

Have the wines of the new world and old world become more difficult to differentiate?

Philip Hedger 18th February 2022



Where Did the Difference Go?



- Products
- Services
- Hospitality
- Language

Global Signature/ Homogeneity



- Stores / Restaurants/Hotels
- Small Communities show sense of place
- And Wine??

And then there were Two

- Old World and New World
- For now – Europe and The Rest
- But that is Changing





PLUMPTON
COLLEGE



Olfactory

Gustatory

ABV levels

800 chemicals and compounds

Winery manipulations e.g. yeasts, additives,
alcohol concentration and reduction.

- pH levels - different acids -
tannins from seeds, stems, skins, additives
and wood -

glycerol levels - other polyphenols

much more...

The Obvious can be Misleading

- Getting beyond the superficial
- Have OW and NW wines converged – why?
- Climate Change and Alcohol levels are the “obvious”
- Sensory Perceptions v Chemical Analysis
- Do words matter? Can wines be adequately and accurately described?

Focus Questions



- 1) Does an analysis of Reviews suggest OW / NW wine style convergence?
- 2) What does an analysis of alcohol levels reveal?
- 3) Is 1) above a valid approach to testing the core hypothesis?
- 4) What are the externalities that influence?

Testing the Hypothesis The Datasets Relied On



- Reviews of 7 Professionals of 31 wines over 20 years
- The Alcohol Content

Methodology 1- Reviews

- The Dataset Composition
 - - OW and NW over Two Periods
 - - 31 wines (16 Old World : 15 New World)
 - - Overall Research Period 1997 – 2018.
 - - Average of 7 Reviews per wine per year
 - - 126 Sensory Descriptors mined from Reviews
- Correspondence Analysis and HCA

Methodology 2 - Alcohol



- Dataset Composition
 - 31 wines
 - OW and NW over Two Periods
 - Declared Alcohol Levels
- Research Period 1997 – 2018
- > 300 datapoints
- Two Way Anova +

EXTRACTION OF DESCRIPTORS

- Rather **gloriously polished**, already **fun**. Light **tannins**,but **savoury** and classic...
- JR – OW Montrose 2014
- **Gorgeous blackberry, raspberry, cedar.....pure and refined.....very precise, multi layered and sensual**
- NM. Wine Advocate Montrose 2014
- How has the wine lexicon evolved (from Adrienne Lehrer – Wine and Conversation). Can experts reflect the objective characteristics of wine??

The Wine Critic's Lexicon



- Gustatory / Olfactory
- Structural
- Hedonic
- A significant difference in Critic's use of category

A Roll Call of The Likely Change Suspects

- 1) Changes / Advances in Viticultural practices
- 2) Ditto Winemaking practices
- 3) Expanded use of new technologies (equipment and microbiology)
- 4) Role / Influence of Global Wine Critic
- 5) Climate Change / Weather Patterns
- 6) Environmental Issues
- 7) Changing of the Guard (Viticulture and Winemaking)

A Roll Call of the Likely Suspects (contd)



- 8) Health and consumer related issues
- 9) New holistic philosophies and approaches – biodynamic, sustainable, organic, “natural”.

Wines Selected and Criteria

- - 31 wines. 16 OW and 15 NW.
- - produced contiguously during the RP
- - representative of perceived Old World and New World styles
- - comparable grape varieties
- - continuously reviewed by wine professionals
- - reviews selected are at the same point in the wine development continuum

Criteria for Critics / Reviewers

- - must have written reviews consistently across the RP
- - must be recognised wine experts
- - variety of expertise and background
- - gender mix
- - global mandate
- - mix of publication mediums

Conclusions

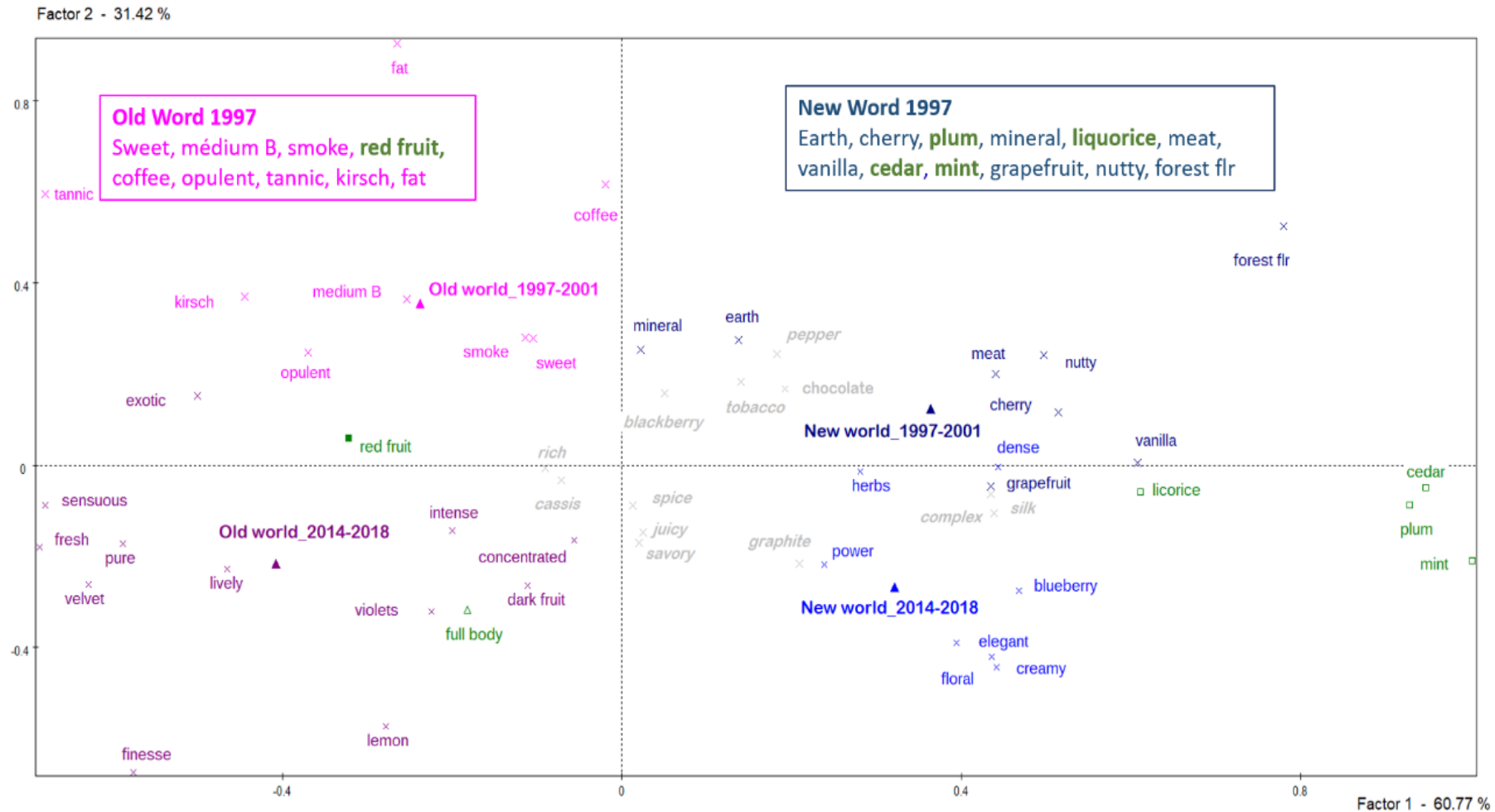


- NW and OW wines do indicate a stylistic and organoleptic convergence
- The shift in OW wines from “medium” to “full” body is most suggestive
- An increase in alcohol levels from Period 1 to Period 2 for OW wines are supportive validation.

Methodology



- Data Mining of 31 wines x 7 reviewers x 2 Five years periods (during the RP 1997 – 2018)
- Perform Correspondence Analysis + HCA / Dendrogram
- Extract alcohol levels for all wines per year studied.
- Perform Two Way ANOVA with Post Hoc Tukey Test at 5%.

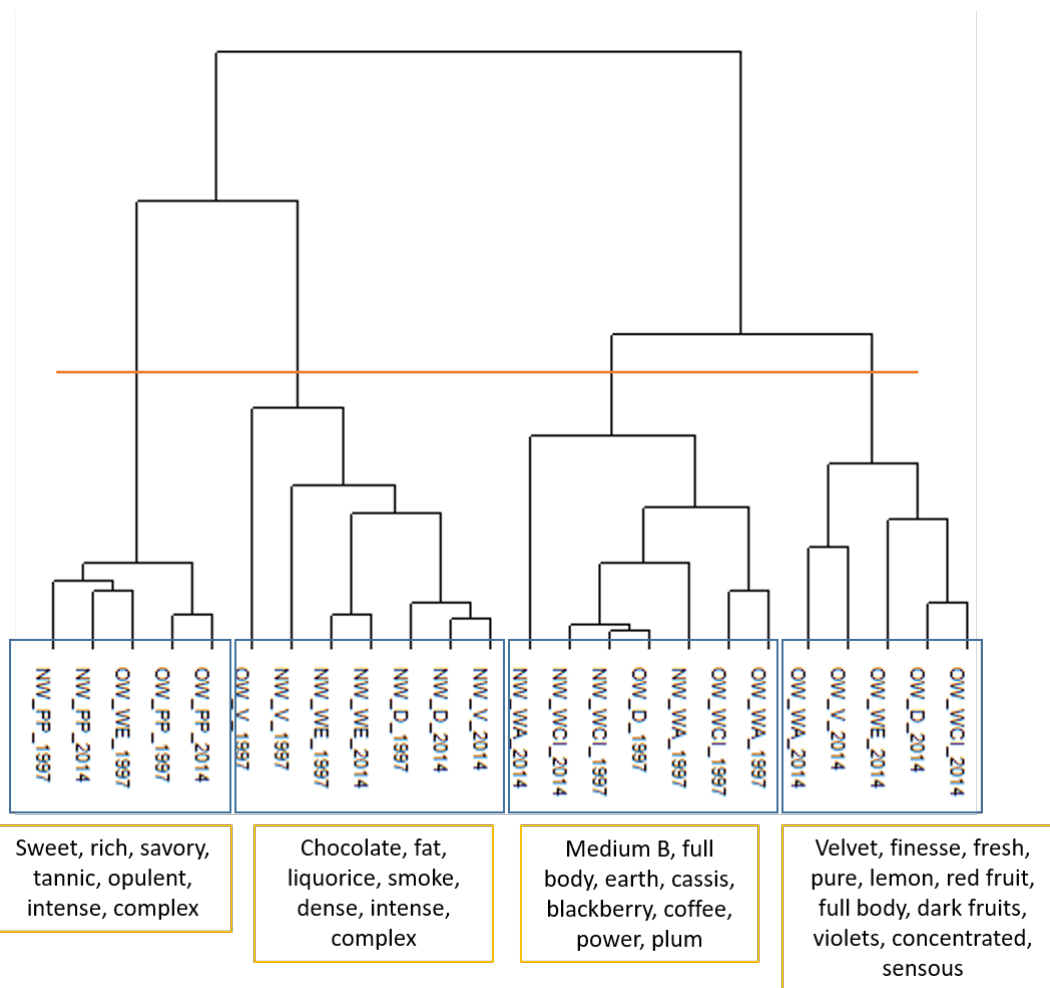


Old Word 1997
Sweet, médium B, smoke, red fruit, coffee, opulent, tannic, kirsch, fat

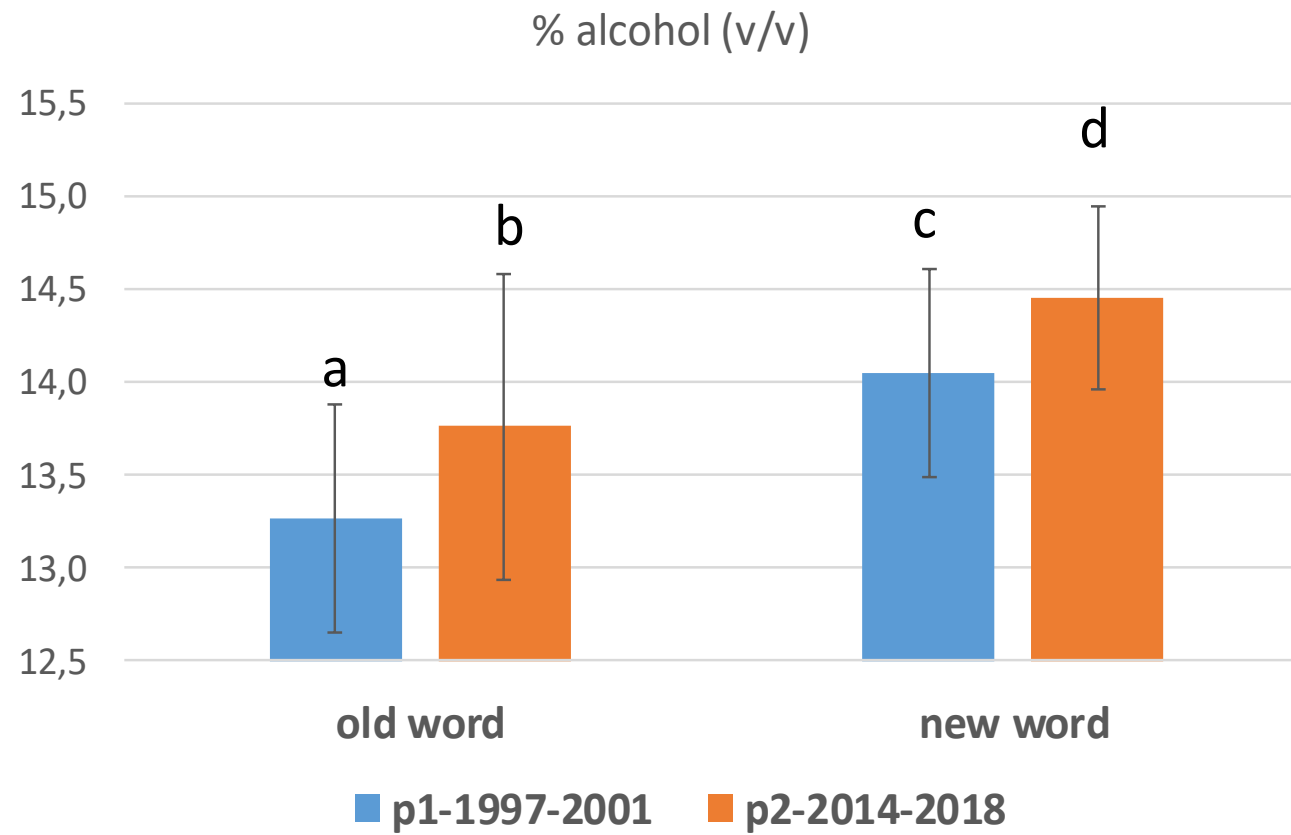
New Word 1997
Earth, cherry, plum, mineral, liquorice, meat, vanilla, cedar, mint, grapefruit, nutty, forest flr

Old Word 2014
Dark fruit, velvet, red fruit, concentrated, full body, pure, fresh, intense, violets, lemon, finesse, sensous, exotic

New Word 2014
Herbs, full body, liquorice, plum, power, elegant, blueberry, dense, floral, creamy, cedar, mint



	range	average \pm sd
1997-2001 old world	12.0-14.8	13.3 \pm 0.6
2014-2018 old world	12.0-15.8	14.0 \pm 0.8
1997-2001 new world	12.0-15.2	13.8 \pm 0.6
2014-2018 new world	13.5-15.6	14.5 \pm 0.5



Future / Additional Research



- Have white wines also become more similar?
- What are the primary chemical changes in wine composition?
- Would a structured expert blind tasting design further illuminate and validate the results?
- Is the phenomenon being replicated in emerging wine regions?