Measure of the influence of the musical context during wine tasting

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Introduction

Previous researches affirmed the impact of music while tasting wine[1,2].
The aim of this study was multiple:
- To identify the impacts of several types of music on the sensory characteristics of red wines
- For each wine, to associate the most appropriate music.
- To identify the precise organoleptic characteristic of the wine by a sensory profile with and without music.

Material & Methods

This project was realized with the panelists of Changins, between 13 and 18 tasters. Several degustations were done:
1. Each wine and music was categorised to confirmed the initial selection.
2. Each wine was tasted with each music to determine the best music-wine pairing.
3. A quantitative descriptive analysis of all wines without music was realized.
4. Wines were tasted while listening to the most appropriate music.
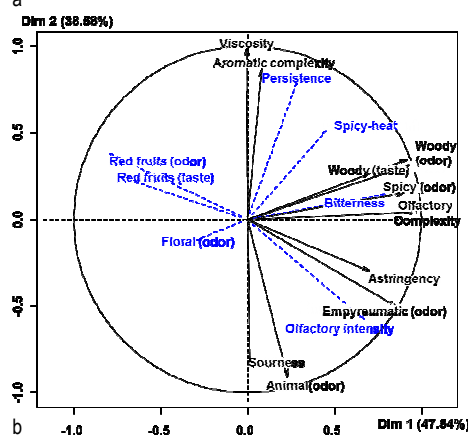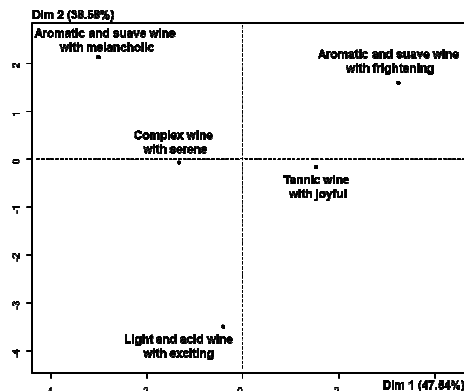
Results

Figure 2a and 2b. a, individual factor map for the PCA of the wine profile associated with music. b, correlation circle for the attributes significant at the level of 5% for the Anova in black. The non-significant attributes are represented as illustrative variables in blue.
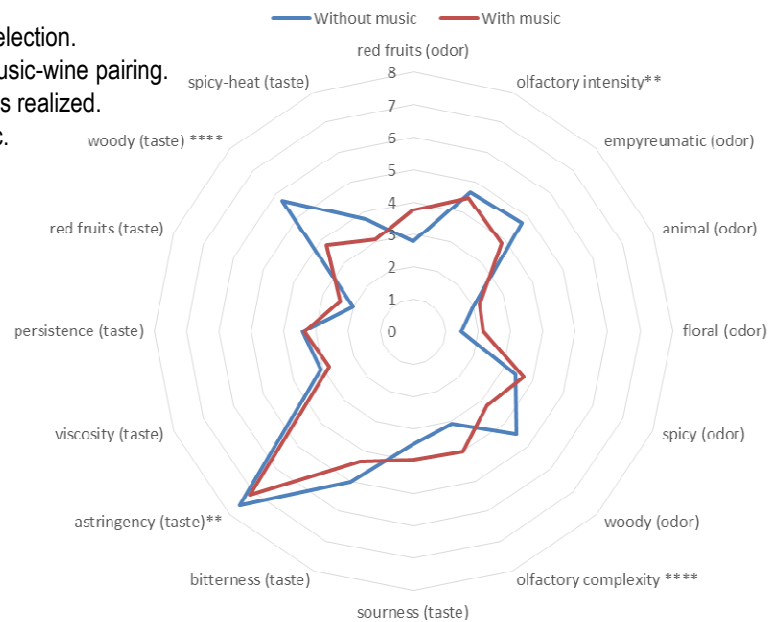
Figure 1. Representation in spider for the tannic wine without music in blue, and with music in red (significance level: *25%, **20%, ***15%, ****5%).

✓ The panel confirmed the characterization of each music and wine. Each wine was associated with a specific music. The music associated with a wine can increase or decrease several organoleptic characteristics of the wine.
✓ With the joyful music, the tannic wine was perceived significantly more complex at the nose and less astringent (Figure 1).
✓ The PCA shows the representation of the wines and the attributes with which they are correlated (Figures 2a and 2b).
✓ The first component is positively correlated with complex olfactory and woody aroma. Whereas the second component opposed aromatic complexity and viscosity at animal odor and sourness.
✓ For example, the light and acid wine was associated with the music of excitement and characterized by animal odors, sourness and less described by the viscosity and aromatic complexity.

Conclusion

- These music-wine associations discriminate wines more clearly than without musical context.
- When tasted with the appropriate music, a wine revealed increased descriptors scores such as olfactory intensity and olfactory complexity.

References

1. North, A. C. (2012). The effect of background music on the taste of wine. British Journal of Psychologie, 103 (3), 293-301.
2. Spence, C., & Shankar, M. U. (2010). The influence of auditory cues on the perception of, and responses to, food and drink. Journal of Sensory Studies, 25, 406–430.

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