126 = 24.7%
- 12/55 CO failed (21.9%)
- 17/61 NE failed (27.9%)
- 2/10 Control market wines failed (20%)





## 2012-13 Quality Assurance Plans

- Chemical testing of Samples (\$98/sample)
  - Bottles, tanks, barrels
- Faults training for NE industry(\$300/person)
  - 2 day training session for 8 people
  - 2 sessions = 16 people
- 2013 QA joint NE/CO testing?

