

Wine tasting language, past, present, and future

SUMMARY

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The objective of the thesis

The objective of this thesis is to explore wine tasting and its language from various points of view. Wine tasting as well as its interpretation can serve several purposes describing wine to professionals, consumers alike, give deeper meaning, provide, assessment as well as education purposes to an otherwise very diverse product.

Our sensory skills in combination with the brain play a crucial role when assessing and recalling the wine either in oral or written form but so does cultural, educational, genetical aspects come into play. The thesis will look into the recent past and development of the wine tasting language, evaluate the present and outline a possible future of the analytical and appreciative language of wine tasting. The work will use anecdotal as well as scientific evidence to account for the wine tasting language.

Summary of the work

Wine is a complex multi-sensory object by creating a language for and about wine we will borrow existing diverse terminology as well metaphors that help to interpret the wine through communication. But before we get to the language part the wine has to be assessed through 'tasting' whereby visual, smell, taste, touch, and other senses play an important role after this comes putting the findings in words. The final assessment may be part objective and part subjective, since emotions, feelings are attached to this product which is created through the work of nature and people. There is a fair portion of science involved which is important to highlight so that we all find a more common language and interpretation as well. Wine language liaised several of its descriptive terminologies to other beverages as well from spirits, coffee amongst many others.

The change of tone in how wines are assessed through time is fascinating as well as it mutates depending on the purpose from education, supplying information to the consumer to wine law.

Résumé of the work

There is a lot to explore when it comes to wine tasting language as it is a complex matter from tasting the wine itself and creating the language for and about the liquid. Wine tasting language can be learned and it's important to point out it should serve a higher purpose, mindfulness, as well as analytical skills, play a major role in putting together the findings in the glass and communicating it well. All our senses play a vital role in the assessment and communication of wine.

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